

**ASSEMBLY, No. 929**

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**STATE OF NEW JERSEY**

**219th LEGISLATURE**

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PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

**Sponsored by:**

**Assemblywoman DIANNE C. GOVE**

**District 9 (Atlantic, Burlington and Ocean)**

**Co-Sponsored by:**

**Assemblyman McClellan**

**SYNOPSIS**

Requires Division of Travel and Tourism to develop and promote NJ Heritage Weekend.

**CURRENT VERSION OF TEXT**

Introduced Pending Technical Review by Legislative Counsel.



**(Sponsorship Updated As Of: 8/25/2020)**

1 **AN ACT** concerning tourism in the State and supplementing  
2 P.L.1977, c.225 (C.34:1A-45 et seq.).

3

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

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7 1. a. In addition to the powers and duties of the division as  
8 provided in section 9 of P.L.1977, c.225 (C.34:1A-53), the division,  
9 shall develop, coordinate, promote, and support an annual New  
10 Jersey Heritage Weekend.

11 The New Jersey Heritage Weekend shall encourage and support  
12 activities, events, and opportunities to celebrate and explore State  
13 and local heritage and the contributions and significance of New  
14 Jersey citizens and communities to the national heritage. The New  
15 Jersey Heritage Weekend shall include, whenever possible, lectures,  
16 tours, historical re-enactments, and special programs, and offer  
17 visitors discounted or free admission to heritage and cultural  
18 destinations.

19 b. (1) The division shall foster cooperation between  
20 destination marketing organizations, convention and visitor  
21 bureaus, historic districts, battlefields, and other similar sites,  
22 historical societies, museums, other visitor attractions, and other  
23 organizations to coordinate, plan, and host New Jersey Heritage  
24 Weekend activities, events, and opportunities that broadly represent  
25 the diverse heritage of New Jersey.

26 (2) The division shall, whenever possible, partner with federal  
27 and State offices and with the private sector and nonprofit  
28 organizations, to provide access to the rich diversity of the State's  
29 historic sites and parks and the cultural and recreational  
30 opportunities available Statewide.

31 (3) The division shall be entitled to call to its assistance and  
32 avail itself of the services of the employees of any State, county, or  
33 municipal department, authority, board, bureau, commission,  
34 agency, or entity, or any public institution of higher education in the  
35 State, as it may require and as may be available to it for the purpose  
36 of carrying out its duties under this act.

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38 2. This act shall take effect immediately.

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41 **STATEMENT**

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43 This bill would require the Division of Travel and Tourism, in  
44 the Department of State, to develop, coordinate, promote, and  
45 support an annual New Jersey Heritage Weekend.

46 The New Jersey Heritage Weekend would encourage and support  
47 activities, events, and opportunities to celebrate and explore State  
48 and local heritage and the contributions and significance of New

1 Jersey citizens and communities to the national heritage. The  
2 weekend would include, whenever possible, lectures, tours,  
3 historical re-enactments, and special programs, and offer visitors  
4 discounted or free admission to heritage and cultural destinations.  
5 The division would foster cooperation between destination  
6 marketing organizations, convention and visitor bureaus, historic  
7 districts, battlefields, and other similar sites, historical societies,  
8 museums, other visitor attractions, and other organizations to  
9 coordinate, plan, and host New Jersey Heritage Weekend activities,  
10 events, and opportunities that broadly represent the diverse heritage  
11 of New Jersey.

12 Further, the division would, whenever possible, partner with  
13 federal and State offices and with the private sector and nonprofit  
14 organizations, to provide access to the rich diversity of the State's  
15 historic sites and parks and the cultural and recreational  
16 opportunities available Statewide.

17 New Jersey Heritage Weekend would exemplify the great value  
18 of investing in the State's historic and cultural resources, and  
19 encourage citizens and visitors alike to celebrate New Jersey's  
20 unique and important role in shaping the country. An annual New  
21 Jersey Heritage Weekend would have a tremendous impact by  
22 connecting people with heritage attractions, generating tourism  
23 Statewide, expanding economic development and revitalization  
24 efforts of communities throughout the State, and further protecting,  
25 preserving, and promoting heritage resources in the State.