

Eligibility for Commercial Signage

The classification of highway you wish to have your sign installed and the type of business you own will define the signing options available to you.

On level I and level II controlled access highways, businesses must meet the definition of “specific interest” and or meet other specific criteria in order to qualify for signage.

On all other highways, businesses are not required to meet the definition of specific interest, however must meet the definition of a qualified business and basic criteria.

To apply for commercial signage programs you will be required to complete the “[Commercial Signage General Application form](#)”

Definition of Specific Interest

"Specific interest means an interest that pertains to food, fuel, accommodation, a recreational facility, an historical site, a museum, an artisans studio, agritourism/aquatourism operations a natural phenomenon attraction or "another tourist attraction. "

Market Readiness

Market Readiness Criteria are developed by the Department of Tourism, Heritage and Culture(THC) to determine if a particular product is ready for visitation by the consumer. They are used in development of experiences, listings on website, in provincial publications, and highway signage. Through the implementation of Market-Readiness Criteria, New Brunswick earns a reputation of delivering experiences that meet and exceed guests' expectations. This allows the province to be more competitive as a result of offering an assured standard of quality vacation experiences to guests.

To be *market ready*, you shall...

- Be “NB Approved” or adhere to any other specific regulatory items designated by Tourism, Heritage and Culture,
- Be open at least 120 consecutive spring/summer/fall days a year – June, July, August and September annually OR be open at least 90 consecutive winter days a year – January, February, and March annually. (For winter properties conditional on snow to operate, weather conditions may apply).
- Provide a consumer website designed to promote the tourism product/attraction and the province, with the purpose of providing unique vacationing attractions/activities to see and do to non-resident, as well as resident, vacationers.
- Be open at least 6 days a week, 8 hours/day
- Have liability insurance and safety equipment as appropriate

- Have a staffed storefront location or welcome area
- Be accessible by roads suitable for motor vehicles and RVs
- Have suitable on-site signage/interpretation
- Be accessible through a communication tool, i.e. phone, fax, e-mail or web site etc.
- Have public restroom facilities
- Provide parking on-site or be located close to properly-appointed parking areas close and accessible to the site with approval of property site owner
- Offer currency exchange rates consistent with industry norms
- Be a member of a tourism related sector and/or provincial tourism association
- Have staff trained in customer service

Service Symbols

Eligibility for Service Symbol signs is determined by establishing criteria concerning various aspects of the business such as:

- The licensing
- Operational hours
- Length of season
- Location
- Capacity
- Facilities
- Market Readiness

Qualified Business

A qualified business means a business that depends on the sale of goods or services for revenue generation. It's primary purpose and means of operation is to sell products or services to the public.

Basic criteria for a "qualified business" include:

- Must comply with all required government and municipal laws and by-laws
- Provides legal public access to the site of the business
- Maintains consistent hours of operation

For more information on eligibility criteria, please email commercial.signs@gnb.ca