

# TODS Policy Highlights

## TODS General Criteria

- The TODS policy provides general qualification criteria developed to achieve Ontario’s tourism objectives while maintaining safe and aesthetically pleasing transportation corridors.
- **TODS signage may be available to operators who comply with basic eligibility requirements:**
  - Serve transient customers and be open to the general public,
  - Comply with all applicable federal, provincial and municipal legislation,
  - Be accessible by a road open to traffic,
  - Be open to the public at least 12 consecutive weeks per year unless otherwise specified in the Specific Criteria for that type of operation,
  - Be open at least 5 days a week during its operating season (unless specified otherwise in the Specific Criteria), on advertised set days and times
  - Have a reception structure – a controlled gate, staffed reception and orientation point or permanent interpretation panels or displays.
  - Advertise its location, operating season and hours, contact information and facilities either in Ministry of Tourism, Culture and Sport publications or in publicity material regularly distributed through Provincial or Regional Tourist Information Centres,
  - Be within 40 kilometres of the intersection of the provincial roadway, except where sign space is not required for nearer operations, more distant operations can be signed.
  - Comply with specific criteria that applies to your type of operation.

## TODS Operation Specific Criteria

- **Operations must also be eligible tourism-oriented operations:**

<ul style="list-style-type: none"> <li>• Campgrounds</li> <li>• Destination Accommodations</li> <li>• Lodges and Outpost Camps</li> <li>• Transient Accommodations</li> <li>• Bicycle Rental Operations</li> <li>• Boat Cruises</li> <li>• Boat Rentals and Charters</li> <li>• Casinos</li> <li>• Conservation Areas</li> <li>• Convention Centres</li> <li>• Cultural Centres</li> <li>• Natural Sites &amp; Trails</li> <li>• Duty Free Shops</li> <li>• Farm Based Tourism Attractions</li> <li>• Motor Speedways</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers Markets</li> <li>• Federal Historical Sites</li> <li>• Federal Parks</li> <li>• Flying Operations</li> <li>• Heritage Conservation Districts</li> <li>• Interpretation Centres</li> <li>• Interpretive Craft Centres</li> <li>• Marinas</li> <li>• Museums</li> <li>• Outfitters</li> <li>• Performance Theatres</li> <li>• Historical or Archaeological Sites &amp; Structures (Provincial)</li> <li>• Provincial Parks</li> <li>• Public Archives</li> <li>• Go-Kart Tracks</li> </ul>	<ul style="list-style-type: none"> <li>• Public Art Galleries</li> <li>• Public Beaches</li> <li>• Golf Courses</li> <li>• Horse Racetracks</li> <li>• Rental SCUBA Diving Centres</li> <li>• Riding Operations</li> <li>• Rural Downtowns</li> <li>• Ski Hills and Resorts</li> <li>• Snowmobile Trail Access</li> <li>• Spas</li> <li>• Sports Parks &amp; Leisure Games</li> <li>• Themed Tourist Attractions &amp; Themed Parks</li> <li>• Tourist Cluster Attractions</li> <li>• Water Theme Parks</li> <li>• Zoos and Animal Displays</li> </ul>
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**Additional Optional Requirements:**

- Operations that require Major Attraction Signs, Areas Profile Signs and Tourism Route Signs must meet additional requirements.

# TODS Signage

## Regular Attraction

- Regular TODS signs make use of a generic icon. Eligible operators must meet the general criteria



## Major Attraction

- Major attraction signs differ from regular TODS signs. They may use a corporate logo instead of a generic icon and the panels are larger in size. Major attractions have priority where there are more applicants than sign spaces ("bumping").
- A tourism operation is eligible for major attraction signing on an urban freeway/highway if it has >30,000 attendance/yr, and on a rural freeway/highway if it has >15,000 attendance/yr. Operations must meet TODS basic criteria & provide validated statements of attendance.



## Composite Tourist Services Board

- A Composite Board is a sign assembly with generic icon for up to 6 tourism operations. It may be used for campgrounds, destination accommodations, lodges and outpost camps. This is currently the only type of signing available for campgrounds on freeways.



## Tourism Route Signing

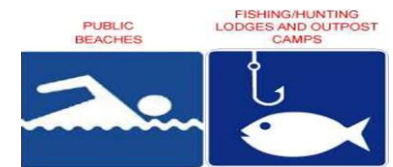
- Tourism routes can be signed under the TODS system. The operations signed as stopping points along the route must be eligible individually for signing and must agree in writing to be signed as route members.
- An organization or operation must be designated as the route's representative for signing purposes, and will be responsible for all dealings with and payments to the delivery agent. The organization must present a budget and marketing plan.



# TODS Icons

## Generic Icon

Businesses that fall under TODS eligible tourism-oriented operation specific criteria may use a generic icon to match the title category. These icons are blue and white and are present on regular attraction signage.



## Specialized Icon

Custom icons can be used but tourism operators must demonstrate to MTCS/ MTO that the symbol selected is well promoted and widely recognized. MTCS and MTO must approve the use of the symbol. Icons are blue and white



## Corporate Logo

Major attraction signs allow for the use of a corporate logo. Businesses must meet the basic criteria and must also be able to demonstrate the required attendance figures.



# Area Profile Signs

- Area Profile Signs are high-graphic standalone signs that promote a major marketing area, theme in a region. The sign applicant must:
  - Identify a single sponsor responsible for the sign
  - Show that the sponsor has drafted a current and comprehensive tourism marketing strategy
  - Demonstrate that the sign supports existing/established regional marketing priorities
  - Demonstrate application is based on cooperative efforts of local/regional tourism authorities
  - Demonstrate involvement of (and endorsement by) local MTCS field staff
- Themed area must:
  - Have a set of cultural, physical, and social characteristics that create a sense of regional identity
  - Contain an adequate tourism infrastructure to support tourism development
  - Be larger than just one community or one attraction
  - Contain existing attractions, or have the potential to support the development of sufficient attractions to draw tourists
- Signage must adhere to the following guidelines:
  - Graphics, colours and font size should be appropriate to ensure legibility from the highway.
  - Visuals should be used to promote marketing themes and not specific destinations.
  - A maximum of 2 signs, one for each direction of travel, will be erected upon approval.
  - Signs will be placed on each provincial highway which passes through the boundary.
  - Signs will be located in advance of a crossing roadway that provides direct access to the area and will be located away from interchanges and intersections.



# TODS Eligible Tourism-Oriented Operation Specific Criteria

All operations listed must meet general criteria to be eligible for signage. Only operations referenced for discussion are included below.

Operation	Type of Signage	Eligibility Criteria
<b>Campgrounds</b>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning on nearest King's highway</li> <li>• Generic icon on "composite tourist services" board on Freeway; and Full TODS signing beginning at ramp terminal on Freeway.</li> </ul>	<p>To be signed as a campground, the operation must:</p> <ul style="list-style-type: none"> <li>• meet basic criteria;</li> <li>• make available for booking by the transient public either 10% of its camping sites, or a minimum of 10 spaces, whichever is larger;</li> <li>• include both tent and trailer sites among the sites available to the transient public;</li> <li>• have an entrance controlling admission to the site; and supply sanitary facilities, drinking water and picnic tables or equivalent.</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>• For signing purposes, each location will be treated as a separate operation. An operator may not cumulate spaces in 3 different campground locations to reach the minimum number of transient sites required, and cannot cumulate those sites to gain eligibility as a tourist cluster.</li> </ul>
<b>Rural Downtown</b>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning at nearest King's highway</li> <li>• Full TODS signing on Freeway with trailblazing to site</li> </ul>	<ul style="list-style-type: none"> <li>• Is a not-for-profit organization</li> <li>• Provides a motion approved by the municipal council in the municipality the sign is to be located that supports the application for signage</li> <li>• Has a population of less than 10,000</li> <li>• Is eligible for signing off a rural freeway or highway</li> <li>• Retail district has at least 25 retailers within at least 4 sectors within the North American Industry Classification (NAICS) from the following list: <ul style="list-style-type: none"> <li>- Furniture and Home Furnishing Stores</li> <li>- Electronics and Appliance Stores</li> <li>- Food and Beverage Stores</li> <li>- Health and Professional Care Stores</li> <li>- Clothing and Clothing Accessory Stores</li> <li>- Sporting Goods, Hobby, Books, and Music Stores</li> <li>- General Merchandise Stores</li> <li>- Miscellaneous Retail Stores</li> <li>- Arts, Entertainment and Recreation Stores</li> <li>- Accommodation and Food Services Stores</li> </ul> </li> </ul>
<b>Ski Operations (Nordic or Cross Country)</b>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning at nearest King's highway</li> <li>• Full TODS signing on Freeway with TODS trailblazing to site</li> </ul>	<ul style="list-style-type: none"> <li>• offers a minimum of 10 km of groomed cross-country ski trails, of at least 2 levels of difficulty;</li> <li>• offers direct access to trails from the operation's main reception point;</li> <li>• offers onsite ski equipment rental; and</li> <li>• offers adequate off-road parking for transient customers.</li> </ul>
<b>Natural Sites and Trails (Developed)</b>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning at nearest King's Highway</li> <li>• TODS trailblazing to site on Freeways</li> </ul>	<ul style="list-style-type: none"> <li>• Is a developed natural site (such as a cave, waterfall, geological formation, nature viewing site, or developed walking trail)</li> <li>• Is accessible to the public at all hours the site is advertised as open</li> <li>• Is owned and managed by a municipal or provincial government</li> <li>• If unstaffed, detailed interpretive material and signage must be available onsite. This must include information on the location, nature and major features of the site; relevant wayfinding information; and any relevant safety warnings.</li> </ul>
<b>Snowmobile Trail Access Points</b>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning at nearest King's highway</li> <li>• Full TODS signing on Freeway with TODS trailblazing to site</li> </ul>	<ul style="list-style-type: none"> <li>• is a road access point to a public snowmobile trail;</li> <li>• the trail is a regional or Trans Ontario Provincial (TOP) trail groomed and operated by an Ontario Federation of Snowmobile Clubs (OFSC) member organization; and</li> <li>• adequate onsite parking is available at the signed access point.</li> </ul>
<b>Riding Operations</b> <ul style="list-style-type: none"> <li>- Trail Ride Operations</li> <li>- Livery Stables</li> </ul>	<ul style="list-style-type: none"> <li>• Full TODS signing beginning at nearest King's highway</li> <li>• Full TODS signing on Freeway with TODS trailblazing to site</li> </ul>	<ul style="list-style-type: none"> <li>• offers day livery services;</li> <li>• service is available at all times the operation is open to the public and is not available exclusively by advance booking;</li> <li>• offers adequate off-road parking for transient customers;</li> <li>• has adequate supply to serve transient customers; and</li> <li>• offers direct access to trails from the operation's main reception and operating site.</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>• The location signed will be the point at which the motorist parks to arrange for riding, which must be the same as the rider's point of departure.</li> </ul>