

Discussion Points

1. According to the Economic Impact of Tourism in New Jersey study conducted for 2012, the State generated \$37.7 billion in direct, tourism-related sales that calendar year. Of that amount, more than half (\$19.1 billion) was attributed to direct tourism sales in the four shore counties – Atlantic (\$7.6 billion), Cape May (\$5.2 billion), Monmouth (\$2.1 billion), and Ocean (\$4.2 billion). Over the past few months, significant national media coverage has focused on the damage done to many of the State's shore communities as a result of Hurricane Sandy, rather than on the intact and operational areas along New Jersey's 127 miles of beaches. During the Assembly Tourism and the Arts Committee meeting held on January 14, 2013, the committee raised the concern that the Division of Travel and Tourism's advertising and marketing campaign was incomplete due to the fact that a new advertising agency had not yet been selected.

Question: Please provide an update on the Division of Travel and Tourism's advertising and marketing campaign.

Q: Has the division selected a new advertising agency?

A: The Division of Travel and Tourism has selected a new advertising agency in Dana Communications.

Q: If not, when does the division anticipate the selection process will be finalized?

A: Please see above.

Q: Has the delay in the advertising and marketing campaign positioned the State to lose advertising opportunities?

A: The Division of Travel and Tourism has not experienced any loss in advertising opportunities.

Q: What advertising prospects does the division plan to capitalize on in advance of the summer tourism season?

A: The Division of Travel and Tourism is currently capitalizing on several advertising opportunities ahead of the summer tourism season. This includes distributing in excess of 100,000 copies of the *2013 New Jersey Travel Guide*, the State's flagship publication, in addition to its popular *Festival & Events Guide*.

The Division has also prominently used its www.VisitNJ.org website and social media capabilities to showcase what sites and attractions are open along the Jersey Shore in the aftermath of Superstorm Sandy, as well as continuing its traditional promotional activities highlighting the diversity that defines New Jersey's nearly \$40 billion tourism industry.

To that end, below please find the launch dates for the Division's approximately \$4 million spring/summer tourism campaign per medium:

- Radio – 4/16 and 4/17
- Bus Wrap – 4/22
- Digital – Week of 4/22
- Internet keyword search enhancements – Week of 4/22
- Facebook advertising – Week of 4/22

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- E-mail promotion – 4/23
- Transit Posters – 4/29

Finally, the Economic Development Authority is utilizing \$25 million in U.S. Department of Housing and Urban Development (HUD) dollars to further support the Division's ongoing post-Sandy messaging.

Question: What specific steps are being taken by the division to publicize that many areas along the Jersey Shore are "open for business" and that many more areas will be open and operational by the summer season?

A: Post-Sandy, Division of Travel and Tourism representatives attended four trade shows domestically and abroad to further promote the "open for business" message. In fact, Lt. Gov. Guadagno travelled to Montreal to personally spread the word and solidify support for Jersey Shore tourism at the heart of its critical eastern Canadian market.

Lt. Gov. Guadagno has also engaged in an ambitious "open for business" tour to dispel any notion that popular tourism towns and destinations along the Jersey Shore and elsewhere remain closed in the aftermath of Superstorm Sandy. To date, this initiative has touched over 20 unique locations with supporting local and statewide press outreach to maximize its impact.

Finally, the Division of Travel and Tourism took the lead in a post-Sandy outreach effort to shore accommodations to determine what locations were open and, if not, when they envisioned reopening. This information is featured prominently on the Division's www.VisitNJ.org website. Monthly stories showcasing specific towns and venues that are "open for business" are posted online to further support this proactive messaging.

These aforementioned efforts are in addition to ongoing partnerships with the State's Destination Marketing Organizations (DMOs) to promote local towns and attractions – particularly those areas adversely impacted by Sandy.

Q: How is this message being transmitted to audiences in neighboring states as well as throughout the nation and abroad?

A: As mentioned above, a multifaceted advertising campaign encompassing print, radio, social media and promotional materials at leading transportation outlets is ongoing.

Also, in her capacity as head of the New Jersey Partnership for Action, Lt. Gov. Guadagno has actively promoted Choose New Jersey's "State of Resilience" campaign to reach corporate decision makers in high-impact markets. These efforts included, among others, banners at Union Square and on area buses during Presidential Inauguration in Washington D.C. in January, in addition to a similar presence at the Super Bowl in New Orleans in February.

Question: Does the division anticipate a significant reduction in the revenue generated by direct, tourism-related sales in the four shore counties for the upcoming summer season?

A: Based upon the latest research data outlined in the post-Sandy tourism economic impact study, the Division of Travel and Tourism does not anticipate significant reductions in either tourism-related expenditures or visitation in the State's four Jersey Shore counties for the upcoming summer season.

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Q: Has the division found that tourists and travelers who traditionally vacation at the Jersey Shore are instead planning similar vacations in other states?

A: The Division of Travel and Tourism has not found evidence of any such trend among traditional Jersey Shore visitors.

2. On February 6, 2013, the U.S. Department of Housing and Urban Development (HUD) announced it would allocate \$5.4 billion in the first phase of federal aid to the five states (and New York City) which were devastated by Hurricane Sandy. Of that amount, New Jersey is slated to receive \$1.83 billion in funding, which will be administered as Community Development Block Grants. According to the Governor, the grants will be used for three purposes: grants to homeowners, grants to small businesses, and \$25 million for an "aggressive marketing program" to promote the Jersey Shore as "open for business." According to the State Accounting System, as of March 14, 2013, the Division of Travel and Tourism has an uncommitted balance of \$4.86 million.

Question: Considering how much revenue the tourism industry generates for the State, particularly the tourism-related revenue generated in the hurricane-ravaged shore communities, please explain why the division has an uncommitted balance of \$4.86 million.

A: In actuality, there is no uncommitted balance. These funds are allocated to various aspects of statewide travel and tourism promotion and will be expended for these purposes this spring.

Q: Has the division considered using these funds for the "aggressive marketing program" proposed by the Governor so that more of the federal aid could be used as grants to homeowners and small businesses?

A: Please see above answer.

3. New Jersey's MetLife Stadium in East Rutherford will host Super Bowl XLVIII in 2014, marking the first time an open-air stadium in a cold-weather region will host a Super Bowl. In addition to the game itself, the Super Bowl brings with it numerous media-related events, and thousands of visitors from all around the world.

Question: With less than one year remaining to plan for such a highly anticipated and celebrated event, what specific short-term and long-term goals have been set, and what specific short-term and long-term measures are being taken, by the New Jersey Sports and Exposition Authority in preparation for the Super Bowl? What can New Jerseyans expect as residents of the host State, both in terms of benefits, such as an increase in revenue, and difficulties, such as increases in traffic, and the need for more police and security, etc.? Specifically, what steps are being taken to inform the public and to include local government officials and local businesses in the planning process? How can New Jersey residents contribute in the promotion of the State and its many other attractions?

Question: What are the anticipated State and local costs and revenues associated with hosting the Super Bowl? Does the FY 2014 budget make any provisions for State funding to aid local governments that incur significant Super Bowl-related costs? Does the Administration assume that the direct economic benefits to local governments are adequate to allow them to finance these costs without State aid?

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Question: Does the Division of Travel and Tourism anticipate any difficulty in accommodating so many visitors in such a concentrated and localized area? With New York City so close in proximity to the Super Bowl site, what steps will be taken to specifically promote New Jersey both in terms of lodgings and tourism attractions?

A: Shortly after the announcement that MetLife Stadium would be the site for Super Bowl XLVIII, the New Jersey Sports and Exposition Authority (NJSEA), in conjunction with the New York/New Jersey Super Bowl Host Committee (Host Committee) began efforts for all that is associated with the big event. The Host Committee is the official NFL sanctioned entity to lead preparations for Super Bowl Week.

Approximately 16 governmental agencies have been working together for over a year to coordinate planning issues in conjunction with the Host Committee. The structure and reporting mechanisms in place for the agencies ensure timely decisions are made when needed and provide for the efficient coordination of the state's role in planning and fulfilling its responsibilities for activities associated with the Super Bowl.

The key issues being addressed by the Host Committee and the state agencies include:

- Transportation and roadways;
- Mass transit;
- Security;
- Tourism and Community Relations;
- Meadowlands Sports Complex Facilities and Government Coordination; and
- Weather conditions planning.

Each issue is being addressed by representatives of appropriate agencies. In some cases, additional assistance and expertise has been sought from appropriate local, county and non-profit agencies.

The NJSEA understands and is dedicated to doing everything possible to ensure the highest level of economic benefit to New Jersey, its communities, businesses and service providers. Agencies working through tourism and community relations issues are developing a plan to bring the entirety of the State into celebrating all that is Super Bowl. The State is being divided into "Huddle Zones" and Captains have been identified for each. The State's Destination Marketing Organization Network (DMOs) is playing an important role in each Zone. Efforts are underway to encourage a months long celebration of Super Bowl XLVIII. As the NFL announces locations in New Jersey for NFL sanctioned events, New Jersey -specific celebrations will be developed. Through the planning process that has been established, we will be able to

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coordinate such events throughout the State and possibly provide financial support from the Host Committee or other sources or recommend other kinds of available support.

The New Jersey State Police are working with the NFL to identify costs directly attributable to NFL sanctioned events and operations, including providing security at the team hotels, and determine what portion will be covered by the NFL.

Super Bowl XLVIII By the Numbers

According to the Super Bowl Bid Regional Impact Analysis report the following can be expected:

- 400,000 total non-game event attendees;
- 150,000 out-of-town event attendees;
- 3,000 out-of-town visiting national/international media;
- 1,618 out-of-town visiting auxiliary event staff/participants;
- 2,500 out-of-town visiting participating team personnel;
- 4,022 hotel rooms secured by the NFL in New Jersey (Headquarters and Team Hotels, Corporate Sponsors, Partners, Guests); and
- \$550 million estimated economic impact in the New Jersey/New York City region.

It should be noted that a planning process similar to what is in place for Super Bowl XLVIII was established to prepare for WrestleMania 29, which was recently held in the New Jersey/New York City region. WrestleMania Week consisted of five days of sold-out events held at MetLife Stadium, IZOD Center and Madison Square Garden and culminating in the sold-out main event at MetLife Stadium on April 7, 2013 with 80,676 fans in attendance. According to information provided by World Wrestling Entertainment (WWE), WrestleMania 29 was the highest grossing event in MetLife Stadium history, grossing \$12.3 million in ticket sales alone. WWE projected that the week-long event would add more than \$100 million to the regional economy. The planning process for WrestleMania proved to be quite successful in what many acknowledged to be a dress rehearsal for the Super Bowl.

4. In FY 2012, the New Jersey Sports and Exposition Authority (NJSEA) received a supplemental appropriation of \$23.7 million in operational aid pursuant to budget language authorizing the Executive to approve funding to maintain NJSEA core operating functions. The FY 2014 budget indicates that, pursuant to the same language, the NJSEA will receive \$27.4 million (Interdepartmental Accounts, p. D-432), the third consecutive fiscal year that an operating subsidy has been provided in addition to debt service appropriations. The budget does not provide any FY 2014 funding but includes the same language authorizing supplemental funding for core operating functions.

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In response to an OLS discussion point on the FY 2013 budget, the NJSEA informed the Legislature that it had relied on state funding in its 2011 operating year (January-December) of \$19 million, or 6% of its CY 2011 operating resources; and that it anticipated receiving a similar amount which would, due to changes in operating costs from racetrack privatization, comprise about 14% of total operating resources. The NJSEA was unable to project a need for FY 2013 state funding at that time; it indicated that it expected the need for assistance to decline "going forward" but the amount could change significantly depending on organizational changes and cost trends. The budget leads to conclusion that in the short run the NJSEA's need for operating aid has increased.

Question: What percentage of NJSEA total operating resources on a budgetary basis, and for which NJSEA fiscal years, were provided by state FY 2012 funding, and were/will be provided by state FY 2013 funding? What factors caused the need for operating assistance to increase above the NJSEA's original expectations? Since no funding for NJSEA operating support is initially included in FY 2014, should the Legislature conclude that a significant level of funding is not likely to be needed by the NJSEA? If so, what specific changes in NJSEA core functions or sources of revenue will produce that result?

A: During its early years, the NJSEA's operations were funded by revenues generated from the East Rutherford facilities (Stadium, Arena and Racetrack) and the Monmouth Park Racetrack. Over the years revenue generated from these facilities eroded. In the case of the of the racetracks, the financial shortfalls were so severe that it no longer made sense for the NJSEA to continue to operate the facilities leading to the decision to turn over operations to private operators. Similarly, the loss of rental income from the Stadium lease signed in 2006 significantly challenged NJSEA operations.

Since the reshaping of the Meadowlands Complex, NJSEA has been working diligently to reshape its resources and expenditures. The restructuring of racings has increased costs in the short-term but will result in better income and expenditure positions in the future. Some restructuring costs, i.e. race track lease obligations, pension and retiree medical costs, and other legacy costs must be absorbed. Once the NJSEA has been released from any and all lease obligations, the Authority's financial position will be much improved.

The newly refined mission of the NJSEA and the exceptional efforts of the last three years to attract new programs and events to the Meadowlands, such as Agudath Israel of America, WrestleMania and the Super Bowl, as well as more sold out concerts and IZOD Center events, will bring hundreds of thousands of people and millions of dollars to the regional economy and revenue to the NJSEA.

It should be noted that additional assistance was needed during 2013 to fund NJSEA's racetrack lease obligations and one-time capital upgrades, the most significant relating to electrical upgrades for WrestleMania and the Super Bowl. Going forward, general and administrative expenses (payroll and benefits) are expected to be reduced by approximately \$1.2 million. As the NJSEA transitions, operating costs are being reduced and the IZOD Center's business plan shows revenue improvement. A number of sold out concerts during 2013 have been announced and the NJSEA is working diligently to increase IZOD's revenue performance. FY 2014 could be another transition year that could require state financial assistance to maintain

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NJSEA core functions. These obligations remain somewhat fluid given the uncertainty of revenue performance associated with the performance of IZOD Center and the anticipated positive financial impact of events like WrestleMania29 and Super Bowl XLVIII.

5. In FY 2013, the Governor transferred the functions of the Division of Archives and Records Management (DARM) pertaining to records management, records storage, and micrographics and imaging from the Department of State to the Department of Treasury's Division of Revenue and Enterprise Services. Prior to the transfer, DARM managed the records of the State government and the State Archives. The State Archives, which stores public records deemed to be of "enduring historic value" remained under the Department of State. According to the FY 2013 Budget Summary on p. 59, the transfer would "centralize scanning and indexing operations, eliminate redundancy, minimize the use of archaic and expensive microfilm technologies for storing records, and reduce the State's reliance on paper-based records systems."

Although the transfer took place, it is unclear under what authority it took place. Assembly Bill No. 3098 and the identical Senate Bill No. 2066 were both introduced on June 14, 2012 to authorize the transfer; however, neither bill ever saw legislative action. Moreover, there does not appear to be either an Executive Order or a Reorganization Plan effectuating the transfer.

Question: Please explain how and when the transfer was effectuated. Without an Executive Order or Reorganization Plan, under what authority did this transfer take place?

A: An Intergovernmental Agreement between the New Jersey Department of State and the New Jersey Department of Treasury was signed on June 25, 2012.

Q: Please provide an update on the work performed by the State Archives in the last 12 months. How many units of public records deemed to have "enduring historic value" have been stored, and how does this amount compare to the number of public records stored in the years prior to the transfer of the functions of DARM to the Division of Revenue and Enterprise Services?

A: During the 12-month period from April 2012 to March 2013, the State Archives received 63 accessions (acquisitions) amounting to 200 cubic feet of paper records. This is in the context of 19 archival reviews finalized during that timeframe in which 277 cubic feet of paper records were analyzed, 192 cubic feet were recommended for accession, and 85 cubic feet were eventually accessioned.

Statistics for the three prior years are as follows:

- From April 2011 to March 2012, there were 74 accessions (acquisitions) amounting to 648 cubic feet of paper records.
- From April 2010 to March 2011, there were 82 accessions (acquisitions) amounting to 650 cubic feet of paper records.
- From April 2009 to March 2010, there were 73 accessions (acquisitions) amounting to 1,428 cubic feet of paper records.

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Of note, 2010-11 and 2011-12 were more typical years in terms of acquisitions (in the range of 400-800 cubic feet annually). Accessions during the 2009-10 period include the transfer of Governor Corzine's records to the State Archives. The State Archives always has a high volume of accessioning during a gubernatorial transition year.

Q: Please provide specific examples as to how the transfer "centralize(d) scanning and indexing operations, eliminate (d) redundancy, minimize(d) the use of archaic and expensive microfilm technologies for storing records, and reduce(d) the State's reliance on paper-based records systems."

A: According to the Department of Treasury, the operational transition of the State's records management program has been seamless. The program now functions effectively as part of the Treasury's core operation.

First, relative to minimizing the use microfilming and paper records, in conjunction with the Department of State, Treasury has proposed new administrative rules that eliminate the absolute requirement for public agencies to keep hard copies of records (microfilm and/or paper) with retention periods of 10 years or more. The current timetable for implementing the revised rules is September 2013.

In addition, Treasury has taken the following steps towards improving the State's records management program:

- Updating and publishing the New Jersey Records Manual, which now provides expanded guidance on electronic records-keeping;
- Aligning core records management principles with the State's IT architecture and system development life-cycles;
- Realigning State Records Center operations to deliver improved services, with an emphasis on coordinating services provided by previously separate image processing and consultative programs; and,
- Developing information automated sharing facilities that will help keep the State Archives informed about changes in records-keeping practices.

Q: Please indicate any specific cost savings which resulted due to the transfer.

A: Through the centralization of the State's image processing services, Treasury achieved more than \$1 million in cost avoidance benefits in FY 13 (derived by shifting specialized imaging work that had previously been contracted out to lower cost in-house services).

6. The New Jersey Cultural Trust is a public-private initiative designed to create a permanent, stable and additional source of funding to: support private, non-profit arts, history and humanities organizations; finance important capital projects; and improve the organizational and financial management of cultural organizations. Under the "New Jersey Cultural Trust Act," P.L.2000, c.76, over a 10-year period beginning in FY 2001, \$100 million in State funds was to be committed to match private contributions to qualified organizations to supplement funding for the arts, historical groups, and the humanities. According to the Trust, to date, the State has contributed \$25 million toward the purpose of the Trust, far below the

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amount prescribed by the legislation, while the private sector has contributed \$41.5 million certified to date. In FY 2011, budget language transferred \$4 million from the Trust to the General Fund as State revenue to fund Cultural Project grants, which facilitated allocation of grants to the Battleship New Jersey, the Old Barracks, and the Newark Museum. The \$4 million transfer dropped the balance of the Trust to \$19.8 million – below the \$20 million amount required under law for the Trust to provide grants – but the FY 2012 adjusted appropriation of \$500,000 for the Trust allowed it to continue to provide grants to cultural organizations in FY 2012. The Trust received an FY 2013 adjusted appropriation of \$500,000.

As an incentive to encourage large gift donations, when a private entity makes a “certified” donation valued at \$100,000 and above to the endowment of a qualified organization, the State, under the statute, was to have matched the donation, with 80 percent of the State match going to the Cultural Trust Fund, and the remaining 20 percent going directly to the qualified organization’s endowment. Thus, a donation of \$100,000 to a qualified organization would generate, from the State, \$80,000 for the Cultural Trust Fund and an additional \$20,000 (for a total of \$120,000) to the organization’s endowment. The certification process has been on hold since the State match was last made in FY 2003.

Under the Governor’s FY 2014 Budget Recommendation, Grants-in-Aid funding for the New Jersey Cultural Trust is maintained at the FY 2013 level of \$500,000.

Question: Please provide an update on the New Jersey Cultural Trust Fund. What amount of private donations has been received but not certified since the certification process was placed on hold?

A: The certification process was placed on hold during the McGreevey, Codey, and Corzine Administrations. However, under the Christie Administration, the Cultural Trust was able to complete certification of Round III donations – a list of eleven gifts to endowments that were initially submitted and reviewed in 2003.

In 2010, the Cultural Trust certified Round III’s \$2,992,984 in donations to non-profit cultural organizations. Under statute, this requires a State match of \$2,394,387 to the Cultural Trust Fund and \$598,597 to the organizations’ endowments. Since then, the Trust has surveyed the field to determine how many donations could be certified if there was a fourth round. An informal review of potentially eligible donations from qualified organizations revealed more than \$40,000,000 in gifts to endowments, which would require a State match of \$32,000,000 to the Trust Fund and \$2,000,000 to the organizations’ endowments.

Q: How has the State’s failure to satisfy the State match requirement under the “New Jersey Cultural Trust Act,” affected qualified cultural organizations’ ability to secure private donations?

A: The Cultural Trust Fund match only comes into play when organizations are securing private donations for their endowments. Endowment dollars are traditionally the hardest to raise, and that is why the Trust targeted that area of giving to incentivize. The promise of matching funds is a powerful inducement to donors, so while the unavailability of State matching funds has not hurt organizations’ abilities to fundraise, it has had a minor impact as a stimulus for donating to cultural endowments.

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Q: Is the Cultural Trust an effective mechanism for generating financial support for arts and cultural organization?

A: The Trust helped cultural organizations come through the most recent recession in a better position than after previous, less devastating recessions. It did this in two ways.

First, all Trust matching funds held in a qualified organization's endowment are regularly audited, as are the private donation funds that trigger the match. Therefore, although the Cultural Trust Permanent Fund stands at \$20,490,153, another \$38,491,209 is held in non-profit endowments. These larger endowments helped generate more dollars for the institutions holding them and lessened the number of layoffs, closings, etc. The Trust's requirements that these funds be held by institutions in their endowment in perpetuity also kept organizations from using them to cover financial shortfalls during the recession, a strategy that appears to have been tremendously beneficial over the long term.

Second, annual Trust grants help improve the organizational and financial management of cultural organizations. Qualified organizations have received financial stabilization grants for things like long-range planning, upgrades of vital technology, and critical staffing initiatives. To date, 272 such grants have been awarded since the beginning of the program.

These grants have been effective in improving the management of our cultural institutions. In an early survey of the cultural community, the two most common responses from organizations were that the Trust made them pay greater attention to their financial needs, capital structure, and planning, while improving their development and fundraising capacity.

7. The New Jersey Library Network was established under P.L.1983, c.486 to promote cooperation among the various types of libraries in New Jersey and ensure the State's residents have full access to library materials and programs not currently available in their communities. Library Network aid supports the State's four regional library cooperatives, which enable libraries to share resources, maximize purchasing power, realize economies of scale, and collectively access electronic resources. The Governor's FY 2014 Budget recommendation of \$4.3 million in funding for the Library Network equals the FY 2013 adjusted appropriation. However, the Division of State Library requested \$5.8 million in Library Network aid for FY 2014.

The Division of State Library also requested \$2 million in funding for Workforce Transitional Assistance and Economic Development. Workforce Transitional Assistance and Economic Development, known as "New Jersey Works," is a program designed to provide job-seekers with access to employment-related databases. New Jersey Works was a two-year grant funded by the federal Broadband Technology Opportunity Program with additional funding from the Gates Foundation. The New Jersey State Library was one of only seven states to be awarded this grant. Funding for the program will expire on June 30, 2013 and there is no additional federal funding for the program.

Question: Please provide an update on the Library Network program, including specific examples of the cooperation among the various types of libraries in New Jersey and how that cooperation helps realize economies of scale. For what purposes did the Division of State Library request \$5.8 million in funding for FY 2014, and how will the flat-funding

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recommended by the Governor impact the ability of the libraries to ensure that the State's residents have full access to library materials and programs not currently available in their communities?

A: It should be noted that the State Library consolidated the four regional library cooperatives into one statewide cooperative in FY 2011 due to the 43% decrease in funding for statewide library services that year. The new statewide cooperative took over the services previously offered on a regional basis. Statewide cooperation among libraries helps realize economies of scale by the negotiation of one statewide contract for the delivery of library materials throughout the state; online electronic resource discount negotiations with vendors that are available to all libraries in the state; and continuing education opportunities that again are priced more competitively with a statewide contract or license than with individual contracts.

Library Network funds are also used to provide statewide specialized reference assistance for local libraries; coordinated book selection and programming for children including the annual statewide summer reading program; high quality 21st century information through licensed databases provided by the State Library; statewide loan of library materials through the State Library's JerseyCat online catalog; and funding for JerseyConnect, the technology infrastructure for public libraries that offers internet access, email and website hosting, and technical expertise that libraries cannot afford locally. One of the goals of the Library Network is to equalize library services available to New Jersey residents statewide, regardless of the wealth of individual communities.

The State Library is requesting an additional \$1.5 million in funding in FY 2014 for the purposes of addressing the literacy and lifelong learning needs of all New Jersey residents. These additional funds would be used to license online electronic resources and the training to accompany these resources for all libraries in New Jersey. The areas of need in the state that would be addressed are: early childhood and emergent literacy, digital literacy, English as a Second Language, adult basic education and homework help. The flat-funding recommended by the Governor will reduce the ability to provide equal access to these resources to residents across the state. Only libraries with substantial budgets will be able to afford these online programs; while libraries with tighter budgets, primarily in areas with lower incomes and higher demand for literacy services, will not be able to meet the needs of their communities.

Question: Please provide an update on the New Jersey Works program, including information on the specific databases selected and the benefits of the program to the State generally and to the specific communities served. Who has had access to the databases made available through the program and how many people are utilizing these services? Will any of the databases continue to be available after the federal funding is depleted?

A: The three-year New Jersey Works program (not two-year as noted above), funded through a federal Broadband Technology Opportunity Program (BTOP) grant, has brought increased broadband technology and public Internet computers to libraries; workforce development training and online content to underemployed and unemployed residents; and online resources to small businesses throughout New Jersey. Almost 1,000 computers were delivered to 124 public libraries throughout the state, allowing libraries to serve additional patrons using the Internet to search for employment and apply for jobs. Close to 9,000 residents have taken part

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in training classes in libraries, learning everything from how to get an email address to how to create a resume to how to search for and apply for jobs online.

Specific databases selected for this program - Career Transitions, Job and Career Accelerator, Frost and Sullivan, Small Business Resource Center and GED Online - were all chosen for their ease of use and ability to support job seekers, GED students, and small business owners with information needs ranging from basic employment preparation to sophisticated market research. These databases were accessed over 68,000 times through January 2013. Residents have created over 10,000 resumes, performed over 190,000 job searches, and submitted almost 12,000 job applications through these resources. Any resident of New Jersey with a valid library card currently has access to these resources. Entrepreneurs and small business owners utilized Frost & Sullivan's valuable market research reports to access information on specific companies and markets, emerging trends, forecasts and competitive market shares. The value of these reports, if purchased by small businesses, is over \$22.3 million through January 2013.

With flat funding of the State Library since FY 2011, no additional funds will be available to continue these databases or any of the other services provided under this grant after federal funding ends on June 30, 2013.

8. On January 17, 2012, the Legislature enacted P.L.2011, c.202, which established procedures for school districts, municipalities, or voters to opt to move the annual school election to the date of the general election in November. Under the Governor's FY 2014 Budget proposal, State Aid funding for Extended Polling Place Hours is maintained at the FY 2013 level of \$7 million.

Question: Since the law's enactment, how many school district annual school elections have been moved to the date of the general election in November?

A: Please see attached document.

Q: Has this change imposed additional burdens on the county boards of election?

A: No additional burdens have been imposed on county boards of election, but there are two potential issues that the Division of Elections is watching closely. First, county clerks now accept petitions to run for the school board instead of the school board secretaries. Second, the size of the November ballot is larger due to the additional candidates and questions. This presents an additional challenge to the county clerks in preparing the ballots.

Q. If so, do the county boards have sufficient resources to accommodate their new responsibilities under the law?

A: The county clerks were able to perform these functions last year. Any additional information would have to come from the individual county clerks. There has been some discussion about changing the filing deadline from primary election day to a different date closer to the November general election.

Q. Have there been cost savings associated with the elimination of the April school election in those communities where the election has been moved to November?

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A: Yes (see below).

If so, please provide information on the amount of those savings.

A: It was estimated that if all schools moved to November there would be a cost savings of about \$6 million for school districts statewide. Since more than 90% of the schools moved to November, it is fair to say more than \$5 million in savings were realized for the school districts statewide. The reason the number is not higher is because there are certain costs that occur depending on how many schools in any given county move, such as advertising for the election, etc.

Q. Has the division documented any changes in the percentage of voters who participate in the annual school election when it is held in November as compared when it was held in April?

A: There is no way to track this information.

If so, please provide information on those changes.

A: See previous answer.

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**NJ Boards of Education Moving to November Election
Summary by County
March 28, 2013**

	November	April	Districts with April Election
Atlantic	18	0	
Bergen	59	15	Cliffside Park, E. Rutherford, Emerson, Englewood, Fairview, Garfield, Hackensack, Harrington Park, Midland Park, Norwood, Oakland, Palisades Park, Ramsey, Ridgewood, Wood-Ridge
Burlington	39	0	
Camden	36	0	
Cape May	17	0	
Cumberland	13	1	Bridgeton
Essex	15	2	Belleville, Irvington
Gloucester	25	2	Delsea Regional (Franklin and Elk), Franklin
Hudson	4	3	North Bergen, Secaucus, Weehawken
Hunterdon	28	0	
Mercer	8	0	
Middlesex	19	4	Cranbury, Edison, Metuchen, New Brunswick
Monmouth	52	1	Neptune Twp.
Morris	32	6	Chatham, Mendham Twp, Mountain Lakes, Pequannock, Riverdale Borough, Rockaway Borough
Ocean	28	0	
Passaic	15	3	Hawthorne, Passaic, Totowa
Salem	13	0	
Somerset	17	0	
Sussex	24	0	
Union	19	0	
Warren	20	2	Allamuchy, Greenwich
TOTAL	501	39	