

# ASSEMBLY RESOLUTION No. 79

## STATE OF NEW JERSEY 220th LEGISLATURE

INTRODUCED FEBRUARY 14, 2022

**Sponsored by:**

**Assemblywoman DIANNE C. GOVE**

**District 9 (Atlantic, Burlington and Ocean)**

**Assemblyman BRIAN E. RUMPF**

**District 9 (Atlantic, Burlington and Ocean)**

**Co-Sponsored by:**

**Assemblyman Space**

**SYNOPSIS**

Urges Division of Parks and Forestry to market and offer local NJ-based art and agricultural products at park sites, whenever possible.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 5/18/2023)**

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- 1 **AN ASSEMBLY RESOLUTION** urging the Division of Parks and  
2 Forestry to market and offer local New Jersey-based products at  
3 park sites, whenever possible.  
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- 5 **WHEREAS**, Travel and tourism destinations in New Jersey play an  
6 essential role in attracting visitors to the State and introducing  
7 visitors to local businesses, such as those featuring the products  
8 created by artists and the crops and baked goods yielded and  
9 produced by farmers; and
- 10 **WHEREAS**, In particular, State parks and historic and cultural sites  
11 offer visitors the unique opportunity to travel through the scenic  
12 and urban landscapes of New Jersey while uncovering the  
13 distinctive history of the Garden State and its inhabitants, exploring  
14 the abundant and unrivaled outdoor recreational opportunities, and  
15 discovering diverse cultural and heritage activities and events; and
- 16 **WHEREAS**, Through tourism, the State can advance the market for  
17 commodities sold by local artists and farmers by featuring and  
18 marketing such products to visitors in gift shops operated within  
19 State parks and historic sites; and
- 20 **WHEREAS**, Some State parks and historic sites include gift shops or  
21 other small retailers, operated within the park site, and offer visitors  
22 a chance to purchase local foods, artwork and other gifts, thereby  
23 allowing visitors to return home and further appreciate and enjoy,  
24 and share, the creativity and craftsmanship of artists in the State and  
25 the quality of Jersey Fresh produce and Jersey Grown plants; and
- 26 **WHEREAS**, Jointly cultivating the agricultural and cultural heritage in  
27 the State, by encouraging visitors to explore the natural resources  
28 within the State in concert with providing opportunities for visitors  
29 to buy local products from the State's skilled and creative  
30 workforce, will better support local artists, farms, and businesses;  
31 and
- 32 **WHEREAS**, New Jersey is home to countless talented artists working in  
33 all different mediums, such as painting, drawing, photography,  
34 glasswork, sculpting, pottery, quilting, and other traditional and  
35 folk craft work, as well as leather and metal craft work; and
- 36 **WHEREAS**, The Garden State is the foundation for the dedicated  
37 farmers who harvest a cornucopia of fresh fruits and vegetables and  
38 horticultural goods, as well as produce baked goods and other food  
39 products, such as tomato sauce and fruit jams; and
- 40 **WHEREAS**, New Jersey comprises 50 State parks, nine national parks,  
41 and hundreds of county and municipal parks, in addition to 127  
42 miles of beach alongside the Atlantic Ocean and dozens of historic  
43 sites and landmarks, making the State a first-rate and treasured  
44 destination for visitors from around the world; and
- 45 **WHEREAS**, Total tourism demand generated a record \$40 billion in  
46 New Jersey in 2012, and specifically \$34.7 billion of State gross  
47 domestic product, making up 7% of the State economy; and

1   **WHEREAS**, In order to promote the appreciation of New Jersey’s parks  
2       and historic and cultural sites and encourage and facilitate greater  
3       public knowledge of and engagement with the cultural, historical,  
4       recreational, agricultural, and artistic offerings and resources in the  
5       State, it is necessary for the State to continue to engage in and  
6       promote the park destinations for visitors in conjunction with the  
7       marketing and sales of commodities produced by the State’s  
8       creative and dedicated workforce – the artists, crafts persons,  
9       bakers, and farmers; now, therefore,

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11       **BE IT RESOLVED** *by the General Assembly of the State of New*  
12 *Jersey:*

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14       1. This House urges the Division of Parks and Forestry, in the  
15 Department of Environmental Protection, to market and offer for  
16 sale at park and historic sites, whenever and wherever possible,  
17 local and New Jersey-based products and goods, such as Jersey  
18 Fresh produce, Jersey Grown plants, “Made with Jersey Fresh”  
19 baked goods and food products, and art and craft work made by  
20 New Jersey-based artists.

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22       2. This House additionally urges the Department of  
23 Agriculture, and the Division of Travel and Tourism and the New  
24 Jersey State Council on the Arts to assist the Division of Parks and  
25 Forestry by encouraging the participation of local farmers, bakers,  
26 artists, and crafts persons in advancing and marketing their products  
27 at State park and historic sites.

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29       3. This House further encourages citizens and visitors alike to  
30 explore and frequent the many park destinations throughout the  
31 State, and further support New Jersey farmers, bakers, and creative  
32 artists by purchasing the products and goods promoted and offered  
33 at such sites.

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35       4. Copies of this resolution, as filed with the Secretary of State,  
36 shall be transmitted by the Clerk of the General Assembly to the  
37 Governor and Lieutenant Governor of the State of New Jersey, the  
38 Commissioner of Environmental Protection, the Secretary of  
39 Agriculture, the Director of the Division of Travel and Tourism in the  
40 Department of State, and the Executive Director of the New Jersey  
41 State Council on the Arts.

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STATEMENT

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46       This resolution urges the Division of Parks and Forestry, in the  
47 Department of Environmental Protection, to market and offer for  
48 sale at park and historic sites, whenever and wherever possible,

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1 local and New Jersey-based products and goods, such as Jersey  
2 Fresh produce, Jersey Grown plants, “Made with Jersey Fresh”  
3 baked goods and food products, and art and craft work made by  
4 New Jersey-based artists. The resolution additionally urges the  
5 Department of Agriculture, and the Division of Travel and Tourism  
6 and the New Jersey State Council on the Arts to assist the division  
7 by encouraging the participation of local farmers, bakers, artists,  
8 and crafts persons in advancing and marketing their products at  
9 such sites. The resolution further encourages citizens and visitors  
10 alike to explore and frequent the many park destinations throughout  
11 the State, and further support New Jersey farmers, bakers, and  
12 creative artists by purchasing the products and goods promoted and  
13 offered at such sites.

14 Travel and tourism destinations in New Jersey play an essential role  
15 in attracting visitors to the State and introducing visitors to local  
16 businesses, such as those featuring the products created by artists and  
17 the crops and baked goods yielded and produced by farmers. Through  
18 tourism, the State can advance the market for commodities sold by  
19 local artists and farmers by featuring and marketing such products to  
20 visitors in gift shops operated within State parks. Such shops offer  
21 visitors a chance to purchase local foods, artwork and other gifts,  
22 thereby allowing visitors to return home and further appreciate and  
23 enjoy, and share, the creativity and craftsmanship of artists in the State  
24 and the quality of Jersey Fresh produce and Jersey Grown plants.  
25 Jointly cultivating the agricultural and cultural heritage in the State, by  
26 encouraging visitors to explore the natural resources within the State in  
27 concert with providing opportunities for visitors to buy local products  
28 from the State’s skilled and creative workforce, will better support  
29 local artists, farms, and businesses.