

October 1, 2024

Dear Current Participant:

Thank you for your continued participation in the Maryland Tourist Attractions Sign Program (TASP). The Maryland Department of Transportation State Highway Administration's (SHA) Office of Traffic and Safety (OOTs) hopes the existing signs have served both your business and the traveling public well.

While TASP was a good initial effort to address tourism needs, we are writing to inform you of updates to the **Tourist Area and Corridor (TAC) 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 TAC and TASP programs. This program will be jointly administered by SHA and the Department of Commerce. The bill also includes provisions for program amendments, eligibility requirements and guidelines for content displayed on the signs.

The 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. **Application Review Process:** This will be a collaborative review between program partners, the Maryland Department of Commerce and SHA.
3. **Signage Changes:** Attraction logos will no longer be displayed. Instead, the approved attraction content will be displayed on appropriate supplementary guide signs, as outlined in the updated TAC guidelines, when spaces available along roadways.

We encourage you to visit our website www.mdot.maryland.gov/tac and 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 about the state's rich culture and activities.

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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 tac coordinator@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 the last name "Ward" clearly distinguishable.

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