



## Tourism Attraction Signage Program Application

Attraction Name \_\_\_\_\_

Attraction Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## ATTRACTION INFORMATION

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

☐ Agritourism  
☐ Arts/Cultural  
☐ Historical  
☐ Outdoor  
☐ Retail Tourism  
☐ Science/Nature  
☐ Sports/Entertainment  
☐ Other \_\_\_\_\_

2. Is the attraction:

☐ not-for-profit?  
☐ state-owned?  
☐ for-profit?

3. What is the primary source of business? If more than one is onsite, list the significance in order by percentages.

4. Describe what a visitor will experience at the attraction. (Attach additional page if needed.)

5. Are tours available?

☐ Yes ☐ No

*Tours are required for wineries, distilleries and breweries.*

6. When did the attraction open?

*Attraction must be open at least one year.*

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

*Attraction must be open a minimum of eight consecutive weeks every year.*

8. What are the hours of operation?

*Attraction must be open a minimum of six hours a day, five days a week, of which one day should be Saturday or Sunday. Open hours listed on the attraction's website must match the hours listed on this application.*

9. What times is the attraction staffed during open hours?

*Sufficient staff must be available onsite during open hours to provide the traveling tourist with a significant experience.*

List the hours staff is onsite:

If the attraction is not staffed, explain why:

10. Do you charge admission to the attraction?

☐ Yes

☐ No

## **VISITATION AND MARKETING**

1. Number of visitors per year \_\_\_\_\_  
*Minimum annual attendance must be at least 2,000.*

2. Of that yearly figure, list the total number of:

international visitors \_\_\_\_\_

out-of-state visitors \_\_\_\_\_

in-state visitors \_\_\_\_\_

local community visitors \_\_\_\_\_

3. Do at least one-third of the visitors travel from beyond 25 miles of the attraction?

☐ Yes

☐ No

4. How do you obtain visitation numbers?

5. List the various ways you market your attraction. Website, social media, brochures, newsletters, etc. Attach copies if appropriate.

6. List the tourism organizations, alliances, groups, etc., the attraction is involved with or a member of.

7. Is a letter of support from the local DMO (Destination Marketing Organization) attached to this application?

☐ Yes

☐ No

*A letter of support from the local DMO must be included with application.*

*A DMO is an organization which promotes a location as an attractive travel destination.*

*Examples: Convention and Visitors Bureau, Travel and Tourism board, Chamber of Commerce, Economic Development Office.*

8. Is the attraction listed on the Kansas Tourism website, TravelKS.com?  
☐ Yes ☐ No

*Attraction must be listed on TravelKS.com. The listing is free.*

## **ACCESSIBILITY & CAPACITY**

1. Number of parking spaces available for visitors \_\_\_\_\_

Number of spaces available:

- ☐ onsite or adjacent to attraction  
☐ within one walking block  
☐ within two walking blocks

*Parking must be available for at least 10 vehicles and located onsite or within two blocks of the attraction.*

2. Is tour bus parking available?  
☐ Yes ☐ No

*Tour bus parking must be available onsite or close by.*

3. Are indoor public restrooms with plumbing and electricity available onsite?  
☐ Yes ☐ No

*Indoor restroom facilities with plumbing and electricity must be available onsite. Drinking water must also be available.*

4. Is a public telephone available onsite for use in case of emergency?  
☐ Yes ☐ No

*A public telephone must be available onsite. A public-use cell phone is acceptable.*

5. Is the attraction ADA compliant? (Americans With Disabilities Act)  
☐ Yes ☐ No

6. Is the attraction in compliance with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex or national origin?  
☐ Yes ☐ No

*Attraction must be in compliance with the laws listed above.*

7. Include here any other amenities or details about your attraction that you want us to know about.

## SIGN PLACEMENT

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

☐ Yes ☐ No

If yes, list the locations and include photos of the signs.

2. Are trailblazing signs currently in place that direct tourists to the attraction once they are off the main highway?

☐ Yes ☐ No

If yes, list the locations and include photos of the signs.

3. Is the name of the attraction prominently displayed on the premises and easily visible to motorists from the public highway on which the attraction is located?

☐ Yes ☐ No

*Name of attraction must be prominently displayed on premises and easily visible to motorists from the highway.*

If no, describe why:

4. How should the attraction 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 \_\_\_\_\_

To apply for a sign with the Tourism Signage Program, submit the following materials to Kansas Tourism:

- Completed signage application
- Letter of support from DMO
- Marketing materials, if appropriate

Email or mail the materials to:

Jaimee Salalac  
Kansas Tourism  
1000 SW Jackson St, Suite 100  
Topeka, KS 66612  
jaimee.salalac@ks.gov  
785-296-8478