

ASSEMBLY, No. 1548

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:

Assemblyman ROBERT D. CLIFTON

District 12 (Burlington, Middlesex, Monmouth and Ocean)

SYNOPSIS

Authorizes Division of Travel and Tourism to accept gifts and grants to promote NJ tourism.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



1 **AN ACT** concerning the promotion of tourism in New Jersey and
2 amending P.L.1977, c.225.

3

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

6

7 1. Section 9 of P.L.1977, c.225 (C.34:1A-53) is amended to
8 read as follows:

9 9. In the pursuance and promotion of a State policy on tourism,
10 the division, at the direction of the Secretary of State, shall:

11 a. Provide and promote adequate opportunities for county and
12 municipal participation, federal agency participation, and private
13 citizens' involvement in the decision-making process of tourism
14 planning and policy formulation;

15 b. Encourage all State, county, and municipal governmental
16 and private agencies to do their utmost to assure the personal safety
17 of residents and tourists both within and without tourist destination
18 areas;

19 c. Take whatever administrative, litigable, and legislative steps
20 as are necessary to minimize the problems of tourists in not
21 receiving contracted services, including transportation, tours,
22 hotels;

23 d. Attempt to reconcile and balance the activities and
24 accommodations of the tourist with the daily pursuits and lifestyles
25 of the residents;

26 e. Develop an understanding among all citizens of the role of
27 tourism in New Jersey, both in terms of its economic and social
28 importance and the problems it presents, through appropriate formal
29 and informal learning experiences;

30 f. Cooperate with the Department of Education to promote
31 throughout the educational system of New Jersey an awareness of
32 New Jersey history and culture;

33 g. Ensure that the growth of the tourist industry is consistent
34 with the attainment of economic, social, physical, and
35 environmental objectives in any State plan and county plans that are
36 adopted;

37 h. Continuously monitor and evaluate the social costs of
38 growth of the tourist industry against the social benefits;

39 i. Emphasize in the State's tourism promotional efforts the
40 high quality of the State's natural and cultural features;

41 j. Promote the tourist industry through such activities as
42 Visitors Bureaus and similar county and municipal agencies, and
43 assure that the tourist industry contributes its fair share of the cost
44 of such promotion;

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 k. Request and receive from any department, division, board,
2 bureau, commission, or other agency of the State, or any political
3 subdivision or public authority thereof, such assistance and data as
4 may be necessary to enable the division to carry out its
5 responsibilities under this act;

6 l. In consultation with the council, review annually and, if
7 necessary, revise or update the 10-year master plan developed
8 pursuant to section 8 of P.L.1977, c.225 (C.34:1A-52), and submit a
9 report to the Governor and the Legislature containing an evaluation
10 of the preceding year's activities and developments in tourism and
11 the revisions recommended in the master plan;

12 m. At the direction of the council, operate the division's Travel
13 and Tourism Cooperative Marketing Campaign Program; **[and]**

14 n. Establish and operate the division's Travel and Tourism
15 Advertising and Promotion Program ; and

16 o. Accept, through the director as an agent of the State of New
17 Jersey, and expend, any gift or grant for any of the purposes of
18 promoting New Jersey as a visitor destination, including the
19 promotion of arts, cultural, entertainment, historical, and tourist and
20 visitor attractions, events, and venues in the State .

21 (cf: P.L.2007, c.253, s.6)

22
23 2. This act shall take effect immediately.
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26 STATEMENT

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28 This bill would authorize the Director of the Division of Travel
29 and Tourism to accept and expend any gift or grant for any of the
30 purposes of promoting New Jersey as a visitor destination,
31 including the promotion of arts, cultural, entertainment, historical,
32 and tourist and visitor attractions, events, and venues in the State.

33 A number of State departments and authorities are statutorily
34 authorized to receive gifts and grants. This concept is also
35 referenced in the report "Elements of a Plan for the Creation of a
36 Structure to Better Promote Tourism in the State of New Jersey,"
37 issued March 13, 2012 by the New Jersey Gaming, Sports and
38 Entertainment Advisory Commission, and providing the statutory
39 authority to receive gifts and grants is recommended by the
40 commission as a mechanism to increase contributions for such
41 purposes.