

**ASSEMBLY, No. 5161**

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**STATE OF NEW JERSEY**

**220th LEGISLATURE**

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INTRODUCED JANUARY 26, 2023

**Sponsored by:**

**Assemblyman P. CHRISTOPHER TULLY**

**District 38 (Bergen and Passaic)**

**Assemblywoman ELLEN J. PARK**

**District 37 (Bergen)**

**Assemblyman WILLIAM F. MOEN, JR.**

**District 5 (Camden and Gloucester)**

**SYNOPSIS**

Requires Director of Division of Housing and Community Resources in DCA to establish grant program to encourage local governments to promote New Jersey as innovation hub in certain fields; appropriates \$100,000.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT establishing a grant program to promote New Jersey as an  
2 innovation hub, supplementing Title 52 of the Revised Statutes,  
3 and making an appropriation.  
4

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

8 1. a. The Director of the Division of Housing and Community  
9 Resources in the Department of Community Affairs, in consultation  
10 with the Commissioner of the Department of Transportation, shall  
11 establish a grant program to encourage local governments to  
12 develop and install, in accordance with federal law, street pole  
13 banners promoting New Jersey as an innovation hub in various  
14 fields of science, technology, and engineering. The purpose of the  
15 program shall be to provide grants to local governments which  
16 develop and install street pole banners promoting local and regional  
17 achievements in fields such as bioscience, telecommunications, and  
18 clean energy, and which promote the local or regional area as part  
19 of an innovation hub.

20 b. To participate in the grant program established pursuant to  
21 subsection a. of this section, a municipality shall submit an  
22 application to the division in a manner and on such forms as  
23 determined by the director. An application shall include  
24 information detailing the municipality's proposed plans for the  
25 grant funding, including, but not limited to:

26 (1) identifying the specific achievements in the various fields  
27 provided for in subsection a. of this section that the municipality  
28 intends to promote, including a determination as to whether those  
29 innovative achievements are specific to the municipality or are part  
30 of a regional innovation hub;

31 (2) the amount of the grant funding being sought by the  
32 municipality; and

33 (3) a description of how the grant funding will be used to  
34 develop and install the street pole banners, including the specific  
35 locations the municipality plans to post the banners to maximize  
36 promotion and awareness.

37 c. After reviewing the applications submitted pursuant to  
38 subsection b. of this section, the director, in consultation with the  
39 commissioner, shall select a total of nine municipalities, including  
40 three municipalities in each of the northern, southern, and central  
41 regions of the State, to participate in the program and shall seek a  
42 cross section from urban, suburban, and rural areas of the State.  
43

44 2. a. Within one year of receiving a grant pursuant to section 1  
45 of P.L. , c. (C. ) (pending before the Legislature as this  
46 bill), each participating municipality shall submit a report to the  
47 Director of the Division of Housing and Community Resources in

**A5161 TULLY, PARK**

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1 the Department of Community Affairs, in a manner and on such  
2 forms as determined by the director, detailing:

- 3 (1) the expenditures of the grant funds under the program;  
4 (2) the total number of banners that have been: developed and  
5 installed; developed, but not yet installed; and the total number of  
6 additional banners the municipality intends to develop and install;  
7 and  
8 (3) the impact, if determinable, that the installation of the  
9 banners has had in increasing the awareness of the local or regional  
10 area as an innovation hub.

11 b. The director shall compile the reports submitted pursuant to  
12 subsection a. of this section for inclusion in a comparative profile of  
13 the participating municipalities and shall post the profile for public  
14 inspection on the division's Internet website in an easily accessible  
15 location.

16 c. Within one year of posting the comparative profile required  
17 pursuant to subsection b. of this section, the director shall submit a  
18 report to the Governor, and the Legislature, pursuant to section 2 of  
19 P.L.1991, c.164 (C.52:14-19.1). The report shall contain  
20 information on the implementation of the grant program, including  
21 the director's recommendation on the feasibility of implementing  
22 the program on a Statewide basis, and a list of best practices  
23 concerning the promotion of local and regional achievements in  
24 various fields of science, technology, and engineering such as  
25 bioscience, telecommunications, and clean energy The director  
26 shall post the report for public inspection on the division's Internet  
27 website in an easily accessible location.

28

29 3. There is appropriated from the General Fund to the Division  
30 of Housing and Community Resources in the Department of  
31 Community Affairs, the sum of \$100,000 to effectuate the purposes  
32 of this act.

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34 4. This act shall take effect immediately.

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37 **STATEMENT**

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39 This bill requires the Director of the Division of Housing and  
40 Community Resources in the Department of Community Affairs, in  
41 consultation with the Commissioner of the Department of  
42 Transportation, to establish a grant program to encourage local  
43 governments to develop and install, in accordance with federal law,  
44 street pole banners promoting New Jersey as an innovation hub in  
45 various fields of science, technology, and engineering. The purpose  
46 of the program is to provide grants to local governments which  
47 develop and install banners promoting local and regional  
48 achievements in fields such as bioscience, telecommunications, and

1 clean energy, and which promote the local or regional area as part  
2 of an innovation hub.

3 Under the bill, a municipality that wants to participate in the  
4 grant program will submit an application to the division in a manner  
5 and on such forms as determined by the director. The application is  
6 required to include information detailing the municipality's  
7 proposed plans for the grant funding, including, but not limited:

- 8 • identifying the specific innovative achievements that the  
9 municipality intends to promote, including a determination  
10 as to whether those innovative achievements are specific to  
11 the municipality or are part of a regional innovation hub;
- 12 • the amount of the grant funding being sought by the  
13 municipality; and
- 14 • a description of how the grant funding will be used to  
15 develop and install the banners, including the specific  
16 locations the municipality plans to post the banners to  
17 maximize promotion and awareness.

18 After reviewing the applications, the director, in consultation  
19 with the commissioner, will select a total of nine municipalities --  
20 including three municipalities in each of the northern, southern, and  
21 central regions of the State -- to participate in the program and shall  
22 seek a cross section from urban, suburban, and rural areas of the  
23 State.

24 Within one year of receiving a grant, each participating  
25 municipality is required to submit a report to the director detailing:

- 26 • the expenditures of the grant funds under the program;
- 27 • the total number of banners that have been: developed and  
28 installed; developed, but not yet installed; and the total  
29 number of additional banners the municipality intends to  
30 develop and install; and
- 31 • the impact, if determinable, that the installation of the  
32 banners has had in increasing the awareness of the local or  
33 regional area as an innovation hub.

34 The director will compile the reports for inclusion in a  
35 comparative profile of the participating municipalities and will post  
36 the profile for public inspection on the division's Internet website in  
37 an easily accessible location.

38 Under the bill, within one year of posting the comparative  
39 profile, the director is required to submit a report to the Governor  
40 and the Legislature. The report would contain information on the  
41 implementation of the grant program, including the director's  
42 recommendation on the feasibility of implementing the program on  
43 a Statewide basis, and a list of best practices concerning the  
44 promotion of local and regional achievements in fields such as  
45 bioscience, telecommunications, and clean energy. The director  
46 will post the report for public inspection on the division's Internet  
47 website in an easily accessible location.