

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2007

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SENATE BILL 1401

Short Title: Promote HUB & Supplier Diversity/Funds. (Public)

Sponsors: Senators Dannelly; Atwater and Jones.

Referred to: Appropriations/Base Budget.

March 26, 2007

A BILL TO BE ENTITLED

1 AN ACT TO APPROPRIATE FUNDS TO THE DEPARTMENT OF COMMERCE
2 TO PROMOTE HISTORICALLY UNDERUTILIZED BUSINESSES AND
3 SUPPLIER DIVERSITY WHEN PROMOTING AND MARKETING THE STATE
4 OF NORTH CAROLINA.
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6 The General Assembly of North Carolina enacts:

7 **SECTION 1.** There is appropriated from the General Fund to the
8 Department of Commerce, Division of Tourism, Film and Sports Development, the sum
9 of two million dollars (\$2,000,000) for the 2007-2008 fiscal year to be used for
10 promoting Historically Underutilized Businesses and supplier diversity when promoting
11 and marketing the State of North Carolina. The marketing of Historically Underutilized
12 Businesses and supplier diversity may include advertising with minority media outlets,
13 advertising with minorities in the motorsports industry, and advertising with other
14 media outlets in a way that promotes Historically Underutilized Businesses and supplier
15 diversity. The Division of Tourism, Film and Sports Development, and firms that
16 contract with the Division to promote and market Historically Underutilized Businesses
17 and supplier diversity shall make a good faith effort to achieve diversity in the bidding
18 and awarding of marketing and advertising contracts.

19 **SECTION 2.** This act becomes effective July 1, 2007.