

## Fact Sheet Tourism Highway Signing Incentive and Rebate Program

Alberta Transportation is providing a one-time incentive and rebate to tourism attraction operators to assist them with converting their existing brown and white tourism facility signs to the new blue and white format so as to meet standards common to North America. This incentive and rebate program applies to Tourism Oriented Directional Signs (TODS). TODS are a component of Sign up Alberta, Alberta’s tourism highway signing program.

Tourism attraction operators with existing brown and white tourism facility signs must apply by May 31, 2009 for the incentive and rebate program. Once the permit approval has been issued, the existing brown and white signs will be converted to the new blue and white signs through the summer construction season. New tourism attraction operators that qualify for TODS will also qualify for the incentive and rebate program. The one-time incentive and rebate program ends on March 31, 2010.

Operators with existing brown and white tourism facility signs along provincial highways who do not wish to participate in the new Tourism Highway Signing Program for TODS will have their existing brown and white signs removed from the highway right-of-way by end of summer 2009.

**Tourism Oriented Directional Signs (TODS)**

- To be eligible for TODS, tourism must be one of the core activities of a business. Tourism operators must:
  - Provide a substantial experience for tourists in addition to, or as part of a business
  - Have all relevant licences and approvals to operate as a tourist attraction or facility
  - Have appropriate directional signs off the highway to lead motorists to the facility
- Tourism operators are encouraged to contact the program administrator Guide Sign Industries Ltd. for information about this program at 1-866-560-SIGN (7446) or visit [www.signupalberta.com](http://www.signupalberta.com)
- This one-time subsidy and rebate applies only to TODS (Type A, B and C) signs:



**Type A** – Major Attractions



**Type B** – Regular Attractions



**Type C** – Trailblazer

<p>For tourist operations that attract over 15,000 visitors per year, of which the majority of visitors reside 80 km or more from the attraction.</p>	<p>For attractions with fewer than 15,000 annual visitors.</p>	<p>For any attraction type. Used only in low speed environments.</p>
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### **Rebates**

- Operators that have not received a rebate in the past are eligible for a rebate of up to \$400 for each Type A, B or C sign already purchased to a maximum of two signs or \$800.
- If operators paid for their signs in two installments, the rebate will automatically be applied towards any outstanding balance. Operators will be responsible for any balance remaining after the rebate has been applied to their account.
- Rebates will automatically be sent to tourism operators who have no outstanding balance on their account. Cheques will be mailed out in spring 2009.

### **Incentives**

- This one-time incentive is available to operators eligible for Type A, B and C signs.
- Operators with existing brown and white tourism facility signs along provincial highways must apply by May 31, 2009 and be deemed eligible to qualify.
- A \$400 incentive is available to operators for new signs. Operators can receive an incentive for a maximum of two signs or a total incentive of \$800. Incentives only apply to the initial permit fee and do not apply to subsequent renewal fees.
- To take advantage of the full incentive, operators without signs currently, must apply for new signs by March 31, 2010. Operators with existing brown and white tourism facility signs must apply by May 31, 2009 because of the conversion requirement.
- No subsidies will be available after March 31, 2010.
- The program administrator must receive the applicant's permit fee within two weeks (14 days) after being advised of application approval. The date the program administrator stamps receipt of payment of the permit fee, will be considered the date of qualification for the incentive program. The final date for consideration in the incentive program is March 31, 2010.
- The two-payment option will continue to be available for payment of permit fees and should the cost of the new signs exceed the incentive, applicants can undertake this option.

### **Sign up Alberta**

- The Sign up Alberta program was launched in the spring of 2004 to improve Alberta's highway signing and to enhance the travel experience in our province.
- This program will replace outdated brown and white highway signs. New signs feature a blue and white design that reflects current North American and European standards.
- The deadline for the removal of outdated brown and white highway signs has been extended to end of summer 2009 for those operators with existing brown and white tourism facility signs who do not wish to participate in the new TODS.
- Sign up Alberta is administered by Guide Signs Industries Ltd. on behalf of the Government of Alberta.