

# Tourism Attraction Sign Application

Date: \_\_\_\_\_

**YOU MUST PROVIDE THREE COPIES OF ALL INFORMATION TO THE ILLINOIS BUREAU OF TOURISM DO NOT INCLUDE APPLICATION FEE (INCOMPLETE APPLICATIONS WILL NOT BE EVALUATED UNTIL COMPLETED)**

**Type of facility:**

<input type="checkbox"/> Amusement Park/Complex <input type="checkbox"/> Arena/Performance Center <input type="checkbox"/> Antique Shopping Areas (a) Number of vendors: _____ (b) Square Footage: _____ <input type="checkbox"/> Botanical/Zoological Facility <input type="checkbox"/> Entertainment/Dining/Shopping District	<input type="checkbox"/> Gambling/Wagering Facility <input type="checkbox"/> Golf Course <input type="checkbox"/> Historic Shopping District (a) Number of Stores: _____ <input type="checkbox"/> Historic Site <input type="checkbox"/> Museum <input type="checkbox"/> Orchard <input type="checkbox"/> River Excursion	<input type="checkbox"/> Shopping Center* <b>(Urban - Cook, DuPage, Lake Minimum of 150 stores)</b> (a) Number of Stores: _____ <input type="checkbox"/> Shopping Center* <b>(Non-urban all other counties, Minimum of 45 stores)</b> (a) Number of Stores: _____ <input type="checkbox"/> State/National Park/Forest/Wildlife Area <input type="checkbox"/> Winery
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Facility Name: \_\_\_\_\_

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

In or near City or Town of: \_\_\_\_\_ County: \_\_\_\_\_

Location requested for placement of sign(s) **EXIT NUMBER REQUIRED:** \_\_\_\_\_

*(Please specify major road and closest intersection for example, I-55 Exit 160 at the intersection of IL 9)*

Distance from the closest intersection to the attraction: \_\_\_\_\_  
 (Please describe as accurately as possible in miles and tenths of miles)

Exact Name/Logo to be placed on sign (i.e., name of attraction): \_\_\_\_\_

## Tourism Attraction Sign Application

Owner/Manager Name: \_\_\_\_\_

(Please print or type)

Position/Title: \_\_\_\_\_ Company: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Telefax: \_\_\_\_\_

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

FEIN (required): \_\_\_\_\_ 501(c) (3) YES \_\_\_\_\_ NO \_\_\_\_\_

**If the attraction is an Illinois Not-for-Profit (NFP) Organization, you MUST verify your status by submitting a copy of the Federal Internal Revenue Service letter designating the 501c (3) status and provide evidence that the organization is in good standing with the Illinois Office of the Attorney General (AG) (you can call this number at the Attorney General's Office in the event you do not have the AG evidence (312) 814-2595).**

Do you currently have a **brown sign** on the interstate? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, provide Interstate name and Exit number: \_\_\_\_\_

Attendance (annual): \_\_\_\_\_

Months open to the public: \_\_\_\_\_  
(i.e. May, June, July, August, or year round)

Days open to the public: \_\_\_\_\_  
(i.e., Monday - Saturday)

Hours open to the public: \_\_\_\_\_  
(i.e., 9:00 a.m. - 9:00 p.m.)

Is there an admissions fee? Yes \_\_\_\_\_ No \_\_\_\_\_

Visitor tracking method: (i.e., guest register, tickets sold) \_\_\_\_\_

Number of legal parking spaces available: \_\_\_\_\_

Public restroom, ADA compliant: Yes \_\_\_\_\_ No \_\_\_\_\_

Public drinking water available: Yes \_\_\_\_\_ No \_\_\_\_\_

Is the facility owned and operated by a governmental agency? Yes \_\_\_\_\_ No \_\_\_\_\_  
**(Governmental agencies DO NOT have to provide Not-for-Profit letters or evidence of good standing with the Attorney General's Office)**

## Tourism Attraction Sign Application

If yes, please identify the agency: \_\_\_\_\_  
Name of Convention and Visitors Bureau (CVB) or Regional Tourism Development Office (RTDO) representing your attraction (**include a support letter from either organization**):

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Provide directions to the Attraction from the interstate and intersection of request: \_\_\_\_\_

### The following information **MUST** be included with the Application:

- 1) Three Applications including all material
- 2) **Federal Internal Revenue Service letter verifying 501(c)(3) status (if NFP only 501c(3))**
- 3) Certification of Good Standing with the Illinois Attorney General's Office
- 4) A description of the Attraction
- 5) A brief marketing plan or executive summary
- 6) A **map** to the facility including written directions (**directions must match attraction's website to the intersection being requested**)
- 7) Pictures
- 8) Brochures
- 9) A letter of support from either the local CVB or RTDO
- 10) If trailblazing signs are required, you must have written permission from the relevant local authority or private property owner.

**DO NOT INCLUDE APPLICATION FEE AT THIS TIME; IDOT WILL COLLECT IT AT A LATER DATE.**

**I understand that I will be required to furnish the logos for IDOT approval prior to receiving official IDOT approval. I agree to pay an annual fee for participation that is estimated at this time to be between \$650 and \$750. I understand that if I decide not to participate in the program at that time, my individual attraction logo will be removed. This does not apply to State Attractions or Not-for-Profit Organizations, 501c (3) only.**

Official Signature: \_\_\_\_\_  
To the best of my knowledge and belief, the information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Submit applications to:  
Illinois Department of Commerce & Economic Opportunity, Bureau of  
Tourism, Tourism Attraction Sign Coordinator, 500 East Monroe Street  
Springfield, Illinois 62701, Phone: (217) 524-2998  
Email: [Cindi.Fleischli@illinois.gov](mailto:Cindi.Fleischli@illinois.gov) **do not include application fee at time of submission, the fee will be collected by IDOT at a later date**