

Approp.

P.L. 2021, CHAPTER 364, *approved January 10, 2022*
Assembly, No. 5689 (*First Reprint*)

1 ¹**[A SUPPLEMENT** to the Fiscal Year 2021 appropriations act,
2 P.L.2020, c.97.]¹
3
4 ¹**AN ACT** taking federal funds available to the Department of State
5 for travel and tourism advertising and promotion.¹
6
7 **BE IT ENACTED** by the Senate and the General Assembly of the
8 State of New Jersey:
9
10 ¹**[1.**In addition to the amounts appropriated under P.L.2020,
11 c.97, the annual appropriations act for Fiscal Year 2020-2021, there
12 is appropriated the following sum for the purpose specified:
13

74 Department of State		
70 Government Direction, Management, and Control		
74 General Government Services]		
<u>DIRECT STATE SERVICES</u>		
02-2510	Business Action Center.....	\$25,000,000
	Total Direct State Services Appropriation,	
	General Government Services	\$25,000,000
Direct State Services:		
02	Travel and Tourism	
	Advertising and Promotion.....	(\$25,000,000)

14
15 Of the sums herein appropriated for the Division of Travel and
16 Tourism in the Department of State for travel and tourism
17 advertising and promotional purposes, \$5,000,000 is appropriated
18 for Destination Marketing Organizations recognized by the State to
19 market all regions of the State and work cooperatively with the
20 State’s overall marketing campaign. The remaining funds shall be
21 used to help the economic recovery of the travel and tourism
22 industry from the damage caused by SARS-CoV-2. This includes
23 promoting industries and destinations in New Jersey that have been
24 most impacted by the SARS-CoV-2 pandemic, such as food and
25 liquor establishments across the State. The division shall identify
26 other such areas that have been impacted by the pandemic and
27 allocate the resources provided by this act appropriately. This
28 account shall be considered a special purpose appropriation for
29 accounting and reporting purposes.]¹

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 ABU committee amendments adopted June 21, 2021.

11 \$20,000,000 to help the economic recovery of the travel and
12 tourism industry from the damage caused by SARS-CoV-2,
13 including promoting industries and destinations in New Jersey that
14 have been most impacted by the SARS-CoV-2 pandemic, such as
15 food and liquor establishments across the State. The Division of
16 Travel and Tourism shall identify other such areas that have been
17 impacted by the pandemic and allocate the resources provided by
18 this act appropriately.¹

20 2. This act shall take effect immediately.

25 Makes \$25 million in federal funds available to Department of
26 State for travel and tourism advertising and promotion for recovery
27 from COVID-19 pandemic.