

## CHAPTER 241

AN ACT concerning outdoor displays and advertising of wineries and viticulture attractions in the State and supplementing P.L.1991, c.413 (C.27:5-5 et seq.).

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

C.27:5-33 Marketing, advertising campaign for State wineries, viticulture attractions.

1. a. The Division of Travel and Tourism in the Department of State, in consultation with the Department of Transportation and the Department of Agriculture, shall establish a marketing and advertising campaign to attract the State's residents and visitors to wineries and viticulture attractions in the State through the erection of outdoor displays or advertising on real property within public view.

b. (1) A person may apply to the Division of Travel and Tourism in the Department of State to participate in the marketing and advertising campaign and to have outdoor displays or advertising erected identifying and directing the State's residents and visitors to the person's winery or viticulture attraction.

(2) The Director of the Division of Travel and Tourism, in consultation with the Commissioner of Transportation, shall establish reasonable fees to be charged to participating wineries and viticulture attractions for the fabrication, erection, and maintenance of outdoor displays or advertising erected pursuant to this section, including the cost of acquiring rights-of-way and replacing damaged or missing displays.

c. The New Jersey State Council on the Arts in the Department of State, in consultation with the Division of Travel and Tourism and the Garden State Wine Growers Association, shall establish a visual arts competition for aesthetically pleasing, original art to be displayed as outdoor displays or advertising pursuant to this section. The New Jersey State Council on the Arts and the Garden State Wine Growers Association shall establish the rules of the competition and the Department of Transportation shall assist the council in formulating submission criteria for the competition to ensure that the original art considered by the council complies with applicable federal and State laws. The council shall publicize the competition. The council and Garden State Wine Growers Association shall select the artwork to be displayed, subject to the approval of the Commissioner of Transportation, provided the artwork is:

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

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

(3) reproducible on outdoor displays or advertising on real property within public view.

d. The Division shall erect outdoor displays and advertising pursuant to this section in a manner consistent with applicable federal and State laws and the provisions of the "Roadside Sign Control and Outdoor Advertising Act," P.L.1991, c.413 (C.27:5-5 et seq.).

2. This act shall take effect immediately.

Approved August 15, 2019.