



Hudson County, New Jersey
BOARD OF COMMISSIONERS
ADMINISTRATION ANNEX
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Immediate Release

Hudson County Board of Commissioners approved the County of Hudson to accept \$276,500 from the New Jersey Division of Travel and Tourism Destination Marketing Organization (DMO) Grant

Jersey City-The Hudson County Board of Commissioners approved the County of Hudson to accept \$276,500 grant from the New Jersey Division of Travel and Tourism Destination Marketing Organization (DMO) Grant.

The program is funded from the hotel tax collected from all of the properties throughout, New Jersey, including those in Hudson County.

The purpose of the funding is to provide financial assistance for all Hudson County Tourism and Marketing in order to promote Hudson County and New Jersey State as a premier travel destination.

The grant will be used for overall tourism growth, tourism partner analytics, tourism awareness, marketing strategies, marketing initiatives, partnership goals and events, overall event success, brand awareness, social media strategies, advertising strategies, budget effectiveness within grant guidelines.

The grant award is from July 1, 2021 through June 30, 2022.

Board Chairman Anthony Vainieri and the Board of Commissioners are committed in their resolve in providing the necessary resources needed to promote Hudson County not only locally but also state-wide and nationally.

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