



**Travel Information Council**  
 1500 Liberty St SE Ste 150  
 Salem, OR 97302-4386

## TOURIST ORIENTED DIRECTION (TOD)

### OFF INTERSTATE APPLICATION

Please complete the following information as it applies to your business. Travel Information Council (TIC) rules stipulate that **ONLY** the **REGISTERED BUSINESS NAME** is allowed on the TOD sign.

**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)

### Highway Information

Highway \_\_\_\_\_ Nearest Milepoint(s) \_\_\_\_\_ Nearest City \_\_\_\_\_  
(Can be more than one highway)

**North                      South                      East                      West**

(Approaching Highway Directions-circle all that apply)

Fill in Miles above (in quarters- Distance from intersection of highway 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 an Open Rider. To qualify for an Open Rider the facility must be the only facility installed on the post. Waivers are granted on a case by case basis in accordance with Oregon Administrative Rules. Examples of acceptable Open Riders are (but not limited to): Weekends Only, Open Thurs-Sun, Open 1-4 Daily, Open May-Sept. Explain why your facility should be granted a waiver. Additional pages of information may be attached.

\_\_\_\_\_  
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## TOURIST ORIENTED DIRECTIONAL QUALIFICATIONS:

Please check (✓) below that your business provides these minimum levels of services

\_\_\_\_\_ 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 3 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.

## TOURIST ORIENTED DIRECTIONAL 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

\_\_\_\_\_ Brewery/Cultural/Historic/Winery District—a cluster of like breweries, antique stores, museums, vineyards, wineries or tasting rooms in a concentrated area of no less than six city blocks in size and with no less than four like Businesses (identified on a map with application submission)

\_\_\_\_\_ **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

**\*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 TIC rules and regulations shall result in immediate removal of all Advance and Intersection 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. Brewery, Cultural, Historic or Winery District—a map that shows the cluster of four like businesses with a six block area.
5. Map or sketch of the business in relation to the nearest interstate or expressway exit. Submission of a detailed map with your application will decrease the review time by TIC.
6. **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, 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 TIC need to contact you for clarification or additional information.**

**TRAVEL INFORMATION COUNCIL**  
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 Tourist Oriented Directional Off Interstate 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.

Illahe Vineyards, Hwy 99W, Dallas, North and Southbound, Mileage to facility: 3 1/2 miles



**Directions to Illahe Vineyards and Winery**  
3275 Ballard Rd, Dallas, OR 97338  
3.4 mi – about 8 mins

