

FESTIVAL AND EVENT SIGNAGE

Program:

The Department of Tourism, Culture and Heritage and the Department of Transportation and Public Works have developed a program for the signing of festivals and events along the Province's 100 Series Controlled Access Highway system. The program is intended to identify Nova Scotia's significant festivals and events, encourage travelers to leave the 100 Series Controlled Access Highway system and direct visitors to festival and event locations. Festival and Event Signage is intended to complement listings in the Festival and Event Digest. In order to reflect changes in the tourism industry, regulations and policies of the Department of Transportation and Public Works, as well as in provincial strategic tourism objectives this program will be reviewed and revised as appropriate every three years.

Festivals must meet the following criteria:

- ▶ Festivals and events must run on an annual basis.
- ▶ Festivals must be run for not less than two days and no longer than six months.
- ▶ Festivals and events must have the potential to generate annual attendance of 10,000 or more visitors, with the majority of those visitors being from outside the local area (more than 80km away). Applicants must provide attendance for the previous three years (where applicable).
- ▶ Festivals and events must be promoted in the Festival and Events Digest.
- ▶ Festival and event organizers must provide a copy of the festivals/events marketing plan outlining marketing and promotional initiatives beyond festival tag signage and the Festival and Events digest.
- ▶ Festivals and events must provide visitor orientation either through an on site event guide or through event staff.
- ▶ Festivals and events must provide visitor amenities on site, ie. washroom facilities, first-aid, parking, public telephones, etc.

NOTE: Not all Festival and Events who apply for Tag Signage will be approved. Meeting all of the established criteria does not guarantee acceptance into the program. Consultation with the TIANS Festival and Events Committee will take place to determine strategic priorities for signage approval.

Additional information on the festival and events signs, location and costs is outlined in appendix "B". General application procedural information is attached in appendix "C".

