



NC TRAVEL NEWS

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

VisitNC-Airbnb Partnership



Visit North Carolina launched Dream Big in Small Town NC, an initiative to boost economic recovery by attracting travelers and potential workforce to small towns in 16 counties facing population loss.

The campaign will showcase natural beauty and small-town charm in places with special challenges resulting from the pandemic.

Created by the NC General Assembly as the Rural Tourism Recovery Pilot Program, Dream Big will capitalize on travelers' interest in exploring small towns by drawing attention to the people, places and businesses in three distinct regions designated as the Scenic Mountains, the Northeast Lakes and Rivers, and the Inner Banks.

Visit NC is coordinating the program with the N.C. Department of Commerce and other private and public entities involved in growing the state's first-in-talent workforce.

Governor Proposes 2022-23 Budget

Governor Roy Cooper released his budget priorities on May 11, just over a week before the General Assembly returned to Raleigh for its short session.



The \$29.3 billion spending plan from the second term governor, entitled Building on Success, is most notable in that it spends \$2.3 billion more than what the General Assembly plans to spend in the 2022-2023 fiscal year, a proposed increase that is likely to be the subject of much debate this summer.

"After last year's General Assembly significant investments in the tourism industry spread over two years, including NCTIA's workforce development pilot program, Governor Cooper's budget doesn't propose changes on those line-items," said NCTIA Executive Director Vince Chelena.

NCTIA lobbyist Brian Lewis said the governor's budget proposal is intended to be a conversation starter with a General Assembly controlled by the opposing party.

"It's simply a marker of his budget priorities, and by extension, the priorities of Democratic legislators as we enter into a short legislative session that will require negotiations across the aisle," said Lewis.

The governor's budget is also the unofficial kickoff of the budget process this short session, which began on Wednesday afternoon.



Lewis and colleague Skye David sat down with House Republican Leader John Bell (Greene/Wayne/Johnston) and Senate Democratic Whip Jay Chaudhuri (Wake) to preview the short session on the Do Politics Better podcast on May 13. The podcast interview starts at the 8:30 mark.

"It's an informative and respectful conversation from two high ranking legislators from different sides of the aisle and from different chambers," said NCTIA Executive Director Vince Chelena. "My main takeaway is that the session is likely to be done by early July, and look for the budget to be where the action is on outstanding issues."

The Do Politics Better podcast, of which NCTIA is a sponsor, is published every Friday where you listen to podcasts. Follow NCTIA's Twitter page at @ncindustry for tourism-related updates on the General Assembly session.