



**Board of County Commissioners**

County of Hunterdon  
71 Main Street, Building #1  
PO Box 2900  
Flemington, NJ 08822-2900

**MEDIA RELEASE**

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**FOR IMMEDIATE RELEASE**

**DATE: August 5, 2022**

**Contact: Susan J. Soloway, Commissioner**

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**Local Vineyard Approved For The County's First Tourist Signage  
Through New Jersey Department of Transportation's  
Tourist Oriented Directional Signs Program**

At the August 2<sup>nd</sup> Commissioner meeting, the Board approved its first sign application under the New Jersey Department of Transportation's (NJDOT) Tourist Oriented Directional Signs (TODS) program for Beneduce Vineyards in Alexandria Township. The TODS program is intended to enhance motorist safety by identifying places that may interest tourists and providing directions to them. Each facility must receive more than 50 percent of its customers or more than 50 percent of its annual sales from outside the immediate area.

Commissioner Soloway, liaison to the Department of Economic Development and Tourism noted, "Implementing the TODS Program goes back to my time in municipal government, and I am pleased that Hunterdon County has moved forward with its first sign approval under this program. The approval of the Beneduce Vineyards wayfinding sign is another step forward in the County's efforts to showcase our Agri-tourism industry."

Applications under the TODS program require approval of the property owner, municipality, and county prior to advancing to implementation.

According to the USDA, agritourism has the potential to revitalize rural economies, teach local residents and tourists about agriculture, and helps to preserve agricultural heritage.

Commissioner Soloway also noted, "Participation requirements are very targeted, and eligible properties must meet all participation requirements. Upon installation, upkeep of the TODS approved signage is handled by the New Jersey Department of Transportation."

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The program has been available to businesses since 1996 and some of the known benefits of participation in the TODS program for local agriculture-based businesses include direct marketing, attracting new business and business growth and increased profits.

Mike Beneduce, owner of Beneduce Vineyards thanked the Commissioner Board and Economic Development Director Marc Saluk for the ongoing collaboration and support.