

March 2009

Stakeholder Bulletin:

Improvements to Ontario's Tourism-Oriented Directional Signing and Logo Sign Programs

Tourism signs on Ontario's highways and roadways make it easier for motorists to find essential services and visit local attractions.

Over the past two years, the Ontario government has worked with the tourism industry to improve our sign programs:

- **Tourism-Oriented Directional Signing (TODS)** program - designed to make it easier for travellers to find local tourism attractions, operations and services;
- **Logo** program - designed to help motorists find essential services like food, fuel and accommodations.

C-TODS wins service contract

Canadian TODS Limited (C-TODS) has been awarded the contract for the administration of the TODS and Logo programs.

The company was selected through an open and competitive bidding process, following established government standards for tendering.

Improvements to the TODS program

The new program will provide provincial tourism and business operators with enhanced customer service and improved sign maintenance.

Significant improvements include:

1. Holding C-TODS accountable to specific performance measures, service levels and sanctions.
2. Strengthening government oversight of the sign program. A joint Ministry of Tourism and Ministry of Transportation committee has been

formed to improve government oversight of service delivery issues.

3. Allowing more major attractions in rural Ontario to qualify for the sign program.
4. Allowing spas, rural downtowns and public beaches to apply for signs.
5. Adding new icons for suspension bridges and kayaking.
6. Ensuring zoos and animal displays maintain a basic standard of care for animals in captivity before they qualify for a tourism sign.
7. Featuring TODS program information on the Ministry of Tourism's website and a new, enhanced C-TODS website.

Fees

Annual fees for the sign programs will be maintained for 2009. Fees have not increased since the programs were established.

C-TODS will be introducing a \$50 fee for new applicants and a \$100 fee for participants who request a name or icon change on their sign.

For further information, contact:

www.tourism.gov.on.ca/english/about/signage.htm

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For program information including eligibility criteria and costs, contact:

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