

[First Reprint]

ASSEMBLY, No. 5689

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED MAY 12, 2021

Sponsored by:

Assemblyman LOUIS D. GREENWALD

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Assemblyman RAJ MUKHERJI

District 33 (Hudson)

Assemblyman VINCENT MAZZEO

District 2 (Atlantic)

Senator JAMES BEACH

District 6 (Burlington and Camden)

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

Co-Sponsored by:

Assemblymen Armato, Verrelli, Assemblywoman Murphy, Assemblyman Johnson, Assemblywoman Lopez, Assemblyman Freiman, Senators Diegnan, Polistina, A.M.Bucco and Pou

SYNOPSIS

Makes \$25 million in federal funds available to Department of State for travel and tourism advertising and promotion for recovery from COVID-19 pandemic.

CURRENT VERSION OF TEXT

As reported by the Assembly Budget Committee on June 21, 2021, with amendments.

(Sponsorship Updated As Of: 12/20/2021)

1 **¹[A SUPPLEMENT to the Fiscal Year 2021 appropriations act,**
2 **P.L.2020, c.97.]¹**

3
4 **¹AN ACT taking federal funds available to the Department of State**
5 **for travel and tourism advertising and promotion.¹**

6
7 **BE IT ENACTED** *by the Senate and the General Assembly of the*
8 *State of New Jersey:*

9
10 **¹[1.**In addition to the amounts appropriated under P.L.2020,
11 c.97, the annual appropriations act for Fiscal Year 2020-2021, there
12 is appropriated the following sum for the purpose specified:
13

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
	Total Direct State Services Appropriation,	
	General Government Services	\$25,000,000

Direct State Services:

02	Travel and Tourism	
	Advertising and Promotion.....	(\$25,000,000)

14
15 Of the sums herein appropriated for the Division of Travel and
16 Tourism in the Department of State for travel and tourism
17 advertising and promotional purposes, \$5,000,000 is appropriated
18 for Destination Marketing Organizations recognized by the State to
19 market all regions of the State and work cooperatively with the
20 State’s overall marketing campaign. The remaining funds shall be
21 used to help the economic recovery of the travel and tourism
22 industry from the damage caused by SARS-CoV-2. This includes
23 promoting industries and destinations in New Jersey that have been
24 most impacted by the SARS-CoV-2 pandemic, such as food and
25 liquor establishments across the State. The division shall identify
26 other such areas that have been impacted by the pandemic and
27 allocate the resources provided by this act appropriately. This
28 account shall be considered a special purpose appropriation for
29 accounting and reporting purposes.**¹**

30
31 **¹1. Subject to the availability of federal funds provided or made**
32 **accessible to the State via federal block grant funds allocated to the**
33 **State from the federal “Coronavirus State Fiscal Recovery Fund,”**
34 **established pursuant to the federal “American Rescue Plan Act of**

EXPLANATION – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly ABU committee amendments adopted June 21, 2021.

1 2021,” Pub.L.117-2, \$25,000,000 from such federal funds shall be
2 made available to the Department of State for the following
3 purposes:
4 \$5,000,000 for Destination Marketing Organizations recognized
5 by the State to market all regions of the State and work
6 cooperatively with the State’s overall marketing campaign; and
7 \$20,000,000 to help the economic recovery of the travel and
8 tourism industry from the damage caused by SARS-CoV-2,
9 including promoting industries and destinations in New Jersey that
10 have been most impacted by the SARS-CoV-2 pandemic, such as
11 food and liquor establishments across the State. The Division of
12 Travel and Tourism shall identify other such areas that have been
13 impacted by the pandemic and allocate the resources provided by
14 this act appropriately.¹
15
16 2. This act shall take effect immediately.