



## OFFICE OF THE GOVERNOR

### NEWS RELEASE

PO BOX 004

CONTACT: Pete McDonough  
Julie Plocinik  
(609) 777-2600  
Michael Kinney - State Dept.  
609-984-6875

TRENTON, NJ 08625

RELEASE: February 10, 1998  
EMBARGOED until 2 p.m.



---

## GOV. WHITMAN TURNS DEPARTMENT OF STATE INTO DEPARTMENT OF STATE PRIDE

Gov. Christie Whitman today announced plans to bring together all state programs that provide services to the cultural and history communities in one executive department, the Department of State. The Governor proposed that the New Jersey Historic Trust, the Public Broadcasting Authority (NJN), the Division of Travel and Tourism, and the management of the War Memorial and the Old Barracks move to the Department of State. Under the Governor's plan, the state's many arts, culture and history programs would share resources and expertise under one umbrella.

The Governor presented her proposal during her annual Budget Message to the Legislature in Trenton.

"For too long, we've scattered historic and cultural programs among several different departments. As a result, New Jersey's proud history and culture have not received the attention they deserve. Under this plan, the Department of State will be re-energized," said Gov. Whitman. "We are, in effect, turning the Department of State into the Department of State Pride,"

"The Governor's plan will allow us to focus more intently on celebrating New Jersey's rich arts, culture and history. It will enable us to more fully utilize our resources and enhance the quality of life for all those who live, work or visit the Garden State," said Secretary of State Lonna R. Hooks.

This change follows the recommendations of the Task Force on New Jersey History, which included representatives from the Legislature, the Departments of Environmental Protection, Education, State, and Commerce, local and statewide historical agencies, public school faculties, and the higher education community.

The Task Force report, made after 18 months of study, said, "government operations sharing a common focus should be brought together under unified management." This proposal addresses that concern.

"Currently, historic services are fragmented in many different departments," said Task Force chair Barbara Mitnick. "This change will go a long way toward consolidating all of the state's cultural and historic services in one location. Public appreciation for our state's rich history will improve, as will the promotion of heritage tourism, which holds great potential for growth in our economy."

The Governor highlighted the Division of Travel and Tourism's expanded role in promoting not only businesses and recreational tourist regions, but also the state's many historic and cultural attractions.

"We have a new, ten-year Tourism Master Plan -- the first one in years -- that will serve as a comprehensive guide to ensure that New Jersey's many gems are showcased effectively and that all facets of the travel and tourism industry will continue to thrive and expand, " said Gov. Whitman.

"This move will help us tap into the vast, unrealized potential of cultural and heritage tourism, which can help diversify the state's travel business, extend our peak season, and ensure long-term growth for our state's second largest industry," said the Governor.

The Governor's plan will be executed through an Executive Reorganization Plan. Plans can be disapproved by the Legislature within 60 days of the filing date.

####