

[First Reprint]

**SENATE, No. 3206**

**STATE OF NEW JERSEY**  
**220th LEGISLATURE**

INTRODUCED OCTOBER 13, 2022

**Sponsored by:**

**Senator ANDREW ZWICKER**

**District 16 (Hunterdon, Mercer, Middlesex and Somerset)**

**Senator BOB SMITH**

**District 17 (Middlesex and Somerset)**

**Assemblyman ROY FREIMAN**

**District 16 (Hunterdon, Mercer, Middlesex and Somerset)**

**Assemblywoman SADAF F. JAFFER**

**District 16 (Hunterdon, Mercer, Middlesex and Somerset)**

**Assemblyman ANTHONY S. VERRELLI**

**District 15 (Hunterdon and Mercer)**

**Co-Sponsored by:**

**Senators Greenstein, Turner, Assemblymen Stanley, Karabinchak,  
Danielsen, Benson, DeAngelo and Assemblywoman Lopez**

**SYNOPSIS**

Requires Division of Travel and Tourism to re-draw tourism map to promote Central Jersey; requires promotion of overnight stays.

**CURRENT VERSION OF TEXT**

As reported by the Senate State Government, Wagering, Tourism & Historic Preservation Committee on June 12, 2023, with amendments.

(Sponsorship Updated As Of: 6/30/2023)

1 AN ACT concerning tourism funding and promotion in New Jersey  
2 and supplementing P.L.1977, c.225 (C.34:1A-45 et seq.).

3

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

6

7 1. a. <sup>1</sup>**[**Any use of federal economic relief funds in support of  
8 tourism promotion shall be designed to primarily benefit regions and  
9 activities most in need of economic relief, using the percentage of  
10 tourism decline in those regions or activities as the basis for directing  
11 the spending of relief funds.

12 b.<sup>1</sup> **[**The Division of Travel and Tourism shall re-draw the  
13 State tourism map to create a “Central Jersey” region comprised, at a  
14 minimum of the counties of Hunterdon, Mercer, Middlesex, and  
15 Somerset, and to incorporate the “Central Jersey” region in all regional  
16 marketing activities, including in publications and on the VisitNJ.org  
17 website.

18 <sup>1</sup>**[c.] b.**<sup>1</sup> The division shall remove from its grant applications  
19 and contracts any requirement that State tourism grant funds be  
20 targeted to audiences located at a minimum distance, and shall  
21 promote overnight stays.

22 <sup>1</sup>**[**d. The division shall dedicate at least 10 percent of its  
23 annual appropriation to the promotion of agritourism, including visits  
24 to farms, craft beverage makers, farm-to-table restaurants, farmers’  
25 markets, and agriculturally themed festivals.**]**<sup>1</sup>

26

27 2. This act shall take effect 90 days following enactment.

**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.

Matter enclosed in superscript numerals has been adopted as follows:

<sup>1</sup>Senate SSG committee amendments adopted June 12, 2023.