

# ADVERTISING FEATURE

# Secure your space today

■ *Alberta's new tourism highway signage program will help inform travellers about services in your community*

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EDITOR

The Alberta government is implementing Phase 2 of the new Tourism Highway Signing Program and if you want to inform travellers of the services available within your community, the time to act is now.

### New format

Tourism, along with rural businesses, are major economic drivers in this province. The Alberta government is responding with a highway signing program designed to better identify tourism operations as well as gas stations, food establishments, hotels and motels, (considered "essential traveller services") and general businesses in rural communities. The old Community Business Sign Program was terminated in March 2006, and the new logo signs and format put a fresh, bright face on tourism and tourism services in Alberta. Commenced in June 2004 and being managed by Guide Sign Industries Ltd., (the contracted program administrator), the Tourism Highway Signing Program is changing the landscape of signs across the province. The two-year mark sees the conversion of all provincial parks and provincial recreation areas, along with a large percentage of private

attractions province-wide.

"Ultimately the aim is to better align the essential traveller services signs with tourism signs. Logo signs are already in place in approximately 20 states in the United States," said Greg Fox, Manager of Guide Sign Industries. "With consistent tourism travel coming across the border, it will create a consistency of design which ultimately makes it easier for the travelling public to recognize these services."

### Effective

In order to eliminate clutter and enhance safety, the government has decided to place up to four sign structures only, one to two kilometres out from town limits, in the following categories; gas, food, lodging and other businesses. There is room for a maximum of six logo panels promoting gas, food and lodging as well as nine logo panels on the other businesses sign.

"It is on a first-come, first-serve basis," Fox said. "Once they fill up, they are gone. With the maximum four structures, there will only be allowed 2 panels per business." Businesses must meet certain program requirements of eligibility to be able to sign under these categories and they must also be physically located within the corporate limits or town boundaries of the relevant community.

Edson was the first town to receive the new signs and another 10 communities have been designated to receive signs during this initial implementation stage including; Whitecourt, Camrose, Vermilion, Peace River, Ponoka, Rocky Mountain House, Drumheller, Brooks, High River and Valleyview. The signs will be installed within the next few months and then another 20 communities will receive the signs in the second stage of this program phase. The remainder of approximately 250 eligible communities will follow over the course of the next year, or as enough businesses step forward to express interest. "You should start to see them in the next two to three weeks and in the initial 10 towns, within the two to three months. The next 20 will be within six to eight months."

### Logos on display

Space is limited so any Alberta business in any of the eligible categories is encouraged to contact Guide Sign Industries as soon as possible to secure a space for the next five years and have the opportunity to extend the contract for a further five years. Each logo panel is \$2,250 for five years. "All permit fees are paid up front which includes all design, manufacture, maintenance and repair for the five-year period," said Fox. A permit renewal fee of approximately \$200 to

\$300 is then charged for the second five-year term. There is also an option of paying half at permit signing and being billed the remainder the following year."

### Options

The logo signs are only being introduced into communities with populations of 25,000 or less. Therefore, the major city areas of Edmonton, Calgary, Red Deer, Grande Prairie, Lethbridge, Medicine Hat and Fort McMurray are not eligible to participate. Communities with less than 25,000 populations have three options for taking part. "Option one - they can decide to have no signs and not participate with Logos, option two - they can elect to have Guide Sign Industries market and manage signs on their behalf or, option three - the chamber or town can administer the signs themselves and use it as a revenue-generation program, but in option three they must still come through Guide Signs," Fox explained.

### Call now

For further information on the new Logo Signs and to secure your place on them, please visit the program's website at [www.signupalberta.com](http://www.signupalberta.com) or contact Guide Sign Industries toll-free 1-866-560 SIGN (7446) or 1-780-438 6817.



Food Logo Sign



Gas Logo Sign



Lodging Logo Sign



Other Business Logo Sign