



Oregon Travel Experience  
 1500 Liberty St. SE, Suite 150  
 Salem, OR 97302  
 503-378-4508 1-800-574-9397  
 503-378-6282 FAX  
 otravelexperience.com



# ATTRACTION

## INTERSTATE LOGO APPLICATION

Please complete the following information as it applies to your business. Travel Information Council dba, Oregon Travel Experience (OTE) rules stipulate that ONLY the REGISTERED BUSINESS NAME is allowed on the logo plaque.

Registered Business Name: \_\_\_\_\_

Facility Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

Facility Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing/Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

Registered Non-Profit or Governmental Entity: **YES** (Circle and submit proof with application)

### Interstate Highway Information

(Please Circle)

5	82	84	97	205	217	213
126 (Springfield)	Beltline (569)		22 (Salem-east)			22 (Rickreall-west)
	26 (North Plains-west)			26 (Boring)		

Exit #/Exit Name/Street Name

North South East West

(Approaching Highway Directions-circle all that apply)

Miles (in quarters- Distance from end of exit ramp to driveway of facility)

### Facility Operating Hours/Days/Seasonality

Facility Open: (please check)  YES  NO (facility must be open within 6 weeks 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/Seasonal qualifications, it may be eligible for a waiver and a Supplemental message. Waivers are granted on a case by case basis in accordance with Oregon Administrative Rules. Examples of acceptable Supplemental messages are (but not limited to): Weekends Only, Open Thurs-Sun, Open May-Sept, Dinner Only. Explain why your facility should be granted a waiver. Additional pages of information may be attached.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## ATTRACTION 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 a supplemental message that explains open hours, days, or seasonality

\_\_\_\_ Open during normal business season to the public (**no reservations or appointments allowed**)

\_\_\_\_ Located within 1 mile of the interchange 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.

## ATTRACTION 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 OTE 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

**\*Agriculture** 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.

\_\_\_\_ Vineyard—on site vineyard of at least 15 acres

\_\_\_\_ Winery—a license to offer tasting and to sell wines or cider at retail directly to the consumer

\_\_\_\_ Tasting Room—a license to offer tasting and to sell wines, cider, and/or spirits at retail directly to the consumer

\_\_\_\_ Tours/Trails—one qualifying business acts as a starting point and must provide a regular and reasonable tour/trail fully described in a brochure with a map

\_\_\_\_ Brewery—a license to offer tasting and to sell malt beverages at retail directly to the consumer

\_\_\_\_ Distillery—a license to offer tasting and to sell spirits at retail directly to the consumer

\_\_\_\_ 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 OTE rules and regulations shall result in immediate removal of all logo and supplemental 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](http://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 interstate or expressway exit. 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!**

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

**OREGON TRAVEL EXPERIENCE**  
PHONE: 503-378-4508 or 1-800-547-9397  
FAX: 503-378-6282  
1500 LIBERTY ST. SE, SUITE 150  
SALEM, OR 97302

## Sample of Map for Attraction Interstate Logo 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.

Laurel Hill Golf Course, I-5, Exit 40, North and Southbound, Mileage to facility: 1/3 miles

