



# SENATE BILL 681: Agency Policy Directives/2019-2020, Sec. 8.5: Report on Attractions Marketing

2019-2020 General Assembly

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<b>Committee:</b>		<b>Date:</b>	October 28, 2020
<b>Introduced by:</b>		<b>Prepared by:</b>	Kyle Evans Staff Attorney
<b>Analysis of:</b>	Sec. 8.5 of S.L. 2020-78		

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**OVERVIEW:** Section 8.5 of S.L. 2020-78 directs the Department of Natural and Cultural Resources to study and report on the marketing of the North Carolina Zoological Park, the North Carolina Aquariums, and the North Carolina State Museum of Natural Sciences, including marketing conducted by affiliated or independent support or friends organizations. The report must include, for the 2018-2019 and 2019-2020 fiscal years, all public and private funds spent on marketing, identification of new or innovative marketing techniques that currently lack funding, the scope and effectiveness of collaborative marketing with other agencies or corporations, and how current marketing programs are evaluated. This report was due to the Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources and the Fiscal Research Division no later than October 15, 2020.

**EFFECTIVE DATE:** This section became effective July 1, 2020.

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