

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)

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* (Urban - Cook, DuPage, Lake Minimum of 150 stores) (a) Number of Stores: _____ <input type="checkbox"/> Shopping Center* (Non-urban all other counties, Minimum of 45 stores) (a) Number of Stores: _____ <input type="checkbox"/> State/National Park/Forest/Wildlife Area <input type="checkbox"/> Winery |
|---|--|--|

Attraction Name: _____

Attraction Address: _____

In or near City or Town of: _____ County: _____

Location requested for placement of sign(s): Interstate/Freeway #: _____, at Exit # (required if used): _____, at major road name/number _____
 (For example: I-55 Exit 160, US 20 at Main Street, I-57 Exit 30 at Illinois 146)

Distance from the closest interstate or freeway interchange 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):

Attraction Owner/Manager Name: _____
 (Please print or type)

Position/Title: _____ Company: _____

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Attraction Mailing Address: _____

City, State, Zip: _____

Phone: _____ Telefax: _____

E-mail: _____

FEIN (required): _____ 501(c)3 YES _____ NO _____

If the attraction is an **Illinois tax exempt 501(c)3 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/freeway? Yes _____ No _____

If yes, provide Interstate/Freeway number 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)

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/freeway interchange where the signing is requested: _____

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 501(c)3)**
- 3) **Certification of Good Standing with the Illinois Attorney General's Office (if NFP only 501(c)3)**
- 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 approval of this application is subject to availability of space for signs and/or logos to be installed. Should I be approved for participation in this program, I understand that I will be contacted by IDOT to arrange for payment of my application fee and to obtain approval of my logo designs prior to having them fabricated and delivered to IDOT. If approved, I agree to pay an annual fee for participation that is estimated at this time to be between \$650 and \$750. I further understand that if I decide not to participate in the program at any time after my logos have been installed or fail to pay my annual fees, my logos will be removed. Note, payment of fees do not apply to governmentally-owned attractions or attractions that are tax-exempt as 501(c)3 organizations.

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, 620 East Adams Street
Springfield, Illinois 62701, Phone: (217) 785-6276

Email: Cindi.Fleischli@illinois.gov **do not include application fee at time of submission, the fee will be collected by IDOT at a later date**