

[First Reprint]

ASSEMBLY, No. 5013

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED NOVEMBER 19, 2020

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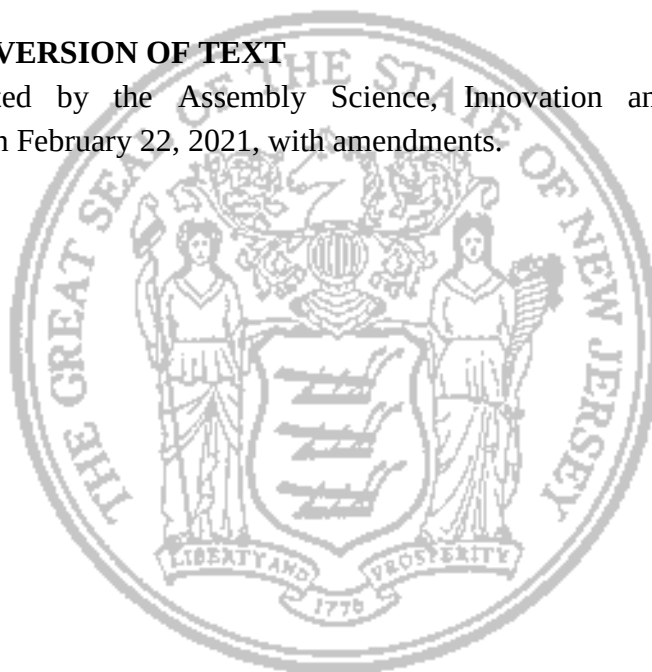
Assemblymen Mazzeo, Verrelli, Johnson and DePhillips

SYNOPSIS

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

CURRENT VERSION OF TEXT

As reported by the Assembly Science, Innovation and Technology Committee on February 22, 2021, with amendments.



(Sponsorship Updated As Of: 2/24/2021)

1 AN ACT directing the Secretary of State to develop a national
2 marketing campaign to promote the State's innovation economy
3 and supplementing chapter 16A of Title 52 of the Revised
4 Statutes.

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

8
9 1. a. The Secretary of State shall develop and undertake a
10 national marketing campaign to promote the State of New Jersey's
11 assets as an innovation economy, to attract people, businesses,
12 entrepreneurs, and investors in other states, and to both promote and
13 increase the State's high-technology and high-skilled workforce.
14 The marketing campaign shall include, but may not be limited to,
15 the following elements:

16 (1) a branding strategy to publicize the State's assets and to
17 strengthen the State's innovation economy brand;

18 (2) promotion of the State's employment opportunities in the
19 high-technology and high-skilled sectors of the economy, the well-
20 paying wages in those sectors, as well as the infrastructural,
21 workforce, investment, and other assets that make it ideal for
22 people, businesses, entrepreneurs, and investors to locate and grow
23 their business in New Jersey;

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

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

30 b. The marketing campaign shall incorporate a range of media,
31 including radio, television, print, and internet platforms.

32 ¹c. The Secretary of State shall contract for payment of the
33 marketing campaign with a private nonprofit organization qualified
34 for exemption from federal taxation pursuant to section 501(c)(3) of
35 the federal Internal Revenue Code, 26 U.S.C.s.501(c)(3) and that
36 supports business relocation to, and entrepreneurship in, the State.¹

37
38 2. This act shall take effect immediately.

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.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly AST committee amendments adopted February 22, 2021.