



Oregon Travel Experience
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 Salem, OR 97302
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TOURIST ORIENTED DIRECTIONAL (TOD) APPLICATION

Please complete the following information as it applies to your business. Travel Information Council (dba, Oregon Travel Experience) rules stipulate that ONLY the REGISTERED BUSINESS NAME is allowed on the Tourist Oriented Directional (TOD) Sign.

Registered Business Name: _____

Facility Address: _____

City: _____ **Zip:** _____ **County:** _____

Facility Phone:(_____) _____ **Fax:**(_____) _____

Contact Person: _____ **Phone:**(_____) _____

Mailing/Billing Address: _____

City: _____ **Zip:** _____

Website: _____ **E-Mail:** _____

Registered Non-Profit or Governmental Entity: ___ YES (If yes, must submit proof with application)

Highway Information

Highway _____ **Nearest Milepoint** _____ **Nearest City** _____

Distance (*approximate*) from intersection of highway to driveway of facility: Miles ____ (and/or) Feet ____

Approaching Highway Directions (*please circle*): North South East West

Facility Operating Hours/Days/Seasonality

Facility Open: (*please check*) ___ YES ___ NO (facility must be open at time of application)

Hours of Operation: From: _____ AM/PM To: _____ AM/PM

Days of Operation: (*please circle*) 7 days/week OR Mon Tues Wed Thurs Fri Sat Sun

Open: (*circle one*) Year Round OR Seasonal

Seasonal Facilities: (*indicate the approximate months the facility is open*):

From: _____ **To:** _____

If your business does not meet all the Facility Operating Hours/Days/Seasonality qualifications, it may be eligible for a waiver and an Open Rider. To qualify for an Open Rider the facility must be the only facility installed on the post. Waivers are granted on a case by case basis in accordance with Oregon Administrative Rules. Examples of acceptable Open Riders are (but not limited to): Weekends Only, Open Thurs-Sun, Open 1-4 PM Daily, Open May-Sept, Open Oct-April.

TOURIST ORIENTED DIRECTIONAL QUALIFICATIONS:

(Please check (√) below that your business provides these minimum levels of services.)

- Adequate parking
- Regionally Significant (means a travel experience that is important to Oregon visitor interests and the state of Oregon tourism industry)
- Open 6 hours/day; 6 days/week of continuous operation during normal business season
- *A waiver may be provided through an Open Rider that explains open hours, days, or seasonality. To qualify for an Open Rider the facility must be the only facility installed on the post.*
- Open during normal business season to the public (no reservations or appointments allowed)
- Located within 1 mile of an intersection to the driveway of the business
- *A waiver may be provided up to 15 miles*
- Written assurance that the business conforms with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex, or national origin and meet all applicable Federal and State Americans for Disabilities (ADA) guidelines.
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TOURIST ORIENTED DIRECTIONAL CATEGORIES:

Business **MUST** fall within one of the following categories. Please check (√) at least one.

- Recreational – an activity that people engage in during their free time as by means of agreeable exercise offering a form of leisure, amusement or relaxation.
- Historical – an activity based on history reflecting past events of the area where the business or activity will be signed.
- Cultural – an activity relating to local and/or Oregon artistic pursuits, events, handicrafts, artisan demonstrations, or local gift/souvenir shops.
- Travel Plaza – a staffed business designated under the authority of TIC to serve motorists by providing brochures, displays, signs and other visitor information.
- Agricultural – an activity or business illustrating local and/or Oregon specialized livestock or agricultural products and processes, production and sale of freshly harvested produce, or cultivation and sale of seasonal agricultural products.

Agricultural that is a vineyard, winery, tasting room, tours/trails, brewery, distillery and coffee roasting/tasting MUST provide copy of license, brochure or proof of acreage.

<input type="checkbox"/> Vineyard – on site vineyard of at least 15 acres.
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<input type="checkbox"/> Winery – a license to offer tasting and to sell their wines or cider at retail directly to the consumer.

<input type="checkbox"/> Tasting Room – a license to offer tasting and to sell their wines, cider, and/or spirits at retail directly to the consumer.

<input type="checkbox"/> Tours/Trails – One qualifying business acts as starting point and must provide a regular and reasonable tour/trail fully describe in a brochure with a map.
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<input type="checkbox"/> Brewery – a license to offer tasting and to sell malt beverages at retail directly to the consumer.
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<input type="checkbox"/> Distillery – a license to offer tasting and to sell spirits at retail directly to the consumer.
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<input type="checkbox"/> Coffee Roasting/Tasting – a license to offer tasting and to sell locally roasted beans at retail directly to the consumer.

Required Signature

I certify that the information herein is correct and understand that non-compliance of this application with all TIC rules and regulations shall result in immediate removal of all TOURIST ORIENTED DIRECTIONAL signage.

SIGNED: _____ DATE: _____

PRINTED NAME: _____

TITLE: _____ FOR: _____
Business Name

Please Include the Following with your Application

1. Copy of REGISTERED BUSINESS NAME from the Oregon Secretary of State's office: Phone- 503-986-2200 or Website- www.filinginoregon.com/business/index.htm. Click on Assumed Business Name – Register Online.
2. If Non-Profit or Governmental Entity – copy of IRS determination letter specifying your organization's status as a 501 or 503 tax exempt organization (or W9 Form).
3. Vineyard, winery, tasting room, tours/trails, brewery, distillery and coffee roasting/tasting must provide copy of license, brochure or proof of acreage.
4. Map or sketch of the business in relation to the nearest highway. Official or county maps are preferred. Submission of a detailed map with your application will decrease the review time by OTE.
5. *Photographs of:
 - a. Facility from approximately 300' in each direction (300' = 8 highway "skip lines")
 - b. Outdoor on-premise signing that is visible to motorists

***USE EXTREME CAUTION** when attempting to take photographs from the roadway as all acts by the applicant in the process of completing the criteria report and/or application are solely at the applicant's risk. The State of Oregon, TIC, OTE, and their members and employees shall be indemnified by the applicant in the event of any claim or suit arising out of the acts of the applicant. **UNDER NO CIRCUMSTANCES** should the applicant attempt to take photographs while operating a motor vehicle.

Attention to the checklist will significantly decrease the amount of review time necessary to process your application
- THANKS!

Oregon Travel Experience

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Please keep a copy of this Application should OTE need to contact you for clarification or additional information

Sample of Map for Tourist Oriented Directional Signs

The map sketch is vital in determining the eligibility of signing for your facility. The sketch need not be of engineering grade quality; but it should clearly show the location of the facility, all major intersecting roadways, landmarks, and mileposts, as well as the mileage/distance from the bottom of the exit ramp to the facility's driveway. Also indicate any hills, trees or any other major obstruction that might create a motorist safety problem. The clarity of the map may affect the time needed for the qualification review. Please be as accurate as possible to avoid delays.

Illahee Vineyards, Hwy 99W, Dallas, North and Southbound, Mileage to facility: 3.4 miles

