

P.L. 2025, CHAPTER 250, *approved January 12, 2026*
Assembly, No. 4818

1 AN ACT concerning municipal tourist development commission
2 expenditures and amending P.L.1982, c.68.

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

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7 1. Section 5 of P.L.1982, c.68 (C.40:54C-3) is amended to read
8 as follows:

9 5. The commission shall have exclusive authority to disburse
10 all revenues allocated to the fund established pursuant to section 2
11 of **[this act]** P.L.1982, c.68 (C.40:52-8). It shall spend moneys
12 from the fund in the manner it deems advisable for the purpose of
13 publicizing and otherwise promoting the municipality it serves in
14 order to attract tourism; however, at least **[50]** 20 percent of the
15 revenues from the fund shall be disbursed for advertising outside of
16 the municipality to attract tourists into the municipality. The
17 purpose of this act shall be considered a public purpose.

18 As used in this section “advertising outside of the municipality”
19 means and includes written, electronic, or printed advertisements,
20 including, but not limited to, advertisements communicated by
21 radio, television, the Internet, or other media, which are published,
22 disseminated, circulated, or placed before the public, directly or
23 indirectly, for the purpose of encouraging or inducing people who
24 work or reside outside of the municipality to patronize tourist
25 opportunities within the municipality, regardless of whether the
26 advertisement also reaches people working or residing inside the
27 municipality.

28 (cf: P.L.1994, c.46, s.2)

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30 2. This act shall take effect immediately.

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33 STATEMENT

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35 This bill modifies and clarifies provisions of law governing
36 municipal tourist development commissions which concern their
37 expenditures for advertising outside of the municipality to attract
38 tourists into the municipality. Under the bill, a tourist development
39 commission would be required to disburse at least 20 percent of its
40 revenues for such advertising. Current law requires a tourist
41 development commission to disburse at least 50 percent of its
42 revenues for such advertising.

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.

1 Additionally, the bill defines the term “advertising outside of the
2 municipality” to clarify that the term applies to advertisements
3 targeted to people who work or reside outside of the municipality,
4 encouraging them to patronize tourist opportunities within the
5 municipality, regardless of whether the advertisement also reaches
6 people working or residing inside the municipality.

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11 Reduces and clarifies requirements for municipal tourist
12 development commission disbursements for advertising.