ASSEMBLY, No. 5098 STATE OF NEW JERSEY 220th LEGISLATURE

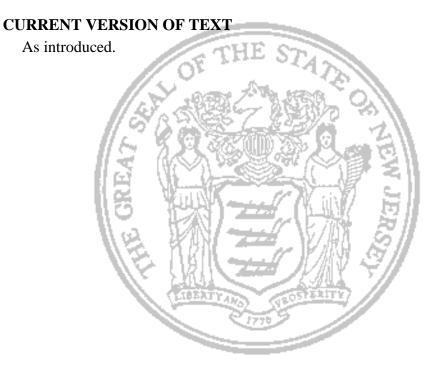
INTRODUCED JANUARY 23, 2023

Sponsored by: Assemblyman ROY FREIMAN District 16 (Hunterdon, Mercer, Middlesex and Somerset) Assemblyman WILLIAM W. SPEARMAN District 5 (Camden and Gloucester) Assemblywoman ELLEN J. PARK District 37 (Bergen)

Co-Sponsored by: Assemblymen Stanley, Verrelli, Karabinchak, Assemblywoman Reynolds-Jackson, Assemblymen Mukherji, Sampson, Sauickie and Assemblywoman Lampitt

SYNOPSIS

Establishes new tourism regions and subregions in New Jersey.



(Sponsorship Updated As Of: 2/16/2023)

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1 AN ACT establishing new tourism regions and subregions in New 2 Jersey and amending P.L.1977, c.225. 3 4 **BE IT ENACTED** by the Senate and General Assembly of the State 5 of New Jersey: 6 7 1. Section 9 of P.L.1977, c.225 (C.34:1A-53) is amended to 8 read as follows: 9 9. In the pursuance and promotion of a State policy on tourism, 10 the division, at the direction of the Secretary of State, shall: 11 a. Provide and promote adequate opportunities for county and 12 municipal participation, federal agency participation, and private 13 citizens' involvement in the decision-making process of tourism planning and policy formulation; 14 15 b. Encourage all State, county, and municipal governmental 16 and private agencies to do their utmost to assure the personal safety of residents and tourists both within and without tourist destination 17 areas; 18 c. Take whatever administrative, litigable, and legislative steps 19 20 as are necessary to minimize the problems of tourists in not receiving contracted services, including transportation, tours, 21 22 hotels: 23 d. Attempt to reconcile and balance the activities and 24 accommodations of the tourist with the daily pursuits and lifestyles 25 of the residents; 26 Develop an understanding among all citizens of the role of e. 27 tourism in New Jersey, both in terms of its economic and social importance and the problems it presents, through appropriate formal 28 29 and informal learning experiences; 30 Cooperate with the Department of Education to promote f. 31 throughout the educational system of New Jersey an awareness of 32 New Jersey history and culture; 33 g. Ensure that the growth of the tourist industry is consistent 34 with the attainment of economic, social, physical, and environmental objectives in any State plan and county plans that are 35 36 adopted; 37 h. Continuously monitor and evaluate the social costs of 38 growth of the tourist industry against the social benefits; 39 i. Emphasize in the State's tourism promotional efforts the 40 high quality of the State's natural and cultural features; 41 į. Promote the tourist industry through such activities as 42 Visitors Bureaus and similar county and municipal agencies, and assure that the tourist industry contributes its fair share of the cost 43 44 of such promotion;

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 <u>thus</u> is new matter.

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1 k. Request and receive from any department, division, board, 2 bureau, commission, or other agency of the State, or any political 3 subdivision or public authority thereof, such assistance and data as 4 may be necessary to enable the division to carry out its 5 responsibilities under this act; 6 In consultation with the council, review annually and, if 1. 7 necessary, revise or update the 10-year master plan developed 8 pursuant to section 8 of P.L.1977, c.225 (C.34:1A-52), and submit a 9 report to the Governor and the Legislature containing an evaluation 10 of the preceding year's activities and developments in tourism and 11 the revisions recommended in the master plan; 12 m. At the direction of the council, operate the division's Travel 13 and Tourism Cooperative Marketing Campaign Program; [and] 14 Establish and operate the division's Travel and Tourism n. 15 Advertising and Promotion Program; and 16 o. Encourage the division to promote the development of local 17 marketing organizations, including but not limited to destination 18 marketing organizations and convention and visitor bureaus. 19 In the pursuance and promotion of a State policy on tourism, 20 there shall be three tourism regions in the State. The three regions 21 shall be as follows: 22 1. The Northern Tourism Region shall be comprised of Sussex, 23 Warren, Morris, Passaic, Bergen, Essex, and Hudson Counties. 24 2. The Central Tourism Region shall be comprised of 25 Hunterdon, Somerset, Union, Middlesex, Mercer, Monmouth, and 26 Ocean Counties. 27 3. The Southern Tourism Region shall be comprised of 28 Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland, and 29 Cape May Counties. 30 The division shall establish up to three subregions within the 31 northern, central, and southern tourism regions, in consultation with 32 the destination marketing organizations in the region. The division 33 shall encourage the development of at least one destination 34 marketing organization to operate solely in each subregion, in 35 addition to any organization operating in the entire region. The division shall encourage all destination marketing organizations to 36 37 operate collaboratively for the promotion of tourism within the 38 entire tourism region. 39 (cf: P.L.2007, c.253, s.6) 40 41 2. This act shall take effect immediately. 42 43 44 **STATEMENT** 45 This bill establishes new tourism regions and subregions in New 46 47 Jersey. The bill establishes three tourism regions for the northern, 48 central, and southern parts of the State. The northern tourism

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region will be comprised of Sussex, Warren, Morris, Passaic,
Bergen, Essex, and Hudson counties. The central tourism region
will be comprised of Hunterdon, Somerset, Union, Middlesex,
Mercer, Monmouth, and Ocean counties. The southern tourism
region will be comprised of Burlington, Camden, Gloucester,
Atlantic, Salem, Cumberland, and Cape May counties.

7 The Division of Travel and Tourism will also establish up to three subregions within the northern, central, and southern tourism 8 9 regions, in consultation with the destination marketing organizations within each tourism region. 10 The division shall 11 encourage the development in each subregion of at least one destination marketing organization to operate solely within each 12 13 subregion. The division is to encourage all destination marketing 14 organizations to operate collaboratively for the promotion of 15 tourism within the entire tourism region.