



Tourism-Oriented Directional Signage Application

Business Information

Legal Name of Business: _____

Civic Address: _____

Town: _____ Postal Code: _____

Phone: _____ Email: _____

Name of Person Applying: _____

Title: _____

Eligibility:

Business Type (see eligible types on page 3): _____

Reception Structure: Business must have controlled gate, staff reception and orientation point or permanent interpretive panels of displays:

Yes No

Marketing Partnership: Business must be active in Tourism Marketing Partnership and pay annual fee during entire signage period:

Yes No

Proposed Sign Location:

Use a separate sheet for each location

Civic Address Number / Street or Road Name:

Location Drawing attached: Yes No

Proposed Sign Content:

Sign Wording: _____

Symbol: _____ Arrow Direction: _____ Distance: _____

Cost:

Type 1A Sign

Size: 240 cm x 60 cm (8' x 2')

Number of 1A signs requested: _____

Type 1B Sign (multiple installation)

Size: 240 cm x 60 cm (8' x 2')

Number of 1B signs requested: _____

Cost per 1A/1B sign per 36-month contract:

\$860.00 + HST

Total per 1A/1B sign: \$971.80 _____

Type 2A Sign

Size: 90 cm x 90 cm (3' x 3')

Number of 2A signs requested: _____

Type 2B Sign (multiple installation)

Size: 140 cm x 30 cm (4' x 1')

Number of 2B signs requested: _____

Cost per 2A/2B sign per 36-month contract:

\$504.00 + HST

Total per 2A/2B sign: \$569.52 _____

Total All Signs 36-month fee: _____

Applicant's Signature
Authorized by the Business

Date

Business Development Supervisor

Date

Roads Supervisor

Date

Submit Form to:

Norfolk County
c/o Business Development Supervisor
Tourism & Economic Development Department
185 Robinson Street, Suite 200
Simcoe, Ontario N3Y 5L6
Phone: 519-426-9497 or 519-426-5870 ext 1300
Email: tourism@norfolkcounty.ca

Updated January 2020

Distribution: Applicant:

File:

Roads:

Eligible Business Types – Directional Signage

1. Antique Store
2. Banquet Hall
3. Bicycle Rental Operation
4. Boat Launch
5. Boat Rental / Charter / Cruise
6. Campground
7. Casino
8. Craft Centre
9. Cultural Centre
10. Developed Natural Site
11. Farmers Market (over 10,000 square feet)
12. Farm Based Tourist Attraction – Open to public for at least 8 consecutive weeks per year and 3 days a week during operating season, have a Farm Business Registration Number or source products from Norfolk County, have adequate off-road parking for customers (1 parking space for every 30 square meters of usable floor area), provide at least 1 value-added activity for tourists at any given time such as pick-your-own crop and/or sale of local produce and foodstuffs; guided interpretive tours, permanent interpretive panels and/or displays; wagon rides, hay rides, sleigh rides; children's playground and/or hands-on activities for children; straw or corn maze; petting barn, pony or animal rides.
13. Federal Park
14. Fishing
15. Food (Restaurant) – Minimum indoor seating for 20 persons, must have public washroom, continuous food service opening no later than 11 a.m. for no less than 12 hours per day, 6 days per week.
16. Golf Course (open to the public)
17. Hiking Trail
18. Historic Site
19. Interpretive Centre
20. Live Theatre
21. Major Tourist Attraction
22. Marina
23. Motor Speedway
24. Mural
25. Museum
26. Outfitter
27. Picnic Area
28. Provincial Park
29. Public Art Gallery
30. Public Beach
31. Riding Operation
32. Racetrack (horse, motor, go-cart)
33. Scenic Lookout
34. Shopping and Tourist District / Rural Downtown
35. Skiing
36. Snowmobile Trail Access Point
37. Spa
38. Sports Park & Leisure Games
39. Swimming Pool
40. Tourist Information Centre
41. Trailer Court
42. Transient Accommodations
43. Water / Theme Park
44. Zoo