

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2021

H.B. 690
Apr 26, 2021
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH30324-LGa-134

Short Title: Funds/Greenville-ENC Alliance. (Public)

Sponsors: Representative Humphrey.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO APPROPRIATE FUNDS FOR THE GREENVILLE-ENC ALLIANCE.
3 The General Assembly of North Carolina enacts:
4 **SECTION 1.** There is appropriated from the General Fund to the Department of
5 Commerce the sum of fifty thousand dollars (\$50,000) for each year of the 2021-2023 fiscal
6 biennium in nonrecurring funds to be allocated to the Greenville-ENC Alliance, a public-private
7 economic development partnership. These funds shall be used to assist the organization in a
8 marketing campaign that leverages the assets of Beaufort, Carteret, Craven, Greene, Jones,
9 Lenoir, Pamlico, and Pitt Counties as part of a collaborative regional brand that aligns with
10 existing designations assigned by the North Carolina Department of Transportation,
11 congressional district, Census Combined Statistical Area, and media markets.
12 **SECTION 2.** This act becomes effective July 1, 2021.



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