

ASSEMBLY, No. 640

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:

Assemblyman VINCENT MAZZEO

District 2 (Atlantic)

Assemblyman JOHN ARMATO

District 2 (Atlantic)

SYNOPSIS

Requires development of manufacturing business attraction, expansion, and retention marketing plan for areas located in certain counties within southern New Jersey.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



1 **AN ACT** requiring the development of a manufacturing business
2 attraction, expansion, and retention marketing plan for certain
3 areas and supplementing Title 52 of the Revised Statutes.

4
5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

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8 1. As used in P.L. , c. (C.) (pending before the
9 Legislature as this bill):

10 "Authority" means the New Jersey Economic Development
11 Authority.

12 "Center" means the New Jersey Business Action Center created
13 in the Department of State.

14 "Manufacturing business attraction, expansion, and retention
15 marketing plan" or "marketing plan" means a strategic and
16 comprehensive plan that establishes short-range and long-range
17 goals, policies, and needs of State government in efficiently
18 allocating its finite resources towards projects that attract new
19 manufacturing businesses and retain and expand existing
20 manufacturing businesses.

21 "Secretary" means the Secretary of State.

22 "Southern New Jersey" means the counties of Atlantic, Cape
23 May, Cumberland, and Salem.

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25 2. a. Within one year after the date of enactment of
26 P.L. , c. (C.) (pending before the Legislature as this
27 bill), the Secretary of State shall develop and implement a
28 manufacturing business attraction, expansion, and retention
29 marketing plan for areas located in southern New Jersey. The
30 secretary shall update the marketing plan once every five years
31 thereafter.

32 b. The purpose of the marketing plan shall be to develop
33 strategies, policies, short-range and long-range goals, and
34 government reforms that are designed to help attract new
35 manufacturing businesses to, and retain and expand existing
36 manufacturing businesses in, areas located in southern New Jersey
37 and encourage the growth of jobs and capital investment within, and
38 manufacturing business services to, areas located in southern New
39 Jersey.

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41 3. The secretary is authorized to request assistance from the
42 center and the authority and any other department, authority,
43 commission, board, office, division, or agency of the State to
44 provide any information, resources, or other assistance deemed
45 necessary to discharge the secretary's responsibilities under
46 P.L. , c. (C.) (pending before the Legislature as this bill) to
47 develop and implement the marketing plan. This may include, but
48 not be limited to, requesting assistance from: the authority and the

1 Department of the Treasury for advice and information concerning
2 manufacturing business funding assistance programs; the
3 Department of Labor and Workforce Development for assistance in
4 developing workforce development strategies; the Department of
5 Transportation and the New Jersey Transit Corporation for
6 information and guidance concerning public transportation network
7 and infrastructure projects that would most effectively connect
8 population centers with employers within southern New Jersey; the
9 center to assist in manufacturing business attraction, expansion, and
10 retention strategies and advising on smart growth development
11 strategies; and the Department of Community Affairs for assistance
12 with coordination between the urban enterprise zone program
13 established by P.L.1983, c.303 (C.52:27H-60 et al.) and the
14 marketing plan.

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16 4. This act shall take effect immediately.
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19 STATEMENT
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21 This bill requires the Secretary of State (secretary), within one
22 year of the effective date of the bill, to develop and implement a
23 manufacturing business attraction, expansion, and retention
24 marketing plan (marketing plan) for areas located in Atlantic, Cape
25 May, Cumberland, and Salem counties (southern New Jersey). The
26 secretary is to update the marketing plan once every five years
27 thereafter. The purpose of the marketing plan is to develop
28 strategies, policies, legislative proposals, short-range and long-
29 range goals, and government reforms that help attract new
30 manufacturing businesses to, and retain and expand existing
31 manufacturing businesses in, southern New Jersey and to encourage
32 the growth of jobs and capital investment within, and services to,
33 southern New Jersey.

34 The secretary is authorized to request assistance from the New
35 Jersey Business Action Center (center) and the New Jersey
36 Economic Development Authority (authority) and any other State
37 agency to provide any information, resources, or other assistance
38 deemed necessary to discharge the secretary's responsibilities under
39 the bill to develop and implement the marketing plan. The
40 assistance is to include, but not be limited to: the authority and the
41 Department of Treasury for advice and information concerning
42 manufacturing business funding assistance programs; the
43 Department of Labor and Workforce Development for assistance in
44 developing workforce development strategies; the Department of
45 Transportation and the New Jersey Transit Corporation for
46 information and guidance concerning public transportation network
47 and infrastructure projects that would most effectively connect
48 population centers with employers within southern New Jersey; the

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- 2 retention strategies and advising on smart growth development
- 3 strategies; and the Department of Community Affairs for assistance
- 4 with coordination between the urban enterprise zone program and
- 5 the marketing plan.