

Fact Sheet Tourism Highway Signage Incentive and Rebate Program

Alberta Tourism, Parks, Recreation and Culture is providing a one-time incentive and rebate to tourism attraction operators to assist them with obtaining signage along Alberta's highways. This incentive and rebate program applies to Tourism Oriented Directional Signs (TODS). TODS are a component of *Sign up Alberta*, Alberta's tourism highway signage program.

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 licenses 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 <http://www.signupalberta.com/contact.html>.
- This one-time incentive and rebate applies only to TODS (Type A, B and C) signs:



Type A – Major Attractions

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.



Type B – Regular Attractions

For attractions with fewer than 15,000 annual visitors.



Type C – Trailblazer

For any attraction type. Used only in low speed environments.

Rebates

- Operators are eligible for a rebate of up to \$500 for each Type A, B or C sign already purchased, to a maximum of two signs, or a maximum of \$1000.
- If operators chose to pay 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 2007.

Incentives

- This one-time incentive is available to operators eligible for Type A, B and C signs.
- A \$500 incentive is available to operators for new signs. Operators can receive an incentive for a maximum of two signs, or a total incentive of \$1000. Incentives only apply to the initial permit fee and do not apply to subsequent renewal fees.
- To take advantage of the full incentive, operators must apply for new signs by October 31, 2007.
- Applications received between November 1, 2007 and March 31, 2008 will be eligible for a reduced incentive of \$400 each for up to two signs, or a total incentive of \$800.
- No subsidies will be available after March 31, 2008.
- The program administrator must receive the applicant's permit fee within two weeks (14 days) after being advised of application approval.
- The 2-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 signage 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 from April 1, 2007 to March 31, 2009.
- *Sign up Alberta* is administered by Guide Signs Industries Ltd. on behalf of the Government of Alberta.