

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2007**

H

1

HOUSE BILL 2458*

Short Title: Promote State of North Carolina/Funds. (Public)

Sponsors: Representatives Earle, Lucas (Primary Sponsors); Alexander, Bell, Hall, Parmon, Pierce, and Wainwright.

Referred to: Appropriations.

May 26, 2008

A BILL TO BE ENTITLED
AN ACT TO APPROPRIATE FUNDS TO THE DEPARTMENT OF COMMERCE
TO PROMOTE AND MARKET THE STATE OF NORTH CAROLINA.

The General Assembly of North Carolina enacts:

SECTION 1. There is appropriated from the General Fund to the Department of Commerce, Division of Tourism, Film and Sports Development, the sum of two million dollars (\$2,000,000) for the 2008-2009 fiscal year to be used for promoting and marketing the State of North Carolina. The promoting and marketing of the State shall include advertising with minority media outlets, advertising with minorities in the motorsports industry, and advertising with other historically underutilized businesses. The Division of Tourism, Film and Sports Development, and firms that contract with the Division to promote and market the State, shall make a good faith effort to achieve diversity in the bidding and awarding of advertising and marketing contracts.

SECTION 2. This act becomes effective July 1, 2008.