

## Regional Tourism Signage along SDG County Roads

### For Immediate Release

March 7, 2018

**The Counties, Ontario** – The United Counties of Stormont, Dundas and Glengarry Regional Tourism is now accepting applications for the 2018 *Tourism Information Sign Program*.

Interested applicants are encouraged to visit the [sdgcounties.ca](http://sdgcounties.ca) website and complete the on-line application form. The form is designed to help businesses and organizations efficiently request and locate available tourism signage.

The program streamlines signage requests, makes information easy to search, manages internal data and provides users with an interactive mapping tool which is accessible through multiple devices, greatly improving the customer experience. “Tourism is an important part of the local economy and generates considerable economic spin-offs. The County Road network connects all events and attractions in Stormont, Dundas and Glengarry and an efficient sign program connects our visitors with their destination,” said SDG Warden Ian McLeod.

In the first year under SDG Tourism, new signage requests were equal to the number of signage renewals. “The online form and tourism sign program has been very successful,” says Shauna Baggs, SDG Tourism Coordinator. We have received positive feedback about how easy it is to access the new program.”

The application deadline for new signage requests is April 19, 2018 with anticipated installation to be in June 2018. The tourism information signs are for tourism-oriented businesses that provide tourism activities or services to internal and external visitors whose primary focus is:

- Cultural / Heritage Attractions
- Nature-Based Attractions
- Themed Attractions
- Outdoor Facilities and Recreational Activities

Those businesses that have existing signage up for renewal will be contacted directly.

### Quick Facts

- The Tourism Information Sign Program won the AMCTO Danby Certificate Award for innovation in 2017.
- Each agreement is for a four-year term and the cost for a new/renewal is \$450.00.
- All Tourism Information Signs are along SDG County Roads.
- There were 93,400 campers that stayed overnight in SDG in 2017.
- There were 58,400 day-use visitors who enjoyed the Parks of St. Lawrence.
- The total combined attendance of SDG County Fairs was approximately 50,000.

### Contact

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What does the Counties do for you? **SDG provides** library services, regional economic development and tourism services, court services, land use planning, and vital transportation infrastructure – including the largest county road network in Ontario. **SDG administers** county-wide policing. **SDG collaborates** with community partners in providing emergency services, child care, public health, long-term care, and social assistance.