### Application for Attraction Blue Board Program - Rural Only \*

**Overview of the Program**

The Illinois State Toll Highway Authority (“Illinois Tollway”) has implemented a COMMERCIAL TOURISM ATTRACTION Signing Program at specific rural interchanges on the Illinois Tollway System. This program involves mounting attraction business sign panels incorporating business logos and associated information on large blue board (specific service) signs in advance of interchange exits and along exit ramps to alert motorists of available commercial tourism attractions. Applicants may also be required to work with local agencies to provide “trailblazing” signing from the Tollway to the attraction. Signs will be installed only where the motorist can conveniently re-enter the toll road and continue in the same direction of travel. This program does not apply to highways under the jurisdiction of the Illinois Department of Transportation.

**How the Program Works**

At defined locations where sufficient room is available between interchanges, one panel for the attraction will be installed on an Illinois Tollway provided ATTRACTIONS sign within the right-of-way of the toll road after approval by Illinois Tollway of an attraction application. A sign may have a maximum of six panels for attractions and there will be no more than one ATTRACTIONS sign per interchange approach. Where there are more than six eligible businesses desiring signing as an attraction, those who file their application and fee first will be considered first. However, those deemed more appropriate by the Illinois Tollway may take priority if the more appropriate attraction filed within the same calendar month as the earlier applicant. The Illinois Tollway will not consider any business beyond five (5) miles in either direction of the interchange. Decisions on which attractions are granted sign access and the associated time period are solely at the discretion of the Illinois Tollway, and all such decisions shall be final.

Eligible attractions shall comply with laws concerning the provision of access without regard to race, religion, color, age, sex or national origin and laws concerning the licensing and approval of their specific commercial tourism facilities. In order to qualify for an attraction panel, a business should have:

1. Licensing or approval where required;
2. Open a minimum of 100 days per year;
3. Adequate parking;
4. Public telephone; and
5. Modern Sanitary facilities

The logo for an attraction must be either an identification symbol/trademark or a word message, and the logo cannot resemble an official traffic control device. The logo panel must be designed, fabricated, and furnished by the business, at their expense, to the Illinois Tollway. The Illinois Tollway will install blue board panel(s) on an ATTRACTIONS sign furnished and installed by the agency when the agency judges that there is sufficient interest in attraction signing.

**Fees for Participation**

Collected fees will pay a portion of the expenses for erecting and maintaining the signs and panels. Fees for the program include a non-refundable application fee of $100.00 to cover the costs of site investigation. The initial installation fee will be $2,000 for each panel set displayed (covers display in both approach directions and on all associated mainline and ramp signs) plus an annual fee of $950 for the set. Initial annual fee will be prorated for logo/panels installed after January 31. Subsequent annual fees will be $950. Payment must be made within 30 days of the invoice date or the panel will be removed. In the event that a panel is damaged, the business must provide a replacement panel, cost to be paid by the business, and the Illinois Tollway will be responsible for repairing or replacing the sign and its structure and installing the replacement panel. In the event the business ceases to do business, the business must notify the Illinois Tollway that it has ceased operation so the panel can be removed.

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Name of Attraction:

Mailing Address:

City: State: Zip:

Telephone: Fax: Email:

Name of Person Making Application:

(Please Print)

Title:

ATTRACTION INFORMATION

1. Tollway where panel is desired:
2. Interchange crossroad name where panel is desired:
3. Distance in road miles that attraction is from the interchange (nearest exit ramp intersection with the crossroad to the nearest attraction entrance):
4. Annual attendance:
5. Days/hours of operation:
6. Provide a sketch or map of the attraction relative to the interchange. A clearly labeled internet screen capture map is sufficient.
7. Are there existing directional signs leading motorists along the crossroad to the attraction? Yes No

CERTIFICATION

I certify the statements made on this application are true, and I will inform the Illinois Tollway of any changes in the submitted information that may affect the availability of the service provided. I further certify this business does not discriminate or deny such services because of race, religion, color, sex or national origin. I further certify that I have read and understand the requirements and rules relative to requesting and maintaining the panel(s). Enclosed is a check for $100.

Check all that apply

(Signature) (Date)

* Application signed and filled out with pertinent information.
* Check made payable to: Illinois Tollway
* Return signed application and check to:

Illinois Tollway - Incident Manager

Maintenance and Traffic Division, 2700 Ogden Av, Downers Grove, IL 60515

### For Illinois Tollway Personnel Only

Operations

|  |
| --- |
| Name: |
| Approved/Denied: |
| Date: |

Sign Shop

|  |
| --- |
| Name: |
| Date Applicant Contacted: |
| Date Sign Installed: |

Office of Roadway Maintenance Date