

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2021

H.B. 509
Apr 8, 2021
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH40329-LG-125

Short Title: Adopt Official NC Dogwood Festival. (Public)

Sponsors: Representative Richardson.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT ADOPTING THE FAYETTEVILLE DOGWOOD FESTIVAL AS THE OFFICIAL
3 DOGWOOD FESTIVAL OF THE STATE OF NORTH CAROLINA.

4 Whereas, the Fayetteville Dogwood Festival is a three- to four-day festival held
5 annually in the City of Fayetteville and is celebrated the fourth weekend in April. The Festival
6 has been held for the past 37 years and began in 1982 due to the efforts of then-Mayor Bill
7 Hurley; and

8 Whereas, in 2018, over 250,000 people attended the Dogwood Festival; and

9 Whereas, of that number, 70% attended previous festivals and 97% stated that they
10 would attend future festivals; and

11 Whereas, the Dogwood Festival produced an economic impact of \$8,188,850 for the
12 local economy; and

13 Whereas, daily attendees spent around \$23 per day and overnight guests spent about
14 \$130 per night, of which 83% stayed at least two nights; and

15 Whereas, every year, the Dogwood Festival brings in national, regional, and local
16 artists who entertain attendees to free concerts; and

17 Whereas, over the years, the Dogwood Festival has earned many accolades, including
18 being nominated as the "Best Festival in North Carolina" by Southern Living Magazine; and

19 Whereas, for the years 2009, 2010, and 2013, the Dogwood Festival has been voted
20 as the "Event of the Year" by NC Festivals & Events; and

21 Whereas, in 2011, the Dogwood Festival was named a "Top 20 Event of the Year" by
22 Southeast Tourism Society; and

23 Whereas, in 2012, the Dogwood Festival was a "Grand Pinnacle Winner" by
24 International Festivals and Events; and

25 Whereas, in 2018, the Dogwood Festival was named the "Kaleidoscope Event of the
26 Year" by Southeast Festivals and Events Association; and

27 Whereas, each year, the Governor of North Carolina is encouraged to proclaim the
28 Fayetteville Dogwood Festival dates in honor of the Festival and commend its observance to all
29 North Carolina citizens; and

30 Whereas, the Fayetteville Dogwood Festival should be adopted as the official
31 dogwood festival of the State of North Carolina; Now, therefore,
32 The General Assembly of North Carolina enacts:

33 **SECTION 1.** Chapter 145 of the General Statutes is amended by adding a new
34 section to read:

35 **"§ 145-52. North Carolina Dogwood Festival.**



1 The Fayetteville Dogwood Festival is adopted as the official dogwood festival of the State of
2 North Carolina."

3 **SECTION 2.** This act is effective when it becomes law.