

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2017**

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SENATE BILL 96

Short Title: Study/Marketing Global TransPark. (Public)

Sponsors: Senators D. Davis and Pate (Primary Sponsors).

Referred to: Rules and Operations of the Senate

February 16, 2017

A BILL TO BE ENTITLED

AN ACT DIRECTING THE DEPARTMENT OF TRANSPORTATION TO STUDY HOW TO
MORE EFFECTIVELY MARKET THE NORTH CAROLINA GLOBAL TRANSPARK.

The General Assembly of North Carolina enacts:

SECTION 1. Study. – The Department of Transportation, in consultation with the Department of Commerce, shall study how to more effectively market the North Carolina Global TransPark Authority. The study shall consider all of the following:

- (1) An identification of the target market for the Global TransPark.
- (2) Whether the target market identified pursuant to subdivision (1) of this section is being reached through current marketing methods.
- (3) What additional marketing methods could increase awareness, and what costs would be involved in utilizing these methods.
- (4) Whether the Global TransPark should be transferred to the Department of Commerce to utilize the Department of Commerce's marketing expertise.
- (5) What issues may arise from a transfer to the Department of Commerce, including legal, financial, or other requirements that must be met to effectuate the transfer.
- (6) Any other matters or information the Department of Transportation deems relevant to the study.

SECTION 2. Report. – The Department of Transportation shall report its findings and recommendations, including any legislative proposals, to the Joint Legislative Transportation Oversight Committee no later than February 1, 2018.

SECTION 3. Effective Date. – This act is effective when it becomes law.

