

ADOPTED



NORTH CAROLINA GENERAL ASSEMBLY
AMENDMENT
Senate Bill 127

AMENDMENT NO. A3
(to be filled in by
Principal Clerk)

S127-AMC-36 [v.3]

Page 1 of 1

Comm. Sub. [YES]
Amends Title [NO]
Fourth Edition

Date _____, 2013

Representative McElraft

1 moves to amend the bill on page 1, line 24, by inserting between "subsection." and "The
2 Department" the following language to read:
3 "If the Department contracts with a North Carolina non-profit corporation to promote and grow
4 the travel and tourism industries, then all funds appropriated to the Department for tourism
5 marketing purposes shall be used for a research-based comprehensive marketing program
6 directed towards consumers in key markets most likely to travel to North Carolina and not for
7 ancillary activities, such as statewide branding and business development marketing.";
8
9 and on page 3, lines 1-2, by rewriting those lines to read:
10 "8. Tourism, as jointly recommended by the North Carolina
11 Travel and Tourism Coalition and the North Carolina Travel
12 Industry Association."

SIGNED _____
Amendment Sponsor

SIGNED _____
Committee Chair if Senate Committee Amendment

ADOPTED _____ FAILED _____ TABLED _____

**The official copy of this document, with signatures
and vote information, is available in the
House Principal Clerk's Office**



* S 1 2 7 - A M C - 3 6 - V - 3 *