

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2005**

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HOUSE BILL 2455

Short Title: Western Regional Econ Dev Comm/Funds. (Public)

Sponsors: Representatives Sherrill, Goforth, Rapp (Primary Sponsors); and Fisher.

Referred to: Appropriations.

May 24, 2006

A BILL TO BE ENTITLED

1
2 AN ACT TO APPROPRIATE FUNDS TO THE WESTERN NORTH CAROLINA
3 REGIONAL ECONOMIC DEVELOPMENT COMMISSION TO ESTABLISH A
4 COMPREHENSIVE MARKETING AND BRAND AWARENESS INITIATIVE
5 TO PROMOTE, ATTRACT, AND DEVELOP NEW BUSINESSES IN WESTERN
6 NORTH CAROLINA.

7 The General Assembly of North Carolina enacts:

8 **SECTION 1.** There is appropriated from the General Fund to the
9 Department of Commerce the sum of seven hundred fifty thousand dollars (\$750,000)
10 for the 2006-2007 fiscal year to allocate to the Western North Carolina Regional
11 Economic Development Commission to establish a comprehensive marketing and brand
12 awareness initiative to leverage private and federal funds for the purpose of promoting
13 the business climate in Western North Carolina and creating and growing new jobs.

14 **SECTION 2.** The funds will be used to build national and international
15 awareness of the quality of the business climate in Western North Carolina for the
16 purpose of attracting new economy jobs through the 10 clusters of innovations
17 identified in the region's Five-Year Vision Plan, a collaboration between three State
18 universities, 11 community colleges, six private colleges, local economic development
19 commissions, and tourism leaders.

20 **SECTION 3.** These funds will be matched by the Western North Carolina
21 Regional Economic Development Commission through private investments, federal
22 allocations for the Blue Ridge National Heritage Area (designated by the United States
23 Congress in 2003 as the nation's 24th national heritage area), and local government.

24 **SECTION 4.** The funds shall be used by the Western North Carolina
25 Regional Economic Development Commission to achieve the objectives of this act, with
26 oversight by the Department of Commerce.

27 **SECTION 5.** The Western North Carolina Regional Economic Development
28 Commission and the Department of Commerce shall report on the use of these funds to

- 1 the Joint Appropriations Committee on Natural and Economic Resources to the 2007
2 General Assembly.
3 **SECTION 6.** This act becomes effective July 1, 2006.