



The South Carolina Department of Transportation  
 955 Park Street - P.O. Box 191  
 Columbia, SC 29202-0191  
 855-GO-SCDOT (855-467-2368)  
 www.scdot.org



SC Department of Agriculture  
 (803) 734-2210  
 www.agriculture.sc.gov



SC Department of Parks  
 Recreation and Tourism  
 (803) 734-0166  
 www.scprt.gov

**Pre-approval application for participation in the South Carolina Tourism Oriented Directional Signs (TODS) Program.**

The South Carolina General Assembly recently approved legislation creating Agritourism and Tourist Oriented Directional Signage Programs, commonly referred to as TODS programs. TODS is a program that allows tourism and agritourism oriented facilities to have directional signing placed in the highway right-of-way. The programs are a cooperative effort between the SC Department of Transportation, the SC Department of Parks, Recreation and Tourism and the SC Department of Agriculture. These programs are designed to promote agritourism and tourist oriented facilities in rural areas by providing directional signing from the closest primary route, a designated SC or US route.

The Department of Agriculture and the Department of Parks, Recreation and Tourism are responsible for promoting the programs and screening businesses to make sure that they qualify to participate in the programs. The screening process is referred to here after as "pre-approval." Because the backbone of the program revolves around highway signing, the Department of Transportation will oversee the program and maintain all program regulations. The regulations were developed cooperatively by the three agencies and are in compliance with the Federal Highway Administration's Manual of Uniform Traffic Control Devices. Program regulations are available at: <http://www.scdot.org/doing/agritourism.aspx>.

SCDOT's authorized agent, South Carolina Logos, Inc., will administer the program and fabricate and install all program signs. South Carolina Logos, Inc. is the company that currently administers the Logo signing program on interstate routes. Businesses will submit final applications to SCDOT after receiving pre-approval from the Department of Agriculture or Park, Recreation and Tourism to participate in the program. The final application will be reviewed and approved or rejected by the TODS program oversight committee as required by section 57-25-8 of the South Carolina Code of laws. SCDOT will serve as chair of the oversight committee and will forward all approved applications to South Carolina Logos, Inc. to initiate the program participation process. The application process, as well as program participation fees, is described in more detail in the **Frequently Asked Questions** section that follows.

**Pre-Approval Application for Participation in the South Carolina  
Tourism Oriented Directional Signs (TODS) Program.**

**PART 1: Business Information**

Operation is:             **Tourism Oriented Facility**             **Agritourism Oriented Facility**  
(Check appropriate box)

Applicant: \_\_\_\_\_  
(Name in which business is conducted)

County in which business is conducted: \_\_\_\_\_

Physical Street Address of Business: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(If different from above)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Number(s): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website address: \_\_\_\_\_  
(If applicable)

Number of years in business: \_\_\_\_\_

Please provide a brief description of your business/operation. Please include the activities you offer at your location. (Attach separate sheet if necessary.)

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Do you currently have a system in place to measure customer or visitor traffic? If so, please elaborate.

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What are the dates and hours of operation? \_\_\_\_\_

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**PART 2: The following Program Criteria must be met to qualify as a TODS location.**

**Criteria for Selection of Agritourism-Oriented Facility**

1. Located in a rural area.
2. Located on or accessible from a paved rural highway on the state highway system.
3. Offer agricultural activities related to production, harvest, processing, preservation, management, cultural, historical, recreational, educational, entertainment, and commercial activities, services and/or products to the general public; be unique and local in nature and not part of a chain of businesses having a common name under common ownership and management or under a franchise arrangement;
4. Have a permanent location and the agritourism-oriented activity shall be associated with a permanent building: constructed principally of brick, concrete block, stone, concrete, metal, or wood, or some combination of these materials.
5. Open to the public on a regular schedule and have at least one employee attendant at the activity site, performing work and available to the public for at least five (5) days per week, for at least six (6) hours per day (holidays excepted), for at least forty-eight (48) weeks per year; provided, however, that an agricultural operation open on a seasonal basis may be eligible for participation in the program provided it is open for business on a regular schedule with at least one employee attendant at the activity site for at least five (5) days per week, for at least six (6) hours per day (holidays excepted), for at least three (3) months out of the year.
6. Post its hours and days of operation at or near the main entrance so that they are visible to the public during closed as well as open hours.
7. Have electricity, public telephone or telephone with published phone number and answered at the activity, excluding call forwarding systems, running water, restrooms, drinking water, and adequate heating and cooling; provided, however, that this requirement may not apply to seasonal agricultural activities, services or products where it is not practical.
8. If any general admission is charged, the costs of admission shall be clearly displayed to the prospective visitors at the entrance to the business.
9. Be located within five (5) miles of the intersecting route with a rural state primary highway where the program sign is to be erected.
10. Be an agritourism business qualified to participate in the SC Department of Agriculture promotional programs.

11. Have on-site signage that is visible from the fronting, paved rural highway.
12. Have driveway access from a paved public highway.
13. Provide off street parking accommodations with an exit having sufficient sight distance for motorists to safely enter the fronting roadway.
14. Be open to the general public and not by appointment or reservation only.
15. To qualify a business shall list its location, operating season and hours, contact information with the Department of Agriculture and have one of the following:
  1. a reception structure;
  2. a controlled gate;
  3. a staffed reception and orientation point; or
  4. permanent interpretation panels or displays.
16. To be eligible for the program, if an agritourism-oriented facility is located on a local paved road and more than one intersection from the nearest state route, the facility shall provide written documentation to ensure that the local government will permit similar directional signs on the right of way of the local system sufficient to guide motorist to the business.

### **Criteria for Selection of Tourism-Oriented Facility**

1. Be located in a rural area.
2. Be limited to the following services: gas, food, lodging, camping, educational, cultural, recreational, and entertainment activities, or a unique or unusual commercial or non-profit activity.
3. Be a business or facility that derives greater than 50% of its income or total visitors during a normal business season from road users not residing in the area of the business or facility.
4. Meet current compliance with all applicable laws concerning the provision of public accommodation without regard to race, religion, color, age, sex, national origin or lifestyle or laws concerning the licensing and approval of public facilities.
5. Adhere to the safety standards and procedures that apply to the industry to which the operation belongs.
6. Be local in nature, and represent the unique cultural, historical, natural or recreational resources of the area and not be part of a chain of businesses having a common name under common ownership and management or under a franchise arrangement.
7. Be located within five (5) miles of an intersection with a rural primary route on the state highway system where the program sign is to be erected.
8. Have on-site signage that is visible from the fronting, paved rural highway.
9. Be ADA compliant.
10. Have available the following public services: electricity, public restrooms, drinking water, public telephones or telephone with published phone number and answered at the activity, excluding call forwarding systems, permanent flooring other than dirt, gravel, sand, etc., and adequate heating and cooling.
11. Post hours and days of operation at or near the main entrance so that they are visible to the public during closed as well as open hours.

12. Be open to the general public and not by appointment or reservation only.
13. Unless otherwise stated, be open to the public and have at least one employee attendant at the activity site, performing work and available to the public for at least eight (8) hours a day, for at least six (6) days a week, for a minimum of six (6) months a year.
14. To qualify a business shall market its location, operating season and hours, contact information and have one of the following:
  1. a reception structure;
  2. a controlled gate;
  3. a staffed reception and orientation point; or
  4. permanent interpretation panels or displays.
15. Be willing to provide visitor information for surrounding area and region.
16. Have a driveway access from a paved public highway.
17. Provide off street parking accommodations with an exit having sufficient sight distance for motorists to safely enter the fronting roadway.
18. For bed and breakfast lodging: provide a minimum of four (4) sleeping units complete with private bath facilities for each sleeping unit and offer one or more meals to guest in a dining area separate from the sleeping rooms and provide lodging services for at least five (5) nights per week.
19. To be eligible for the program, if a tourism-oriented facility is located on a local paved road and more than one intersection from the nearest state route, the facility shall provide written documentation to ensure that the local government will permit similar directional signs on the right of way of the local system sufficient to guide motorist to the business.

### **Part 3: Photographs**

Include a minimum of 3 photographs of your facility with your completed application. Electronic photos will not be accepted. (3½" x 5" minimum – 5" x 7" maximum in size.) Each picture must be labeled with applicants name and date the picture was taken.

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#### **Please Return Tourism Oriented Facility Applications by mail to:**

SC Department of Parks Recreation and Tourism  
Attn: George Estes  
1205 Pendleton St.  
Columbia, SC 29201

#### **Please Return Agritourism Oriented Facility Applications by mail to:**

South Carolina Department of Agriculture  
Attn: Jackie Moore  
P.O. Box 11280  
Columbia, SC 29211

**Deadline for pre-approval application submission is  
October 31, 2014.**