

Dana Clark Breakfast at NCTIA Conference



Dr. Dana Clark is graduating from his role as professor extraordinaire at Appalachian State University, a position he's held since 1991.

"His impact on North Carolina's tourism and hospitality industry and the countless students he has guided and inspired over the years is truly remarkable," said NCTIA Executive Director Vince Chelena.

NCTIA invites participants at this year's [NCTIA Tourism Leadership Conference](#) to join us for the Dana Clark Graduation Ceremonial Breakfast on Thursday, November 16 from 8-9AM as we celebrate Dr. Clark and his many contributions to North Carolina's tourism industry.

Use this [hotlink](#) to register for the conference on November 15-16 at the [Westin Raleigh-Durham Airport](#).

General Assembly Adjourns Long Session

The General Assembly announced *last call* on all legislation to be considered for the 2023 long session on October 25 and left many issues unresolved until the spring short session.

One of those issues was [Senate Bill 527 \(ABC Omnibus 2023\)](#), a bill that passed the [House Committee on Alcoholic Beverage Control](#) in June, but failed to advance out of the [House Rules Committee](#). NCTIA was supportive of the legislation as it included modernization provisions submitted by the association.

The legislation is sponsored by Senators [Tim Moffitt](#) (Henderson/Polk/Rutherford), [Todd Johnson](#) (Union/Cabarrus), and [Bobby Hanig](#) (Bertie/Camden/Currituck/Gates/Halifax/Hertford/Martin/Northampton/Tyrrell/Warren).

As reported in this e-newsletter over the last few weeks, the legislation initially was delayed because of the budget impasse, and the thought was the bill would move once a spending plan was enacted. However, NCTIA lobbyists learned in the last two weeks that there were concerns by certain legislators in both chambers that the "bill was too heavy for some legislators to support."

"The controversy centered on allowing Sunday liquor sales in North Carolina's ABC stores," said NCTIA Executive Director Vince Chelena. "This became a sticking point for many legislators representing rural areas of the state."

NCTIA lobbyists were told this week that a pared down version of SB527 is likely to get approval in the spring of 2024 when lawmakers return for the short session.

On positive side, the General Assembly gave approval to [Senate Bill 154 \(Omnibus Occupancy Tax Changes\)](#) on the last day of the long session.

The legislation championed by [Sen. Ralph Hise](#) (R-Alleghany.Ashe/Avery/Caldwell/Haywood/Madison/Mitchell/Watauga/Yancey) consolidated all of the filed occupancy tax bills introduced in both the House and Senate this session.

It also adds new occupancy tax provisions for Carteret, Davidson, and Davie Counties, and extends by 29 years the sunset on Mecklenburg's existing authorization to levy a 1% prepared food and beverages tax and the 2% occupancy tax dedicated for the NASCAR Hall of Fame Museum facilities.

[Click to read the General Assembly's bill analysis of SB154.](#)