

[First Reprint]
SENATE, No. 3830

STATE OF NEW JERSEY
219th LEGISLATURE

INTRODUCED JUNE 1, 2021

Sponsored by:

Senator JAMES BEACH

District 6 (Burlington and Camden)

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

Co-Sponsored by:

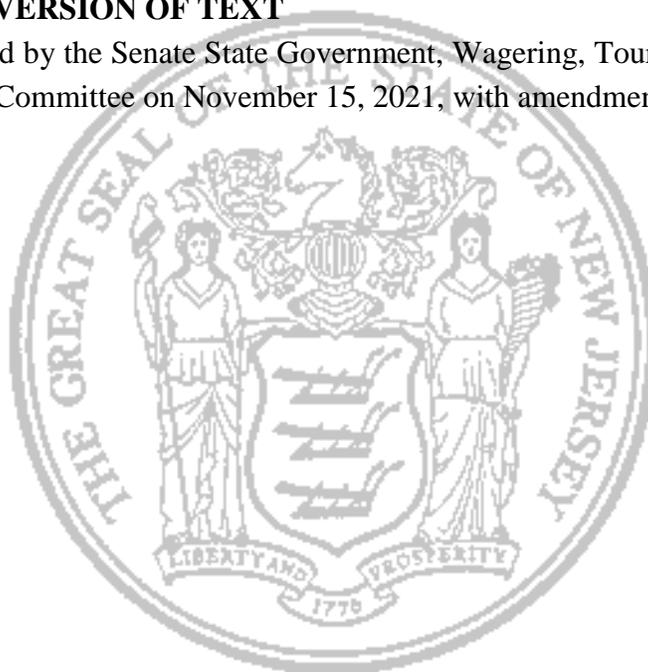
Senators Diegnan, Polistina, A.M.Bucco and Pou

SYNOPSIS

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

CURRENT VERSION OF TEXT

As reported by the Senate State Government, Wagering, Tourism & Historic Preservation Committee on November 15, 2021, with amendments.



(Sponsorship Updated As Of: 12/20/2021)

1 ¹**[A SUPPLEMENT** to the Fiscal Year 2021 appropriations act,
2 P.L.2020, c.97.] **AN ACT** taking federal funds available to the
3 Department of State for travel and tourism advertising and
4 promotion.¹

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

8
9 ¹**[1.** In addition to the amounts appropriated under P.L.2020,
10 c.97, the annual appropriations act for Fiscal Year 2020-2021, there
11 is appropriated the following sum for the purpose specified:
12

74 Department of State

70 Government Direction, Management, and Control

74 General Government Services]

DIRECT STATE SERVICES

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)

13
14 Of the sums herein appropriated for the Division of Travel and
15 Tourism in the Department of State for travel and tourism
16 advertising and promotional purposes, \$5,000,000 is appropriated
17 for Destination Marketing Organizations recognized by the State to
18 market all regions of the State and work cooperatively with the
19 State’s overall marketing campaign. The remaining funds shall be
20 used to help the economic recovery of the travel and tourism
21 industry from the damage caused by SARS-CoV-2. This includes
22 promoting industries and destinations in New Jersey that have been
23 most impacted by the SARS-CoV-2 pandemic, such as food and
24 liquor establishments across the State. The division shall identify
25 other such areas that have been impacted by the pandemic and
26 allocate the resources provided by this act appropriately. This
27 account shall be considered a special purpose appropriation for
28 accounting and reporting purposes.]¹

29
30 ¹1. Subject to the availability of federal funds provided or made
31 accessible to the State via federal block grant funds allocated to the
32 State from the federal “Coronavirus State Fiscal Recovery Fund,”
33 established pursuant to the federal “American Rescue Plan Act of
34 2021,” Pub.L.117-2, \$25,000,000 from such federal funds shall be

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:

¹Senate SSG committee amendments adopted November 15, 2021.

1 made available to the Department of State for the following
2 purposes:
3 \$5,000,000 for Destination Marketing Organizations recognized
4 by the State to market all regions of the State and work
5 cooperatively with the State's overall marketing campaign; and
6 \$20,000,000 to help the economic recovery of the travel and
7 tourism industry from the damage caused by SARS-CoV-2,
8 including promoting industries and destinations in New Jersey that
9 have been most impacted by the SARS-CoV-2 pandemic, such as
10 food and liquor establishments across the State. The Division of
11 Travel and Tourism shall identify other such areas that have been
12 impacted by the pandemic and allocate the resources provided by
13 this act appropriately.¹
14
15 2. This act shall take effect immediately.