

ASSEMBLY, No. 5013

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED NOVEMBER 19, 2020

Sponsored by:

Assemblyman ANDREW ZWICKER

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Assemblywoman LINDA S. CARTER

District 22 (Middlesex, Somerset and Union)

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

Co-Sponsored by:

Assemblymen Mazzeo, Verrelli and Johnson

SYNOPSIS

Directs Secretary of State to develop national marketing campaign promoting State's innovation economy.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 11/30/2020)

1 paying wages in those sectors, as well as the infrastructural,
2 workforce, investment, and other assets that make it ideal for people,
3 businesses, entrepreneurs, and investors to locate and grow their
4 business in New Jersey;

5 (3) targeted marketing to specific populations, including out of
6 state businesses, entrepreneurs, investors, recent college and
7 graduate school graduates, young professionals, and other persons
8 interested in starting a high-technology business or bringing a
9 research idea to commercialization; and

10 (4) any other element the Secretary of State deems appropriate.

11 The marketing campaign would incorporate radio, television,
12 print, and internet media platforms.