



Traffic Engineering Group

## Arizona Local Visitor Information Center (LVIC) Designation & Signage Program

The Arizona Local Visitor Information Center Designation & Signage program is coordinated by the Arizona Office of Tourism (AOT) in conjunction with the Arizona Department of Transportation. The program guidelines are in place to enhance a positive, welcoming experience for visitors who utilize Local Visitor Information Centers (LVIC) to gain insight on Arizona's points of interest and tourism services. The goal is to encourage the visitor to stay longer, travel throughout the state and generate revenue. Applicants choose to enter the program and accept the guidelines set forth by the Arizona Office of Tourism and must comply with future revisions or amendments of the program. Applications for this program can be obtained by contacting Laura French, Arizona Office of Tourism, Community Relations Director, 602-364-3720 or e-mail [lfrench@azot.gov](mailto:lfrench@azot.gov). This document is **effective July 1, 2008**

### I. Eligibility requirements for Arizona Destination Marketing Organizations

- a. Chambers of Commerce
- b. Convention & Visitors Bureaus
- c. Municipal Governments (County, City/Town)
- d. Tribal tourism entities
- e. Other tourism or recreational affiliated agencies (i.e. Forest Service, etc.)
- f. Please Note:
  - i. There will only be one designated LVIC per community.
  - ii. The Arizona Office of Tourism will NOT designate any center within or operated by a for-profit business or entity.
  - iii. Exemptions – the following existing LVICs will be granted an exemption under the new guidelines, as they are the organization within the community that is currently qualified under previous guidelines.
    1. Arizona Mills
    2. National Geographic Visitor Center
    3. Valle-Planes of Fame
  - iv. In the case that a community has an LVIC that is not operated by the DMO and the local DMO then becomes eligible for LVIC status. The LVIC designation will be granted to the DMO of that community.

### II. Requirements

- a. The Local Visitor Information Center must be located **within one mile** of a state or U.S. highway (this includes an interstate) or major intersection that intersects with a state or U.S. route. This requirement is within ADOT regulations.
- b. Each Local Visitor Information Center must be open and staffed a minimum of 40 hours per week Monday through Saturday. Hours of operation must be clearly posted and implemented.
- c. Signage indicating the facility is a Local Visitor Information Center must be clearly visible at the main entrance and from the parking lot.
- d. All designated centers must be ADA (Americans with Disabilities Act) compliant and are subject to all federal laws pertaining to the ADA.

- e. A minimum of five paved parking spaces must be available for visitor usage, with at least one parking space designated wheelchair accessible. If your parking lot has more than 26 parking spaces, ADA requirements change. Please visit <http://www.ada.gov/restribr.pdf> for more information.
- f. The following public facilities must be clearly signed and available for free either onsite, in the center, or adjacent to the center:
  - i. Clean Restrooms
  - ii. Operational Telephone – phone must be located in primary visitor contact area
  - iii. Drinking Water
- g. The center must have brochures displayed with a minimum of 10 attraction or destination marketing oriented brochures from each of the five Arizona Office of Tourism designated tourism regions (Arizona’s West Coast, North Central, Northern Arizona, Tucson & Southern and Phoenix and Central Arizona) for a total of fifty (50) brochures. The brochures must be displayed regionally, making it easy for visitors to find information. **The Arizona Office of Tourism publication(s) will be furnished to the LVIC once the Local Visitor Information Center is designated by the Arizona Office of Tourism. These publications will include, but are not limited to, the “Official State Visitor’s Guides” and “Official State Visitor’s Map”. Should other publications become available through the Arizona Office of Tourism, all designated LVIC’s will be notified. Publications will be disseminated based upon supply and demand.**
- h. Local visitor services related information must be available to visitors 24 hours a day, seven days a week. This can be accomplished with informational racks outside the center, or visitor information posted on a kiosk or a bulletin board outside the center. It is highly recommend that the Arizona Office of Tourism brochures be available for take away as well. Visitors must be able to take information with them.
- i. Each center must display a large (22”X33”) state map, provided by the Arizona Office of Tourism.
- j. Continuing Requirements upon Designation by the Arizona Office of Tourism
  - i. Each Local Visitor Information Center must use the LVIC guest register form provided by the Arizona to collect monthly visitor counts and data. LVIC must agree to assist the Arizona Office of Tourism’s Research Division periodically with in-depth visitor data research. Monthly visitor counts are required to be submitted to the Arizona Office of Tourism. Monthly visitor count report forms, assistance and instruction are provided by the Arizona Office of Tourism.
  - ii. On an annual basis, at least one representative from each center must attend at least one of the Arizona Office of Tourism’s Arizona Tourism University **Grand Impressions** Workshop series to receive certification. LVIC must provide transportation, lodging and miscellaneous expenses for staff to attend the Arizona Office of Tourism training. Funding to cover **lodging expenses only** for this workshop series may be secured through the Arizona Office of Tourism’s Teamwork for Effective Arizona Marketing Grant Program. Contact Glenn Schlottman, Arizona Office of Tourism, Community Development Manager, at [gschlottman@azot.gov](mailto:gschlottman@azot.gov) or 602-364-3727 for further information on AOT’s TEAM Programs. **This requirement is currently suspended.**
  - iii. Annual evaluations will occur at various times of the fiscal year and may be unannounced. Each evaluation will be conducted by an AOT staff member or representative designated by AOT to assure compliance with the minimum eligibility requirements. LVIC’s will receive a summary after evaluation that will indicate the centers level of compliancy in each of the areas, as outlined in Section II. An LVIC representative must acknowledge feedback from the annual evaluations by signing the evaluation form. If there are areas that will need further assessment, the LVIC will do so within the timelines provided by AOT (see Infractions Policy on next page). Failure to maintain the minimum eligibility requirements on a continuing basis will result in removal of signs and the Arizona

Office of Tourism Local Visitor Information Center designation. **This requirement is currently suspended.**

### III. Infractions Policy

- a. Below are the categories on which an LVIC will be evaluated. Should a center fail to comply, the Arizona Office of Tourism has provided a timeline. The Arizona Office of Tourism will serve as a resource to assist with compliance. LVIC must generate a response to the Arizona Office of Tourism that will include plans to correct the infraction(s) and time frame to accomplish correction(s).
- b. Evaluation Criteria
  - i. Participation in Evaluation Process
    1. One fiscal year
  - ii. Restrooms
    1. One fiscal year to comply
    2. ADA, Resources for construction, ICE Program information/referral
  - iii. ADA Accessibility
    1. One fiscal year to comply
    2. ADA, Resources for construction, ICE Program information/referral
  - iv. Parking
    1. One fiscal year to comply
    2. Resources – Rural Tourism Development Grant Program
  - v. Grand Impressions
    1. Up to One fiscal year to comply (based on next available meeting date)
    2. Conference information
  - vi. Hours of Operation
    1. One fiscal year to comply
    2. Resource information, calendar assistance
  - vii. After Hours Information
    1. 60 days to comply
    2. Resources-the Arizona Office of Tourism can provide best practices
  - viii. Brochures from Regions
    1. 60 days to comply
    2. Contact information for statewide LVIC's, sample request forms
  - ix. Drinking Water
    1. 60 days to comply
    2. Resources
  - x. Public Phone/Phone Availability
    1. 60 days to comply
    2. Resources
  - xi. Visitor Counts
    1. 30 days to comply
    2. Provide guest register examples, tracking form examples, training
  - xii. Display of Arizona State Materials
    1. 30 days to comply
    2. Provide map
- c. Failure to cooperate in this process will result in the removal of the ADOT state information sign for a period of no less than one calendar year. Signage will be reinstalled after LVIC has re-applied for designation. LVIC will undergo a review of compliance. This process will be conducted by AOT's Visitor Services Manager and will be evaluated by the Visitor Services Advisory Committee. Any fees associated with the re-installation of the signage will be assumed by the LVIC.
- d. Regardless of evaluation outcome, all areas that are not in compliance will need to be rectified within the allotted timeline as stated in the Infractions Policy to continue their participation in the LVIC program.
- e. The Arizona Office of Tourism reserves the right to refuse and/or remove signage from any location if the business conducted within the location is not appropriate for a state sanctioned visitor information center. Business considered not appropriate includes, but

is not limited to, timeshare sales, promotions or commercial sales, real estate, bars, retail outlets, shopping malls, etc.

**IV. Process to Revoke Existing Local Visitor Information Center Designation:**

- a. After notification and reevaluation, should an LVIC fail to comply with an infraction of policy, the LVIC could potentially lose their designation as an LVIC with the Arizona Office of Tourism. The LVIC will be given one final notice to comply before the revocation process will begin.
- b. A Letter of Intent to remove signage and state designation will be sent to LVIC Manager by Visitor Services Advisory Committee. The Letter of Intent will be sent within 30 days after the final compliance request deadline has passed without a response or without appropriate action to be taken by the LVIC.
- c. A Letter of Intent to remove signage will include an invitation for the LVIC to present (in person) to the Visitor Services Advisory Committee. Should an LVIC wish to request for a waiver from particular requirement or request for additional time with sufficient reasons, a response to the Letter of Intent must be received within 15 days.
- d. If an LVIC wishes to reapply for designation, the application for reconsideration can not be made for one at least one year from date of designation removal. If re-approved, the LVIC will receive notice that state signage could take up to six to nine months to be replaced, at the expense of the LVIC.

- V. **Arizona Office of Tourism Obligations:** Once a year, usually in December, the Arizona Office of Tourism will notify each center to submit the number of *“Official State Visitor’s Guides”* and *“Official State Visitors Map”* the center will need for the upcoming calendar year. To keep shipping costs to a minimum, the Arizona Office of Tourism will ship materials twice a year. Please keep in mind that printed materials are limited, and the Arizona Office of Tourism will do its best to accommodate requests.