

ASSEMBLY, No. 1562

STATE OF NEW JERSEY

INTRODUCED FEBRUARY 15, 1996

By Assemblywoman TURNER

1 AN ACT establishing special license plates supporting the arts and
2 supplementing chapter 3 of Title 39 of the Revised Statutes.

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4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

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7 1. a. The director, upon proper application therefor, may issue
8 special license plates in support of the arts for a motor vehicle owned
9 or leased and registered in the State. In addition to the registration
10 number and other markings or identification otherwise prescribed by
11 law, the license plate shall display either words or an emblem or both
12 indicating support for, or interest in, the arts. The director shall
13 choose the license plate design after soliciting suggestions from the
14 public and the New Jersey State Council on the Arts.

15 b. The director shall collect a \$50 application fee for the special
16 license plate in addition to the fees otherwise prescribed by law for
17 registration of a motor vehicle. The director shall collect annually,
18 subsequent to the year of issuance of the license plate, a \$10 fee for
19 the license plate in addition to the fees otherwise prescribed by law for
20 a registration of a motor vehicle.

21 c. There is created in the Department of State a special non-lapsing
22 fund to be known as the "New Jersey Arts Fund." There shall be
23 deposited in the fund the additional application and renewal fees
24 collected pursuant to subsection b. of this section and any interest
25 earned thereon, less the amounts necessary to reimburse the division
26 for costs pursuant to subsection d. of this section. Monies deposited
27 in the fund shall be dedicated to the use of the New Jersey State
28 Council on the Arts for grants, fellowships and other awards to
29 deserving organizations and individuals engaged in the arts.

30 d. The director shall retain from the fees collected pursuant to
31 subsection b. of this act such sums as are necessary to provide for
32 producing, issuing, renewing, and publicizing the availability of New
33 Jersey arts license plates, including the cost of any initial computer
34 programming changes. In the event that the average cost per license
35 plate, as certified by the director, and approved by the Joint Budget
36 Oversight Committee, or its successor, is greater than the \$50
37 application fee established in subsection b. of this section in two

1 consecutive fiscal years, the director may discontinue the issuance of
2 New Jersey arts plates. The director shall notify eligible motorists of
3 the opportunity to obtain New Jersey arts license plates by including
4 a notice with all motor vehicle registration renewals and by posting
5 appropriate posters or signs in all division facilities and offices. The
6 notices, posters and signs shall be designed by the division after
7 consultation with the New Jersey State Council on the Arts.

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9 2. This act shall take effect on the first day of the seventh month
10 following enactment, but the director make take such anticipatory
11 administrative action in advance as shall be necessary for the
12 implementation of this act.

13 14 15 STATEMENT

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17 This bill directs the Division of Motor Vehicles (DMV) to establish
18 a special license plate for the purpose of raising funds to enable the
19 State Council on the Arts to provide additional assistance to arts
20 organizations and artists in New Jersey. Grant recipients in the past
21 have represented the worlds of dance, music, crafts, opera/music
22 theater, theater, visual arts, media arts, and literature. The current
23 budget of the council for cultural projects is approximately \$10
24 million, which represents only about one-twentieth of one percent of
25 the State budget. In recent years, the council has used these funds to
26 award hundreds of grants which have enabled arts organizations to
27 sponsor nearly 16,000 performances annually. Over 100,000 artists
28 have benefitted directly or indirectly. Revenues from the sale and
29 renewal of these plates will help to benefit both artists and audiences
30 alike.

31 The wording, design, and color scheme for the plate would be
32 determined by the director of the DMV following a review of
33 suggestions from the public and the State Council on the Arts. The
34 bill sets an application fee of \$50 and a \$10 annual renewal fee for the
35 plates in addition to the normally required fees. The additional
36 amounts collected through these fees, less the amounts required to
37 reimburse the DMV for its costs of production, issuance, publicity and
38 computer programming changes would be deposited in a "New Jersey
39 Arts Fund," to be used for arts grants and fellowships.

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44 Creates special license plate to support the arts.