

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2021**

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HOUSE BILL 509

Short Title: Adopt Official NC Dogwood Festival. (Public)

Sponsors: Representative Richardson.

For a complete list of sponsors, refer to the North Carolina General Assembly web site.

Referred to: State Government, if favorable, Rules, Calendar, and Operations of the House

April 12, 2021

A BILL TO BE ENTITLED
AN ACT ADOPTING THE FAYETTEVILLE DOGWOOD FESTIVAL AS THE OFFICIAL
DOGWOOD FESTIVAL OF THE STATE OF NORTH CAROLINA.

Whereas, the Fayetteville Dogwood Festival is a three- to four-day festival held annually in the City of Fayetteville and is celebrated the fourth weekend in April. The Festival has been held for the past 37 years and began in 1982 due to the efforts of then-Mayor Bill Hurley; and

Whereas, in 2018, over 250,000 people attended the Dogwood Festival; and

Whereas, of that number, 70% attended previous festivals and 97% stated that they would attend future festivals; and

Whereas, the Dogwood Festival produced an economic impact of \$8,188,850 for the local economy; and

Whereas, daily attendees spent around \$23 per day and overnight guests spent about \$130 per night, of which 83% stayed at least two nights; and

Whereas, every year, the Dogwood Festival brings in national, regional, and local artists who entertain attendees to free concerts; and

Whereas, over the years, the Dogwood Festival has earned many accolades, including being nominated as the "Best Festival in North Carolina" by Southern Living Magazine; and

Whereas, for the years 2009, 2010, and 2013, the Dogwood Festival has been voted as the "Event of the Year" by NC Festivals & Events; and

Whereas, in 2011, the Dogwood Festival was named a "Top 20 Event of the Year" by Southeast Tourism Society; and

Whereas, in 2012, the Dogwood Festival was a "Grand Pinnacle Winner" by International Festivals and Events; and

Whereas, in 2018, the Dogwood Festival was named the "Kaleidoscope Event of the Year" by Southeast Festivals and Events Association; and

Whereas, each year, the Governor of North Carolina is encouraged to proclaim the Fayetteville Dogwood Festival dates in honor of the Festival and commend its observance to all North Carolina citizens; and

Whereas, the Fayetteville Dogwood Festival should be adopted as the official dogwood festival of the State of North Carolina; Now, therefore,

The General Assembly of North Carolina enacts:

SECTION 1. Chapter 145 of the General Statutes is amended by adding a new section to read:

"§ 145-52. North Carolina Dogwood Festival.



1 The Fayetteville Dogwood Festival is adopted as the official dogwood festival of the State of
2 North Carolina."

3 **SECTION 2.** This act is effective when it becomes law.