



Tourism Attraction Signage Program Guidelines

The Tourism Attraction Signage Program was developed to increase awareness of tourism operations and attractions for travelers and residents. The program effectively guides visitors to tourism facilities while also ensuring signage is consistent with road safety and other road and traffic objectives.

The application process is a lengthy process which begins with your submission of an application to Kansas Tourism. All applications are reviewed by the Tourism Attraction Signage Committee who is responsible for determining approval, type of signage, and location. The committee consists of representatives from Kansas Tourism, Kansas Department of Transportation (KDOT) and Kansas Logos.

For assistance with filling out the tourism attraction signage application, contact:

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Eligible Types of Attractions

Eligible attractions must be classified into at least one of these seven categories. Here are some examples of eligible types of attractions.

Agritourism*

nursery/greenhouse
orchard
winery (1)

Arts/Cultural

gallery
Kansas-made art/craft
center
museum

Historical

historic area
historic building (2)
historic cemetery
historic district (3)
historic mansion
historic memorial
historic museum
historic site (2)

Outdoor

boat landing/marina
campground
natural attraction
natural resource
recreational area
retreat center/camp

Retail Tourism

antique business
bed and breakfast (4)
brewery (1)
distillery (1)
restaurant (5)

Science/Nature

aquarium
arboretum
botanical garden
zoo

Sports/Entertainment

amphitheater
amusement park
concert hall
equestrian center
fairground
golf course (6)
racetrack
theme park
water-oriented business

*Must be a registered agritourism operation through Kansas Tourism.

- (1) Must offer tours to the public on a regular basis and provide an educational format that explains the production process. Tour information must be listed on the attraction's website, and adequate staffing must be available onsite to provide tours.
- (2) Must be listed on the National Register of Historic Places and/or the Register of Historic Kansas Places. Must be open to the public.
- (3) Must be listed on the National Register of Historic Places and/or the Register of Historic Kansas Places. At least one facility, establishment or business located within the district must be open to the public for business to provide personal assistance and visitor information to the traveler. The historic significance of the district must be interpreted for the traveler. This may include a self-guided brochure, interpretive signage/kiosks, audio recordings or guided tours, etc. Area must have a local DMO. If supplemental guide signs are installed for a historic district, separate signs for individual historic sites within the historic district will not be allowed.
- (4) Must have all applicable lodging and food licenses from the state.
- (5) Cannot be a franchise or part of a national chain.
- (6) Cannot be signed by a supplemental guide sign.

Examples of Non-Eligible Attractions

Note: any churches currently signed have been grandfathered in. Churches are no longer eligible for tourism signage.

Business/Commercial

adult entertainment venue
 funeral home
 industrial park or plant
 media facility
 movie theater
 office park
 radio station
 television station
 truck terminal

Governmental

local jail
 local police/sheriff office
 post office

Medical

drug rehabilitation facility
 extended care facility
 fraternal home
 hospital
 humane facility
 infirmary
 mental facility
 nursing home
 retirement home
 treatment center
 veteran's facility

Miscellaneous

animal shelter
 cemetery
 mobile home park
 subdivision
 veterinary facility

Religious

cathedral
 chapel
 church
 mosque
 shrine
 synagogue
 temple
 other religious sites

Types of Tourism Signage

Kansas offers three tourism attraction signage opportunities: Tourist Oriented Directional Signs (TODS), Supplemental Guide Signs, and Attraction Logo Signs. Each type of sign has different eligibility criteria. The type of signage you qualify for will be determined by extensive detailed criteria that includes items such as your attraction's national, statewide/regional and local visitation numbers; by the type of intersections or interchanges located nearby; and other safety or usage criteria.

The Tourism Attraction Signage Committee is responsible for determining approval, type of signage, and location.



TODS



Supplemental Guide



Attraction Logo

Frequently Asked Questions

Are we eligible for signing?

All tourism attractions that cater to tourists are eligible to apply for tourism attraction signage. The facility must fill out the application form and meet the criteria set for these signs.

When and how can we apply?

You may apply at any time after your attraction has been open for one year. Applications are available at travelks.com/travel-industry/programs-and-resources/signage/.

Can gas, food, lodging and camping establishments participate in the TODS program?

Yes, but tourist-oriented attractions will be given first priority. For criteria for gas, food, lodging, and camping, please visit kansas.interstatelogos.com.

Can seasonal businesses participate in the TODS program?

Yes, the month(s) of operation shall be included on the TODS business panel. No specific dates will be allowed. Business must be open a minimum of eight consecutive weeks per year.

What is the estimated time period of erecting a Supplemental Guide sign?

After it is determined that signs can be installed, signing plans and sign layouts must first be developed. Next, the appropriate signs must be fabricated and delivered to the local KDOT maintenance shop. Local KDOT staff members will install the signs as soon as their schedule permits. KDOT recognizes the importance of tourism signage and will work diligently to install the sign. However, the entire process can take up to one year depending on existing workload and/or sign type.

How will the signs be maintained?

Maintenance for supplemental guide signs will be performed by KDOT. Maintenance of the TODS & Attraction Logo structures and panels will be performed by Kansas Logos or its subcontractors.

Why have I been refused signing?

Your facility may not have met the criteria for a tourism attraction. Or, if the signing at an interchange is already at capacity, then no additional signing will be accepted.

I was denied signage through the Tourism Attraction Signage Program. Are other types of signage available to me?

You may qualify for billboard and outdoor advertising. Contact the advertising company listed on the sign.