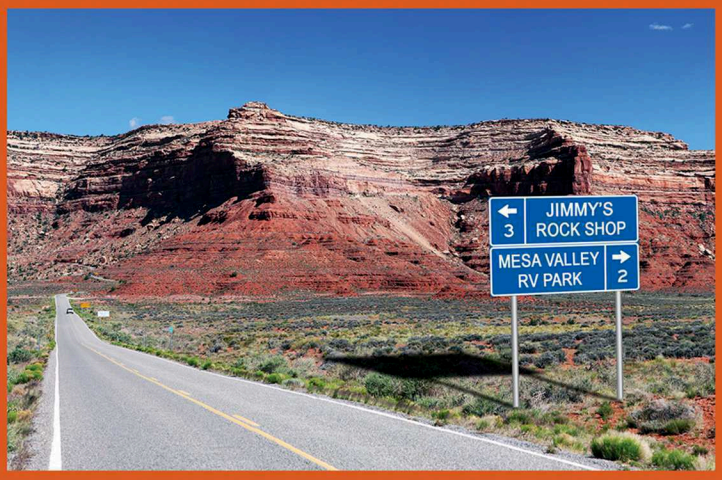
UTAH

Tourist-Oriented Directional Signs (TODS)



Utah Department of Transportation Tourism Signing Program for rural Cultural, Recreational, Retail Tourism, Schools, Motorist Services: Gas, Food, Lodging, and Camping Businesses

Administered by: Utah Logos, Inc. under the supervision of the Utah Department of Transportation (UDOT)

The Utah TODS program permits eligible businesses providing tourism or motorist services to place their business name with optional business logo or symbol panel on blue UDOT signs along certain designated rural highways.

Counties eligible for TODS include

Sanpete, Wasatch, Carbon, Sevier, Duchesne, San Juan, Millard, Emery, Juab, Morgan, Grand, Kane, Beaver, Garfield, Wayne, Rich, Piute, and Daggett.

Excluded urban clusters within these counties

Ephraim, Heber, Moab, Nephi, Price, Richfield, and Roosevelt

Businesses meeting specific requirements may apply to participate in the Utah TODS program. Priority is given to some tourist related businesses when space is limited

TODS SIGNING

MAINLINE business signs (72"x24" or 60"x24") are posted along state maintained routes prior to intersections. Businesses on these crossroads may participate. (businesses located straight ahead on state maintained routes have certain restrictions governing participation)

TRAILBLAZER business signs (48"x18") are secondary directional signs posted prior to other intersections where a turn is required and the business is not visable. These trailblazer signs are located on non state maintained routes, permission from the county or city is requried for the UDOT sign to be placed on their routes (Trailblazer signs are not available separately)

UTAH LOGOS, INC.
1226 W South Jordan Pkwy Ste C1
South Jordan, UT 84095
(801) 263-2263
(800) 388-2363
(801) 263-2384 Fax
utahlogos@interstatelogos.com

Examples of TODS Signs

Posting Fees: Mainline signs $20 per month each
Trailblazer signs $10 per month each (when needed)
(Installation charge $200 each)

Standard TODS Mainline sign

TODS Mainline sign with symbol panel

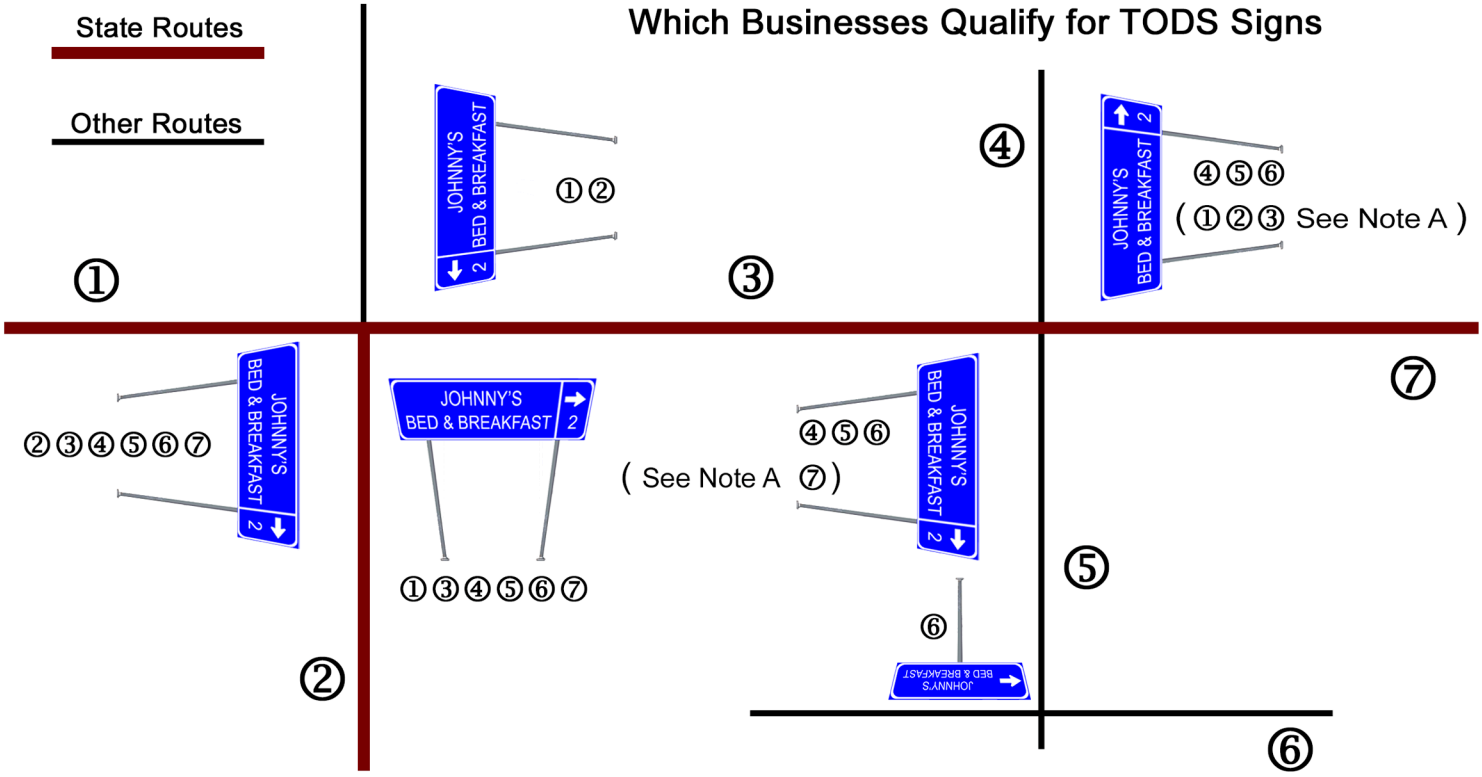
TODS Mainline sign with business logo

TODS Mainline sign for limited spacing

TODS Trailblazer sign

Annual installation charges for seasonal postings

UTAH LOGOS, INC.
TODS PROGRAM



Note A: Forward businesses only qualify if a like business participates right or left when the crossroad is not a state route

Qualifications for Eligibility

- ☐ The facility derives its major portion of income or visitors during the normal business season from road users not residing within 20 miles of the facility. Must provide proof of income or visitors upon request from the Utah Department of Transportation or Utah Logos.
- ☐ Located within 10 miles of the initial point of turn on the state highway.
- ☐ Open at least 5 days per week, 6 hours per day. Days Closed _____ (closed days must be displayed on signs)
- ☐ Do not have any off premise signs along a state route without a current UDOT sign permit.
- ☐ Open year round, or ☐ Seasonal facility, opening dates _____ (open a minimum of 3 months)

Participants must conform to all applicable laws concerning the provision of public accomodations without regard to race, color, sex, national origin, and comply with all handicap and disability access laws.

Tourist-Oriented Establishment (Primary Establishment Types)

- ☐ Cultural - art/craft center; historic district; building; or cemetery; gallery; museum; other _____
- ☐ Recreational - amphitheater; auditorium; arena or stadium; amusement park; aquarium; arboretum; botanical garden; campground; concert hall; equestrian center; golf course; natural attraction; race track; boat landing/marina; privately owned park; ski resort; water-oriented business; zoo; other _____
- ☐ Retail Tourism - agribusiness/farmer's market; antique business; auction house; flea market; bed and breakfast; farm market; nursery/greenhouse; regional retail facility; other _____
- ☐ Schools - colleges and universities (main campus or satellite campus facilities)
- ☐ Other - conference center; visitor center; other _____

Motorist Services (Secondary Establishment Types)

- ☐ Camping - RV parks, etc. (campgrounds with tourist activities listed above under Recreational)
- ☐ Lodging - motel, hotel, etc. (other that bed and breakfast listed above under Retail Tourism)
- ☐ Food - restaurants, deli, etc.
- ☐ Fuel - gas stations, propane, alternate fuels, etc.

Some establishments have priority for TODS signs. When space is limited participants may be subject to removal or rotation.

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SEASONAL OPTIONS

Example is for a busines open APR - OCT (10 Months)

Rates:

Initial Installation	$200
Posting Fee	$20 per month (Min 6 Months)
Seasonal Fee	$200 per year

(remove or cover and re-install or uncover)

Signs Posted Annually

Initial Installation $200

Annually Posting Fee $240

Signs Posted Annually

Initial Installation $200
(plus the cost of the open panel)

Annually Posting Fee $240

Cover TODS Panel & Uncover

Initial Installation $200

Annually
Posting Fee $200
Seasonal Fee $200
Total $400

Removal of TODS Panel & Reinstallation

Initial Installation $200

Annually
Posting Fee $200
Seasonal Fee $200
Total $400

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Utah Tourist-Oriented Directional Sign (TODS) Program
Application and Participant Certification

Business Name:		Participant:	
Billing Address:		Location Address:	
City, State, Zip		City, State, Zip	
Contract Signer:		Contact Person:	
Signer Phone:		Contact Phone:	
Signer Title:		Location Phone Number:	
E-Mail Address:		Hwy and Crossroad:	
Website:		Direction of Travel Applying For (circle):	NB SB EB WB

Qualifications for Eligibility

Please mark the criteria below with an "X" certifying that your location meets these minimum criteria for participation in the Utah Tourist-Oriented Directional Sign (TODS) Program.

- ☐ The facility derives its major portion of income or visitors during the normal business season from road users not residing within 20 miles of the facility. Must provide proof of income or visitors upon request from the Utah Department of Transportation or Utah Logos.
- ☐ Located within 10 miles of the initial point of turn on the state highway.
- ☐ Open at least 5 days per week, 6 hours per day. Days Closed _____ (closed days must be displayed on signs)
- ☐ Do not have any off premise signs along a state route without a current UDOT sign permit.
- ☐ Open year round, or ☐ Seasonal facility, opening dates _____ (open a minimum of 3 months)

When space is limited, the first priority will be commercial attractions. Motorist services will have second priority in this order: Camping, Lodging, Food, and Fuel. Next eligible facility priority will be year-round facilities, then seasonal facilities. The last prioritization factor will be the distance from the intersection with priority given to the applicant located farther away from the intersection.

Please mark the primary type of service you provide with an "X" (just one) and circle the service within that category.

Tourist-Oriented Establishment (Primary Establishment Types)

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- ☐ Food - restaurants, deli, etc.
- ☐ Fuel - gas stations, propane, alternate fuels, etc.

I certify that the above statements are true and correct and I will inform Utah Logos of any changes to the above indicated information that may affect the availability of the services provided. I attest that my establishment is in conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and am in compliance with all disability access laws. I understand that either the Utah Department of Transportation or Utah Logos may make inquiries or inspections to ensure that the minimum requirements are being met.

Signature: _____ Date: _____