

Nebraska Tourism Commission Tourism Marker Application

Name of Tourism Marker/Project _____

Name of Sponsoring Nonprofit Organization _____

Contact Person/Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

E-mail _____

Shipping Information:

Entity Receiving Shipment _____

Shipping Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

Type of applicant:

Museum/Attraction

Natural Resource (lakes, scenic vistas, etc.)

Please explain why this attraction should be marked with a Nebraska Tourism Marker (attach one (1) additional sheet if necessary):

The proposed marker will be placed (check one):

Within City Limits

On County Road

On 2-Lane State Highway

Proposed Marker Location: Aerial map or sketch of proposed location is required with this application

Applications must be submitted to:

Nebraska Tourism Commission

Shirley Wichman

P. O. Box 98907

301 Centennial Mall

Lincoln, NE 68509

shirley.wichman@nebraska.gov

402-471-3796

Revised 06/01/2021

For Office Use

Date Received _____

NTC Approval Date _____

NDOT Approval Date _____

Local Political Subdivision Approval Date (if needed) _____

Nebraska Tourism Commission Tourism Marker Program

During the 2015 legislative session of the Nebraska Unicameral, LB449 was passed which allowed for marking significant tourism attractions within the state under the Nebraska Visitors Development Act, Neb. Rev. Stat. Chap. 81, Art. 37.

Statute Citations (as amended by LB449, 2015)

81-3703 For purposes of the Nebraska Visitors Development Act, unless the context otherwise requires, the definitions found in sections 81-3704 to 81-3709 and section 12 of this act apply.

81-3706.01 Highway tourism marker means a marker of a particular style authorized by the commission to designate tourism attractions.

81-3711.01 (2) The commission may (a) determine what tourism attractions are significant to the State of Nebraska, (b) expend funds for the purchase of highway tourism markers, (c) designate the approximate location of highway tourism markers, (d) preserve, replace, or modify highway tourism markers, and (e) accept gifts and encourage local participation in and contribution to the erection of highway tourism markers through the use of gifts and matching-fund agreements. Such funds shall be deposited into the State Visitors Promotion Cash Fund. The commission shall not expend funds for the purchase of highway tourism markers until funding has been secured through gifts or otherwise.

(3) The commission may appoint and delegate to a special committee the duties of research and investigation to assist in the determination of tourism attractions that should be designated by highway tourism markers. The Department of Roads shall erect and maintain highway tourism markers and shall determine the exact location of highway tourism markers with consideration given for the safety and welfare of the public.

(4) The commission may secure payment to the state for the actual replacement cost of any highway tourism markers damaged or destroyed, accidentally or otherwise. Any funds so collected shall be remitted to the State Treasurer for credit to the State Visitors Promotion Cash fund for the procurement of highway tourism markers.

(5) Nothing in this section shall be construed to restrict the placement of any marker or signage on private property.

In accordance with the above, the Nebraska Tourism Commission has formed a Tourism Marker Committee to establish the criteria, location requirements and design to mark significant tourism attractions.

Marker Criteria

- Marker must be sponsored by a government entity or nonprofit organization, for profit businesses are not eligible for Tourism Markers.
- Marker must be within 5 miles of the museum or attraction.
- Marker must be informational in nature, but can include directions to the museum/attraction.
- Attraction must be available to the public a minimum of five (5) days a week.
- Attraction must have a minimum of 2,000 annual attendance as defined by counts submitted to the Nebraska Tourism Commission.
- Attractions with seasonal availability will be evaluated on a case-by-case basis.
- Attraction must have ample and safe parking.
- Attraction must comply with Americans with Disabilities Act (ADA) in providing services with proper access.
- Sponsoring organization will be responsible for maintaining the marker and the accuracy of its content.
- Sponsoring organization can be listed on the marker, however commercial logos will not be allowed on the marker.

Location Requirements

Natural Resource (lake, scenic vista, etc.)

- Marker must be within 5 miles of the natural resource

Within City Limits

- Marker location and message must be approved by the municipality
- NDOT and NTC are not responsible for any annual city fees
- Cost of marker is the responsibility of the applicant
- Cost of erection of the marker is the responsibility of the applicant
- The governing entity may be a funding resource
- City Parks

On a County Road

- Marker location and message must be approved by the county
- NDOT and NTC are not responsible for any annual county fees
- Cost of marker is the responsibility of the applicant
- Cost of erection of the marker is the responsibility of the applicant
- The governing entity may be a funding resource

On a 2-Lane State Highway

- Marker location must be approved by the Nebraska Department of Transportation (Traffic Engineering Division)
- A pull out is required on all State Highways
- From an aerial map or sketch, NDOT will provide the applicant with a cost estimate of the pull out
- Cost of the marker is the responsibility of the applicant
- Cost of erection of the marker is the responsibility of the Nebraska Department of Transportation
- If sufficient room is available, a Tourism Marker may be located in an existing historical marker

location.

Other Locations for Consideration

- State Parks
- Scenic Pullouts
-

Markers are prohibited on 4-lane highways. The locations listed above are the only ones that will be approved.

Design

A chemically etched 48"x48" anodized aluminum panel will be used to mark the significant tourism attractions in the state.

Panel will be mounted on metal surround creating uniformity in appearance.

Marker structure would be installed on two posts for durability.

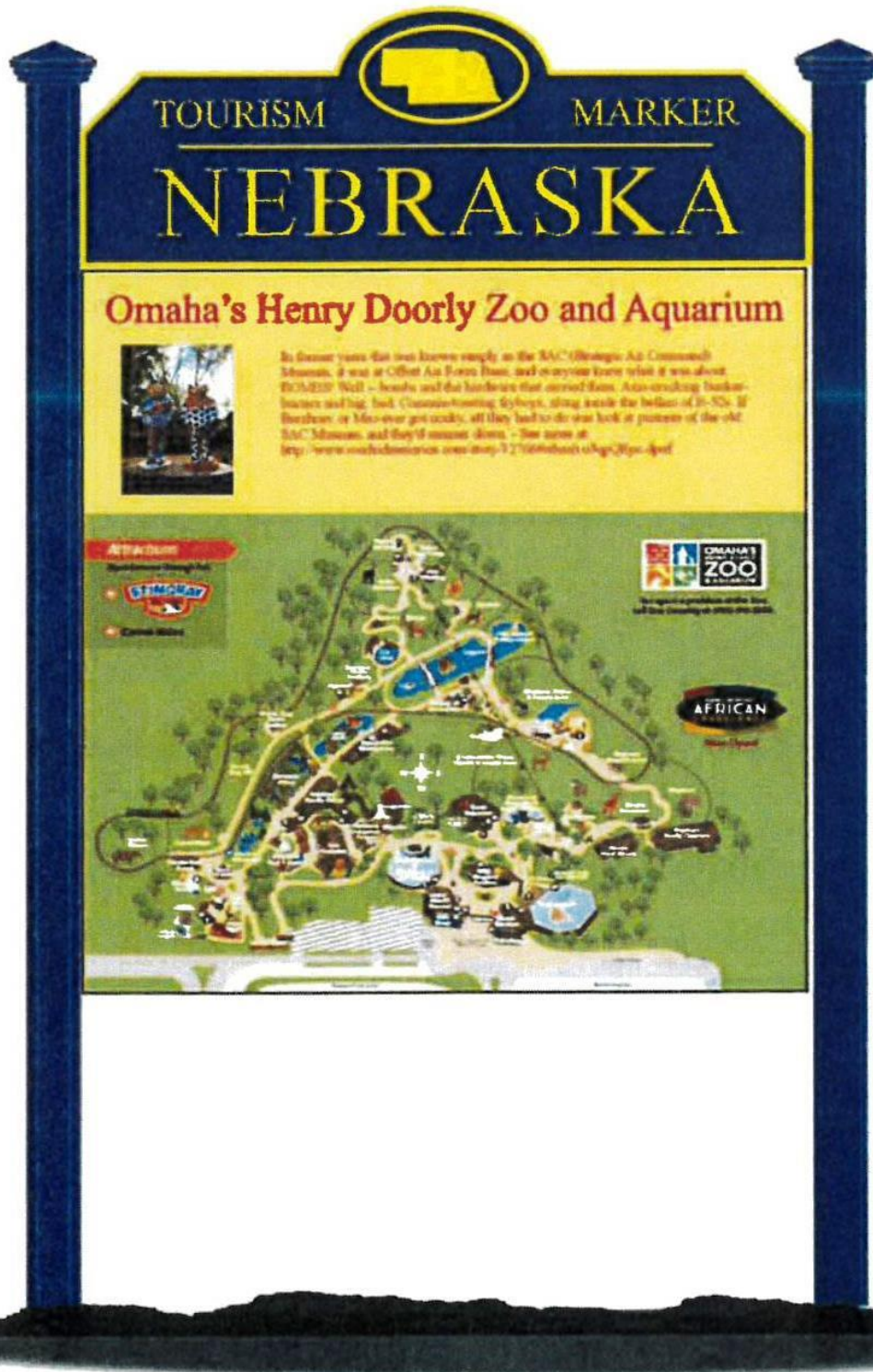
Header "Nebraska Tourism Marker"

The Nebraska Tourism Commission will review and approve all content including, but not limited to, verbiage and images.

Price

Each tourism marker will be **\$2,800** to be paid to the Nebraska Tourism Commission by the sponsoring organization after an application has been accepted.

Nebraska Tourism Marker Design



Nebraska Tourism Marker Design Specs

