



# NC TRAVEL NEWS

A weekly newsletter on North Carolina General Assembly news relevant to the North Carolina tourism industry

## New Caucus to Promote NC Film

*The following story was excerpted from a story published by the North State Journal on January 22.*

North Carolina is looking at new ways to attract film and television production to the state.

The newly formed North Carolina Legislative Caucus on Economic Development and Foreign Trade has taken a significant step towards enhancing the state's film industry.

The caucus has established a new study committee, set to begin its work in January, with the goal of addressing the challenges and opportunities within the North Carolina film sector.

The committee includes a diverse group of legislators, namely Representatives Harry Warren (R-Rowan), Kevin Crutchfield (R-Cabarrus, Rowan), Allen Chesser (R-Nash), Deb Butler (D-New Hanover), Becky Carney (D-Mecklenburg), Kanika Brown (D-Forsyth), Frances Jackson (D-Cumberland), Maria Cervania (D-Wake), and Mary Belk (D-Mecklenburg).

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## Asheville Podcast Centers on Tourism, Hotel Tax



*The Do Politics Better podcast was recorded at UNC Asheville on January 19 in front of a live audience.*

The Do Politics Better podcast recorded in Asheville on January 19 and it featured a discussion between Buncombe County Senators Warren Daniel, a Republican, and Julie Mayfield, a Democrat.

The podcast is sponsored by NCTIA and is hosted by NCTIA lobbyists Brian Lewis and Skye David. This special edition of

the podcast was in partnership with the Asheville Area Chamber of Commerce, and it provided the audience with a western North Carolina perspective of the 2023 General Assembly session and a look forward of the 2024 short session coming up this spring.

However, the role of the occupancy tax in Buncombe County seemed to be a constant topic throughout the 42-minute exchange and mainly at the behest of Sen. Mayfield.



*Explore Asheville CEO Vic Isley & Asheville Chamber of Commerce Public Policy VP Zach Wallace flank NCTIA lobbyist Brian Lewis*

“Senator Mayfield believes the occupancy tax is the answer to many of Asheville’s challenges, including affordable housing, crime, and workforce development needs,” said NCTIA Executive Director Vince Chelena. “And while those are serious needs we all have concerns about, the occupancy tax was not set up to be the funder for municipal government operations.”

Sen. Mayfield contends the Tourism Development Authority has too much money invested in tourism advertising and she has long advocated that occupancy tax should be spent on other needs in the community. Sen. Daniel seemed more skeptical of such a plan and floated the idea that the occupancy tax rate be lowered if there is too much money collected than Asheville-Buncombe can use.

“Every TDA in North Carolina needs to listen to this podcast, because you can bet the debate about occupancy tax restructuring is not stopping at the Buncombe County line,” Chelena said.

Chelena also pointed out that NCTIA has had many conversations with Sen. Mayfield about tourism issues, including the occupancy tax, and he appreciates her willingness to talk about differences.

The Do Politics Better podcast can be head on Apple, Spotify, or where ever podcasts are streaming.