FY21 NJ State Budget – Preserve Arts, History, & Tourism in NJ

* Start with Thank You for continued support – in particular for passing A3101 which declares new minimum appropriation levels for the New Jersey State Council on the Arts, New Jersey Historical Commission, New Jersey Division of Travel and Tourism and the New Jersey Cultural Trust.
* ASK: Support the appropriations to the four state entities at the minimum levels stated in the law at levels proposed by Governor Murphy in February (which fall short of new legal minimums)

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|  | FY20 Levels since 2010 | New FY21 Minimum levels as per A3101 | Appropriated by Governor Murphy FY21 NJ State Budget (Feb. 2020) |
| NJ State Council on the Arts | $16 m | $22.68 m | $19.858 m (increase of $3.858 m) |
| NJ Historical Commission | $2.7 m | $3.84 m | $3.351 m (increase of $.651 m) |
| NJ Division of Travel & Tourism | $9 m | $12.76 m | $11.17 m (increase of $2.17 m) |
| NJ Cultural Trust | $500k | $720 k | $.621 (increase of $.121) |
| TOTAL | $28.2 m | $40.0 m | $35.0 m |

The new appropriations give each agency an increase of 19.427%, but fall $5m short of meeting the new minimums in P.L. 2019, c 333

* Stress economic impact of each respective industry pre-COVID
  + Arts and culture - $622 million, 8.5 million engaged, 22,000 jobs
  + History - $580 million, 6.4 million heritage tourists, 35,000 jobs
  + Tourism - $43 billion, employing 1 in 10 NJ residents, 116 million visitors in 2019
* COVID related impact
  + Tourism, arts, cultural and historical organizations are some of the hardest hit business and organizations in New Jersey. In many cases, particularly in arts and entertainment, these will be the last places to reopen.
  + Arts and culture – $30 million lost revenue March – June, 53% of arts organizations do not expect to survive the pandemic
  + History –
  + Tourism – weekly visits in June 13 down more than 60%, down nearly 90% in May.
* DO NOT: Agree to any new/additional/increase in taxes of any kind. The tourism/arts/history industries have already fully supported the creation of the Hotel/Motel Occupancy Tax (2003) and the Online Transient Rental legislation aka, “Air BnB” bill (2018).
* Ask if they need other information, how can you help him/her?
* Follow up with thank you email