

# ASSEMBLY BUDGET COMMITTEE

## STATEMENT TO

### **ASSEMBLY, No. 5689**

with committee amendments

# STATE OF NEW JERSEY

DATED: JUNE 22, 2021

The Assembly Budget Committee reports favorably Assembly Bill No. 5689, with committee amendments.

As amended, this bill makes \$25 million in federal funds available to the Department of State to support the advertising and promotion of New Jersey's travel and tourism industry.

Under the bill, these federal funds would be made available for the following purposes: (1) \$5 million for Destination Marketing Organizations recognized by the State to market all regions of the State and work cooperatively with the State's overall marketing campaign; and (2) \$20 million to help the economic recovery of the travel and tourism industry from the damage caused by the COVID - 19 pandemic. This includes promoting industries and destinations in New Jersey that have been most impacted by the COVID-19 pandemic, such as food and liquor establishments across the State. The Division of Travel and Tourism will identify other such areas that have been impacted by the pandemic and allocate the resources provided by this bill appropriately.

#### COMMITTEE AMENDMENTS

There amendments change the State General Fund appropriation in the bill to an allocation of federal funds in the same amount and for the same purpose.

#### FISCAL IMPACT

The bill allocates \$25 million in federal funds from the federal "Coronavirus State Fiscal Recovery Fund," established pursuant to the federal "American Rescue Plan Act of 2021."