

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:

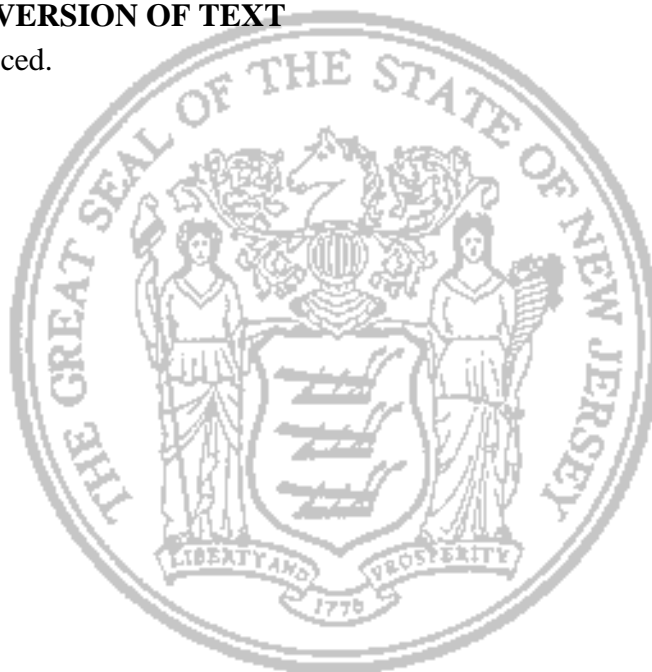
Assemblymen Armato, Verrelli and Assemblywoman Murphy

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

As introduced.



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

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DIRECT STATE SERVICES

Direct State Services:

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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
13 industries and destinations in New Jersey that have been most
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
19 disruption in these industries. The "American Rescue Plan Act of
20 2021" recently enacted specifically cites the damage to the
21 hospitality industry. The federal legislation requires that 25 percent
22 of the monies appropriated to state, local, and tribal governments be
23 directed to the hospitality industry. Tourism, as part of the
24 hospitality industry, has been severely impacted and the
25 appropriation to this industry is paramount for its survival.