

[First Reprint]

ASSEMBLY, No. 4711

STATE OF NEW JERSEY
220th LEGISLATURE

INTRODUCED OCTOBER 11, 2022

Sponsored by:

Assemblyman ROY FREIMAN

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Assemblywoman SADAF F. JAFFER

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Assemblyman ANTHONY S. VERRELLI

District 15 (Hunterdon and Mercer)

Co-Sponsored by:

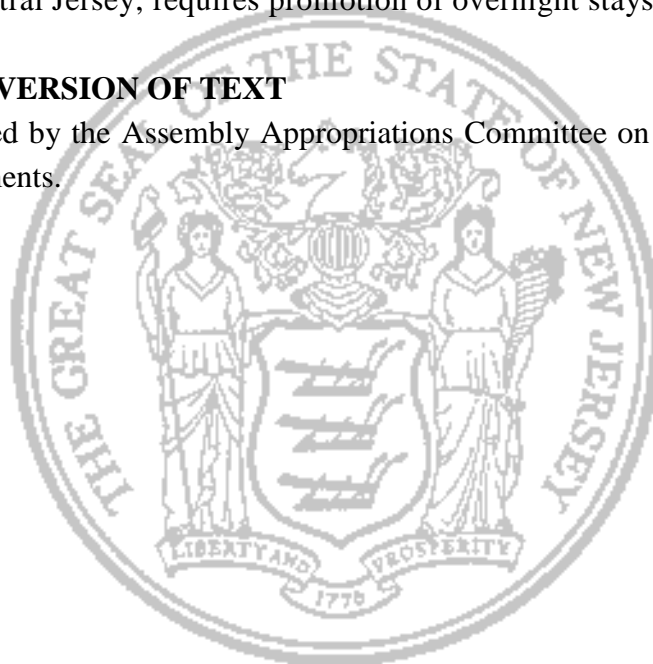
**Assemblymen Stanley, Karabinchak, Danielsen, Benson, DeAngelo and
Assemblywoman Lopez**

SYNOPSIS

Requires Division of Travel and Tourism to re-draw tourism map to promote Central Jersey; requires promotion of overnight stays.

CURRENT VERSION OF TEXT

As reported by the Assembly Appropriations Committee on June 22, 2023, with amendments.



(Sponsorship Updated As Of: 12/15/2022)

1 AN ACT concerning tourism funding and promotion in New Jersey
2 and supplementing P.L.1977, c.225 (C.34:1A-45 et seq.).

3

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

6

7 1. a. ¹**[**Any use of federal economic relief funds in support of
8 tourism promotion shall be designed to primarily benefit regions
9 and activities most in need of economic relief, using the percentage
10 of tourism decline in those regions or activities as the basis for
11 directing the spending of relief funds.

12 b.¹**]** The Division of Travel and Tourism shall re-draw the State
13 tourism map to create a “Central Jersey” region comprised, at a
14 minimum of the counties of Hunterdon, Mercer, Middlesex, and
15 Somerset, and to incorporate the “Central Jersey” region in all
16 regional marketing activities, including in publications and on the
17 VisitNJ.org website.

18 ¹**[c.] b.**¹ The division shall remove from its grant applications
19 and contracts any requirement that State tourism grant funds be
20 targeted to audiences located at a minimum distance, and shall
21 promote overnight stays.

22 ¹**[d.** The division shall dedicate at least 10 percent of its annual
23 appropriation to the promotion of agritourism, including visits to
24 farms, craft beverage makers, farm-to-table restaurants, farmers’
25 markets, and agriculturally themed festivals.**]**¹

26

27 2. This act shall take effect 90 days following enactment.

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 AAP committee amendments adopted June 22, 2023.