

ASSEMBLY, No. 666

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:

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SYNOPSIS

Authorizes special "We Support the Arts" license plates with proceeds to New Jersey State Council on the Arts.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



1 **AN ACT** concerning license plates and supplementing chapter 3 of
2 Title 39 of the Revised Statutes.

3

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

6

7 1. Upon proper application, the Chief Administrator of the
8 New Jersey Motor Vehicle Commission shall issue support the arts
9 license plates for any motor vehicle owned or leased and registered
10 in the State. In addition to the registration number and other
11 markings or identification otherwise prescribed by law, the support
12 the arts license plate shall display the slogan “We Support the
13 Arts.” The chief administrator shall choose the design, including an
14 emblem and color scheme, based upon the results of a Statewide
15 contest for the design of the plates.

16

17 2. Application for issuance of a support the arts license plate
18 shall be made to the chief administrator on forms and in a manner
19 prescribed by the chief administrator. In order to be deemed
20 complete, an application shall be accompanied by a fee of \$50,
21 payable to the New Jersey Motor Vehicle Commission, which shall
22 be in addition to the fee otherwise prescribed by law for the
23 registration of motor vehicles. The chief administrator shall collect
24 annually, subsequent to the year of issuance of the support the arts
25 license plate, a \$10 fee for the license plate in addition to the fees
26 otherwise prescribed by law for the registration of a motor vehicle.

27

28 3. a. There shall be deposited into a special non-lapsing
29 account to be known as the “Support the Arts Fund” the additional
30 application and renewal fees collected pursuant to section 2 of this
31 act and any interest earned thereon, less the amounts necessary to
32 reimburse the New Jersey Motor Vehicle Commission for
33 administrative costs pursuant to this section. The monies in the
34 fund shall be distributed to the New Jersey State Council on the
35 Arts in the Department of State, established pursuant to section 1 of
36 P.L.1966 c.214 (C.52:16A-25) to support the arts in New Jersey.

37 b. Prior to the deposit of license plate fees collected pursuant to
38 section 2 of this act into the fund, amounts thereof as are necessary
39 shall be used to reimburse the commission for costs reasonably and
40 actually incurred, as stipulated by the chief administrator, for
41 producing, issuing, renewing and publicizing the availability of
42 support the arts license plates, including the cost of any initial
43 computer programming changes.

44 c. The chief administrator annually shall certify to the State
45 Treasurer the average cost per license plate incurred in the
46 immediately preceding year by the commission in producing,
47 issuing, renewing and publicizing the availability of support the arts
48 license plates. The annual certification of the average cost per

1 license plate shall be approved by the Joint Budget Oversight
2 Committee, or its successor.

3 d. In the event that the average cost per license plate as
4 certified by the chief administrator and approved by the Joint
5 Budget Oversight Committee, or its successor, is greater than the
6 \$50 application fee established in section 2 of this act in two
7 consecutive fiscal years, the chief administrator may discontinue
8 the issuance of support the arts license plates.

9
10 4. The chief administrator shall notify eligible motorists of the
11 opportunity to obtain support the arts license plates by including a
12 notice with all motor vehicle registration renewals and by posting
13 appropriate posters or signs in all commission facilities and offices.
14 The notices, posters and signs shall be designed by the commission,
15 after consultation with the artist who submitted the winning design.

16
17 5. a. State or public funds shall not be used by the New Jersey
18 Motor Vehicle Commission for the initial cost of:

19 (1) designing, producing, issuing, and publicizing the
20 availability of support the arts license plates; or

21 (2) any computer programming changes which may be
22 necessary to implement the support the arts license plate program
23 established by P.L. , c. (C.) (pending before the Legislature
24 as this bill).

25 b. The New Jersey State Council on the Arts, or an individual
26 or entity designated by the New Jersey State Council on the Arts,
27 shall contribute non-public monies in an amount to be determined
28 by the chief administrator, not to exceed a total of \$25,000, to be
29 used to offset the initial costs incurred by the commission for
30 designing, producing, issuing, and publicizing the availability of
31 support the arts license plates, and any computer programming
32 which may be necessary to implement the program. Concerned
33 organizations and individual donors may contribute monies to the
34 New Jersey State Council on the Arts to be used to offset the initial
35 costs incurred by the commission for the support the arts license
36 plates authorized by P.L. , c. (C.) (pending before the
37 Legislature as this bill). Any amount remaining after the payment of
38 the initial cost shall be deposited in the "Support the Arts Fund"
39 established pursuant to section 3 of P.L. , c. (C.) (pending
40 before the Legislature as this bill).

41 c. The commission shall not begin designing, producing,
42 issuing, or publicizing the availability of support the arts license
43 plates, or making any necessary programming changes, until the
44 following requirements have been met:

45 (1) the New Jersey State Council on the Arts, or an individual or
46 entity designated by the New Jersey State Council on the Arts, has
47 provided the commission with the money necessary, as determined
48 by the chief administrator pursuant to subsection b. of this section,

1 to offset the initial costs incurred by the commission in establishing
2 the support the arts license plate program; and

3 (2) the New Jersey State Council on the Arts, or an individual or
4 entity designated by the New Jersey State Council on the Arts, has
5 provided the commission with not less than 500 completed
6 applications for support the arts license plates. These applications
7 shall constitute the initial order for support the arts license plates
8 and shall be accompanied by a fee representing the total cost of the
9 initial order. The fee shall be determined by multiplying the
10 number of sets of license plates being ordered by the applicable
11 initial fee for each set of license plates as set forth in section 2 of
12 P.L. , c. (C.) (pending before the Legislature as this bill).

13
14 6. This act shall take effect immediately, but shall remain
15 inoperative until the first day of the seventh month following the
16 date on which the conditions set forth in paragraphs (1) and (2) of
17 subsection c. of section 5 of this act have been satisfied. The chief
18 administrator may take anticipatory actions in advance of that date
19 as may be necessary for the timely implementation of this act. This
20 act shall expire on the last day of the 12th month following
21 enactment if the conditions set forth in paragraphs (1) and (2) of
22 subsection c. of section 5 of this act are not satisfied by that date.

23 24 25 STATEMENT

26
27 This bill authorizes a “We Support the Arts” license plate, with
28 proceeds dedicated to the New Jersey State Council on the Arts.
29 The design of the license plate would be chosen by the Chief
30 Administrator of the New Jersey Motor Vehicle Commission
31 (MVC) after conducting a Statewide contest. The design would
32 include the slogan “We Support the Arts.”

33 There is a \$50 initial fee in addition to the registration fees
34 required by law, with a \$10 annual fee in addition to the renewal
35 fees required by law. The monies raised, after reimbursement to the
36 MVC, would be deposited into the “Support the Arts Fund,” also
37 established by this bill.

38 Under the bill, the MVC is prohibited from using State or public
39 funds for the initial cost of designing, producing, issuing, and
40 publicizing the availability of support the arts license plates, or for
41 any computer programming changes which may be necessary to
42 implement the support the arts license plate program. The New
43 Jersey State Council on the Arts (the council), or an individual or
44 entity designated by the council, would be required to contribute
45 non-public monies in an amount to be determined by the chief
46 administrator, not to exceed \$25,000, to be used to offset these
47 initial costs or computer programing changes. The council, or
48 designated individual or entity, would also be required to provide

1 the commission with not less than 500 completed applications for
2 support the arts license plates, along with the initial fee for each
3 application, constituting the initial order for support the arts license
4 plates. The bill would take effect immediately, but would remain
5 inoperative until the first day of the seventh month following the
6 date on which the specified non-public moneys and initial
7 applications are delivered to the MVC. The bill would expire if
8 these requirements are not met by the last day of the 12th month
9 following the date of enactment.