

RURAL DOWNTOWNS

King's Highways

Full TODS signing beginning on nearest King's highway.

Freeways

Full TODS signing on Freeway with **TODS trailblazing** to site.

To be eligible for signing as a Rural Downtown, the operation must:

- * meet basic criteria
- * is a not-for-profit organization;
- * provides a motion approved by the municipal council in the municipality in which the sign is to be located that supports the application for signage
- * has a population of less than 20,000;
- * retailers must be concentrated within a 'retail district' or reasonable defined geography (e.g. on a main street)
- * retail district has at least 25 retailers within at least 4 sectors within the North American Industry; Classification System (NAICS) from the following list:
 - Furniture and Home Furnishings Stores (NAICS 442)
 - Electronics and Appliance Stores (NAICS 443)
 - Food and Beverage Stores (NAICS 445)
 - Health and Personal Care Stores (NAICS 446)
 - Clothing and Clothing Accessories Stores (NAICS 448)
 - Sporting Goods, Hobby, Book and Music Stores (NAICS 451)
 - General Merchandise Stores (NAICS 452)
 - Miscellaneous Store Retailers (NAICS 453)
 - Arts, Entertainment and Recreation (NAICS 71)
 - Accommodation and Food Services (NAICS 72)
- * can demonstrate rural downtown has an 'identity' based on the presence of built architectural or heritage features, cultural landscapes, the presence of historical associations, the promotion of local traditions and or traditional crafts, other tangible historic or cultural assets that create a sense of place
- * can demonstrate rural downtown fosters and promotes its unique characteristics, heritage or cultural identity

Note: Downtowns with newer, low density, automobile-oriented commercial developments, strip malls shopping centres or covered shopping malls will not be eligible.

In rural downtowns with a population of less than 2,000, an exception may be permitted to the 25 retailers requirement, providing the retail district has a minimum of 15 retailers within at least 4 of the identified sectors and that all the other operations specific criteria has been met. Requests For this exception will be referred to the Ministries' TODS-Logo Joint Committee for decision.

Bilingual signing is available. Please ask your Field Account Manager for details.

CERTIFICATION NOTICE:

I certify that the operation for which I have contracted signage complies with the above given General Criteria and Specific Criteria for the Operation type being signed.

Advertiser: _____

By: _____

Signature: _____

Signed this _____ day of _____, 20 ____.





120 Whitmore Rd., Unit 8 Suite 200, Woodbridge, Ontario L4L 6A3

GENERAL CRITERIA

To be eligible for tourism signing, a tourist activity must comply with the following General Criteria.

- The operation must serve transient customers and be open to the general public.
- The operation must comply with all applicable Federal, Provincial and Municipal Legislation.
- The operation must be accessible by a road open to traffic.
- The operation must be open to the public at least 12 consecutive weeks per year, unless otherwise specified in the Specific Criteria for that type of operation.
- The operation must be open at least five days a week during its operating season (unless specified otherwise in the Specific Criteria), on advertised set days and times.
- The operation must have a reception structure – a controlled gate, staffed reception and orientation point, or permanent interpretation panels or displays.
- The operation must list its tourism business, service or product on the Destination Ontario consumer travel website; www.ontariotravel.net
- To officially list your business on the Ontario travel website please go to DestinationOntario.com and register.
- The operation must be within 40 kilometers of the intersection of the provincial roadway, except that where sign space is not required for nearer operations, more distant operations can be signed.