



**NEBRASKA  
LOGOS,  
INC.**

**Tourist  
Oriented  
Directional  
Signing**



1. **A.** TODS is the acronym for Tourist Oriented Directional Signing. The TODS Program will provide the business identification and directional information for certain Tourist Oriented activities. The Nebraska Department of Roads has contracted with **Nebraska Logos, Inc.** to administer the TODS Program for the State of Nebraska.
2. **Q. What is a Tourist Oriented activity?**
  - A. A Tourist Oriented activity includes cultural, historical, recreational, educational, or entertainment activities. Unique or unusual commercial or nonprofit activities will also qualify.
3. **Q. What highways are eligible for TODS?**
  - A. State highways or streets outside any municipalities or within municipalities having a population of 40,000 or less, exclusive of freeways and interchanges on expressways are eligible for TODS.
4. **Q. What are the requirements for eligibility on the TODS?**
  - A. There are specific conditions which each type of business must meet to be eligible for the TODS Program. For example, the activity must derive a major portion of its income or visitors during the normal business season from motorists not residing in the immediate area. The chart on the reverse side will help you to determine if your business is eligible.

- 5. Q. What is the immediate area of a Tourist Oriented activity?**  
A. The immediate area of an activity is defined as within a 40 mile radius of the business.
- 6. Q. Where will the TODS Panels be located?**  
A. The TODS Panels will be located on state highways or streets a minimum of 200' from the intersection. For safety reasons, some locations may also require advance signing which shall be located approximately one-half (1/2) mile from the intersection.
- 7. Q. What size are the TODS Activity Plaques?**  
A. TODS Activity Plaques located outside municipalities (rural) are 6' wide by 2' high with a header plaque 6' wide by 1' high. TODS Activity Plaques located in municipalities of 40,000 or less (urban) are 4' wide by 18" high with a header plaque 4' wide by 9" high. An Activity Plaque may include two (2) lines of legend and/or a logo or symbol. There is a maximum of four (4) Activity Plaques per TODS Panel. Three (3) TODS Panels may be installed at an intersection.
- 8. Q. How much will it cost to participate in the TODS Program?**  
A. \$35.00 per Month (\$ 420.00 Annually)  
The cost for seasonal businesses may be reduced by the number of months that they are closed to the public, but the resulting fee shall be no less than 50% of the annual fee. A charge of \$150.00 will be assessed for covering or removal and uncovering or reinstallation of the Activity Plaque.
- 9. Q. How can Tourist Oriented activities be included on a TODS Panel?**  
A. A representative of **Nebraska Logos, Inc.** will call on businesses who meet the eligibility requirements established by the NDOR. The representative will explain the program and assist interested businesses in completing the paperwork necessary for their inclusion in the program. A request can also be made to **Nebraska Logos, Inc.**, by calling 1-800-333-6467.
- 10. Q. What is the next step?**  
A. If the application is approved, you will be notified in writing. Your Nebraska Logos representative will then follow up to help you complete the contract and offer to assist in the design of your sign. Creative design assistance is available at no charge.
- 11. Q. How will the TODS Panels be maintained?**  
A. All TODS maintenance will be performed by **Nebraska Logos, Inc.** or its contractors.
- 12. Q. What happens at locations where there are Official Guide Signs installed for activities?**  
A. Activities which have an Official Guide Sign that directs motorists to its business will not be eligible for TODS on the same route.
- 13. Q. What happens when seasonal businesses are closed?**  
A. During those times that the business is not in operation the Activity Plaque will be covered or removed and a reasonable fee charged to the business for this service.
- 14. Q. Once I am in the program, can my Activity Plaque be removed?**  
A. Yes. If you no longer comply with the eligibility requirements, you will be notified that your Activity Plaque will be removed.

<b>TOURIST ORIENTED ACTIVITY ELIGIBILITY CRITERIA</b>	<b>CULTURAL</b>	<b>HISTORICAL</b>	<b>EDUCATIONAL</b>	<b>RECREATIONAL/ ENTERTAINMENT</b>	<b>COMMERCIAL</b>
	Art Centers	Historic Areas Memorials Homes	Museums Colleges Universities Vo-Techs	Lakes / Beaches Parks Camping Sports Speedways Arenas Theatres Amusement Parks	Antiques Crafts Malls Wineries Farm Markets Lodges
<b>Max. # of Activities TODS / Dir. / Intersection</b>	12*	12*	12*	12*	12*
<b>Max. Distance of Service from Signed Intersection</b>	5 Miles**	5 Miles**	5 Miles**	5 Miles**	5 Miles**
<b>General Eligibility Requirements</b>	<p>1) 8 hours/day 5 days/week, one of which must be a Saturday or Sunday.</p> <p>2) Businesses open seasonally must derive 50% of their annual income or visitors from outside the immediate area.</p> <p>3) Businesses open all year-round must derive 30% of their annual income or visitors from outside the immediate area.</p> <p>4) The activity shall be conducted in an appropriate building or area.</p> <p>* This number is the maximum possible on each approach to an intersection, but the number can vary depending on the layout of the intersection.</p> <p>**Businesses located between 5 and 15 miles may request a waiver to participate.</p>				
<i>Business must conform with all Federal and State laws relating to discrimination based on race, creed, color, sex, national origin, ancestry, political affiliation, religion and its conformity with the Americans with Disabilities Act (ADA).</i>					

**For more information on the TODS Program, please contact:**

**Nebraska Department of Roads  
Attn: Traffic Engineering  
1500 Highway 2, P.O. Box 94759  
Lincoln, NE 68509-4759  
402/479-4594**

or

**NEBRASKA LOGOS, INC.  
315 South 9th Street, Suite 207  
Lincoln, NE 68508  
1-800-333-6467  
1-402-435-5646  
Fax: 1-402-435-5371**