

SENATE STATE GOVERNMENT, WAGERING, TOURISM &
HISTORIC PRESERVATION COMMITTEE

STATEMENT TO

SENATE, No. 916

STATE OF NEW JERSEY

DATED: MARCH 24, 2022

The Senate State Government, Wagering, Tourism and Historic Preservation Committee reports favorably Senate Bill No. 916.

This bill creates a “Brewery, Cidery, Distillery, and Meadery (BCDM) Trail Sign Program” to provide awareness of, and directional guidance to, alcohol manufacturers throughout the State through roadway signs. The location of the signs will support a trail-like path throughout the State of breweries, cideries, distilleries, and meaderies.

Specifically, the Department of Transportation (DOT), in consultation with the Division of Travel and Tourism in the Department of State and the Division of Alcoholic Beverage Control in the Department of Law and Public Safety, would create the BCDM Trail Sign Program. A person may apply to the DOT to have a BCDM trail sign installed to identify and direct persons to their brewery, cidery, distillery, or meadery. Special consideration would be given to BCDM locations that are in close geographic proximity with one another or near other tourist destinations.

The New Jersey State Council on the Arts in the Department of State would establish a visual arts competition to gather original artwork to be placed on the BCDM signage. The council would establish the terms of the competition, including submission requirements and selection. After the completion of the design competition, the council would report the final selection of artwork to the DOT. The DOT would produce and install the brewery, cidery, distillery, and meadery trail signs as soon as practicable.

The Department of Transportation would be responsible for any cost associated with the BCDM Trail Sign Program.