

From: Dan Soos [REDACTED]

Sent: Tuesday, June 10, 2025 2:59 PM

To: tourism <tourism@elgin.ca>; Carolyn Krahn <ckrahn@ELGIN.ca>

Subject: Re: Tourism-Oriented Directional Signing Program in Elgin County

I hope the county realizes the burden of cost associated with this new program. Old costs were approx \$250/ year I had a sign east and west and on Talbot line and graham road heading south into west Lorne

If all I do is get an east and a west sign for hyw 3 my cost will be \$800/ year if I add in the 401 signage it would be an extra \$1500/ year that's \$2300/ year

You state this makes Elgin easier to explore where in-fact it makes Elgin businesses broke!

I have a face to face 1 on 1 with both the MP and MPP I will be discussing this new proposal

I ask that my email be read at county council's next meeting. We have gone the exact opposite of attracting tourism to this county!

Daniel Soos

Natterjack Brewing Company Ltd

West Lorne, Ontario

[REDACTED]
[REDACTED]

From: tourism <tourism@elgin.ca>

Sent: Tuesday, June 10, 2025 2:45 PM

To: Carolyn Krahn <ckrahn@ELGIN.ca>

Subject: Tourism-Oriented Directional Signing Program in Elgin County

Dear Tourism Operator,

We're excited to share a new opportunity that will improve how visitors navigate and discover all that Elgin County has to offer—including your business.

County Council has approved a partnership with the Tourism-Oriented Directional Signing (TODS) program, offering eligible tourism businesses the ability to install professional, highly visible directional signage beginning on provincial highways and continuing along County roads.

This new initiative replaces the former County-run signage program, which many of you participated in and supported.

We want to thank everyone who reached out with feedback during this transition. We heard your concerns—about visibility, signage costs, and whether there would still be opportunities for individual promotion. These conversations helped shape our approach. The TODS program offers a long-term, consistent solution that aligns with provincial standards and makes it easier for visitors to find tourism destinations throughout the region. It also ensures your investment in signage leads to real results.

How the TODS Program Works

TODS signs must begin at a provincial roadway (such as Highway 401 or Highway 3) and continue at each turn along the route to your business. This ensures a complete and reliable visitor experience from the highway right to your doorstep.

Costs per Direction

401 Sign (Freeway Regular Rural Mainline & Ramp): \$750

Highway 3 or County Roads (King's Highway Regular): \$400

Eligibility Requirements

Your business must:

Operate at least 12 consecutive weeks per year, 5 days a week

Cater to visitors from outside the local area

Be located within 40 km of a provincial highway

Offer visitor infrastructure (e.g., signage, reception, washrooms, parking)

To complement the TODS program, Elgin County has begun installing new cluster signage. These signs highlight key tourism areas like Port Stanley, Port Burwell, Port Bruce, Port Glasgow, Sparta, Aylmer, and John E. Pearce Provincial Park. Using symbols for beaches, shopping, food, and cultural attractions, these signs make it easier for travelers to explore our communities. If your business is located in one of these clusters, this will help increase your visibility and attract pass-through traffic.

If you're outside a designated cluster, you can still participate through the TODS program to guide visitors directly to your door.

Learn more:

[Eligibility Requirements](#)

[Participation Fees](#)

If you're unsure whether your business qualifies or want to get started, reach out to:

Sandra Peters | Field Account Manager

📞 1 [REDACTED]

✉️ s [REDACTED]

As always, we're here to help and want you to feel part of this regional effort. Together, we can make Elgin County easier to explore—and more rewarding to visit.

Warm regards,

Carolyn Krahn

Manager of Economic Development & Strategic Initiatives

519-631-1460 ext. 133 (Main Office)

www.elgincounty.ca

450 Sunset Drive, St. Thomas, ON N5R 5V1