

LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

SENATE, No. 4300

STATE OF NEW JERSEY

222nd LEGISLATURE

DATED: JULY 21, 2026

SUMMARY

Synopsis: Requires advertising for NJ wine growing regions on tourist directional signs.

Type of Impact: One-time State expenditure increase.

Agencies Affected: Department of State

Office of Legislative Services Estimate	
Fiscal Impact	One-Time
State Expenditure Increase for Design Costs	\$1,200 to \$4,000
State Expenditure Increase per Display	\$2,000 to \$6,000

- The Office of Legislative Services (OLS) estimates that requiring the Division of Travel and Tourism in the Department of State to incorporate advertising for the State’s four wine growing regions within its existing winery and viticulture tourist directional sign program will increase State costs by \$1,200 to \$4,000 to pay for the cost of new designs or logos promoting each region.
- Additional one-time State cost increases ranging from \$2,000 to \$6,000 may be incurred per display, depending on whether the addition of new designs falls within the current promotional rotation for wineries and other viticulture attractions, the location of the sign, and the type of display.

BILL DESCRIPTION

This bill requires advertising for New Jersey’s four wine growing regions and wineries within each region on tourist directional signs. Under current law, the Division of Travel and Tourism in the Department of State, in consultation with the Department of Transportation and the Department of Agriculture, implements 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. The law requires the division to assess a reasonable fee to wineries and viticulture attractions for inclusion in these outdoor displays and advertisements.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

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Section: *State Government*
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 Legislative Budget and Finance Officer

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).