

CHAPTER 250

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

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

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

C.40:54C-3 Disbursement authority.

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

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

2. This act shall take effect immediately.

Approved January 12, 2026.