

US Golf Opens HQs in Pinehurst



Fresh off its success from this past week's U.S. Women's Open a few miles away at Pine Needles, the U.S. Golf Association held another celebration Monday marking the start of its permanent presence in Pinehurst. USGA, state and local officials and business leaders celebrated a groundbreaking for the organization's second headquarters.

NC Deputy of Commerce Chief Deputy Secretary Jordan Whichard focused on the strong economic relationship between the USGA and NC (and) shared that 53,000 jobs in the state are directly associated with the golfing industry generating \$1.3 billion in revenue.

Sen. Tom McInnis, R-Richmond and Rep. Jamie Boles, R-Moore, spoke next with both sharing their delight in the project.

[The article above was excerpted from The Pilot website. Click to read the entire article published on June 6.](#)

Two ABC Reform Bills on the Move

The NC General Assembly is considering two ABC reform bills this short session, one year after enacting an omnibus ABC bill that greatly benefited the tourism industry.



HB 1108 | Allow ABC Permits for Bars repeals the requirement for bars to maintain a membership registry. The bill is sponsored by Representatives Tim Moffitt (R-Henderson), Jon Hardister (R-Guilford), John Bradford (R-Mecklenburg), and Brian Turner (D-Buncombe).

HB 1135 | ABC Laws/Local Sales Option allows local governments to establish a "happy hour" ordinance and to authorize the advertisement of products sold in a bar and restaurant. The bill is sponsored by Representatives Jason Saine (R-Lincoln), Jon Hardister (R-Guilford), and Allison Dahle (D-Wake).

NCTIA is working with the NC Bar Owners Association to enact these two bills in the short session currently underway.

"The tourism industry supports modernization of the ABC system in North Carolina and these two bills are the latest in that effort," said NCTIA Executive Director Vince Chelena. "When visitors come to our state to vacation there can be frustration with our state's arcane alcohol statutes when they patronize bars and restaurants. Laws that may have made sense 80 years ago are hard to justify in 2022."

One of those outdated laws is addressed by HB 1108, which would no longer require establishments bringing in 30% or less in food or non-alcoholic sales to be considered private clubs or bars. These private clubs or bars are required to charge a \$1 annual membership fee to customers and "members" must sign in before being served an alcoholic drink.

HB1135 allows establishments serving alcohol to purchase a \$100 ABC permit in order to feature a "happy hour", a discounted price for drinks during periods of the day. County and/or municipal governments would have to authorize a discounted price ordinance for alcohol in order for this permit to be issued.

"We need to give our small business owners in the hospitality industry every tool they can get to attract customers and these two bills do just that," said Chelena. "These small businesses mean so much to the tourism industry and the employees who are providing for their families."