

LEGISLATIVE FISCAL ESTIMATE: Yes

S788

SPONSORS STATEMENT: (Begins on page 3 of original bill) Yes

Bill and Sponsors Statement identical to A2578

COMMITTEE STATEMENT: **ASSEMBLY:** No

Aff.)

SENATE: Yes 10-19-2000(Com.

2-26-2001(Budget)

Identical to Senate Budget Committee Statement for

A862

FLOOR AMENDMENT STATEMENTS: Yes

LEGISLATIVE FISCAL ESTIMATE: Yes

VETO MESSAGE: No

GOVERNOR'S PRESS RELEASE ON SIGNING: No

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ASSEMBLY, No. 862

STATE OF NEW JERSEY
209th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2000 SESSION

Sponsored by:

Assemblyman RICHARD H. BAGGER

District 22 (Middlesex, Morris, Somerset and Union)

SYNOPSIS

Creates "Main Street New Jersey" program in DCA.

CURRENT VERSION OF TEXT

As Introduced.



A862 BAGGER

2

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs and supplementing chapter 27D
3 of Title 52 of the Revised Statutes.

4

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

7

8 1. There is created in the Division of Housing and Community
9 Resources in the Department of Community Affairs the "Main Street
10 New Jersey" program as a comprehensive revitalization program to
11 promote the historic and economic redevelopment of traditional
12 business districts in the State. The purpose of the program shall be to
13 provide small business assistance services to local downtown
14 communities, including business owners and entrepreneurs, with a
15 long-term goal of revitalizing local downtown areas.

16

17 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
18 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
19 shall adopt rules and regulations governing the qualifications of
20 applicants, the application procedures, and the criteria for providing
21 assistance under the "Main Street New Jersey" program.

22

23 3. The commissioner shall provide assistance under this program
24 to municipalities having a seasonal or year-round population of not
25 less than 4,000 residents or more than 50,000 residents. The
26 municipality shall have historic architectural resources in a defined
27 downtown commercial district, a commitment to employ a full-time
28 Executive Director for its "Main Street New Jersey" program, and a
29 program operating budget deemed adequate by the commissioner for
30 not less than three years.

31

32 4. The commissioner shall provide services to each municipality
33 selected to participate in the "Main Street New Jersey" program at no
34 additional cost to the municipality. Those services shall include, but
35 shall not be limited to:

36 a. In-depth volunteer and executive director training;

37 b. Advanced training on specific downtown issues, including but
38 not limited to marketing, business recruitment, volunteer management
39 and historic preservation;

40 c. Visits by professional consultants to help each municipality
41 develop its strengths and plan for the success of its downtown area;

42 d. Small business development consulting services for local
43 business owners;

44 e. Marketing and public relations consulting for local businesses
45 and "Main Street New Jersey" organizations;

1 f. Architectural design consulting for business and property
2 owners;

3 g. Educational materials, including manuals and slide programs;

4 h. Links to local, State and federal "Main Street" community
5 networks.

6

7 5. The commissioner shall continue to provide the assistance
8 required under P.L. , c. (C.) (now pending before the
9 Legislature as this bill) to municipalities that were selected to
10 participate in the "Main Street New Jersey" program prior to the
11 effective date of P.L. , c. (C.) (now pending before the
12 Legislature as this bill).

13

14 6. This act shall take effect immediately.

15

16

17

STATEMENT

18

19 This bill creates the "Main Street New Jersey" program in the
20 Division of Housing and Community Resources in the Department of
21 Community Affairs. The purpose of the program is to promote the
22 historic and economic redevelopment of traditional business districts
23 in the State, by providing small business assistance services to local
24 downtown communities, including business owners and entrepreneurs,
25 with a long-term goal of revitalizing local downtown areas. Many
26 other states have created "Main Street" programs in conjunction with
27 the National Main Street Center, part of the National Trust for
28 Historic Preservation.

29 The "Main Street New Jersey" program has been in existence since
30 1989, but has not been codified into statutory law. The intent of this
31 bill is to make permanent this important program that aids in the
32 revitalization and prosperity of our municipal downtown business
33 districts.

ASSEMBLY LOCAL GOVERNMENT COMMITTEE

STATEMENT TO

ASSEMBLY, No. 862

with committee amendments

STATE OF NEW JERSEY

DATED: MARCH 20, 2000

The Assembly Local Government Committee reports favorably and with committee amendments Assembly Bill No. 862.

As amended by the committee, this bill creates the "Main Street New Jersey" program in the Division of Housing and Community Resources in the Department of Community Affairs. The purpose of the program is to promote the historic and economic redevelopment of traditional business districts in the State, by providing small business assistance services to local downtown communities, including business owners and entrepreneurs, with a long-term goal of revitalizing local downtown areas. Many other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation.

The "Main Street New Jersey" program has been in existence since 1989, but has not been codified into statutory law. The intent of this bill is to make permanent this important program that aids in the revitalization and prosperity of our municipal downtown business districts.

The committee amended the bill to set forth specific duties for the Department of Community Affairs with regard to the "Main Street" program, mainly concerning the provision of technical assistance for planning and contracts, and to permit the department to hire a State Coordinator and staff for the "Main Street New Jersey" program. The amendments also require that municipalities shall be selected for participation through a competitive application and set forth several requirements for consideration of a municipality. The amendments also grant the Commissioner of Community Affairs the authority to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The committee amended the bill to establish an advisory board of 15 volunteer members to the "Main Street New Jersey" program representing all geographic regions of the State. The volunteer members would be appointed to three-year terms, after an initial staggered appointment, through a process to be determined by the

Commissioner. In addition to those 15 voluntary members, a representative of the Historic Preservation Program in the Department of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, a representative of the Housing and Mortgage Finance Agency, and a representative of the Commerce and Economic Development Commission shall serve as ex-officio members of the 19 member advisory board. The various commissioners, executive director and chief operating officer having authority over the State programs, agency and commission from which the ex officio members are drawn would be responsible for the appointment of those ex officio members.

The committee also amended the bill to establish a nonlapsing fund designated as the "Main Street New Jersey Program Fund" in the Department of Community Affairs. The fund would receive federal, State and private monies solely to be used for the purposes of the program.

Finally, the committee amended the bill to appropriate \$1,000,000 to the Department of Community Affairs for the "Main Street New Jersey" program and to require additional annual appropriations to the program as needed.

[First Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY
209th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2000 SESSION

Sponsored by:

Assemblyman RICHARD H. BAGGER

District 22 (Middlesex, Morris, Somerset and Union)

Assemblyman JACK COLLINS

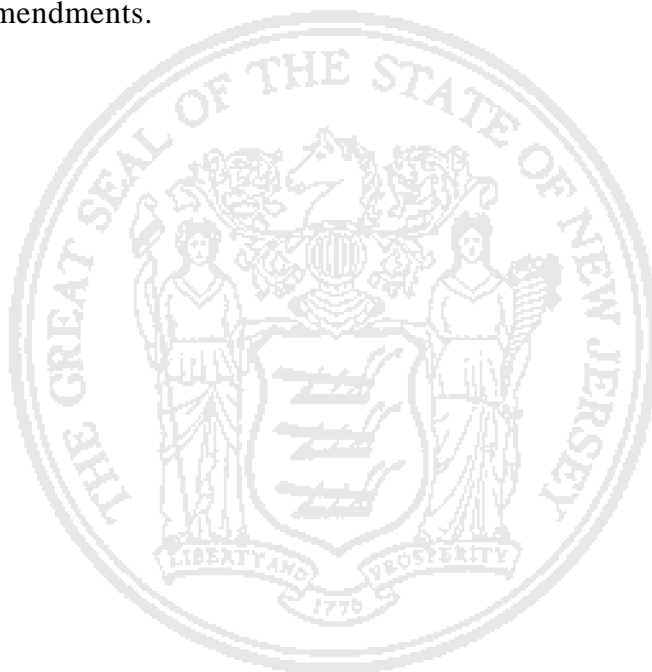
District 3 (Salem, Cumberland and Gloucester)

SYNOPSIS

Creates "Main Street New Jersey" program in DCA; appropriates \$1,000,000.

CURRENT VERSION OF TEXT

As reported by the Assembly Local Government Committee on March 20, 2000, with amendments.



(Sponsorship Updated As Of: 3/28/2000)

A862 [1R] BAGGER, COLLINS

2

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and],¹ supplementing Chapter
3 27D of Title 52 of the Revised Statutes ¹and making an
4 appropriation¹.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas. ¹

40
41 2. Pursuant to the "Administrative Procedures Act," P.L.1968,

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Assembly ALG committee amendments adopted March 20, 2000.

1 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
2 shall adopt rules and regulations governing the qualifications of
3 applicants, the application procedures, and the criteria for providing
4 assistance under the "Main Street New Jersey" program.

5
6 3. The commissioner shall provide assistance under this program
7 to municipalities ¹[having a seasonal or year-round population of not
8 less than 4,000 residents or more than 50,000 residents. The] selected
9 through a competitive application process. A¹ municipality shall have
10 historic architectural resources in a defined downtown commercial
11 district, a commitment to employ a full-time Executive Director for its
12 "Main Street New Jersey" program, ¹establishment of a volunteer
13 board of directors, development of public-private partnerships¹ and a
14 program operating budget deemed adequate by the commissioner for
15 not less than three years.

16 ¹The commissioner may also provide limited assistance through the
17 "Main Street New Jersey" program to any municipality through
18 training, technical assistance and information on the revitalization of
19 central business districts.¹

20
21 4. The commissioner shall provide services to each municipality
22 selected to participate in the "Main Street New Jersey" program at no
23 additional cost to the municipality. Those services shall include, but
24 shall not be limited to:

- 25 a. In-depth volunteer and executive director training;
26 b. Advanced training on specific downtown issues, including but
27 not limited to marketing, business recruitment, volunteer management
28 and historic preservation;
29 c. Visits by professional consultants to help each municipality
30 develop its strengths and plan for the success of its downtown area;
31 d. Small business development consulting services for local
32 business owners;
33 e. Marketing and public relations consulting for local businesses
34 and "Main Street New Jersey" organizations;
35 f. Architectural design consulting for business and property
36 owners;
37 g. Educational materials, including manuals and slide programs;
38 h. Links to local, State and federal "Main Street" community
39 networks.

40
41 ¹5. The Main Street New Jersey Advisory Board is established for
42 the purposes of providing guidance and advocacy in formulating
43 policy and assisting with the long-term planning and administration of
44 the "Main Street New Jersey" program. The Main Street New Jersey
45 Advisory Board shall consist of 19 members. Fifteen members shall
46 serve in a voluntary capacity, to be appointed through a process to be

1 determined by the commissioner. Each voluntary member shall have
2 a demonstrated commitment to the goals of the "Main Street New
3 Jersey" program. The voluntary members shall represent all
4 geographic regions of the State.

5 The remaining four advisory board members shall serve ex officio
6 and shall be a representative of the Historic Preservation Program in
7 the Department of Environmental Protection, to be appointed by the
8 Commissioner of Environmental Protection, a representative of the
9 Neighborhood Preservation Program in the Department of Community
10 Affairs, to be appointed by the Commissioner of Community Affairs,
11 a representative of the Housing and Mortgage Finance Agency, to be
12 appointed by the executive director of that agency, and a
13 representative of the Commerce and Economic Development
14 Commission, to be appointed by the chief operating officer of that
15 commission.

16 The terms of the voluntary members so appointed, after the initial
17 appointments, shall be three years, and each member may be
18 reappointed. The terms of initial appointments of the voluntary
19 members shall be staggered so that the terms of 1/3 of the advisory
20 board's voluntary members shall expire annually. The advisory board
21 members who are not State employees shall be entitled to
22 reimbursement of their expenses incurred in connection with their
23 duties on the advisory board.¹

24
25 ¹6. There is established in the Department of Community Affairs
26 the "Main Street New Jersey Program Fund," which shall consist of all
27 funds appropriated to the "Main Street New Jersey" program by the
28 Legislature, and also any gifts, contributions, grants or bequests
29 received from the federal government or any other source. Money in
30 the "Main Street New Jersey Program Fund" shall be used to carry out
31 the provisions of P.L. , c. (C.) (now pending before the
32 Legislature as this bill) and for no other purposes. Any funds
33 remaining in the fund at the end of any fiscal year shall not lapse to the
34 General Fund, but shall remain in the fund.¹

35
36 ¹[5.] 7.¹ The commissioner shall continue to provide the
37 assistance required under P.L. , c. (C.) (now pending before
38 the Legislature as this bill) to municipalities that were selected to
39 participate in the "Main Street New Jersey" program prior to the
40 effective date of P.L. , c. (C.) (now pending before the
41 Legislature as this bill).

42
43 ¹8. There shall be annually appropriated to the "Main Street New
44 Jersey" program an amount necessary to effectuate the provisions of
45 P.L. , c. (C.) (now pending before the Legislature as this
46 bill).¹

A862 [1R] BAGGER, COLLINS

5

1 ¹9. There is appropriated \$1,000,000 to the Department of
2 Community Affairs from the General Fund to effectuate the provisions
3 of this act.¹

4

5 ¹[6.] 10.¹ This act shall take effect immediately.

LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY

209th LEGISLATURE

DATED: MAY 17, 2000

SUMMARY

Synopsis: Creates "Main Street New Jersey" program in DCA; appropriates \$1,000,000.

Type of Impact: Initial expenditure of \$1,000,000 from the State General Fund to the program, with the requirement of additional annual appropriations as necessary to effectuate the provisions of the program. Municipal participation in the Main Street New Jersey program will require the employment of a full-time executive director, and a program operating budget deemed adequate by the Commissioner of Community Affairs for not less than three years.

Agencies Affected: The Department of Community Affairs and municipalities selected to participate in the program.

Office of Legislative Services Estimate

Fiscal Impact	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
State Cost	\$1 million	indeterminate	indeterminate
Local Cost	indeterminate	indeterminate	indeterminate

- ! The "Main Street New Jersey" program has been in existence since 1989, but has not been codified into statutory law. The bill would make this program permanent by codifying current practice into statutory law.
- ! Appropriates \$1,000,000 to the Department of Community Affairs for the "Main Street New Jersey" program and requires that additional annual appropriations be made to the program as needed.
- ! Establishes "Main Street New Jersey Program Fund" to receive State appropriations and other gifts and grants to the program.

BILL DESCRIPTION

Assembly Bill No. 862 (1R) of 2000 creates the "Main Street New Jersey" program in the

Division of Housing and Community Resources in the Department of Community Affairs. The purpose of the program is to promote the historic and economic redevelopment of traditional business districts in the State, by providing small business assistance services to local downtown communities, including business owners and entrepreneurs, with a long-term goal of revitalizing local downtown areas. Many other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation. The "Main Street New Jersey" program has been in existence since 1989, but has not been codified into statutory law. The intent of this bill is to make permanent the "Main Street New Jersey" program.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The Office of Legislative Services (OLS) is unable to determine the cost of this bill to the State (other than the initial \$1 million appropriation proposed in the bill) or to municipalities. The OLS notes, however, that this \$1 million appropriation would likely result in a significant increase in the size of the program and the number of participating municipalities, since it represents an increase of 400% over the \$200,000 appropriated in FY 99 and FY 00 to the program. (The Governor has recommended maintaining that \$200,000 appropriation for FY 01.) In addition to the \$200,000 appropriated to the program in FY 99 and FY 00, the Division of Housing and Community Resources has provided an additional \$100,000 in funds from the Neighborhood Preservation program to the Main Street New Jersey program.

Currently, 18 municipalities participate in the program as designated Main Street New Jersey communities. The program currently employs a State coordinator, an assistant coordinator and an architect. The Department of Community Affairs (DCA) may find it necessary to employ additional personnel if the number of participating municipalities increases as a result of the appropriation required by the bill; however, the cost of any additional personnel in the first year should not require funds in addition to the initial \$1 million.

The major cost to the State of the program will be the consultants hired under contract for the program, and the provision of first-year and ongoing technical staff services to the participating municipalities. While the OLS is unable to determine the future cost of the required consultants and technical staff services, it again anticipates that the initial \$1 million appropriation will be more than sufficient for these purposes in the first year of the program.

The cost to participating municipalities also cannot be determined at this time, because that cost lies in the salary paid to the required full-time director and the amount of the program operating budget that the DCA deems necessary.

Section: *Local Government*

Analyst: *Cindy Lombardi Hesper*
Senior Research Analyst

Approved: *Alan R. Kooney*
Legislative Budget and Finance Officer

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67.

ASSEMBLY APPROPRIATIONS COMMITTEE

STATEMENT TO

[First Reprint]

ASSEMBLY, No. 862

with Assembly committee amendments

STATE OF NEW JERSEY

DATED: MAY 22, 2000

The Assembly Appropriations Committee reports favorably Assembly Bill No. 862 (1R) with committee amendments.

Assembly Bill No. 862 (1R), creates the "Main Street New Jersey" program in the Division of Housing and Community Resources in the Department of Community Affairs to promote the historic and economic redevelopment of traditional downtown business districts in the smaller municipalities in the State. The program will provide small business assistance services to local downtown communities, including business owners and entrepreneurs, with a long-term goal of revitalizing local downtown areas.

Other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation. The "Main Street New Jersey" program has effectively been in existence since 1989, but has not been codified into statutory law.

FISCAL IMPACT:

The bill appropriates \$800,000 to the initial costs of the program. The national and New Jersey programs emphasize the use of nongovernmental funds in public /private partnerships to lead to revitalization of existing discrete downtown business districts.

Major new costs to the State will depend on staff required to service any substantial number of new municipalities participating, consultants hired, and the provision of first year and ongoing technical staff services to participating communities. The program currently employs a State coordinator, an assistant coordinator and an architect. The New Jersey program was appropriated \$200,000 in each of State fiscal years 1999 and 2000, so the \$1 total million appropriation is a substantial increase.

Costs to participating municipalities cannot be determined at this time, because the principal local costs depend on the salary paid to each municipality's required local full-time director and other local

rehabilitation and service decisions.

The Commissioner of Community Affairs is authorized to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

COMMITTEE AMENDMENTS:

The amendments reduce the appropriation from \$1 million to \$800,000 (The FY2000 budget appropriates \$200,000 to the program).

[Second Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY
209th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2000 SESSION

Sponsored by:

Assemblyman RICHARD H. BAGGER

District 22 (Middlesex, Morris, Somerset and Union)

Assemblyman JACK COLLINS

District 3 (Salem, Cumberland and Gloucester)

Co-Sponsored by:

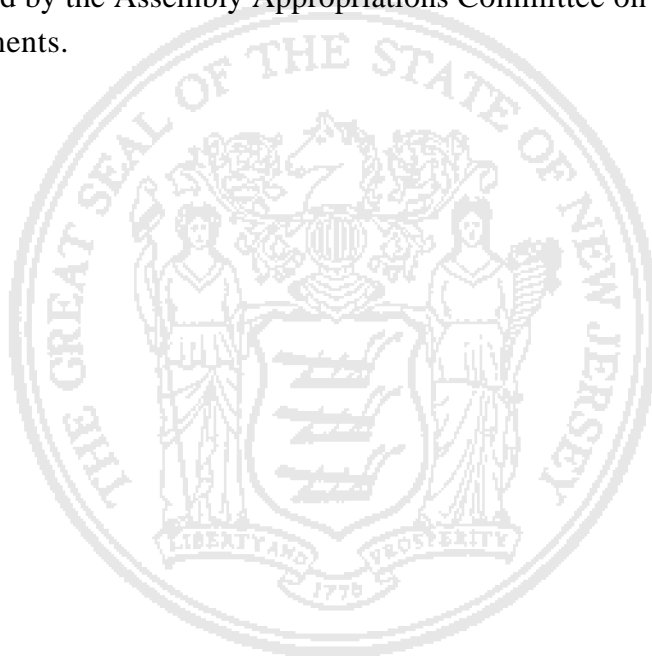
Assemblymen LeFevre and Conaway

SYNOPSIS

Creates "Main Street New Jersey" program in DCA; appropriates \$800,000.

CURRENT VERSION OF TEXT

As reported by the Assembly Appropriations Committee on May 22, 2000,
with amendments.



(Sponsorship Updated As Of: 6/30/2000)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and],¹ supplementing Chapter
3 27D of Title 52 of the Revised Statutes ¹and making an
4 appropriation¹.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas.¹

40
41 2. Pursuant to the "Administrative Procedures Act," P.L.1968,

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Assembly ALG committee amendments adopted March 20, 2000.

² Assembly AAP committee amendments adopted May 22, 2000.

1 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
2 shall adopt rules and regulations governing the qualifications of
3 applicants, the application procedures, and the criteria for providing
4 assistance under the "Main Street New Jersey" program.

5
6 3. The commissioner shall provide assistance under this program
7 to municipalities ¹[having a seasonal or year-round population of not
8 less than 4,000 residents or more than 50,000 residents. The] selected
9 through a competitive application process. A¹ municipality shall have
10 historic architectural resources in a defined downtown commercial
11 district, a commitment to employ a full-time Executive Director for its
12 "Main Street New Jersey" program, ¹establishment of a volunteer
13 board of directors, development of public-private partnerships¹ and a
14 program operating budget deemed adequate by the commissioner for
15 not less than three years.

16 ¹The commissioner may also provide limited assistance through the
17 "Main Street New Jersey" program to any municipality through
18 training, technical assistance and information on the revitalization of
19 central business districts.¹

20
21 4. The commissioner shall provide services to each municipality
22 selected to participate in the "Main Street New Jersey" program at no
23 additional cost to the municipality. Those services shall include, but
24 shall not be limited to:

- 25 a. In-depth volunteer and executive director training;
26 b. Advanced training on specific downtown issues, including but
27 not limited to marketing, business recruitment, volunteer management
28 and historic preservation;
29 c. Visits by professional consultants to help each municipality
30 develop its strengths and plan for the success of its downtown area;
31 d. Small business development consulting services for local
32 business owners;
33 e. Marketing and public relations consulting for local businesses
34 and "Main Street New Jersey" organizations;
35 f. Architectural design consulting for business and property
36 owners;
37 g. Educational materials, including manuals and slide programs;
38 h. Links to local, State and federal "Main Street" community
39 networks.

40
41 ¹5. The Main Street New Jersey Advisory Board is established for
42 the purposes of providing guidance and advocacy in formulating
43 policy and assisting with the long-term planning and administration of
44 the "Main Street New Jersey" program. The Main Street New Jersey
45 Advisory Board shall consist of 19 members. Fifteen members shall
46 serve in a voluntary capacity, to be appointed through a process to be

1 determined by the commissioner. Each voluntary member shall have
2 a demonstrated commitment to the goals of the "Main Street New
3 Jersey" program. The voluntary members shall represent all
4 geographic regions of the State.

5 The remaining four advisory board members shall serve ex officio
6 and shall be a representative of the Historic Preservation Program in
7 the Department of Environmental Protection, to be appointed by the
8 Commissioner of Environmental Protection, a representative of the
9 Neighborhood Preservation Program in the Department of Community
10 Affairs, to be appointed by the Commissioner of Community Affairs,
11 a representative of the Housing and Mortgage Finance Agency, to be
12 appointed by the executive director of that agency, and a
13 representative of the Commerce and Economic Development
14 Commission, to be appointed by the chief operating officer of that
15 commission.

16 The terms of the voluntary members so appointed, after the initial
17 appointments, shall be three years, and each member may be
18 reappointed. The terms of initial appointments of the voluntary
19 members shall be staggered so that the terms of 1/3 of the advisory
20 board's voluntary members shall expire annually. The advisory board
21 members who are not State employees shall be entitled to
22 reimbursement of their expenses incurred in connection with their
23 duties on the advisory board.¹

24
25 ¹6. There is established in the Department of Community Affairs
26 the "Main Street New Jersey Program Fund," which shall consist of all
27 funds appropriated to the "Main Street New Jersey" program by the
28 Legislature, and also any gifts, contributions, grants or bequests
29 received from the federal government or any other source. Money in
30 the "Main Street New Jersey Program Fund" shall be used to carry out
31 the provisions of P.L. , c. (C.) (now pending before the
32 Legislature as this bill) and for no other purposes. Any funds
33 remaining in the fund at the end of any fiscal year shall not lapse to the
34 General Fund, but shall remain in the fund.¹

35
36 ¹[5.] 7.¹ The commissioner shall continue to provide the
37 assistance required under P.L. , c. (C.) (now pending before
38 the Legislature as this bill) to municipalities that were selected to
39 participate in the "Main Street New Jersey" program prior to the
40 effective date of P.L. , c. (C.) (now pending before the
41 Legislature as this bill).

42
43 ¹8. There shall be annually appropriated to the "Main Street New
44 Jersey" program an amount necessary to effectuate the provisions of
45 P.L. , c. (C.) (now pending before the Legislature as this
46 bill).¹

A862 [2R] BAGGER, COLLINS

5

1 ¹9. There is appropriated ²[\$1,000,000] \$800,000² to the
2 Department of Community Affairs from the General Fund to effectuate
3 the provisions of this act.¹

4

5 ¹[6.] 10.¹ This act shall take effect immediately.

SENATE COMMUNITY AND URBAN AFFAIRS COMMITTEE

STATEMENT TO

[Second Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY

DATED: OCTOBER 19, 2000

The Senate Community and Urban Affairs Committee reports favorably Assembly Bill No. 862 (2R).

This bill would codify the "Main Street New Jersey" program, a program which promotes the redevelopment of historic "downtown" business districts through the provision of business assistance services. The program would be administered by the Division of Housing and Community Resources in the Department of Community Affairs.

Other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation. The "Main Street New Jersey" program has effectively been in existence since 1989, but has not been codified into statutory law.

The Commissioner of Community Affairs would select municipalities to participate in the program from eligible applicant municipalities. In order to be eligible for selection, a municipality would be required to have:

- C historic architectural resources in a defined downtown commercial district,
- C a commitment to employ a full-time Executive Director for its "Main Street New Jersey" program,
- C a volunteer board of directors,
- C development of public-private partnerships, and
- C a program operating budget deemed adequate by the commissioner for not less than three years.

Services the Department would provide to program participant municipalities would include:

- C in-depth volunteer and executive director training,
- C advanced training on specific downtown issues, including but not limited to marketing, business recruitment, volunteer management and historic preservation,
- C visits by professional consultants to help each municipality develop its strengths and plan for the success of its downtown area,
- C small business development consulting services for local business owners,

- C marketing and public relations consulting for local businesses and "Main Street New Jersey" organizations,
- C architectural design consulting for business and property owners;
- C educational materials, including manuals and slide programs, and
- C links to local, State and federal "Main Street" community networks.

The bill would authorize the Commissioner of Community Affairs to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The bill would establish a 19 member advisory board to the "Main Street New Jersey" program representing all geographic regions of the State. Fifteen volunteer members would be appointed to three-year terms, after an initial staggered appointment, through a process to be determined by the Commissioner. In addition to those 15 voluntary members, a representative of the Historic Preservation Program in the Department of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, a representative of the Housing and Mortgage Finance Agency, and a representative of the Commerce and Economic Development Commission would serve as ex-officio members of the advisory board. The various commissioners, executive director and chief operating officer having authority over the State programs, agency and commission from which the ex officio members are drawn would be responsible for the appointment of those ex officio members.

The bill would establish a nonlapsing fund designated as the "Main Street New Jersey Program Fund" in the Department of Community Affairs. The fund would receive federal, State and private monies solely to be used for the purposes of the program. The bill would appropriate \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and require additional annual appropriations to the program as needed.

This bill is identical to Senate Bill No. 788 with Senate committee amendments, also reported favorably by this committee on October 19, 2000.

SENATE BUDGET AND APPROPRIATIONS COMMITTEE

STATEMENT TO

[Second Reprint]
ASSEMBLY, No. 862

with committee amendments

STATE OF NEW JERSEY

DATED: FEBRUARY 26, 2001

The Senate Budget and Appropriations Committee reports favorably and with committee amendments Assembly Bill No. 862 (2R).

This bill would codify the "Main Street New Jersey" program, a program that promotes the redevelopment of historic "downtown" business districts through the provision of business assistance services. The "Main Street New Jersey" program has effectively been in existence since 1989, but has not been codified into statutory law.

The program would be administered by the Division of Housing and Community Resources in the Department of Community Affairs. The Commissioner of Community Affairs would select municipalities to participate in the program from eligible applicant municipalities. In order to be eligible for selection, a municipality would be required to have:

- C historic architectural resources in a defined downtown commercial district,
- C a commitment to employ a full-time executive director for its "Main Street New Jersey" program (municipalities with a population of no more than 20,000 would be exempt from this requirement),
- C a volunteer board of directors,
- C development of public-private partnerships, and
- C a program operating budget deemed adequate by the commissioner for not less than three years.

Services the Department would provide to program participant municipalities would include:

- C in-depth volunteer and executive director training,
- C advanced training on specific downtown issues, including but not limited to marketing, business recruitment, volunteer management and historic preservation,
- C visits by professional consultants to help each municipality develop its strengths and plan for the success of its downtown area,
- C small business development consulting services for local business

owners,

- C marketing and public relations consulting for local businesses and "Main Street New Jersey" organizations,
- C architectural design consulting for business and property owners;
- C educational materials, including manuals and slide programs, and
- C links to local, State and federal "Main Street" community networks.

The bill would authorize the Commissioner of Community Affairs to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The bill would establish a 19-member advisory board to the "Main Street New Jersey" program representing all geographic regions of the State. Fifteen volunteer members would be appointed to three-year terms, after an initial staggered appointment, through a process to be determined by the Commissioner. In addition to those 15 volunteer members, a representative of the Historic Preservation Program in the Department of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, a representative of the Housing and Mortgage Finance Agency, and a representative of the Commerce and Economic Development Commission would serve as *ex officio* members of the advisory board. The various commissioners, executive director and chief operating officer having authority over the State programs, agency and commission from which the *ex officio* members are drawn would be responsible for the appointment of those *ex officio* members.

The bill would establish a nonlapsing fund designated as the "Main Street New Jersey Program Fund" in the Department of Community Affairs. The fund would receive federal, State and private monies solely to be used for the purposes of the program. The bill appropriates \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and requires additional annual appropriations to the program as needed.

The provisions of this bill are identical to those of Senate Bill No. 788 (1R) Sca, which the committee also reports this day.

COMMITTEE AMENDMENTS

Committee amendments to this bill revise the requirements for eligibility to participate in the Main Street New Jersey program by incorporating the exemption for municipalities with population of no more than 20,000 from having to hire a full-time executive director.

FISCAL IMPACT

This bill appropriates \$800,000 to fund the initial costs of the "Main Street New Jersey" program. The national and New Jersey programs emphasize the use of nongovernmental funds in public/private partnerships to lead to revitalization of existing discrete

downtown business districts.

Major new costs to the State will depend on staff required to service any substantial number of new municipalities participating, consultants hired, and the provision of first year and ongoing technical staff services to participating communities. The program currently employs a State coordinator, an assistant coordinator and an architect. The New Jersey program was appropriated \$200,000 in each of State fiscal years 1999 and 2000; the \$800,000 appropriation thus represents a substantial increase.

Costs to participating municipalities cannot be determined at this time, because the principal local costs depend on the salary paid to each municipality's program staff and other local rehabilitation and service decisions.

The Commissioner of Community Affairs is authorized to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

[Third Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY
209th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2000 SESSION

Sponsored by:

Assemblyman RICHARD H. BAGGER

District 22 (Middlesex, Morris, Somerset and Union)

Assemblyman JACK COLLINS

District 3 (Salem, Cumberland and Gloucester)

Co-Sponsored by:

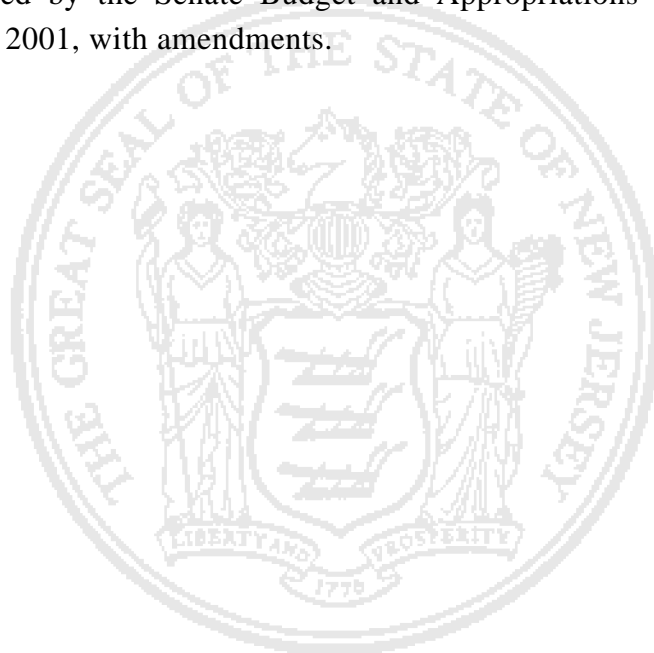
Assemblymen LeFevre and Conaway

SYNOPSIS

Creates "Main Street New Jersey" program in DCA; appropriates \$800,000.

CURRENT VERSION OF TEXT

As reported by the Senate Budget and Appropriations Committee on February 26, 2001, with amendments.



(Sponsorship Updated As Of: 6/30/2000)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and],¹ supplementing Chapter
3 27D of Title 52 of the Revised Statutes ¹and making an
4 appropriation¹.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas.¹

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Assembly ALG committee amendments adopted March 20, 2000.

² Assembly AAP committee amendments adopted May 22, 2000.

³ Senate SBA committee amendments adopted February 26, 2001.

1 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
2 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
3 shall adopt rules and regulations governing the qualifications of
4 applicants, the application procedures, and the criteria for providing
5 assistance under the "Main Street New Jersey" program.

6
7 3. The commissioner shall provide assistance under this program
8 to municipalities ¹[having a seasonal or year-round population of not
9 less than 4,000 residents or more than 50,000 residents. The] selected
10 through a competitive application process. A¹ municipality shall have
11 historic architectural resources in a defined downtown commercial
12 district, a commitment to employ a full-time Executive Director for its
13 "Main Street New Jersey" program, ¹establishment of a volunteer
14 board of directors, development of public-private partnerships¹ and a
15 program operating budget deemed adequate by the commissioner for
16 not less than three years. ³A municipality having a population of not
17 more than 20,000, according to the most recent federal decennial
18 census, shall not be required to employ a full-time Executive Director
19 for its program.³

20 ¹The commissioner may also provide limited assistance through the
21 "Main Street New Jersey" program to any municipality through
22 training, technical assistance and information on the revitalization of
23 central business districts.¹

24
25 4. The commissioner shall provide services to each municipality
26 selected to participate in the "Main Street New Jersey" program at no
27 additional cost to the municipality. Those services shall include, but
28 shall not be limited to:

- 29 a. In-depth volunteer and executive director training;
30 b. Advanced training on specific downtown issues, including but
31 not limited to marketing, business recruitment, volunteer management
32 and historic preservation;
33 c. Visits by professional consultants to help each municipality
34 develop its strengths and plan for the success of its downtown area;
35 d. Small business development consulting services for local
36 business owners;
37 e. Marketing and public relations consulting for local businesses
38 and "Main Street New Jersey" organizations;
39 f. Architectural design consulting for business and property
40 owners;
41 g. Educational materials, including manuals and slide programs;
42 h. Links to local, State and federal "Main Street" community
43 networks.

44
45 ¹5. The Main Street New Jersey Advisory Board is established for
46 the purposes of providing guidance and advocacy in formulating

1 policy and assisting with the long-term planning and administration of
2 the "Main Street New Jersey" program. The Main Street New Jersey
3 Advisory Board shall consist of 19 members. Fifteen members shall
4 serve in a voluntary capacity, to be appointed through a process to be
5 determined by the commissioner. Each voluntary member shall have
6 a demonstrated commitment to the goals of the "Main Street New
7 Jersey" program. The voluntary members shall represent all
8 geographic regions of the State.

9 The remaining four advisory board members shall serve ex officio
10 and shall be a representative of the Historic Preservation Program in
11 the Department of Environmental Protection, to be appointed by the
12 Commissioner of Environmental Protection, a representative of the
13 Neighborhood Preservation Program in the Department of Community
14 Affairs, to be appointed by the Commissioner of Community Affairs,
15 a representative of the Housing and Mortgage Finance Agency, to be
16 appointed by the executive director of that agency, and a
17 representative of the Commerce and Economic Development
18 Commission, to be appointed by the chief operating officer of that
19 commission.

20 The terms of the voluntary members so appointed, after the initial
21 appointments, shall be three years, and each member may be
22 reappointed. The terms of initial appointments of the voluntary
23 members shall be staggered so that the terms of 1/3 of the advisory
24 board's voluntary members shall expire annually. The advisory board
25 members who are not State employees shall be entitled to
26 reimbursement of their expenses incurred in connection with their
27 duties on the advisory board.¹

28
29 ¹6. There is established in the Department of Community Affairs
30 the "Main Street New Jersey Program Fund," which shall consist of all
31 funds appropriated to the "Main Street New Jersey" program by the
32 Legislature, and also any gifts, contributions, grants or bequests
33 received from the federal government or any other source. Money in
34 the "Main Street New Jersey Program Fund" shall be used to carry out
35 the provisions of P.L. , c. (C.) (now pending before the
36 Legislature as this bill) and for no other purposes. Any funds
37 remaining in the fund at the end of any fiscal year shall not lapse to the
38 General Fund, but shall remain in the fund.¹

39
40 ¹[5.] 7.¹ The commissioner shall continue to provide the
41 assistance required under P.L. , c. (C.) (now pending before
42 the Legislature as this bill) to municipalities that were selected to
43 participate in the "Main Street New Jersey" program prior to the
44 effective date of P.L. , c. (C.) (now pending before the
45 Legislature as this bill).

46
47 ¹8. There shall be annually appropriated to the "Main Street New

1 Jersey" program an amount necessary to effectuate the provisions of
2 P.L. _____, c. _____ (C. _____) (now pending before the Legislature as this
3 bill).¹

4

5 ¹9. There is appropriated ²[\$1,000,000] \$800,000² to the
6 Department of Community Affairs from the General Fund to effectuate
7 the provisions of this act.¹

8

9 ¹[6.] 10.¹ This act shall take effect immediately.

STATEMENT TO
[Third Reprint]
ASSEMBLY, No. 862

with Senate Floor Amendments
(Proposed By Senator KYRILLOS)

ADOPTED: JUNE 21, 2001

These amendments remove from the bill the appropriation of \$800,000 from the General Fund to the Department of Community Affairs.

[Fourth Reprint]

ASSEMBLY, No. 862

STATE OF NEW JERSEY

209th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2000 SESSION

Sponsored by:

Assemblyman RICHARD H. BAGGER

District 22 (Middlesex, Morris, Somerset and Union)

Assemblyman JACK COLLINS

District 3 (Salem, Cumberland and Gloucester)

Co-Sponsored by:

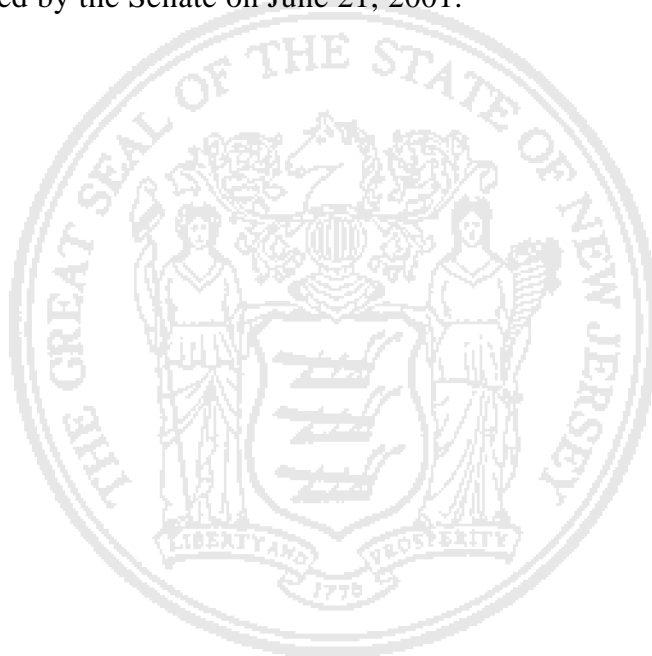
Assemblymen LeFevre, Conaway, Senators Allen, Kyrillos and Robertson

SYNOPSIS

Creates "Main Street New Jersey" program in DCA.

CURRENT VERSION OF TEXT

As amended by the Senate on June 21, 2001.



(Sponsorship Updated As Of: 6/29/2001)

A862 [4R] BAGGER, COLLINS

2

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and] ⁴[1] and⁴
3 supplementing chapter 27D of Title 52 of the Revised Statutes
4 ⁴[1 and making an appropriation¹]⁴.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. _____, c. _____ (C. _____) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas.¹

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Assembly ALG committee amendments adopted March 20, 2000.

² Assembly AAP committee amendments adopted May 22, 2000.

³ Senate SBA committee amendments adopted February 26, 2001.

⁴ Senate floor amendments adopted June 21, 2001.

1 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
2 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
3 shall adopt rules and regulations governing the qualifications of
4 applicants, the application procedures, and the criteria for providing
5 assistance under the "Main Street New Jersey" program.

6
7 3. The commissioner shall provide assistance under this program
8 to municipalities ¹[having a seasonal or year-round population of not
9 less than 4,000 residents or more than 50,000 residents. The] selected
10 through a competitive application process. A¹ municipality shall have
11 historic architectural resources in a defined downtown commercial
12 district, a commitment to employ a full-time Executive Director for its
13 "Main Street New Jersey" program, ¹establishment of a volunteer
14 board of directors, development of public-private partnerships¹ and a
15 program operating budget deemed adequate by the commissioner for
16 not less than three years. ³A municipality having a population of not
17 more than 20,000, according to the most recent federal decennial
18 census, shall not be required to employ a full-time Executive Director
19 for its program.³

20 ¹The commissioner may also provide limited assistance through the
21 "Main Street New Jersey" program to any municipality through
22 training, technical assistance and information on the revitalization of
23 central business districts.¹

24
25 4. The commissioner shall provide services to each municipality
26 selected to participate in the "Main Street New Jersey" program at no
27 additional cost to the municipality. Those services shall include, but
28 shall not be limited to:

- 29 a. In-depth volunteer and executive director training;
30 b. Advanced training on specific downtown issues, including but
31 not limited to marketing, business recruitment, volunteer management
32 and historic preservation;
33 c. Visits by professional consultants to help each municipality
34 develop its strengths and plan for the success of its downtown area;
35 d. Small business development consulting services for local
36 business owners;
37 e. Marketing and public relations consulting for local businesses
38 and "Main Street New Jersey" organizations;
39 f. Architectural design consulting for business and property
40 owners;
41 g. Educational materials, including manuals and slide programs;
42 h. Links to local, State and federal "Main Street" community
43 networks.

44
45 ¹5. The Main Street New Jersey Advisory Board is established for
46 the purposes of providing guidance and advocacy in formulating

1 policy and assisting with the long-term planning and administration of
2 the "Main Street New Jersey" program. The Main Street New Jersey
3 Advisory Board shall consist of 19 members. Fifteen members shall
4 serve in a voluntary capacity, to be appointed through a process to be
5 determined by the commissioner. Each voluntary member shall have
6 a demonstrated commitment to the goals of the "Main Street New
7 Jersey" program. The voluntary members shall represent all
8 geographic regions of the State.

9 The remaining four advisory board members shall serve ex officio
10 and shall be a representative of the Historic Preservation Program in
11 the Department of Environmental Protection, to be appointed by the
12 Commissioner of Environmental Protection, a representative of the
13 Neighborhood Preservation Program in the Department of Community
14 Affairs, to be appointed by the Commissioner of Community Affairs,
15 a representative of the Housing and Mortgage Finance Agency, to be
16 appointed by the executive director of that agency, and a
17 representative of the Commerce and Economic Development
18 Commission, to be appointed by the chief operating officer of that
19 commission.

20 The terms of the voluntary members so appointed, after the initial
21 appointments, shall be three years, and each member may be
22 reappointed. The terms of initial appointments of the voluntary
23 members shall be staggered so that the terms of 1/3 of the advisory
24 board's voluntary members shall expire annually. The advisory board
25 members who are not State employees shall be entitled to
26 reimbursement of their expenses incurred in connection with their
27 duties on the advisory board.¹

28
29 ¹6. There is established in the Department of Community Affairs
30 the "Main Street New Jersey Program Fund," which shall consist of all
31 funds appropriated to the "Main Street New Jersey" program by the
32 Legislature, and also any gifts, contributions, grants or bequests
33 received from the federal government or any other source. Money in
34 the "Main Street New Jersey Program Fund" shall be used to carry out
35 the provisions of P.L. , c. (C.) (now pending before the
36 Legislature as this bill) and for no other purposes. Any funds
37 remaining in the fund at the end of any fiscal year shall not lapse to the
38 General Fund, but shall remain in the fund.¹

39
40 ¹[5.] 7.¹ The commissioner shall continue to provide the
41 assistance required under P.L. , c. (C.) (now pending before
42 the Legislature as this bill) to municipalities that were selected to
43 participate in the "Main Street New Jersey" program prior to the
44 effective date of P.L. , c. (C.) (now pending before the
45 Legislature as this bill).

46
47 ¹8. There shall be annually appropriated to the "Main Street New

1 Jersey" program an amount necessary to effectuate the provisions of
2 P.L. _____, c. _____ (C. _____) (now pending before the Legislature as this
3 bill).¹

4

5 ⁴[¹9. There is appropriated ²[\$1,000,000] \$800,000² to the
6 Department of Community Affairs from the General Fund to effectuate
7 the provisions of this act.¹⁴

8

9 ¹[6.] ⁴[10.1] ^{9.}⁴ This act shall take effect immediately.

SENATE, No. 788

STATE OF NEW JERSEY
209th LEGISLATURE

INTRODUCED JANUARY 31, 2000

Sponsored by:

Senator DIANE ALLEN

District 7 (Burlington and Camden)

Senator JOSEPH M. KYRILLOS, JR.

District 13 (Middlesex and Monmouth)

SYNOPSIS

Creates "Main Street New Jersey" program in DCA.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 9/15/2000)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs and supplementing chapter 27D
3 of Title 52 of the Revised Statutes.

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

7
8 1. There is created in the Division of Housing and Community
9 Resources in the Department of Community Affairs the "Main Street
10 New Jersey" program as a comprehensive revitalization program to
11 promote the historic and economic redevelopment of traditional
12 business districts in the State. The purpose of the program shall be to
13 provide small business assistance services to local downtown
14 communities, including business owners and entrepreneurs, with a
15 long-term goal of revitalizing local downtown areas.

16
17 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
18 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
19 shall adopt rules and regulations governing the qualifications of
20 applicants, the application procedures, and the criteria for providing
21 assistance under the "Main Street New Jersey" program.

22
23 3. The commissioner shall provide assistance under this program
24 to municipalities having a seasonal or year-round population of not
25 less than 4,000 residents or more than 50,000 residents. The
26 municipality shall have historic architectural resources in a defined
27 downtown commercial district, a commitment to employ a full-time
28 Executive Director for its "Main Street New Jersey" program, and a
29 program operating budget deemed adequate by the commissioner for
30 not less than three years.

31
32 4. The commissioner shall provide services to each municipality
33 selected to participate in the "Main Street New Jersey" program at no
34 additional cost to the municipality. Those services shall include, but
35 shall not be limited to:

- 36 a. In-depth volunteer and executive director training;
- 37 b. Advanced training on specific downtown issues, including but
38 not limited to marketing, business recruitment, volunteer management
39 and historic preservation;
- 40 c. Visits by professional consultants to help each municipality
41 develop its strengths and plan for the success of its downtown area;
- 42 d. Small business development consulting services for local
43 business owners;
- 44 e. Marketing and public relations consulting for local businesses
45 and "Main Street New Jersey" organizations;
- 46 f. Architectural design consulting for business and property

1 owners;

2 g. Educational materials, including manuals and slide programs;

3 h. Links to local, State and federal "Main Street" community
4 networks.

5

6 5. The commissioner shall continue to provide the assistance
7 required under P.L. , c. (C.) (now pending before the
8 Legislature as this bill) to municipalities that were selected to
9 participate in the "Main Street New Jersey" program prior to the
10 effective date of P.L. , c. (C.) (now pending before the
11 Legislature as this bill).

12

13 6. This act shall take effect immediately.

14

15

16

STATEMENT

17

18 This bill creates the "Main Street New Jersey" program in the
19 Division of Housing and Community Resources in the Department of
20 Community Affairs. The purpose of the program is to promote the
21 historic and economic redevelopment of traditional business districts
22 in the State, by providing small business assistance services to local
23 downtown communities, including business owners and entrepreneurs,
24 with a long-term goal of revitalizing local downtown areas. Many
25 other states have created "Main Street" programs in conjunction with
26 the National Main Street Center, part of the National Trust for
27 Historic Preservation.

28 The "Main Street New Jersey" program has been in existence since
29 1989, but has not been codified into statutory law. The intent of this
30 bill is to make permanent this important program that aids in the
31 revitalization and prosperity of our municipal downtown business
32 districts.

SENATE COMMUNITY AND URBAN AFFAIRS COMMITTEE

STATEMENT TO

SENATE, No. 788

with committee amendments

STATE OF NEW JERSEY

DATED: OCTOBER 19, 2000

The Senate Community and Urban Affairs Committee reports favorably and with committee amendments Senate Bill No. 788.

As amended by the committee, this bill would codify the "Main Street New Jersey" program, a program which promotes the redevelopment of historic "downtown" business districts through the provision of business assistance services. The program would be administered by the Division of Housing and Community Resources in the Department of Community Affairs.

Other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation. The "Main Street New Jersey" program has effectively been in existence since 1989, but has not been codified into statutory law.

The Commissioner of Community Affairs would select municipalities to participate in the program from eligible applicant municipalities. In order to be eligible for selection, a municipality would be required to have:

- C historic architectural resources in a defined downtown commercial district,
- C a commitment to employ a full-time Executive Director for its "Main Street New Jersey" program,
- C a volunteer board of directors,
- C development of public-private partnerships, and
- C a program operating budget deemed adequate by the commissioner for not less than three years.

Services the Department would provide to program participant municipalities would include:

- C in-depth volunteer and executive director training,
- C advanced training on specific downtown issues, including but not limited to marketing, business recruitment, volunteer management and historic preservation,
- C visits by professional consultants to help each municipality develop its strengths and plan for the success of its downtown area,
- C small business development consulting services for local business owners,

- C marketing and public relations consulting for local businesses and "Main Street New Jersey" organizations,
- C architectural design consulting for business and property owners;
- C educational materials, including manuals and slide programs, and
- C links to local, State and federal "Main Street" community networks.

The bill, as amended, would authorize the Commissioner of Community Affairs to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The bill, as amended, would establish a 19 member advisory board to the "Main Street New Jersey" program representing all geographic regions of the State. Fifteen volunteer members would be appointed to three-year terms, after an initial staggered appointment, through a process to be determined by the Commissioner. In addition to those 15 voluntary members, a representative of the Historic Preservation Program in the Department of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, a representative of the Housing and Mortgage Finance Agency, and a representative of the Commerce and Economic Development Commission would serve as ex-officio members of the advisory board. The various commissioners, executive director and chief operating officer having authority over the State programs, agency and commission from which the ex officio members are drawn would be responsible for the appointment of those ex officio members.

The bill, as amended, would establish a nonlapsing fund designated as the "Main Street New Jersey Program Fund" in the Department of Community Affairs. The fund would receive federal, State and private monies solely to be used for the purposes of the program. The bill, as amended, would appropriate \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and require additional annual appropriations to the program as needed.

The committee amended the bill to set forth specific duties for the Department of Community Affairs with regard to the "Main Street" program, mainly concerning the provision of technical assistance for planning and contracts, and to permit the department to hire a State Coordinator and staff for the "Main Street New Jersey" program. The amendments also provide for the competitive application and set forth several requirements for consideration of a municipality. The amendments also grant the Commissioner of Community Affairs the authority to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The committee amendments added the provision that would establish the Main Street New Jersey Advisory Board. Additionally,

the committee amendments would establish the "Main Street New Jersey Program Fund." Finally, the committee amended the bill to appropriate \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and to require additional annual appropriations to the program as needed.

The amendments make this bill identical to Assembly Bill No. 862 (2R) which also was favorably reported by the committee on October 19, 2000.

[First Reprint]

SENATE, No. 788

STATE OF NEW JERSEY
209th LEGISLATURE

INTRODUCED JANUARY 31, 2000

Sponsored by:

Senator DIANE ALLEN

District 7 (Burlington and Camden)

Senator JOSEPH M. KYRILLOS, JR.

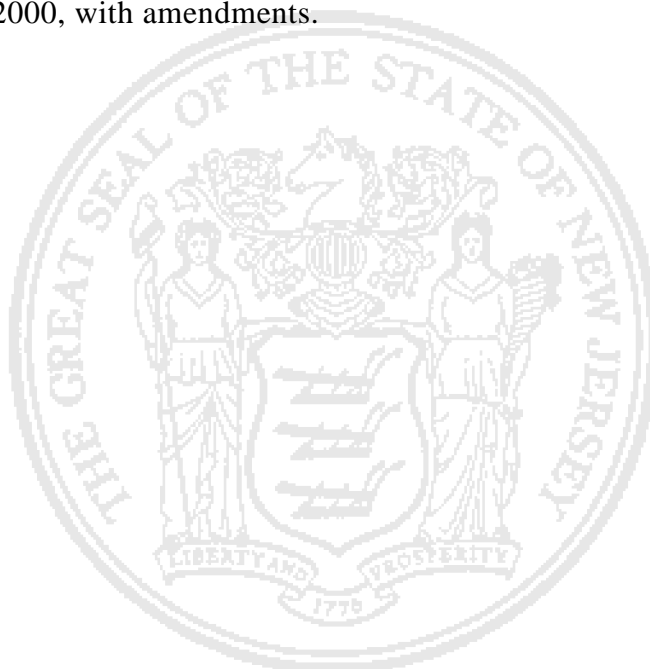
District 13 (Middlesex and Monmouth)

SYNOPSIS

Creates "Main Street New Jersey" program in DCA; appropriates \$800,000.

CURRENT VERSION OF TEXT

As reported by the Senate Community and Urban Affairs Committee on October 19, 2000, with amendments.



(Sponsorship Updated As Of: 9/15/2000)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and],¹ supplementing chapter
3 27D of Title 52 of the Revised Statutes ¹and making an
4 appropriation¹.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas.¹

40
41 2. Pursuant to the "Administrative Procedures Act," P.L.1968,

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Senate SCU committee amendments adopted October 19, 2000.

1 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
2 shall adopt rules and regulations governing the qualifications of
3 applicants, the application procedures, and the criteria for providing
4 assistance under the "Main Street New Jersey" program.

5
6 3. The commissioner shall provide assistance under this program
7 to municipalities ¹[having a seasonal or year-round population of not
8 less than 4,000 residents or more than 50,000 residents. The] selected
9 through a competitive application process. A¹ municipality shall have
10 historic architectural resources in a defined downtown commercial
11 district, a commitment to employ a full-time Executive Director for its
12 "Main Street New Jersey" program, ¹establishment of a volunteer
13 board of directors, development of public-private partnerships¹ and a
14 program operating budget deemed adequate by the commissioner for
15 not less than three years.

16 ¹The commissioner may also provide limited assistance through the
17 "Main Street New Jersey" program to any municipality through
18 training, technical assistance and information on the revitalization of
19 central business districts.¹

20
21 4. The commissioner shall provide services to each municipality
22 selected to participate in the "Main Street New Jersey" program at no
23 additional cost to the municipality. Those services shall include, but
24 shall not be limited to:

- 25 a. In-depth volunteer and executive director training;
26 b. Advanced training on specific downtown issues, including but
27 not limited to marketing, business recruitment, volunteer management
28 and historic preservation;
29 c. Visits by professional consultants to help each municipality
30 develop its strengths and plan for the success of its downtown area;
31 d. Small business development consulting services for local
32 business owners;
33 e. Marketing and public relations consulting for local businesses
34 and "Main Street New Jersey" organizations;
35 f. Architectural design consulting for business and property
36 owners;
37 g. Educational materials, including manuals and slide programs;
38 h. Links to local, State and federal "Main Street" community
39 networks.

40
41 ¹5. The Main Street New Jersey Advisory Board is established for
42 the purposes of providing guidance and advocacy in formulating
43 policy and assisting with the long-term planning and administration of
44 the "Main Street New Jersey" program. The Main Street New Jersey
45 Advisory Board shall consist of 19 members. Fifteen members shall
46 serve in a voluntary capacity, to be appointed through a process to be

1 determined by the commissioner. Each voluntary member shall have
2 a demonstrated commitment to the goals of the "Main Street New
3 Jersey" program. The voluntary members shall represent all
4 geographic regions of the State.

5 The remaining four advisory board members shall serve ex officio
6 and shall be a representative of the Historic Preservation Program in
7 the Department of Environmental Protection, to be appointed by the
8 Commissioner of Environmental Protection, a representative of the
9 Neighborhood Preservation Program in the Department of Community
10 Affairs, to be appointed by the Commissioner of Community Affairs,
11 a representative of the Housing and Mortgage Finance Agency, to be
12 appointed by the executive director of that agency, and a
13 representative of the Commerce and Economic Development
14 Commission, to be appointed by the chief operating officer of that
15 commission.

16 The terms of the voluntary members so appointed, after the initial
17 appointments, shall be three years, and each member may be
18 reappointed. The terms of initial appointments of the voluntary
19 members shall be staggered so that the terms of 1/3 of the advisory
20 board's voluntary members shall expire annually. The advisory board
21 members who are not State employees shall be entitled to
22 reimbursement of their expenses incurred in connection with their
23 duties on the advisory board.¹

24
25 ¹6. There is established in the Department of Community Affairs
26 the "Main Street New Jersey Program Fund," which shall consist of all
27 funds appropriated to the "Main Street New Jersey" program by the
28 Legislature, and also any gifts, contributions, grants or bequests
29 received from the federal government or any other source. Money in
30 the "Main Street New Jersey Program Fund" shall be used to carry out
31 the provisions of P.L. , c. (C.) (now pending before the
32 Legislature as this bill) and for no other purposes. Any funds
33 remaining in the fund at the end of any fiscal year shall not lapse to the
34 General Fund, but shall remain in the fund.¹

35
36 ¹[5.] 7.¹ The commissioner shall continue to provide the
37 assistance required under P.L. , c. (C.) (now pending before
38 the Legislature as this bill) to municipalities that were selected to
39 participate in the "Main Street New Jersey" program prior to the
40 effective date of P.L. , c. (C.) (now pending before the
41 Legislature as this bill).

42
43 ¹8. There shall be annually appropriated to the "Main Street New
44 Jersey" program an amount necessary to effectuate the provisions of
45 P.L. , c. (C.) (now pending before the Legislature as this
46 bill).¹

S788 [1R] ALLEN, KYRILLOS

5

1 ¹9. There is appropriated \$800,000 to the Department of
2 Community Affairs from the General Fund to effectuate the provisions
3 of this act.¹

4

5 ¹[6.] 10.¹ This act shall take effect immediately.

SENATE BUDGET AND APPROPRIATIONS COMMITTEE

STATEMENT TO

[First Reprint]

SENATE, No. 788

with committee amendments

STATE OF NEW JERSEY

DATED: FEBRUARY 26, 2001

The Senate Budget and Appropriations Committee reports favorably and with committee amendments Senate Bill No. 788 (1R).

This bill would codify the "Main Street New Jersey" program, a program that promotes the redevelopment of historic "downtown" business districts through the provision of business assistance services. The "Main Street New Jersey" program has effectively been in existence since 1989, but has not been codified into statutory law.

The program would be administered by the Division of Housing and Community Resources in the Department of Community Affairs. The Commissioner of Community Affairs would select municipalities to participate in the program from eligible applicant municipalities. In order to be eligible for selection, a municipality would be required to have:

- C historic architectural resources in a defined downtown commercial district,
- C a commitment to employ a full-time executive director for its "Main Street New Jersey" program (municipalities with a population of no more than 20,000 would be exempt from this requirement),
- C a volunteer board of directors,
- C development of public-private partnerships, and
- C a program operating budget deemed adequate by the commissioner for not less than three years.

Services the Department would provide to program participant municipalities would include:

- C in-depth volunteer and executive director training,
- C advanced training on specific downtown issues, including but not limited to marketing, business recruitment, volunteer management and historic preservation,
- C visits by professional consultants to help each municipality develop its strengths and plan for the success of its downtown area,
- C small business development consulting services for local business owners,
- C marketing and public relations consulting for local businesses and

"Main Street New Jersey" organizations,
 C architectural design consulting for business and property owners;
 C educational materials, including manuals and slide programs, and
 C links to local, State and federal "Main Street" community
 networks.

The bill would authorize the Commissioner of Community Affairs to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

The bill would establish a 19-member advisory board to the "Main Street New Jersey" program representing all geographic regions of the State. Fifteen volunteer members would be appointed to three-year terms, after an initial staggered appointment, through a process to be determined by the Commissioner. In addition to those 15 volunteer members, a representative of the Historic Preservation Program in the Department of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, a representative of the Housing and Mortgage Finance Agency, and a representative of the Commerce and Economic Development Commission would serve as *ex officio* members of the advisory board. The various commissioners, executive director and chief operating officer having authority over the State programs, agency and commission from which the *ex officio* members are drawn would be responsible for the appointment of those *ex officio* members.

The bill would establish a nonlapsing fund designated as the "Main Street New Jersey Program Fund" in the Department of Community Affairs. The fund would receive federal, State and private monies solely to be used for the purposes of the program. The bill appropriates \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and requires additional annual appropriations to the program as needed.

The provisions of this bill are identical to those of Assembly Bill No. 862 (2R) Sca, which the committee also reports this day.

COMMITTEE AMENDMENTS

Committee amendments to this bill revise the requirements for eligibility to participate in the Main Street New Jersey program by incorporating the exemption for municipalities with population of no more than 20,000 from having to hire a full-time executive director.

FISCAL IMPACT

This bill appropriates \$800,000 to fund the initial costs of the "Main Street New Jersey" program. The national and New Jersey programs emphasize the use of nongovernmental funds in public/private partnerships to lead to revitalization of existing discrete downtown business districts.

Major new costs to the State will depend on staff required to service any substantial number of new municipalities participating, consultants hired, and the provision of first year and ongoing technical staff services to participating communities. The program currently employs a State coordinator, an assistant coordinator and an architect. The New Jersey program was appropriated \$200,000 in each of State fiscal years 1999 and 2000; the \$800,000 appropriation thus represents a substantial increase.

Costs to participating municipalities cannot be determined at this time, because the principal local costs depend on the salary paid to each municipality's program staff and other local rehabilitation and service decisions.

The Commissioner of Community Affairs is authorized to provide limited assistance through the "Main Street New Jersey" program to any municipality concerning the revitalization of a central business district, regardless of whether the municipality is selected to participate in the program.

LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

SENATE, No. 788

STATE OF NEW JERSEY

209th LEGISLATURE

DATED: MARCH 29, 2001

SUMMARY

- Synopsis:** Creates "Main Street New Jersey" program in DCA; appropriates \$800,000.
- Type of Impact:** General Fund expenditure of \$800,000. Municipal participation in the Main Street New Jersey program will require the employment of a full-time executive director, and a program operating budget deemed adequate by the Commissioner of Community Affairs for not less than three years.
- Agencies Affected:** The Department of Community Affairs and municipalities selected to participate in the program.

Office of Legislative Services Estimate

Fiscal Impact	Year 1	Year 2	Year 3
State Cost	\$800,000	indeterminate	indeterminate
Local Cost	indeterminate	indeterminate	indeterminate

- ! The "Main Street New Jersey" program has been in existence since 1989, but has not been codified into statutory law. The bill would make this program permanent by codifying current practice into statutory law.
- ! Appropriates \$800,000 to the Department of Community Affairs for the "Main Street New Jersey" program and requires that additional annual appropriations be made to the program as needed.
- ! Establishes "Main Street New Jersey Program Fund" to receive State appropriations and other gifts and grants to the program.

BILL DESCRIPTION

Senate Bill No. 788 (1R) of 2000 creates the "Main Street New Jersey" program in the Division of Housing and Community Resources in the Department of Community Affairs. The purpose of the program is to promote the historic and economic redevelopment of traditional

business districts in the State, by providing small business assistance services to local downtown communities, including business owners and entrepreneurs, with a long-term goal of revitalizing local downtown areas. Many other states have created "Main Street" programs in conjunction with the National Main Street Center, part of the National Trust for Historic Preservation. The "Main Street New Jersey" program has been in existence since 1989, but has not been codified into statutory law. The intent of this bill is to make permanent the "Main Street New Jersey" program.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The Office of Legislative Services (OLS) is unable to determine the cost of this bill to the State (other than the initial \$800,000 appropriation proposed in the bill) or to municipalities. The OLS notes, however, that this \$800,000 appropriation would likely result in a significant increase in the size of the program and the number of participating municipalities, since it represents an increase of 400% over the \$200,000 appropriated in FY 99, FY 00 and FY 01 to the program. (The Governor has recommended maintaining that \$200,000 appropriation for FY 02.)

Currently, 18 municipalities participate in the program as designated Main Street New Jersey communities. The program currently employs a State coordinator and an assistant coordinator. The Department of Community Affairs (DCA) may find it necessary to employ additional personnel if the number of participating municipalities increases as a result of the appropriation required by the bill; however, the cost of any additional personnel in the first year should not require funds in addition to the initial \$800,000 appropriation.

The major cost to the State of the program will be the consultants hired under contract for the program, and the provision of first-year and ongoing technical staff services to the participating municipalities.

The cost to participating municipalities also cannot be determined at this time, because that cost lies in the salary paid to the required full-time director and the amount of the program operating budget that the DCA deems necessary.

Section: *Local Government*

Analyst: *Cindy Lombardi Hesper*

Approved: *Alan R. Kooney*
Legislative Budget and Finance Officer

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67.

[Second Reprint]

SENATE, No. 788

STATE OF NEW JERSEY
209th LEGISLATURE

INTRODUCED JANUARY 31, 2000

Sponsored by:

Senator DIANE ALLEN

District 7 (Burlington and Camden)

Senator JOSEPH M. KYRILLOS, JR.

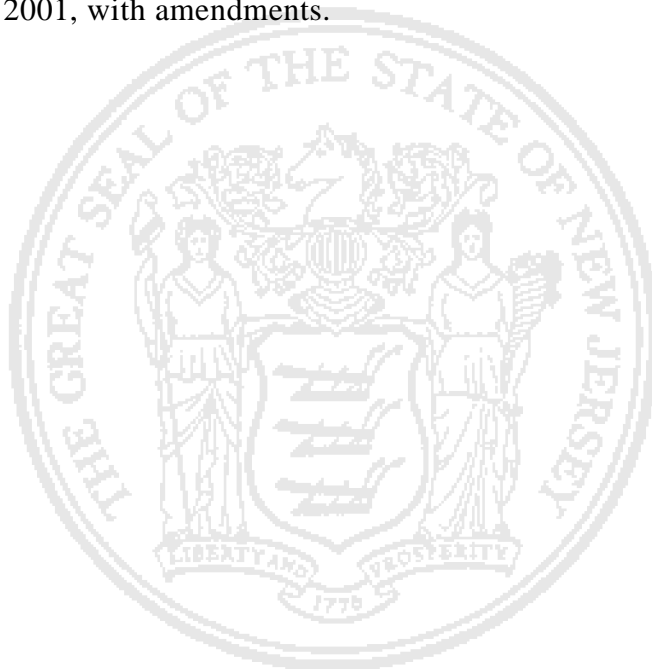
District 13 (Middlesex and Monmouth)

SYNOPSIS

Creates "Main Street New Jersey" program in DCA; appropriates \$800,000.

CURRENT VERSION OF TEXT

As reported by the Senate Budget and Appropriations Committee on February 26, 2001, with amendments.



(Sponsorship Updated As Of: 9/15/2000)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and],¹ supplementing chapter
3 27D of Title 52 of the Revised Statutes ¹and making an
4 appropriation¹.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

37 4) coordination and cooperation with other State and local public
38 and private entities that provide services to municipalities undertaking
39 projects for the revitalization of downtown business areas.¹

40
41 2. Pursuant to the "Administrative Procedures Act," P.L.1968,

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Senate SCU committee amendments adopted October 19, 2000.

² Senate SBA committee amendments adopted February 26, 2001.

1 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
2 shall adopt rules and regulations governing the qualifications of
3 applicants, the application procedures, and the criteria for providing
4 assistance under the "Main Street New Jersey" program.

5
6 3. The commissioner shall provide assistance under this program
7 to municipalities ¹[having a seasonal or year-round population of not
8 less than 4,000 residents or more than 50,000 residents. The] selected
9 through a competitive application process. A¹ municipality shall have
10 historic architectural resources in a defined downtown commercial
11 district, a commitment to employ a full-time Executive Director for its
12 "Main Street New Jersey" program, ¹establishment of a volunteer
13 board of directors, development of public-private partnerships¹ and a
14 program operating budget deemed adequate by the commissioner for
15 not less than three years. ²A municipality having a population of not
16 more than 20,000, according to the most recent federal decennial
17 census, shall not be required to employ a full-time Executive Director
18 for its program.²

19 ¹The commissioner may also provide limited assistance through the
20 "Main Street New Jersey" program to any municipality through
21 training, technical assistance and information on the revitalization of
22 central business districts.¹

23
24 4. The commissioner shall provide services to each municipality
25 selected to participate in the "Main Street New Jersey" program at no
26 additional cost to the municipality. Those services shall include, but
27 shall not be limited to:

- 28 a. In-depth volunteer and executive director training;
29 b. Advanced training on specific downtown issues, including but
30 not limited to marketing, business recruitment, volunteer management
31 and historic preservation;
32 c. Visits by professional consultants to help each municipality
33 develop its strengths and plan for the success of its downtown area;
34 d. Small business development consulting services for local
35 business owners;
36 e. Marketing and public relations consulting for local businesses
37 and "Main Street New Jersey" organizations;
38 f. Architectural design consulting for business and property
39 owners;
40 g. Educational materials, including manuals and slide programs;
41 h. Links to local, State and federal "Main Street" community
42 networks.

43
44 ¹5. The Main Street New Jersey Advisory Board is established for
45 the purposes of providing guidance and advocacy in formulating
46 policy and assisting with the long-term planning and administration of

1 the "Main Street New Jersey" program. The Main Street New Jersey
2 Advisory Board shall consist of 19 members. Fifteen members shall
3 serve in a voluntary capacity, to be appointed through a process to be
4 determined by the commissioner. Each voluntary member shall have
5 a demonstrated commitment to the goals of the "Main Street New
6 Jersey" program. The voluntary members shall represent all
7 geographic regions of the State.

8 The remaining four advisory board members shall serve ex officio
9 and shall be a representative of the Historic Preservation Program in
10 the Department of Environmental Protection, to be appointed by the
11 Commissioner of Environmental Protection, a representative of the
12 Neighborhood Preservation Program in the Department of Community
13 Affairs, to be appointed by the Commissioner of Community Affairs,
14 a representative of the Housing and Mortgage Finance Agency, to be
15 appointed by the executive director of that agency, and a
16 representative of the Commerce and Economic Development
17 Commission, to be appointed by the chief operating officer of that
18 commission.

19 The terms of the voluntary members so appointed, after the initial
20 appointments, shall be three years, and each member may be
21 reappointed. The terms of initial appointments of the voluntary
22 members shall be staggered so that the terms of 1/3 of the advisory
23 board's voluntary members shall expire annually. The advisory board
24 members who are not State employees shall be entitled to
25 reimbursement of their expenses incurred in connection with their
26 duties on the advisory board.¹

27
28 ¹6. There is established in the Department of Community Affairs
29 the "Main Street New Jersey Program Fund," which shall consist of all
30 funds appropriated to the "Main Street New Jersey" program by the
31 Legislature, and also any gifts, contributions, grants or bequests
32 received from the federal government or any other source. Money in
33 the "Main Street New Jersey Program Fund" shall be used to carry out
34 the provisions of P.L. , c. (C.) (now pending before the
35 Legislature as this bill) and for no other purposes. Any funds
36 remaining in the fund at the end of any fiscal year shall not lapse to the
37 General Fund, but shall remain in the fund.¹

38
39 ¹[5.] 7.¹ The commissioner shall continue to provide the
40 assistance required under P.L. , c. (C.) (now pending before
41 the Legislature as this bill) to municipalities that were selected to
42 participate in the "Main Street New Jersey" program prior to the
43 effective date of P.L. , c. (C.) (now pending before the
44 Legislature as this bill).

45
46 ¹8. There shall be annually appropriated to the "Main Street New

1 Jersey" program an amount necessary to effectuate the provisions of
2 P.L. _____, c. _____ (C. _____) (now pending before the Legislature as this
3 bill).¹

4 ¹9. There is appropriated \$800,000 to the Department of
5 Community Affairs from the General Fund to effectuate the provisions
6 of this act.¹

7

8 ¹[6.] 10.¹ This act shall take effect immediately.

STATEMENT TO
[Second Reprint]
SENATE, No. 788

with Senate Floor Amendments
(Proposed By Senator KYRILLOS)

ADOPTED: JUNE 21, 2001

These amendments remove from the bill the appropriation of \$800,000 from the General Fund to the Department of Community Affairs.

[Third Reprint]

SENATE, No. 788

STATE OF NEW JERSEY
209th LEGISLATURE

INTRODUCED JANUARY 31, 2000

Sponsored by:

Senator DIANE ALLEN

District 7 (Burlington and Camden)

Senator JOSEPH M. KYRILLOS, JR.

District 13 (Middlesex and Monmouth)

Co-Sponsored by:

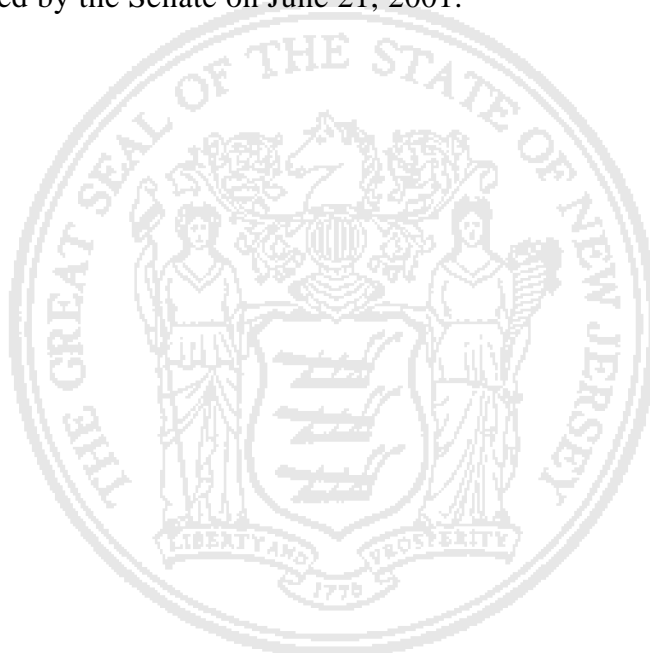
Senator Robertson

SYNOPSIS

Creates "Main Street New Jersey" program in DCA.

CURRENT VERSION OF TEXT

As amended by the Senate on June 21, 2001.



(Sponsorship Updated As Of: 6/29/2001)

1 AN ACT creating the "Main Street New Jersey" program in the
 2 Department of Community Affairs ¹[and] ³[1] and³
 3 supplementing chapter 27D of Title 52 of the Revised Statutes
 4 ³[1 and making an appropriation¹]³.

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

8
 9 1. ¹a.¹ There is created in the Division of Housing and Community
 10 Resources in the Department of Community Affairs the "Main Street
 11 New Jersey" program as a comprehensive revitalization program to
 12 promote the historic and economic redevelopment of traditional
 13 business districts in the State. The purpose of the program shall be to
 14 provide small business assistance services to local downtown
 15 communities, including business owners and entrepreneurs, with a
 16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
 18 "Main Street New Jersey" program created under subsection a. of this
 19 section. The duties of the department in implementing this program
 20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
 22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
 24 others to assist in accomplishing the program's objectives and provide
 25 technical assistance to the "Main Street New Jersey" program and
 26 local programs;

27 3) development of a plan, with the assistance of the Main Street
 28 New Jersey Advisory Board established pursuant to section 5 of
 29 P.L. _____, c. _____ (C. _____) (now pending before the Legislature as this
 30 bill), describing the objectives of the "Main Street New Jersey"
 31 program and detailing the methods by which the department shall
 32 coordinate the activities of the program with private and public sector
 33 revitalization of downtown business areas, solicit and use private
 34 sector funding for revitalization of downtown areas, and help
 35 municipalities engage in revitalization of their downtown business
 36 areas; and

37 4) coordination and cooperation with other State and local public
 38 and private entities that provide services to municipalities undertaking
 39 projects for the revitalization of downtown business areas.¹

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Senate SCU committee amendments adopted October 19, 2000.

² Senate SBA committee amendments adopted February 26, 2001.

³ Senate floor amendments adopted June 21, 2001.

1 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
2 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
3 shall adopt rules and regulations governing the qualifications of
4 applicants, the application procedures, and the criteria for providing
5 assistance under the "Main Street New Jersey" program.

6
7 3. The commissioner shall provide assistance under this program
8 to municipalities ¹[having a seasonal or year-round population of not
9 less than 4,000 residents or more than 50,000 residents. The] selected
10 through a competitive application process. A¹ municipality shall have
11 historic architectural resources in a defined downtown commercial
12 district, a commitment to employ a full-time Executive Director for its
13 "Main Street New Jersey" program, ¹establishment of a volunteer
14 board of directors, development of public-private partnerships¹ and a
15 program operating budget deemed adequate by the commissioner for
16 not less than three years. ²A municipality having a population of not
17 more than 20,000, according to the most recent federal decennial
18 census, shall not be required to employ a full-time Executive Director
19 for its program.²

20 ¹The commissioner may also provide limited assistance through the
21 "Main Street New Jersey" program to any municipality through
22 training, technical assistance and information on the revitalization of
23 central business districts.¹

24
25 4. The commissioner shall provide services to each municipality
26 selected to participate in the "Main Street New Jersey" program at no
27 additional cost to the municipality. Those services shall include, but
28 shall not be limited to:

- 29 a. In-depth volunteer and executive director training;
30 b. Advanced training on specific downtown issues, including but
31 not limited to marketing, business recruitment, volunteer management
32 and historic preservation;
33 c. Visits by professional consultants to help each municipality
34 develop its strengths and plan for the success of its downtown area;
35 d. Small business development consulting services for local
36 business owners;
37 e. Marketing and public relations consulting for local businesses
38 and "Main Street New Jersey" organizations;
39 f. Architectural design consulting for business and property
40 owners;
41 g. Educational materials, including manuals and slide programs;
42 h. Links to local, State and federal "Main Street" community
43 networks.

44
45 ¹5. The Main Street New Jersey Advisory Board is established for
46 the purposes of providing guidance and advocacy in formulating

1 policy and assisting with the long-term planning and administration of
2 the "Main Street New Jersey" program. The Main Street New Jersey
3 Advisory Board shall consist of 19 members. Fifteen members shall
4 serve in a voluntary capacity, to be appointed through a process to be
5 determined by the commissioner. Each voluntary member shall have
6 a demonstrated commitment to the goals of the "Main Street New
7 Jersey" program. The voluntary members shall represent all
8 geographic regions of the State.

9 The remaining four advisory board members shall serve ex officio
10 and shall be a representative of the Historic Preservation Program in
11 the Department of Environmental Protection, to be appointed by the
12 Commissioner of Environmental Protection, a representative of the
13 Neighborhood Preservation Program in the Department of Community
14 Affairs, to be appointed by the Commissioner of Community Affairs,
15 a representative of the Housing and Mortgage Finance Agency, to be
16 appointed by the executive director of that agency, and a
17 representative of the Commerce and Economic Development
18 Commission, to be appointed by the chief operating officer of that
19 commission.

20 The terms of the voluntary members so appointed, after the initial
21 appointments, shall be three years, and each member may be
22 reappointed. The terms of initial appointments of the voluntary
23 members shall be staggered so that the terms of 1/3 of the advisory
24 board's voluntary members shall expire annually. The advisory board
25 members who are not State employees shall be entitled to
26 reimbursement of their expenses incurred in connection with their
27 duties on the advisory board.¹

28
29 ¹6. There is established in the Department of Community Affairs
30 the "Main Street New Jersey Program Fund," which shall consist of all
31 funds appropriated to the "Main Street New Jersey" program by the
32 Legislature, and also any gifts, contributions, grants or bequests
33 received from the federal government or any other source. Money in
34 the "Main Street New Jersey Program Fund" shall be used to carry out
35 the provisions of P.L. , c. (C.) (now pending before the
36 Legislature as this bill) and for no other purposes. Any funds
37 remaining in the fund at the end of any fiscal year shall not lapse to the
38 General Fund, but shall remain in the fund.¹

39
40 ¹[5.] 7.¹ The commissioner shall continue to provide the
41 assistance required under P.L. , c. (C.) (now pending before
42 the Legislature as this bill) to municipalities that were selected to
43 participate in the "Main Street New Jersey" program prior to the
44 effective date of P.L. , c. (C.) (now pending before the
45 Legislature as this bill).

1 ¹8. There shall be annually appropriated to the "Main Street New
2 Jersey" program an amount necessary to effectuate the provisions of
3 P.L. , c. (C.) (now pending before the Legislature as this
4 bill).¹

5
6 ³[¹9. There is appropriated \$800,000 to the Department of
7 Community Affairs from the General Fund to effectuate the provisions
8 of this act.¹]³

9
10 ¹[6.] ³[^{10.}¹] ^{2.}³ This act shall take effect immediately.

P.L. 2001, CHAPTER 238, *approved August 31, 2001*
Assembly, No. 862 (*Fourth Reprint*)

1 AN ACT creating the "Main Street New Jersey" program in the
2 Department of Community Affairs ¹[and] ⁴[¹] and⁴
3 supplementing chapter 27D of Title 52 of the Revised Statutes
4 ⁴[¹and making an appropriation¹]⁴.

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

8
9 1. ¹a.¹ There is created in the Division of Housing and Community
10 Resources in the Department of Community Affairs the "Main Street
11 New Jersey" program as a comprehensive revitalization program to
12 promote the historic and economic redevelopment of traditional
13 business districts in the State. The purpose of the program shall be to
14 provide small business assistance services to local downtown
15 communities, including business owners and entrepreneurs, with a
16 long-term goal of revitalizing local downtown areas.

17 ¹b. The Department of Community Affairs shall administer the
18 "Main Street New Jersey" program created under subsection a. of this
19 section. The duties of the department in implementing this program
20 shall include, but not be limited to, the following:

21 1) employment, in the State classified service, of a State
22 Coordinator and staff for the "Main Street New Jersey" program;

23 2) entering into contracts with the National Main Street Center and
24 others to assist in accomplishing the program's objectives and provide
25 technical assistance to the "Main Street New Jersey" program and
26 local programs;

27 3) development of a plan, with the assistance of the Main Street
28 New Jersey Advisory Board established pursuant to section 5 of
29 P.L. , c. (C.) (now pending before the Legislature as this
30 bill), describing the objectives of the "Main Street New Jersey"
31 program and detailing the methods by which the department shall
32 coordinate the activities of the program with private and public sector
33 revitalization of downtown business areas, solicit and use private
34 sector funding for revitalization of downtown areas, and help
35 municipalities engage in revitalization of their downtown business
36 areas; and

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Assembly ALG committee amendments adopted March 20, 2000.

² Assembly AAP committee amendments adopted May 22, 2000.

³ Senate SBA committee amendments adopted February 26, 2001.

⁴ Senate floor amendments adopted June 21, 2001.

1 4) coordination and cooperation with other State and local public
2 and private entities that provide services to municipalities undertaking
3 projects for the revitalization of downtown business areas.¹

4
5 2. Pursuant to the "Administrative Procedures Act," P.L.1968,
6 c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs
7 shall adopt rules and regulations governing the qualifications of
8 applicants, the application procedures, and the criteria for providing
9 assistance under the "Main Street New Jersey" program.

10
11 3. The commissioner shall provide assistance under this program
12 to municipalities ¹[having a seasonal or year-round population of not
13 less than 4,000 residents or more than 50,000 residents. The] selected
14 through a competitive application process. A¹ municipality shall have
15 historic architectural resources in a defined downtown commercial
16 district, a commitment to employ a full-time Executive Director for its
17 "Main Street New Jersey" program, ¹establishment of a volunteer
18 board of directors, development of public-private partnerships¹ and a
19 program operating budget deemed adequate by the commissioner for
20 not less than three years. ³A municipality having a population of not
21 more than 20,000, according to the most recent federal decennial
22 census, shall not be required to employ a full-time Executive Director
23 for its program.³

24 ¹The commissioner may also provide limited assistance through the
25 "Main Street New Jersey" program to any municipality through
26 training, technical assistance and information on the revitalization of
27 central business districts.¹

28
29 4. The commissioner shall provide services to each municipality
30 selected to participate in the "Main Street New Jersey" program at no
31 additional cost to the municipality. Those services shall include, but
32 shall not be limited to:

- 33 a. In-depth volunteer and executive director training;
34 b. Advanced training on specific downtown issues, including but
35 not limited to marketing, business recruitment, volunteer management
36 and historic preservation;
37 c. Visits by professional consultants to help each municipality
38 develop its strengths and plan for the success of its downtown area;
39 d. Small business development consulting services for local
40 business owners;
41 e. Marketing and public relations consulting for local businesses
42 and "Main Street New Jersey" organizations;
43 f. Architectural design consulting for business and property
44 owners;
45 g. Educational materials, including manuals and slide programs;
46 h. Links to local, State and federal "Main Street" community

1 networks.

2

3 ^{15.} The Main Street New Jersey Advisory Board is established for
4 the purposes of providing guidance and advocacy in formulating
5 policy and assisting with the long-term planning and administration of
6 the "Main Street New Jersey" program. The Main Street New Jersey
7 Advisory Board shall consist of 19 members. Fifteen members shall
8 serve in a voluntary capacity, to be appointed through a process to be
9 determined by the commissioner. Each voluntary member shall have
10 a demonstrated commitment to the goals of the "Main Street New
11 Jersey" program. The voluntary members shall represent all
12 geographic regions of the State.

13 The remaining four advisory board members shall serve ex officio
14 and shall be a representative of the Historic Preservation Program in
15 the Department of Environmental Protection, to be appointed by the
16 Commissioner of Environmental Protection, a representative of the
17 Neighborhood Preservation Program in the Department of Community
18 Affairs, to be appointed by the Commissioner of Community Affairs,
19 a representative of the Housing and Mortgage Finance Agency, to be
20 appointed by the executive director of that agency, and a
21 representative of the Commerce and Economic Development
22 Commission, to be appointed by the chief operating officer of that
23 commission.

24 The terms of the voluntary members so appointed, after the initial
25 appointments, shall be three years, and each member may be
26 reappointed. The terms of initial appointments of the voluntary
27 members shall be staggered so that the terms of 1/3 of the advisory
28 board's voluntary members shall expire annually. The advisory board
29 members who are not State employees shall be entitled to
30 reimbursement of their expenses incurred in connection with their
31 duties on the advisory board.¹

32

33 ^{16.} There is established in the Department of Community Affairs
34 the "Main Street New Jersey Program Fund," which shall consist of all
35 funds appropriated to the "Main Street New Jersey" program by the
36 Legislature, and also any gifts, contributions, grants or bequests
37 received from the federal government or any other source. Money in
38 the "Main Street New Jersey Program Fund" shall be used to carry out
39 the provisions of P.L. , c. (C.) (now pending before the
40 Legislature as this bill) and for no other purposes. Any funds
41 remaining in the fund at the end of any fiscal year shall not lapse to the
42 General Fund, but shall remain in the fund.¹

43

44 ^{1[5.] 7.}¹ The commissioner shall continue to provide the
45 assistance required under P.L. , c. (C.) (now pending before
46 the Legislature as this bill) to municipalities that were selected to
47 participate in the "Main Street New Jersey" program prior to the

1 effective date of P.L. , c. (C.) (now pending before the
2 Legislature as this bill).

3

4 ¹8. There shall be annually appropriated to the "Main Street New
5 Jersey" program an amount necessary to effectuate the provisions of
6 P.L. , c. (C.) (now pending before the Legislature as this
7 bill).¹

8

9 ⁴[¹9. There is appropriated ²[\$1,000,000] \$800,000 ²to the
10 Department of Community Affairs from the General Fund to effectuate
11 the provisions of this act.]¹⁴

12

13 ¹[6.] ⁴[10.1] ^{9.}⁴ This act shall take effect immediately.

14

15

16

17

18 Creates "Main Street New Jersey" program in DCA.

CHAPTER 238

AN ACT creating the "Main Street New Jersey" program in the Department of Community Affairs and supplementing chapter 27D of Title 52 of the Revised Statutes.

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

C.52:27D-452 "Main Street New Jersey" program; duties of DCA.

1. a. There is created in the Division of Housing and Community Resources in the Department of Community Affairs the "Main Street New Jersey" program as a comprehensive revitalization program to promote the historic and economic redevelopment of traditional business districts in the State. The purpose of the program shall be to provide small business assistance services to local downtown communities, including business owners and entrepreneurs, with a long-term goal of revitalizing local downtown areas.

b. The Department of Community Affairs shall administer the "Main Street New Jersey" program created under subsection a. of this section. The duties of the department in implementing this program shall include, but not be limited to, the following:

1) employment, in the State classified service, of a State Coordinator and staff for the "Main Street New Jersey" program;

2) entering into contracts with the National Main Street Center and others to assist in accomplishing the program's objectives and provide technical assistance to the "Main Street New Jersey" program and local programs;

3) development of a plan, with the assistance of the Main Street New Jersey Advisory Board established pursuant to section 5 of P.L.2001, c.238 (C.52:27D-456), describing the objectives of the "Main Street New Jersey" program and detailing the methods by which the department shall coordinate the activities of the program with private and public sector revitalization of downtown business areas, solicit and use private sector funding for revitalization of downtown areas, and help municipalities engage in revitalization of their downtown business areas; and

4) coordination and cooperation with other State and local public and private entities that provide services to municipalities undertaking projects for the revitalization of downtown business areas.

C.52:27D-453 Rules, regulations.

2. Pursuant to the "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), the Commissioner of Community Affairs shall adopt rules and regulations governing the qualifications of applicants, the application procedures, and the criteria for providing assistance under the "Main Street New Jersey" program.

C.52:27D-454 Assistance provided to certain municipalities.

3. The commissioner shall provide assistance under this program to municipalities selected through a competitive application process. A municipality shall have historic architectural resources in a defined downtown commercial district, a commitment to employ a full-time Executive Director for its "Main Street New Jersey" program, establishment of a volunteer board of directors, development of public-private partnerships and a program operating budget deemed adequate by the commissioner for not less than three years. A municipality having a population of not more than 20,000, according to the most recent federal decennial census, shall not be required to employ a full-time Executive Director for its program.

The commissioner may also provide limited assistance through the "Main Street New Jersey" program to any municipality through training, technical assistance and information on the revitalization of central business districts.

C.52:27D-455 Services provided to municipality selected for program.

4. The commissioner shall provide services to each municipality selected to participate in the "Main Street New Jersey" program at no additional cost to the municipality. Those services shall include, but shall not be limited to:

a. In-depth volunteer and executive director training;

b. Advanced training on specific downtown issues, including but not limited to marketing, business recruitment, volunteer management and historic preservation;

c. Visits by professional consultants to help each municipality develop its strengths and plan

for the success of its downtown area;

- d. Small business development consulting services for local business owners;
- e. Marketing and public relations consulting for local businesses and "Main Street New Jersey" organizations;
- f. Architectural design consulting for business and property owners;
- g. Educational materials, including manuals and slide programs;
- h. Links to local, State and federal "Main Street" community networks.

C.52:27D-456 Main Street New Jersey Advisory Board.

5. The Main Street New Jersey Advisory Board is established for the purposes of providing guidance and advocacy in formulating policy and assisting with the long-term planning and administration of the "Main Street New Jersey" program. The Main Street New Jersey Advisory Board shall consist of 19 members. Fifteen members shall serve in a voluntary capacity, to be appointed through a process to be determined by the commissioner. Each voluntary member shall have a demonstrated commitment to the goals of the "Main Street New Jersey" program. The voluntary members shall represent all geographic regions of the State.

The remaining four advisory board members shall serve ex officio and shall be a representative of the Historic Preservation Program in the Department of Environmental Protection, to be appointed by the Commissioner of Environmental Protection, a representative of the Neighborhood Preservation Program in the Department of Community Affairs, to be appointed by the Commissioner of Community Affairs, a representative of the Housing and Mortgage Finance Agency, to be appointed by the executive director of that agency, and a representative of the Commerce and Economic Development Commission, to be appointed by the chief operating officer of that commission.

The terms of the voluntary members so appointed, after the initial appointments, shall be three years, and each member may be reappointed. The terms of initial appointments of the voluntary members shall be staggered so that the terms of 1/3 of the advisory board's voluntary members shall expire annually. The advisory board members who are not State employees shall be entitled to reimbursement of their expenses incurred in connection with their duties on the advisory board.

C.52:27D-457 "Main Street New Jersey Program Fund."

6. There is established in the Department of Community Affairs the "Main Street New Jersey Program Fund," which shall consist of all funds appropriated to the "Main Street New Jersey" program by the Legislature, and also any gifts, contributions, grants or bequests received from the federal government or any other source. Money in the "Main Street New Jersey Program Fund" shall be used to carry out the provisions of P.L.2001, c.238 (C.52:27D-452 et seq.) and for no other purposes. Any funds remaining in the fund at the end of any fiscal year shall not lapse to the General Fund, but shall remain in the fund.

C.52:27D-458 Continued provision of assistance to municipalities selected prior to law.

7. The commissioner shall continue to provide the assistance required under P.L.2001, c.238 (C.52:27D-452 et seq.) to municipalities that were selected to participate in the "Main Street New Jersey" program prior to the effective date of P.L.2001, c.238 (C.52:27D-452 et seq.).

8. There shall be annually appropriated to the "Main Street New Jersey" program an amount necessary to effectuate the provisions of P.L.2001, c.238 (C.52:27D-452 et seq.).

9. This act shall take effect immediately.

Approved August 31, 2001.