



# Tourism Signage Application Kit



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## **What is the Tourism Signage Program?**

The Tourism Signage Program was developed to increase awareness for travelers and residents of tourism operations and attractions. The Tourism Signage Program also ensures that road signage for tourism attractions is consistent with road safety and other road and traffic objectives, and provides effective guidance in directing tourists and visitors to tourism facilities.

This application kit was developed to provide Kansas businesses, attractions, tourist destinations and other specific points of interest with a single source of reference if they desire to have their location identified on a road sign along the state controlled and maintained roadway system to provide the motorist with directional guidance and information about their location.

## **Why is tourism signing important?**

Tourism signs complement standard directional signs to assist safe and efficient travel for visitors seeking particular destinations or areas of interest. These signs help to promote tourism, ensuring that visitors can travel safely to locate and enjoy all that the State of Kansas has to offer. Effective tourism signs can mean the difference between visitors stopping to explore a town or attraction or just driving through. Tourism signs inform road users of tourism attractions and also increase the frequency and quantity of tourist visits.

Tourism signs are not just for promotional purposes—they are used to help visitors who are already aware of the attraction through brochures and advertising and also for those travelers who may not be aware of an attraction. These signs will be used to physically locate the tourism attraction that can provide the tourist with a meaningful experience.

## **What types of tourism signs are available?**

Kansas offers three (3) tourism sign opportunities – Tourist Oriented Directional Signs (TODS), Supplemental Guide Signs, and Attraction Logo Signs. To see which type you may qualify for see page 4.

- Tourist Oriented Directional Signs (TODS) are available along two-lane and four-lane rural roadways with intersections for tourist oriented attractions, gas, food, lodging and camping services.
- Supplemental Guide Signs are available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction.
- Attraction Logo Signs are available along interchanges on interstates, freeways, expressway interchanges and bypass interchanges.

## Attraction Criteria

The type of signage you qualify for will be determined by national, statewide, or local importance. To find out which category your attraction fits in, your attraction must meet the minimum criteria listed below.

### A - Local

- At least one-third of the visitors come from beyond 25 miles of the attraction.
- Annual attendance is 2,000 or greater. (If you do not meet this minimum requirement, please state the reason on your application.)

### B - State/Regional

- At least one-third of the visitors come from beyond 100 miles of the attraction.
- Annual attendance is 10,000 or greater.

### C - National/International

(For this category you must show proof of national/international designation from a legitimate source)

- At least one-third of the visitors come from beyond 200 miles of the attraction.
- Annual attendance is 25,000 or greater and/or registered as a national park/site/area.

Following is a matrix to help determine which type of tourism sign you could qualify for. Specific signing policies and eligibility criteria required for each type of sign is discussed on the following pages.

	TODS	Supplemental Guide Signs	Attraction Logo Signs
<b>2-Lane Intersections</b>	A, B, C		
<b>4-Lane Intersections</b>	A, B, C	A, B, C	
<b>4-Lane Interchanges</b>		B, C	A, B, C
<b>2-Lane Interchanges</b>		C	A, B, C

\*For definitions of terms please see page 18.

## Tourist Oriented Directional Signs – TODS

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### What are Tourist Oriented Directional Signs?

Tourist Oriented Directional Signs (TODS) are official blue guide signs posted at rural intersections on two-lane or four-lane conventional roadways for tourist oriented attractions, gas, food, lodging and camping services. The business may be located either within or outside of a municipality while the TODS shall be installed at rural intersections on conventional roadways outside of the limits of a municipality.

Gas, food, lodging and camping businesses must complete an application and be approved by Kansas Logos, Inc., to participate in the TODS Program. The eligibility criteria for gas, food, lodging and camping services can be found on the Kansas Logos, Inc. website at [www.kansas.interstatelogos.com](http://www.kansas.interstatelogos.com), along with application information.

Tourist Oriented Attractions must complete an application (Page 22) and be approved by Kansas Tourism to participate in the TODS program.

Upon approval of your attraction or service, all participants are required to contract with Kansas Logos, Inc., a private contractor for the Kansas Department of Transportation (KDOT), and pay an annual fee which includes the installation and maintenance of the TODS.

### TODS Criteria for Tourist Oriented Attractions

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, Sports/Entertainment, or Retail Tourism.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation during at least an eight (8) consecutive week period each year, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding holidays.
- Shall be listed on the [www.TravelKS.com](http://www.TravelKS.com) website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.

- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

### **TODS Policies**

- Tourist Oriented Attraction shall be located within fifteen (15) miles of the nearest two-lane or four-lane conventional roadway intersection as measured from sign placement to the nearest edge of the business' driveway.
- Driveways will not be signed for.
- TODS assemblies may only be installed within public right of way maintained by the KDOT at rural two-lane and four-lane intersections.
- TODS shall have up to four panels for the purpose of displaying the business identification of and directional information for eligible facilities. Each panel shall be rectangular in shape and shall have a white legend and border on a blue background. The message "TOURIST ACTIVITIES" shall be placed above all panels.
- When there are more businesses eligible for signing within the mileage limit than number of spaces permitted on TODS, those businesses nearest the intersection will be given first priority for signing in the order of Tourist Oriented Attractions, Gas, Food, Lodging and Camping.
- The content of the legend on each panel shall be limited to two (2) lines of text for business identification, and directional information for not more than one eligible business, service, or activity facility. The legends shall not include promotional advertising.
- Seasonal businesses may participate in the TODS program, if the opening season is for a minimum consecutive 8 week period. The seasonal month(s) shall be the 2<sup>nd</sup> line of legend on the TODS business panel.
- Trailblazing signage, if required, would need to be approved by the proper local jurisdiction.
- The location of other traffic control devices shall take precedence over the location of TODS.

## **TODS Fee Structure**

The applicant will be responsible for paying a base annual fee if approved for participation. This fee can be paid by monthly bank draft (ACH) at no additional cost to the business. These fees include installation and maintenance of the TODS panels.

### Base Annual TODS and Advance TODS Fee

- \$480.00 per business panel, per direction
- \$240.00 per business panel, per direction for non-profit businesses

### Base Annual Trailblazer Fee

- \$120.00 per Trailblazer panel
- \$60.00 per Trailblazer panel for non-profit businesses

### Fabrication Fee

- \$150.00 one time fee, per business panel, for the life of the business panel

Kansas Logos, Inc. and KDOT have established a unified billing date for all businesses and will charge a prorated initial annual fee amount based on the date of installation through June 30 of each year. All businesses are on a July 1 billing cycle.

**EXAMPLES OF ELIGIBLE TOURIST ORIENTED ATTRACTIONS:**

Agri-Tourism\*

Agribusiness  
Farmers Market  
Nurseries/Greenhouses  
Orchards  
Winery

Arts/Cultural

Gallery  
Kansas-Made Art/Craft  
Center  
Museum  
Theatre

Historical

Historic Areas  
Historic Building  
Historic Cemetery  
Historic District  
Historic Mansion  
Historic Memorials  
Historic Museum  
Historic Site

Outdoor

Boat Landings/Marinas  
Campgrounds  
Hunting Facilities  
Natural Attraction  
Natural Resource  
Park - National  
Park - Municipal  
Park - Privately Owned  
Park - Regional  
Recreational Area  
Retreat Centers/Camps

Retail Tourism

Antique Businesses  
Bed and Breakfast (1)  
Brewery  
Distillery  
Restaurants (2)

Science/Nature

Aquarium  
Arboretum  
Botanical Garden  
Zoo

Sports/Entertainment

Amphitheater  
Amusement Park  
Concert Hall  
Equestrian Center  
Fairground  
Golf Course  
Race Track  
Theme Park  
Water Oriented Business

\*Must be a registered Agri-Tourism operation through Kansas Tourism.

- (1) Shall be a member of the Kansas Bed & Breakfast Association (KBBA)
- (2) Shall not be a franchise or part of a national chain

**NON-ELIGIBLE TOURIST ORIENTED ATTRACTIONS**

*The following are excluded from participation in the TODS program. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.*

Business/Commercial

Adult Entertainment  
Facilities  
Funeral Homes  
Industrial Parks or Plants  
Media Facilities  
Movie Theaters  
Office Parks  
Radio Stations  
Television Stations  
Truck Terminals

Governmental

Local Jails  
Local Police/Sheriff Offices  
Post Offices

Medical

Drug Rehabilitation Facilities  
Extended Care Facilities  
Fraternal Homes  
Hospitals  
Humane Facilities  
Infirmaries  
Mental Facilities  
Nursing Homes  
Retirement Homes  
Treatment Centers  
Veterans Facilities

Miscellaneous

Animal Shelters  
Cemeteries  
Mobile Home Parks  
Subdivisions  
Veterinary Facilities

Religious

Cathedrals  
Chapels  
Churches  
Mosques  
Shrines  
Synagogues  
Temples  
Other Religious Sites



## Supplemental Guide Signs

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### What are Supplemental Guide Signs?

Supplemental Guide Signs are official brown guide signs available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction.

The signs are for tourism attractions that fit in one of the following categories: Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, or Sports/Entertainment. *This does not include retail establishments or other community recreational services, i.e. golf courses, theaters, bowling alleys, shopping centers, etc.*

### Criteria for Supplemental Guide Signs

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be open to the general public for at least one year.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, or Sports/Entertainment.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation for a continuous twelve (12) months, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding certain holidays.
- Shall be listed on the [www.TravelKS.com](http://www.TravelKS.com) website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.

- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

If you are unable to meet the above criteria, your application may be considered for the Attraction Logo Signs or the TODS signs.

### **Supplemental Guide Sign Policies**

Only one travel attraction supplemental guide sign with two destinations per direction at an interchange is allowed. If the signing at an interchange is already at capacity, then no additional signing will be accepted.

If your attraction qualifies for supplemental guide signs, please refer to page 4 to determine which type of category you fall within. Following are the policies for each category:

#### **Local**

- Signed at one point on the state highway system.
- Signs must be within 30 miles of the attraction.
- No more than one set of signs allowed.
- Freeway (including interstates) and expressway interchange signing is not available.
- No highway trailblazing.

#### **State/Regional**

- Signed at up to two points on the state highway system.
- Signs must be within 60 miles of the attraction.
- When applicable, trailblazing is permitted from freeway/expressway to conventional highway only.

#### **National/International**

- Signed at up to three locations on the state highway system.
- Signs must be within 90 miles of the attraction.
- When applicable, trailblazing is permitted from freeway/expressway to freeway/expressway.
- If registered as a national park/site/area, the national logo may be used on the sign.

### **Supplemental Guide Sign Fee Structure**

Attraction signing will be installed at the expense of KDOT at points on the State Highway System (SHS) only if approved by the district's budget. If there are not sufficient funds in the district of where the signs are being placed then the attraction may either pay for the signs or wait until the next fiscal year to see if funds are available.

Any off-system trail-blazing will be the responsibility of the attraction and local jurisdictions and must be installed before the highway signing is installed. (We do not want to send travelers off of the highway if there is not sufficient signing to find their destination once they leave the highway.)

## Attraction Logo Signs

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### What are the Attraction Logo Signs?

Attraction Logo Signs are an eligible service category of the Logo Sign Program. Logo Signs are located at controlled access interchanges along Kansas' interstates, freeways, expressway interchanges and bypass interchanges.

Attractions must complete an application (page 22) and be approved by Kansas Tourism to participate in the Logo Sign program. After availability of sign space and approval of your attraction to participate has been verified, all participants will

be required to contract with Kansas Logos, Inc., a private contractor for KDOT, and pay an annual fee which includes the installation of your logo sign. Kansas Logos, Inc. will provide design assistance at no cost to the business, and a list of logo fabricators for production of the logo sign panels can be provided. Logo sign specifications may be found at [www.kansas.interstatelogos.com](http://www.kansas.interstatelogos.com).

### Criteria for Attraction Logo Signs

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, Sports/Entertainment, or Retail Tourism.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation during at least an eight (8) consecutive week period each year, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding holidays.
- Shall be listed on the [www.TravelKS.com](http://www.TravelKS.com) website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Division of Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.

- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

### Attraction Logo Signage Policies

- Attraction shall be located within fifteen (15) miles of the exit.
- Must have at least two qualified businesses to build a sign.
- Logo signs shall have up to six panels for the purpose of displaying the business identification of and directional information for eligible facilities.
- If limited space is available for displaying logo signs, priority will be given to eligible services in the following order; Gas, Food, Lodging, Camping, Attractions.
- The location of other traffic control devices shall take precedence over the location of logo signs.

### Attraction Logo Fee Structure

Upon approval of your attraction, all participants are required to contract with Kansas Logos, Inc., a private contractor for the Kansas Department of Transportation, and pay an annual fee based on the traffic count at your interchange. This fee can be paid by monthly bank draft (ACH) at no additional cost to the business. These fees include installation and maintenance of the logo panels. Logo plate production cost varies based on the number of colors in the logo and the quantity of logo signs ordered.

Kansas Logos, Inc. and KDOT have established a unified billing date for all businesses and will charge a prorated initial annual fee amount based on the date of installation through June 30 of each year. All businesses are on a July 1 billing cycle.

Traffic Count	Mainline Annual Fee Per Direction	Ramp Annual Fee Per Direction	Total Annual Fee Per Direction	Monthly Fee Per Direction	Daily Fee Per Direction
0-19,999	\$900.00	\$100.00	\$1,000.00	\$83.33	\$2.74
20,000-49,999	\$1,400.00	\$100.00	\$1,500.00	\$125.00	\$4.11
50,000-99,999	\$1,800.00	\$100.00	\$1,900.00	\$158.33	\$5.21
100,000 and above	\$2,300.00	\$100.00	\$2,400.00	\$200.00	\$6.58

## **Other Signage Opportunities**

### **State/Federal Highways (*inside city limits*)**

- Along conventional highways (not freeways or expressways) inside the city limits, the city may furnish, install, and maintain their own tourism attraction signage.
  - Any signs installed by the city must be in accordance with the standards and guidelines contained in the MUTCD.
  - If the highway is maintained by KDOT, the city is required to obtain a permit from the local KDOT area office in order to install the signs. Contact your local district office. A list of these offices can be found here: <http://www.ksdot.org/burTrafficEng/KTC/Contacts/KDOTOffices.asp>
  - If the city maintains the highway, then they may install the signs according to the MUTCD and are not required to obtain a permit.
  - Cities can fabricate the signs themselves, purchase them from a private highway sign manufacturer (ask for standard retroreflective highway traffic signs), or purchase them from the Kansas Correctional Industries (KCI). KCI can be reached at (913) 727-3249.

### **Billboards and Outdoor Advertising**

- Certain criteria and regulations must be met for billboards and/or outdoor advertising to be erected. Contact KDOT for more information at (785) 296-3501 or visit <http://www.ksdot.org/burrow/beaut/>

### **Historic/Commemorative Trails**

- Historic or Commemorative Trails must be enacted by the United States Congress or the Kansas Legislature to be eligible for signage along a road or highway. Contact KDOT for more information at (785) 296-3618.

### **Kansas Byway**

- To be designated as a byway, the road or highway must be scenic, historical, recreational, natural, cultural, or archaeological in character. Contact Kansas Tourism for more information at (785) 296-1847.

### **Kiosk Signage**

- Kiosks must either be a part of a national or state historic trail or auto tour route established by the U.S. Congress or Kansas State Legislature or located at specific historic sites approved by the Kansas State Historical Society (KSHS) to qualify for signage. Contact KDOT for more information at (785) 296-3618.

### **Logo Signage**

- Gas, Food, Lodging, Camping, and Attraction signs along interstates, freeways, expressway interchanges and bypass interchanges. Contact Kansas Logos, Inc., for more information at 1-800-449-4420.

### **Recreational Lakes, Parks, Reservoirs (City & County)**

- Contact KDOT for more information at (785) 296-3618.

### **Recreational Lakes, Parks, Reservoirs (State and Federal)**

- Contact Kansas Tourism for more information at (785) 296-8951.

**Stadiums, Arenas, Convention Centers, and Auditoriums**

- Contact KDOT for more information at (785) 296-3618.

**Travel Information Centers**

- Community-owned travel information centers wanting signage must be approved and meet criteria to become an information center. Contact the Kansas Tourism for more information at (785) 899-6695.

## Frequently Asked Questions

- 1. Are we eligible for signing?**
  - All tourism attractions that cater to tourists are eligible to apply for tourism signage. The facility must fill out the application form and meet the criteria set for these signs.
- 2. When and how can we apply?**
  - Applications are available from the Kansas Division of Tourism or you may visit the website [www.TravelKS.com/industry](http://www.TravelKS.com/industry) to download an application.
- 3. Who pays for the signs?**
  - If your attraction has been approved as a supplemental guide sign, signing will be installed at the expense of KDOT at points on the State Highway System only if there are sufficient funds available in that district budget.
  - If your attraction is approved as a TODS or Attraction Logo Sign, the applicant is responsible for the cost of the fabrication and the annual fee.
  - Inside the city limits, the city may furnish, install, and maintain their own tourism signage.
- 4. Why have I been refused signing, but others have signs at the location I chose?**
  - Your facility may not have met the criteria for a tourism attraction.
  - If the signing at an interchange is already at capacity, then no additional signing will be accepted.
- 5. 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 forces will install the signs as soon as their schedule permits.
  - KDOT recognizes the importance of tourism signage and will work as hard as they can, but the entire process can take up to one year depending on existing workload and/or sign type.
- 6. I was denied signage through the Tourism Signage Program. Are there any other types of signs that I would qualify for?**
  - You may qualify for billboard and outdoor advertising. Contact KDOT at (785) 296-3501.
  - You may qualify for signage located within city limits. Contact your local city offices for more information.
- 7. 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.
- 8. 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 [www.kansas.interstatelogos.com](http://www.kansas.interstatelogos.com).
- 9. 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 8 consecutive weeks per year.

## **Definition of Terms**

For the purpose of this policy, the following terms are defined:

**Agri-Tourism Attraction** The crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

**ADA** Refers to American with Disabilities Act.

**Amphitheaters** An arena having tiered seating for spectators that is used for a variety of events, public or private.

**Amusement Park** A commercially operated park enterprise, which supplies refreshments and various forms and devices of entertainment.

**Antique Business** An establishment where a majority of the items for sale could be considered being in the style or fashion of former times.

**Aquarium** An establishment where aquatic collections of living organisms are kept and displayed.

**Arboretums** Facilities used for the cultivation of a variety of woody plants for scientific, educational or ornamental purposes.

**Arenas** An enclosed area used for the presentation of sports events, among other things.

**Art/Craft Centers** An exhibit, display, or retail facility for Kansas fine arts or handcrafted products that is open to the public.

**Arts/Cultural Attraction** Must have significance in portraying Kansas' culture and heritage at the state and national level, i.e. drama, theater, galleries, museums.

**Attractions** The major portion of whose income or visitors are derived from motorists not residing in the immediate area of the activity and which do not require reservations. An attraction must be of cultural, historic, natural/environmental, recreational, or educational significance to tourists.

**Auditoriums** A large building or room set aside to accommodate an audience for the presentation of meetings or performances.

**Bed and Breakfast** Any establishment having no more than fifteen bedrooms; offering to the public, for compensation, transitory lodging or sleeping accommodations; and offering at least one cooked meal per day, which may but need not be breakfast, to each person to whom overnight lodging is provided. The facility shall be a member of the Kansas Bed & Breakfast Association and shall clearly describe itself as a "Bed and Breakfast" in all marketing materials.

**Brewery** A plant that produces malt liquors and offers tours of the production process.

**Cemeteries** Signs are allowed for National Cemeteries only.

**Civic Centers** A center used by members of the locality for social, cultural, or community activities.

**Coliseums** A large arena with seating for spectators that is used for the presentation of sports events or other entertainment.



**Concert Halls** A large arena with seating for spectators that is used for the presentation of musical events.

**Conventional Highway** Any State or US highway other than a freeway or expressway.

**Cultural Center** A center for performing arts, exhibits, concerts, etc., and which has an occupancy capacity of at least 250 people.

**Distillery** An establishment that distills alcoholic beverages and offers tours of the production facilities.

**DMO** Refers to Destination Management Organization. The principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.

**Equestrian Center** A facility, marketing itself as an "equestrian center", dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

**Expressway** A divided highway for through traffic with partial access control, which includes both interchanges and intersections.

**Facility Tour Location** A facility such as a factory, institution or a plant which conducts tours at least four times daily on a regularly scheduled year-round basis.

**Fairgrounds** A commercially-operated tract of land where fairs or exhibitions are held, and which has permanent buildings included but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.

**Farmers' Markets** Shall be operated under contractual arrangements with the Department of Agriculture and Consumer Services by local government, local cooperatives, or private individuals.

**Freeway/Interstate** A divided highway to which the only means of ingress and egress is by interchange ramps.

**Galleries** A permanent building or hall in which artistic works, such as paintings, poetry, or statues, are displayed for show.

**Gambling Facilities** An establishment on which lawful gambling is authorized, licensed, and regulated by the State of Kansas.

**General Motorist Service Signs** A blue and white sign providing motorists with directional information and/or identification of motorist services located along or near state highways.

**Golf Course** An establishment offering rounds of golf on an area of land laid out for exclusively for golf, with a series of nine (9) or eighteen (18) holes, each including tee, fairway, and putting greens.

**Historical Building & Sites** Shall be listed on the National Register of Historic Places and/or played a significant historic role in Kansas, the nation or world and be open to the public. *NOTE: If supplemental guide signs are installed for a historic district, separate signs for individual historic sites within the historic district shall not be allowed.*

**Historic Districts** Shall be listed on the National Register of Historic Places and/or played a significant historic role in Kansas, the nation or world; at least one facility, establishment or business located within the district shall be open to the public for business at least 6 hours a day, 5 days a week in order 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.; the area must have a local DMO. *NOTE: If supplemental guide signs are installed for a specific historic site or sites within a historic district, separate signs for the historic district shall not be allowed.*

**Interchange** A junction of two or more highways by a system of grade separated levels that permit traffic to pass from one to another without the crossing of traffic streams.

**Intersection** Two or more highways that intersect at the same grade level requiring the establishment of right-of-way via stop signs, yield signs, or traffic signals.

**KCI** Refers to Kansas Correctional Industries.

**KDOT** Refers to the Kansas Department of Transportation.

**KDT** Refers to the Kansas Division of Tourism within the Department of Commerce, Tourism Division.

**KLI** Refers to the Kansas Logos, Inc.

**Legend** The exact text on a sign.

**Supplemental Guide Sign** Official brown guide signs approaching interchanges on freeways and expressways, and intersections on expressways and two-lane conventional highways.

**MUTCD** Refers to the Manual on Uniform Traffic Control Devices.

**Municipal Parks** Parks that are open to the public and maintained by the local government.

**Museum** An organization and permanent nonprofit institution, essentially educational or aesthetic in purpose, with professional staff, which owns and utilizes tangible objects, cares for them and exhibits them to the public on some regular schedule. Museums shall be members of or accredited by the Kansas State Historical Society and/or Kansas Museums Association.

**National Parks** Parks that are maintained by the United States Park Service.

**Natural Attraction** A naturally occurring anomaly, such as a cavern or rock structure, among others, that is maintained and marketed as a natural attraction.

**Nursery/Greenhouse** An establishment that grows, or offers for sale, plants, trees, or associated items.

**Outdoor Attraction** An area of outstanding interest to the general public, i.e., state or national parks, lakes, rivers.

**Pavilions** An ornamental roofed facility used for sporting events or other amusements.

**Privately-Owned Research/Experimental Facilities** Shall have a staffed visitor center open to the public at least six (6) hours a day, five (5) days a week.

**Race Tracks** An indoor or outdoor arena with seating for spectators that is used primarily for the presentation of racing events.

**Regional Parks** A park that is open to the public and maintained by a local or state government or private entity, that serves a general geographic region.

**Science/Nature Attraction** An area of outstanding interest to the general public, i.e., children's museums, zoos, botanical gardens, grasslands, wildlife refuges.

**Scenic Site** A natural or man-made picturesque view of outstanding interest to the general public.

**SHS** Refers to the State Highway System.

**Sports/Entertainment Attraction** A recreational and entertainment complex that supplies refreshments and multiple activities of entertainment and recreation, i.e., sports, speedways, amusement parks, casinos, rodeos, dog tracks.

**Stadiums** An enclosed area used for the presentation of sporting events, among other things.

**State Parks** A park that is open to the public and maintained primarily by a state government agency.

**Spur Routes** A short highway route that connects a city to a main highway route but does not continue into or through the city.

**Theme Parks** A commercially operated enterprise offering rides, games, or other forms of entertainment.

**Travel Information Centers** Shall be approved by Kansas Tourism and written approval shall be provided to KDOT prior to the installation of signs.

**Tourism Attraction Signage** Official signing that is located within the right-of-way of a state or federal highway that gives specific directional information regarding activities or sites of significant interest to the traveling public.

**TODS** Refers to Tourist Oriented Directional Signs. Official signing which is located within the right-of-way of a state or federal highway, and which gives specific directional information regarding activities or sites of significant interest to the traveling public.

**Trailblazing** Informational signs designed to provide the traveling public with route guidance in following a trail to a particular tourism attraction after leaving a major highway or road.

**Water Oriented Business** Shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

**Winery** A licensed business making wine, offers tours to the public on a regular basis and provides an educational format informing visitors about wine and wine processing.

**Zoological/Botanical Facility** A collection of unique living animals or plants kept for exhibit to the public. Zoos shall be members of or accredited by the American Zoo and Aquarium Association or other similar organizations.

## Application Process

1. For Supplemental Guide Signs, Tourist Oriented Attraction TODS, and Attraction Logo Signs: Contact Kansas Tourism, to obtain an application. You may also visit the website [www.TravelKS.com/industry](http://www.TravelKS.com/industry) to download an application.
2. Return the completed application to the Kansas Tourism (KT). KT will review the application and a site visit will be completed. If the application is approved for eligibility, KT will forward the eligibility approval to KDOT or Kansas Logos, Inc (KLI) to review the proposed signing locations and feasibility will be determined. Our intent is to complete the eligibility process within 90 days of receiving the completed application.
3. After it is determined that signs can be installed, the applicant will be contacted with an approval letter. KDOT/KLI will then contact the applicant so signing plans and sign layouts can be developed and fabricated. Local KDOT forces or KLI or its subcontractors will install the signs as soon as their schedule permits.
4. KT, KDOT, and KLI recognize the importance of tourism signage and will work as hard as they can, but the entire process can take up to one year depending on existing workload and/or sign type.
5. If the application is denied, the tourism attraction will be contacted with an explanation of why the application was denied. Kansas Tourism may reject any application that is incomplete or does not comply with the tourism attraction signage criteria and/or policies. It is possible for an attraction to receive approval for eligibility from the Kansas Tourism, but not to receive signing based on existing signing conditions.
6. For Gas, Food, Lodging and Camping TODS: Contact Kansas Logos, Inc. to obtain an application. You may also visit the website [www.kansas.interstatelogos.com](http://www.kansas.interstatelogos.com).

## Contacts

### **Kansas Tourism**

Taylor Hartshorn  
1000 SW Jackson St, Ste  
100 Topeka, KS 66612  
Phone: (785) 296-8951 Fax:  
(785) 296-6988  
taylor.hartshorn@ks.gov  
[www.TravelKS.com](http://www.TravelKS.com)

### **Kansas Department of Transportation**

Bureau of Transportation Safety & Technology  
Brian Gower – Chief of Transportation Safety and Technology  
700 S.W. Harrison, 6<sup>th</sup> Floor  
Topeka, KS 66603-3754  
Phone: (785) 296-7431  
Fax: (785) 296-3619  
[brian.gower@ks.gov](mailto:brian.gower@ks.gov)  
[www.ksdot.org](http://www.ksdot.org)

### **Kansas Logos, Inc.**

Tana Mock – General Manager  
2231 Wanamaker Rd., Suite 200  
Topeka, KS 66614  
Phone: (785)272-1771  
Toll: (800)449-4420  
Fax: (785)272-0188  
[tmock@interstatelogos.com](mailto:tmock@interstatelogos.com)  
[www.kansas.interstatelogos.com](http://www.kansas.interstatelogos.com)

**Kansas Tourism**  
 1000 SW Jackson St, Ste 100  
 TOPEKA, KS 66612  
 Tel: (785) 296-2009  
 Fax: (785) 296-6988

**TOURISM ATTRACTION SIGNAGE APPLICATION**

ATTRACTION:	
CONTACT NAME:	
TITLE:	
MAILING ADDRESS:	
CITY, STATE, ZIP:	
LOCATION ADDRESS:	
TELEPHONE:	
FAX:	
EMAIL:	
WEBSITE:	

**ATTRACTION INFORMATION**

1. Select one or more categories appropriate for the attraction:

- Agri-Tourism
- Arts/Cultural
- Historical
- Outdoor
- Science/Nature
- Sports/Entertainment
- Retail Tourism
- Other \_\_\_\_\_

2. What is your primary source of business? If you have more than one, please list the significance in order by percentages.

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3. Please describe what a visitor will experience at your attraction (attach page if needed):

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4. When was the opening date for your attraction?

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5. What months of the year is the attraction open to the public?

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6. What are the hours of operation?

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**VISITATION & MARKETING**

1. Daily average attendance: \_\_\_\_\_

Number of visitors per year: \_\_\_\_\_

Of that figure, please list the total number of:

International Visitors: \_\_\_\_\_

Out-of-State Visitors: \_\_\_\_\_

Out-of-County Visitors: \_\_\_\_\_

Community/County Visitors: \_\_\_\_\_

2. How do you obtain your visitation numbers?

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3. List all other major attractions within a 30-mile radius. Please include the city, the proximity, and the location from your attraction. (Add page if needed.)

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4. List the tourism organizations, alliances, groups, etc. that your attraction is involved with or a member of:

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5. What are your regional/state cooperating efforts?

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6. Is the attraction listed in the Kansas Travel Guide?

YES       NO

If no, please describe why:

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7. Is the attraction listed on the TravelKS.com website?

YES       NO

If no, please describe why:

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8. Is your promotional literature distributed at the Kansas Travel Information Centers?

YES       NO

If no, please describe why:

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9. Attach a copy of your overall marketing plan that has been developed/outlined for promoting the attraction. Enclose brochures, pictures, tour information, and other promotional information.



**ACCESSIBILITY & CAPACITY**

1. Number of parking spaces for visitors:

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2. Please check where parking is available:

- On-site or adjacent to attraction
- Within one walking block
- Within two walking blocks
- More than two walking blocks

3. Is motorcoach parking available?  
 YES  NO

If no, please describe why:

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4. Are public modern restrooms available?  
 YES  NO

If no, please describe why:

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5. Are public telephones available?  
 YES  NO

If no, please describe why:

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6. Is there a gift shop available?  
 YES  NO

7. Is there food/beverage service available?  
 YES  NO

8. Please list the attraction's location, in miles, from state highways and interstates/freeways (Please attach a map with the facility location):

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**MISCELLANEOUS INFORMATION**

1. Please check if the attraction is:

- Not-For-Profit
- State-Owned
- For-Profit

2. Is there an admission fee and is it clearly on display upon entry?

YES  NO

If yes, what is the cost?

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3. What hours are your attraction staffed?

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If it is not staffed, please explain why:

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4. Do you have interpretive information available at your attraction?

YES  NO

If yes, please describe:

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5. Does the attraction meet ADA requirements?

YES  NO

If no, please describe why:

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6. Have you attached a letter of support from your local DMO?

YES  NO

If no, please describe why:

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### PLACEMENT

1. Are there currently any tourism attraction signs in place for this facility?

YES  NO

If yes, please list their locations & include photos of the signs:

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2. Are trailblazing signs currently in place that direct the tourist to your attraction once off the main highway?

YES  NO

If yes, please list their locations & include photos of the signs:

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3. Is the name of your business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located?

YES       NO

If no, please describe why:

\_\_\_\_\_

\_\_\_\_\_

4. Please list and attach a map or sketch with your desired sign locations:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. How do you prefer your attraction to be listed on the sign?

\_\_\_\_\_

\_\_\_\_\_

To the best of my knowledge and belief, the information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Return Completed Application To:

Taylor Hartshorn  
Kansas Tourism  
1000 SW Jackson St, Ste 100  
Topeka, KS 66612