

119TH CONGRESS
2D SESSION

H. R. 8655

To amend the Internal Revenue Code to create a tax credit for taxpayers selling products that promote New Jersey and to direct port authorities to give retail space preference to businesses that sell such products.

IN THE HOUSE OF REPRESENTATIVES

MAY 4, 2026

Mr. GOTTHEIMER (for himself and Ms. POU) introduced the following bill; which was referred to the Committee on Ways and Means, and in addition to the Committee on Transportation and Infrastructure, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To amend the Internal Revenue Code to create a tax credit for taxpayers selling products that promote New Jersey and to direct port authorities to give retail space preference to businesses that sell such products.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Jersey Pride Tax Cred-
5 it Act of 2026”.

1 **SEC. 2. JERSEY PRIDE TAX CREDIT.**

2 (a) NEW JERSEY PROMOTION TAX CREDIT.—Sub-
3 part D of part IV of subchapter A of chapter 1 of the
4 Internal Revenue Code of 1986 is amended by adding at
5 the end the following new section:

6 **“SEC. 45BB. JERSEY PRIDE TAX CREDIT.**

7 “(a) IN GENERAL.—For the purposes of section 38,
8 the Jersey pride tax credit is an amount equal to 25 per-
9 cent of the aggregate amount for which the taxpayer sold
10 eligible products in the course of the trade or business of
11 the taxpayer to unrelated parties during the taxable year.

12 “(b) ELIGIBLE PRODUCT.—In this section, the term
13 ‘eligible product’ means any product that promotes the
14 State of New Jersey.”.

15 (b) CREDIT MADE PART OF GENERAL BUSINESS
16 CREDIT.—Section 38 of subpart D of part IV of sub-
17 chapter A of chapter 1 of the Internal Revenue Code of
18 1986, is amended—

19 (1) by striking “plus” at the end of paragraph
20 (40),

21 (2) by striking the period at the end of para-
22 graph (41) and inserting “, plus”, and

23 (3) by adding at the end the following new
24 paragraph:

25 “(42) the Jersey pride tax credit determined
26 under section 45BB.”.

1 (c) CLERICAL AMENDMENT.—The table of sections
2 for subpart D of part IV of subchapter A of chapter 1
3 of such Code is amended by adding at the end the fol-
4 lowing new item:

“Sec. 45BB. Jersey pride tax credit.”.

5 (d) EFFECTIVE DATE.—The amendment made by
6 this section shall apply to products sold after December
7 31, 2025.

8 **SEC. 3. PORT AUTHORITY PREFERENCE.**

9 In renting a commercial space to a business, a port
10 authority (as defined in section 340.2 of title 46, Code
11 of Federal Regulations) shall give preference to any busi-
12 ness that sells an eligible product (as defined in section
13 45BB of the Internal Revenue Code of 1986).

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