ASSEMBLY, No. 5689

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED MAY 12, 2021

Sponsored by:

Assemblyman LOUIS D. GREENWALD **District 6 (Burlington and Camden)** Assemblyman RAJ MUKHERJI **District 33 (Hudson)** Assemblyman VINCENT MAZZEO **District 2 (Atlantic)**

Co-Sponsored by:

Assemblymen Armato, Verrelli and Assemblywoman Murphy

SYNOPSIS

Appropriates \$25,000,000 from General Fund to Department of State for travel and tourism advertising and promotion for recovery from COVID-19 pandemic.

CURRENT VERSION OF TEXT



(Sponsorship Updated As Of: 6/21/2021)

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1 2	A SUPPLEMENT to the Fiscal Year 2021 appropriations act, P.L.2020, c.97.	
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4	BE IT ENACTED by the Senate and the General Assembly of the	
5	State of New Jersey:	
6		
7	1. In addition to the amounts appropriated under P.L.2020,	
8	c.97, the annual appropriations act for Fiscal Year 2020-2021, there	
9	is appropriated the following sum for the purpose specified:	
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	74 Department of State	
	70 Government Direction, Management, and Control 74 General Government Services]	
	DIRECT STATE SERVICES	
02-	2510 Business Action Center	\$25,000,000
02	Total Direct State Services Appropriation,	Ψ23,000,000
	General Government Services	\$25,000,000
D: _w	ect State Services:	\$23,000,000
Dir	02 Travel and Tourism	
	Advertising and Promotion	
11	(ψ25,000,000)	
12	Of the sums herein appropriated for the Division of Travel and	
13	Tourism in the Department of State for travel and tourism	
14	advertising and promotional purposes, \$5,000,000 is appropriated	
15	for Destination Marketing Organizations recognized by the State to	
16	market all regions of the State and work cooperatively with the	
17	State's overall marketing campaign. The remaining funds shall be	
18	used to help the economic recovery of the travel and tourism	
19	industry from the damage caused by SARS-CoV-2. This includes	
20	promoting industries and destinations in New Jersey that have been	
21	most impacted by the SARS-CoV-2 pandemic, such as food and	
22	liquor establishments across the State. The division shall identify	
23	other such areas that have been impacted by the pandemic and	
24	allocate the resources provided by this act appropriately. This	
25	account shall be considered a special purpose appropriation for	
26	accounting and reporting purposes.	
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28	2. This act shall take effect immediately.	
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31	STATEMENT	
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33	This bill makes a supplemental appropriation of \$25 million	
34	from the General Fund to the Department of State to fund the	
35	advertising and promotion of New Jersey's travel and tourism	
36	industry.	
37	Travel and tourism is one of the largest employment sectors and	

highest revenue-generating industries in the State. A vibrant travel

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1 and tourism industry is vital to the overall economic well-being of 2 New Jersey's citizens. As a result of the Covid-19 pandemic, there 3 exists a heightened sense of fear and hesitancy in people to travel 4 and experience tourism destinations. This has caused tremendous 5 disruption throughout New Jersey's travel and tourism industry. A 6 significant increase in resources must be allocated to advertise and 7 promote New Jersey's travel and tourism industry to effectively 8 communicate that the State's tourism destinations are open, 9 operational, and safe. This includes allocating resources to 10 Destination Marketing Organizations recognized by the State to 11 market all regions of the State and work cooperatively with the 12 State's overall marketing campaign. This also includes promoting industries and destinations in New Jersey that have been most 13 14 impacted by the COVID-19 pandemic, such as food and liquor 15 establishments across the State. The division will identify other 16 such areas that have been impacted by the pandemic and allocate 17 the resources provided by this bill accordingly. 18

New Jersey is not the only state to experience this level of disruption in these industries. The "American Rescue Plan Act of 2021" recently enacted specifically cites the damage to the hospitality industry. The federal legislation requires that 25 percent of the monies appropriated to state, local, and tribal governments be directed to the hospitality industry. Tourism, as part of the hospitality industry, has been severely impacted and the appropriation to this industry is paramount for its survival.

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