

# SENATE, No. 159

## STATE OF NEW JERSEY 221st LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2024 SESSION

**Sponsored by:**

**Senator VINCENT J. POLISTINA**

**District 2 (Atlantic)**

**Senator JAMES BEACH**

**District 6 (Burlington and Camden)**

**Co-Sponsored by:**

**Senator Turner**

**SYNOPSIS**

Establishes “County Tourism Incentive Grant Fund” within Department of Treasury to provide funding for grants to counties to support tourism advertising and promotion.

**CURRENT VERSION OF TEXT**

As reported by the Senate State Government, Wagering, Tourism & Historic Preservation Committee with technical review.



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1 AN ACT establishing the “County Tourism Incentive Grant Fund”  
2 within the Department of the Treasury to provide funding for  
3 grants to counties to support tourism advertising and promotion,  
4 supplementing Title 52 and Title 54 of the Revised Statutes.

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

8

9 1. a. There is established in the Department of the Treasury a  
10 special, non-lapsing fund to be known as the “County Tourism  
11 Incentive Grant Fund.”

12 b. The fund shall be administered by the State Treasurer, and  
13 shall be the repository for all excess State hotel and motel  
14 occupancy fee revenues appropriated and distributed to the  
15 Department of the Treasury for deposit to the fund pursuant to  
16 section 3 of P.L. , c. (C. ) (pending before the Legislature as  
17 this bill). As used in this act, “excess State hotel and motel occupancy  
18 fee revenues” means revenues from hotel and motel occupancy fees  
19 collected during the preceding State fiscal year that are in excess of  
20 the revenue certified upon enactment of the annual appropriations  
21 act for that preceding State fiscal year as anticipated to be collected  
22 from such fee.

23 c. The State Treasurer shall use all revenue deposited to the  
24 fund to issue annually, commencing with State fiscal year 2024,  
25 tourism incentive grants to counties pursuant to section 2 of  
26 P.L. , c. (C. ) (pending before the Legislature as this bill).

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28 2. a. The State Treasurer shall issue annually, commencing  
29 with State fiscal year 2024, tourism incentive grants to counties  
30 from excess State hotel and motel occupancy fee revenues  
31 deposited to the “County Tourism Incentive Grant Fund”  
32 established pursuant to section 1 of P.L. , c. (C. ) (pending  
33 before the Legislature as this bill), for purposes of providing  
34 financial assistance to counties to support tourism advertising and  
35 promotion.

36 b. To effectuate those purposes, the State Treasurer shall  
37 approve, on or before January 1, 2025 and on or before January 1 of  
38 each year thereafter, the issuance of a tourism incentive grant to  
39 each county that has, on or before October 1, 2024 and on or before  
40 October 1 of each year thereafter:

41 (1) made and filed an application with the State Treasurer  
42 seeking financial assistance from the fund for tourism advertising  
43 and promotion;

44 (2) submitted a statement to the State Treasurer detailing how  
45 financial assistance from the fund will be used by the county to  
46 support tourism advertising and promotion; and

47 (3) entered into an agreement with the State Treasurer requiring  
48 the county to use financial assistance from the fund to support

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1 tourism advertising and promotion, to not use financial assistance  
2 from the fund to reduce or eliminate the total amount of other funds  
3 currently used by the county to support tourism advertising and  
4 promotion, and to repay, with interest, the total amount of financial  
5 assistance issued to the county from the fund if the financial  
6 assistance is not used to support tourism advertising and promotion  
7 or the financial assistance is used to reduce or eliminate the total  
8 amount of other funds currently used by the county to support  
9 tourism advertising and promotion.

10 c. The amount of each tourism incentive grant shall equal a  
11 county's share of the excess State hotel and motel occupancy fee  
12 revenues deposited to the fund, as shall be determined by the State  
13 Treasurer by dividing the revenues derived from hotel and motel  
14 occupancies occurring within the county by the sum of the revenues  
15 derived from hotel and motel occupancies occurring within the  
16 several counties that have been approved for the issuance of a grant  
17 and multiplying that amount by the excess State hotel and motel  
18 occupancy fee revenues deposited to the fund during the State fiscal  
19 year in which the tourism incentive grant is issued.

20 d. The State Treasurer shall make payment of each tourism  
21 incentive grant issued to a county at the times, and in the amounts,  
22 that the State Treasurer determines to be necessary and appropriate  
23 to effectuate the purposes of this section.

24  
25 3. Notwithstanding the provisions of any other law to the  
26 contrary, the annual appropriations act for each State fiscal year,  
27 commencing with State fiscal year 2024, that appropriates and  
28 distributes during that fiscal year amounts not less than the amounts  
29 otherwise specified for State fiscal year 2004 in paragraph (1) of  
30 subsection a. of section 2 of P.L.2003, c.114 (C.54:32D-2) for the  
31 purposes specified in paragraph (1) of subsection a. of section 2 of  
32 P.L.2003, c.114 (C.54:32D-2), shall, in addition, appropriate and  
33 distribute in any such State fiscal year, an amount equal to 100  
34 percent of the revenue from fees collected for occupancies during  
35 the preceding State fiscal year that are in excess of the revenue  
36 certified upon enactment of the annual appropriations act for that  
37 preceding State fiscal year as anticipated to be collected from such  
38 fee, which amount shall be appropriated and distributed to the  
39 Department of the Treasury for deposit to the "County Tourism  
40 Incentive Grant Fund" established pursuant to section 1 of  
41 P.L. , c. (C. ) (pending before the Legislature as this bill)

42  
43 4. Notwithstanding the provisions of the "Administrative  
44 Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), to the  
45 contrary, the State Treasurer, in consultation with the New Jersey  
46 Division of Travel and Tourism in the Department of State, may adopt  
47 immediately upon filing with the Office of Administrative Law  
48 such rules and regulations as the State Treasurer and the division

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1 determine to be necessary and appropriate to effectuate the purposes  
2 of P.L. , c. (C. ) (pending before the Legislature as this bill),  
3 which rules and regulations shall be effective for a period not  
4 exceeding 360 days following the effective date of  
5 P.L. , c. (C. ) (pending before the Legislature as this bill) and  
6 may thereafter be amended, adopted, or readopted by the State  
7 Treasurer and the division in accordance with the requirements of  
8 P.L.1968, c.410 (C.52:14B-1 et seq.).  
9  
10 5. This act shall take effect immediately.