

## Visit Winston-Salem Leadership News



After 13 years as the President of Visit Winston-Salem, Rich Geiger will retire on June 30. He will be replaced by Stephanie Pace Brown on July 1.

Brown was recently executive vice-president of Strategic Marketing and Research Insights (SMARInsights), and is the former president of Explore Asheville for the Buncombe County TDA.

She held executive positions at The Alexandria Convention & Visitors Association, Mount Vernon: George Washington's Estate, and The Colonial Williamsburg Foundation.

"NCTIA is appreciative of the leadership Rich has provided Winston-Salem and the service he has given the entire state through his service on the NCTIA Board of Directors," said NCTIA Executive Director Vince Chelena. "We congratulate Stephanie on her new role and look forward to all that she will bring to the great city of Winston-Salem."

## NCTIA Movie Bill Moves in the Senate

As North Carolina continues to compete with other states for film and television projects, a Senate committee voted to give the state another needed tool in the industry's recruiting tool box.



House Bill 782 (Code Exemption for Temp. Movie Sets) was unanimously approved by the Senate Commerce Committee (photo) on Thursday and is scheduled for another hearing in the Senate Rules Committee on Monday.

HB782 is sponsored by Rep. Tricia Cotham (R-Mecklenburg), Rep. Jason Saine (R-Lincoln), Rep. John Bradford (R-Mecklenburg), and Rep. Jeff Zenger (R-Forsyth).

With the House in session during the time of the Senate Commerce Committee, Senator Todd Johnson (R-Union/Cabarrus) presented the bill to the committee presided over by Chairman Dave Craven (R-Randolph) (Sen. Johnson is also a co-chair of the Senate Commerce Committee.)

"We appreciate the vote on Thursday morning and the incredible leadership of Senator Johnson in helping shepherd the bill through the Senate," said NCTIA Executive Director Vince Chelena. "This bill will make our state competitive as we attempt to attract and retain film and tv projects – projects that provide good paying jobs in communities across North Carolina."

Chelena also said the bill could pay dividends for North Carolina as a multi-season project is currently being sought by the Charlotte Film Commission and Visit Charlotte.

"The project wants to build movie sets inside an industrial building in Charlotte but the building code requirements for the building would be both cost and time prohibitive," said Chelena. "Our bill would fix this by exempting temporary movie and TV sets built in these buildings from the use and occupancy classification under the North Carolina State Building Code."

If HB782 is successful in the Senate Rules Committee on Monday, it could be up for floor votes on Tuesday. The bill would then go to the House for one more floor vote there. NCTIA is working to get the bill sent to Governor Roy Cooper by June 30.