SENATE, No. 2062

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED MARCH 16, 2020

Sponsored by:
Senator JAMES BEACH
District 6 (Burlington and Camden)
Senator NILSA I. CRUZ-PEREZ
District 5 (Camden and Gloucester)

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: 4/13/2020)

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

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

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

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

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

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

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

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

2. This act shall take effect immediately.

STATEMENT

This bill requires the Secretary of State to develop and undertake a national marketing campaign to promote the State's assets as an innovation economy, to attract people, businesses, entrepreneurs, and investors in other states, and to both promote and increase the State's high-technology and high-skilled workforce. The marketing campaign would include, but would not be limited to, the following elements:

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

(2) promotion of the State's employment opportunities in the high-technology and high-skilled sectors of the economy, the well-

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

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

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

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