

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2015

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SENATE DRS35131-RU-2 (03/06)

Short Title: DENR Attractions Dynamic Pricing Flexibility. (Public)

Sponsors: Senators Brock, Cook, and Wade (Primary Sponsors).

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO EXEMPT THE DEPARTMENT OF ENVIRONMENT AND NATURAL
3 RESOURCES WITH RESPECT TO ADMISSION OR OTHER RELATED ACTIVITY
4 FEES AT THE NORTH CAROLINA ZOOLOGICAL PARK, STATE PARKS, AND THE
5 NORTH CAROLINA AQUARIUMS FROM RULE MAKING UNDER CHAPTER 150B
6 OF THE GENERAL STATUTES.

7 The General Assembly of North Carolina enacts:

8 **SECTION 1.** G.S. 150B-1(d) is amended by adding a new subdivision to read:

9 "(27) The Department of Environment and Natural Resources with respect to
10 admission fees or related activity fees at:

11 a. The North Carolina Zoological Park pursuant to G.S. 143B-335.

12 b. State Parks pursuant to G.S. 113-35.

13 c. The North Carolina Aquariums pursuant to G.S. 143B-289.44."

14 **SECTION 2.** The Department of Environment and Natural Resources, or any other
15 department given responsibilities for the North Carolina Zoological Park, State Parks, or the
16 North Carolina Aquariums, shall establish admission fees and related activity fees using a
17 dynamic pricing strategy as defined in Section 3 of this act. Any rule currently in the
18 Administrative Code related to fees covered by Section 1 of this act are ineffective and
19 repealed upon the effective date of new admission fees and related activity fees adopted by the
20 Department under the authority set out in Section 1 of this act. Notice of the initial adoption of
21 new admission fees and related activity fees under Section 1 of this act shall be given by the
22 Department to the Codifier of Rules, who, upon receipt of notice of the initial adoption of new
23 admission fees and related activity fees by the Department, shall note the repeal of these rules
24 in the Administrative Code.

25 **SECTION 3.** It is the intent of the General Assembly that the Department of
26 Environment and Natural Resources, or any other department given responsibilities for the
27 North Carolina Zoological Park, State Parks, or the North Carolina Aquariums, institute
28 dynamic pricing as a flexible pricing strategy for admission fees and related activity fees for the
29 North Carolina Zoological Park, State Parks, and the North Carolina Aquariums. Dynamic
30 pricing is the adjustment of fees for admission and related activities from time to time to reflect
31 marketing forces, including seasonal variations and special event interests, with the intent and
32 effect to maximize revenues from use of these State resources to the extent practicable to offset
33 appropriations from the General Assembly.

34 **SECTION 4.** This act is effective when it becomes law and applies to admission
35 fees or related activity fees charged on or after that date.



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