

CHAPTER 364

AN ACT taking federal funds available to the Department of State for travel and tourism advertising and promotion.

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

1. Subject to the availability of federal funds provided or made accessible to the State via federal block grant funds allocated to the State from the federal “Coronavirus State Fiscal Recovery Fund,” established pursuant to the federal “American Rescue Plan Act of 2021,” Pub.L.117-2, \$25,000,000 from such federal funds shall be made available to the Department of State for the following purposes:

\$5,000,000 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

\$20,000,000 to help the economic recovery of the travel and tourism industry from the damage caused by SARS-CoV-2, including promoting industries and destinations in New Jersey that have been most impacted by the SARS-CoV-2 pandemic, such as food and liquor establishments across the State. The Division of Travel and Tourism shall identify other such areas that have been impacted by the pandemic and allocate the resources provided by this act appropriately.

2. This act shall take effect immediately.

Approved January 10, 2022.