

## Eligible Tourist Oriented Activities

### SERVICES

Gas  
Food  
Lodging  
Camping

### CULTURAL

Drama  
Amphitheater  
Galleries

### COMMERCIAL

Antique Shops  
Farm Markets  
Gift Shops

### RECREATION

Natural  
Scenic Beauty  
Outdoor  
Recreation  
Rafting  
Guest Ranch

### HISTORICAL

Historic Areas  
Caves  
Memorials  
Mansions

### SCIENTIFIC

Observatories  
Botanical  
Gardens  
Prehistoric  
Sites

### RELIGIOUS SITES

Historical  
Cemeteries  
Historical  
Churches  
Shrines

### NATURAL PHENOMENA

Rock Formations  
Cliff Dwellings  
Fossil Beds  
Sand Dunes

# TODS

## TOURIST ORIENTED DIRECTIONAL SIGN





# TODS

## TOURIST ORIENTED DIRECTIONAL SIGN PROGRAM

TODS is the acronym for

Tourist Oriented Directional Sign.

The TODS Program

will provide business

identification and directional

information for

tourist oriented activities.

The Colorado Department

of Transportation has contracted with

Colorado Logos, Inc.

to administer the TODS Program

for the State of Colorado.



## Eligibility Criterion

- Privately owned businesses wishing to participate must derive the major portion of their income from visitors not residing in the immediate area. (Generally, the immediate area of the activity is a 50 mile radius from the tourist activity.)

## Most Frequently Asked Questions

### Q. What is a Tourist Oriented activity?

A. A Tourist Oriented activity is any lawful cultural, historical, recreational, scientific, religious site, natural beauty, natural phenomenon, or commercial activity.

### Q. Where are the TODS placed?

A. These signs are placed on rural conventional highways; but not on the interstate system, expressways or freeways. These signs will be located a minimum of 200' in advance of the nearest intersection to the business.

### Q. Can Gas, Food, Lodging, and Camping establishments participate in the TODS Program?

A. Yes, if they meet the eligibility criteria.

### Q. What distance criteria must a business meet?

A. If the intersection, where the TODS sign is to be erected, is located within the limits of a municipality, the distance from the business to the intersection shall not exceed 1 mile. If the intersection, where the TODS sign is to be erected, is outside the limits of a municipality, the distance from the business to the intersection shall not exceed 15 miles.

### Q. What size are the signs?

A. A business plaque is 72" wide by 18" high. A maximum of 3 TODS assemblies, each accommodating 4 business plaques, is allowed per direction per intersection. A symbol or logo is allowed on the sign. A trailblazer sign, 36" wide by 18" high, is used only when additional turns on local roads are necessary.

### Q. How much will it cost to participate in the TODS program?

- \$250 annually per plaque and trailblazer per direction
- \$120 annual fee for additional trailblazers (if required)
- \$50 for seasonal removal and reinstallation of plaque (includes 1 plaque and trailblazer)

NOTE: The above fees do not include the fabrication of the business logo(s).

### Q. How can a Tourist Oriented activity be included in the program?

A. A representative of Colorado Logos, Inc. will call on all businesses that meet the eligibility requirements established by the CDOT. The representative will explain the program and assist all interested businesses in completing the paperwork necessary for their inclusion in the program. A request can also be made to Colorado Logos, Inc., by calling 1-303-462-2320 or 1-888-634-5646.

### Q. What is the next step following application completion?

A. If the application is approved, you will be notified in writing. An account executive will then follow up to help you complete the contract and, if you desire, assist in the designing of the business logo. Creative assistance is available at no charge.

### Q. Can seasonal businesses participate in the TODS Program?

A. Yes. The signs can be erected and covered during those times that the business is not in operation. Seasonal plaques shall occupy the bottom portion of the structure in a multiple plaque situation.

### Q. Once I am in the program, can my sign(s) be removed?

A. Yes. Certain conditions can result in the removal of your sign(s): if your business no longer offers the required services, if your annual renewal notice is not submitted, or if your interchange is subject to the annual rotation policy. All businesses will receive appropriate notice and hearing rights prior to removal of sign(s).

### Q. How will the signs be maintained?

A. All maintenance of the TODS structures will be performed by Colorado Logos, Inc. or its subcontractors.