

NEBRASKA ADMINISTRATIVE CODE

Title 266 - Nebraska Tourism Commission

Chapter 2 – TOURISM MARKER PROGRAM

- 001 Nebraska law allows allowed for marking significant tourism attractions within the state under the Nebraska Visitors Development Act, Neb. Rev. Stat. §§ 81-3703 through 81-3726.
- 002 In compliance with Nebraska Law, Neb. Rev. Stat. §§ 81-3703, 81-3706.01, and 81-3711.01, the Nebraska Tourism Commission has formed a Tourism Marker Committee to establish the criteria, location requirements and design to mark significant tourism attractions.
- A. Committee members are assigned by the chair of the Commission.
- 003 Marker Criteria. The following are the requirements for Tourism Marker eligibility.
- A. Marker must be sponsored by a government entity or nonprofit organization.
1. For-profit businesses are not eligible for Tourism Markers.
- B. Marker must be within 5 miles of the museum or attraction.
- C. Marker must be informational in nature, but can include directions to the museum or attraction.
- D. Attraction must be available to the public a minimum of five (5) days a week.
1. Attractions with seasonal availability will be evaluated on a case-by-case basis.
- E. Attraction must have a minimum annual attendance of 2,000 per annual counts submitted to the Nebraska Tourism Commission.
1. Counts may be evaluated against the previous year's attendance counts submitted by the attraction for verification.
- F. Attraction must have ample and safe parking.
- G. Attraction must comply with Americans with Disabilities Act (ADA) in providing services with compliant access.
- H. Sponsoring organization will be responsible for maintaining the marker and the accuracy of its content.
1. Sponsoring organization may be listed on the marker.
2. Commercial logos will not be permitted on the marker.
- 004 Location Requirements. The locations listed below are the only locations at which markers will be approved to be placed. Markers are prohibited on 4-lane highways and the interstate system.
- A. Natural Resource such as a lake, scenic vista, etc.
1. Marker must be within 5 miles of the natural resource.
- B. Within city limits
1. Marker location and message must be approved by the municipality.

2. The Nebraska Department of Transportation and the Nebraska Tourism Commission are not responsible for any annual city fees.
3. Cost of the marker is the responsibility of the applicant.
4. Cost of erection of the marker is the responsibility of the applicant.
5. The governing entity may be a funding resource.

C. On a county road

1. Marker location and message must be approved by the county.
2. Nebraska Department of Transportation and Nebraska Tourism Commission are not responsible for any annual county fees.
3. Cost of the marker is the responsibility of the applicant.
4. Cost of erection of the marker is the responsibility of the applicant.
5. The governing entity may be a funding resource.

D. On a 2-Lane State Highway

1. Marker location must be approved by the Nebraska Department of Transportation, Traffic Engineering Division.
2. A pull-out is required on all State Highways.
 - a. Applicant must provide an aerial map or sketch for a cost estimate of the pull-out by the Nebraska Department of Transportation.
3. Cost of the marker is the responsibility of the applicant.
4. Cost of erection of the marker is the responsibility of the Nebraska Department of Transportation.
5. If sufficient room is available a Tourism Marker may be located at an existing historical marker location.

E. Other location for consideration

1. Properties managed by the Nebraska Game and Parks Commission
 - a. Marker location must be approved by the Nebraska Game and Parks Commission.
 - b. Cost of the marker is the responsibility of the applicant.
 - c. Cost of the erection of the marker is the responsibility of the applicant.

005 Design

- A. A chemically etched 48"x48" anodized aluminum panel will be used to mark the significant tourism attractions in the state.
- B. Panel will be mounted on a metal surround creating uniformity in appearance.
- C. Marker structure would be installed on two posts for durability.
- D. Header must state "Nebraska Tourism Marker."
- E. The Nebraska Tourism Commission will review and approve all content including, but not limited to, verbiage and images.

006 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.