

October 1, 2024

Dear Current Participant:

Thank you for your continued participation in the Maryland Tourist Area and Corridor (TAC) Signage Program. The Maryland Department of Transportation State Highway Administration's (SHA) Office of Traffic and Safety (OOTS) hopes the existing signs are serving both your business and the traveling public well.

We are writing to inform you of updates to the **Tourist Area and Corridor Signage Program**. The updates implement changes under [HB 1032](#), which was passed by the Maryland General Assembly during the recent legislative session and goes into effect October 1, 2024. Under this legislation, the updated TAC program replaces both the previous Tourist Attractions Sign Program (TASP) and TAC programs. This program will be jointly administered by SHA and Department of Commerce. The bill also includes provisions for program amendments, eligibility requirements and guidelines for content displayed on the signs.

The updated TAC program provides guidelines that govern the use of signs that direct tourists to various attractions in the State. Owners of the attractions, such as museums, golf courses, wineries and other tourist destinations, can apply to install signs to assist visitors in navigating to these sites. Several key differences set the TAC Program apart from previous programs:

1. **Fee Structure:** The TAC Program is now a fee-based system. New attractions interested in the program must submit an application with a non-refundable \$500 application fee. There is also an annual administration fee of \$1000 due when the signage plan is approved and on the anniversary. The SHA will review annual administration fee and revise it as its discretion.
2. **Existing Participants:** Existing TAC program participants who received approval prior to October 1, 2024, are not required to submit a new application until any of their existing TAC signs need modifications. Modifications may include but are not limited to name changes, location changes, sign repairs and sign replacements.
3. **Application Review Process:** This will be a collaborative review between program partners, the Maryland Department of Commerce and SHA.
4. **Responsibility:** Attractions will be responsible for the design, fabrication and installation of the signs. The approved attraction content will be displayed on appropriate supplementary guide signs, as outlined in the new TAC guidelines.

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We encourage you to visit the site at www.mdot.maryland.gov/tac to carefully review our updated brochure and FAQ. These documents provide detailed information on the application process, eligibility criteria and cost. The goal of SHA and the Maryland Department of Commerce is to ensure that eligible attractions can take full advantage of this updated program. We hope these signs will continue to educate both visitors and Maryland residents of the State's rich culture and activities.

We look forward to working with you under the new guidelines and continuing to support Maryland's tourism industry. Should you have any questions or require assistance with the application process, please don't hesitate to contact Ms. Laila Jones, SHA TAC Program Coordinator, at 443-690-7436 or via email at tacordinator@mdot.maryland.gov.

Thank you for your ongoing partnership and participation.

Sincerely,

A handwritten signature in blue ink that reads "Cedric Ward". The signature is fluid and cursive, with the first name "Cedric" and last name "Ward" clearly distinguishable.

Cedric Ward, P.E., PTOE
Director
Office of Traffic and Safety