## SENATE, No. 916 STATE OF NEW JERSEY 220th LEGISLATURE

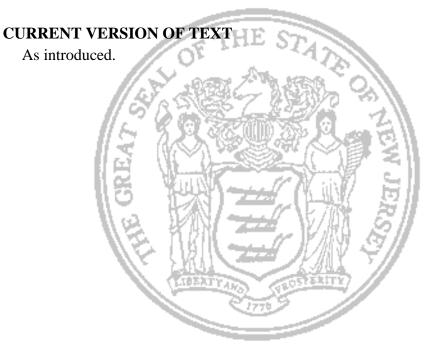
INTRODUCED JANUARY 31, 2022

Sponsored by: Senator JAMES BEACH District 6 (Burlington and Camden) Assemblyman ROY FREIMAN District 16 (Hunterdon, Mercer, Middlesex and Somerset) Assemblywoman CAROL A. MURPHY District 7 (Burlington) Assemblyman ANTHONY S. VERRELLI District 15 (Hunterdon and Mercer)

Co-Sponsored by: Senator Gopal, Assemblywoman Speight, Assemblymen Wirths, Space, Assemblywomen Eulner and Piperno

## SYNOPSIS

Establishes trail signage program for alcohol manufacturers in New Jersey.



(Sponsorship Updated As Of: 3/30/2023)

**AN ACT** concerning tourist directional signs for alcohol manufacturers and supplementing Title 27 of the Revised Statutes.

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

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7 1. a. The Department of Transportation, in consultation with the Division of Travel and Tourism in the Department of State and 8 9 the Division of Alcoholic Beverage Control in the Department of 10 Law and Public Safety, shall create a "Brewery, Cidery, Distillery, 11 and Meadery (BCDM) Trail Sign Program." The purpose of the 12 program shall be to provide awareness of and directional guidance to alcohol manufacturers in the State through roadway signs, and 13 14 support a trail-like path through signage which allows persons to find 15 and visit breweries, cideries, distilleries, and meaderies in an 16 efficient and reasonable manner, and promote these locations within 17 New Jersey.

18 b. A person may apply to the department to have BCDM trail 19 signs installed to identify and direct persons to breweries, cideries, 20 distilleries, and meaderies throughout the State. In identifying 21 specific alcohol manufacturers to be included on the trail, special 22 consideration shall be given to breweries, cideries, distilleries and 23 meaderies that are in close geographic proximity to one another or 24 thematically linked by surrounding arts, cultural, historical, 25 entertainment, or other tourism destinations or exhibits of interest to 26 tourists. The locations selected as part of the BCDM trail shall be 27 geographically representative of the entire State. The department 28 shall place BCDM trail signs on all eligible roads, including State 29 roads.

30 c. The New Jersey State Council on the Arts in the Department 31 of State shall establish a visual arts competition, for aesthetically 32 pleasing, original art to be displayed on the BCDM trail signage. The 33 council shall establish the terms of the competition, including the 34 rules of the competition and submission requirements. The council 35 shall select the artwork to be displayed which at a minimum shall be: 36 (1) submitted in accordance with the rules of the competition

36 (1) submitted in accordance with the rules of the competition,37 established pursuant to this subsection;

(2) reflective of the intent of this act; and

39 (3) reproducible on roadway signage.

The council shall publicize the competition in such a manner so as to attract artwork submission, and to that end the council may expend any funds as may be appropriated or otherwise made available for that purpose. The final selection of artwork shall be selected by the council and reported to the Department of Transportation. The department shall produce and install the BCDM trail signs.

d. Notwithstanding any law, rule, or regulation to the contrary,
and consistent with federal law, the department shall install an
approved BCDM trail sign as soon as practicable.

## **S916** BEACH, FREIMAN

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1 The Department of Transportation shall be responsible for any e. 2 cost associated with the BCDM Trail Sign Program. 3 4 2. This act shall take effect immediately. 5 6 7 **STATEMENT** 8 This bill creates a "Brewery, Cidery, Distillery, and Meadery 9 10 (BCDM) Trail Sign Program" to provide awareness of, and 11 directional guidance to, alcohol manufacturers throughout the State 12 through roadway signs. The location of the signs will support a trail-13 like path throughout the State of breweries, cideries, distilleries, and 14 meaderies. 15 Specifically, the Department of Transportation (DOT), in 16 consultation with the Division of Travel and Tourism in the 17 Department of State and the Division of Alcoholic Beverage Control in the Department of Law and Public Safety, would create the BCDM 18 19 Trail Sign Program. A person may apply to the DOT to have a 20 BCDM trail sign installed to identify and direct persons to their 21 brewery, cidery, distillery, or meadery. Special consideration would 22 be given to BCDM locations that are in close geographic proximity 23 with one another or near other tourist destinations. 24 The New Jersey State Council on the Arts in the Department of 25 State would establish a visual arts competition to gather original 26 artwork to be placed on the BCDM signage. The council would 27 establish the terms of the competition, including submission 28 requirements and selection. After the completion of the design 29 competition, the council would report the final selection of artwork 30 to the DOT. The DOT would produce and install the brewery, cidery, 31 distillery, and meadery trail signs as soon as practicable. 32 The Department of Transportation would be responsible for any 33 cost associated with the BCDM Trail Sign Program.