



## **Arizona Visitor Information Center (AVIC) Designation Program**

The Arizona Office of Tourism's (AOT) Arizona Visitor Information Center Designation program was created by AOT, in reference to A.R.S. 41-2305 B8, with the defined purpose to establish a network of officially designated Arizona Visitor Information Centers (AVICs) throughout the state of Arizona.

Primarily operated by local chambers of commerce or convention and visitor bureaus, designated AVICs help promote local Arizona communities as well as regional and statewide attractions, destinations, dining options and hospitality amenities. These information centers often serve as a visitor's first stop, giving communities the opportunity to provide a positive first impression of the surrounding area and Arizona.

Applicants choosing to participate in the program must accept the conditions and guidelines set forth by AOT. AOT will inform participants of any program updates or changes.

## **Conditions and Guidelines for Obtaining an Official Arizona Visitor Information Center Designation**

1. The Designee shall pay a one-time application fee of \$250 and an annual \$100 renewal fee. The \$250 fee shall be payable in one lump sum upon the approval date of the official designation of the Arizona Visitor Information Center (AVIC). The \$100 fee shall be payable in one lump sum on the renewal date of the designated center. Note that if an entity is currently part of AOT's Rural Cooperative Marketing Program, the AVIC one-time application fee is \$125. As of March 2020, AOT has waived the first annual \$100 renewal fee for all AVICs. The fees shall compensate AOT for costs incurred by the production of program material for the designated center. Late payments may cause the Designee to be excluded from AOT marketing publications and other promotional materials.
2. Once approved, AOT will facilitate a meeting between the Designee and the Arizona Department of Transportation (ADOT) for the construction and placement of local and state street/highway sign(s), such as the blue "Arizona Tourism Information" directional highway signs. The Designee shall provide clear directional highway and street signage to promote the location of the visitor center. Standards for such signs must comply with those established by ADOT. It is the responsibility of the Designee to assure that graffiti



is removed from and repairs are made to the signs. Those that are not repairable must be replaced. Highway signage shall be covered until the Designee has met all criteria, passed the initial inspection, received approval from AOT and opened.

3. The Designee shall not receive operational and/or marketing funds from the State of Arizona or AOT for the designated AVIC.
4. The Designee shall make an effort to operate with the support, and preferably the involvement, of the area's principal Destination Marketing Organization (DMO).
5. Any change to the Designee's management or their contact information must be submitted to AOT, in writing within thirty (30) calendar days of the date of the change. Any change in ownership of the facility must be submitted to AOT no less than ninety (90) calendar days in advance of the change. AOT reserves the right to refuse the official designation if new facility management does not comply with AOT's AVIC program conditions and guidelines.
6. The Designee shall be operated from a permanent structure of attractive architectural design at the address provided on Designee Application. The center shall have no less than 500 square feet of public area unless otherwise approved in writing by AOT. An information kiosk, walk-up facility or other similar structures are not considered Official Arizona Local Visitor Information Centers unless approved in writing by AOT.
7. The Designee shall maintain attractively landscaped and clean grounds.
8. The Designee shall not include real estate and time-share sales, telemarketing and other high-pressure sales ventures. Involvement in such ventures shall result in termination of the official designation.



9. The Designee may sell books, souvenirs, cards, gifts, maps, apparel or other merchandise of value and relevance to travelers, so long as merchandise is of good taste and of competitive price to goods sold near the facility.
  
10. All Designees must be compliant with the Americans with Disabilities Act (ADA) and are subject to all federal laws pertaining to the ADA's most current requirements ([www.ada.gov](http://www.ada.gov)). If the designated center qualifies for ADA's historic building exceptions, the Designee must notify AOT during the application process.
  
11. The Designee shall have adequate restroom facilities available for public use, including people with disabilities. The restrooms shall be ADA compliant and must be properly maintained. If the designated center qualifies for ADA's historic building exceptions, the Designee must notify AOT during the application process.
  
12. Except for the Thanksgiving, Christmas Day and New Year's Day holidays, the Designee shall be open seven days a week. Each center must be open and staffed a minimum of 40 hours per week. Hours of operation will be determined by Designee. Hours of operation must be clearly posted. Any exceptions or changes to these hours of operation must be approved in advance by AOT.
  
13. The Designee shall have available adequate parking with facilities for bus, recreational and other oversized vehicles when possible. A minimum of five-paved parking spaces must be available for visitors' usage, with at least one parking space designated "Wheelchair Accessible". If your parking lot has more than 26 parking spaces, ADA requirements change and must be met. ([www.ada.gov](http://www.ada.gov)).
  
14. The Designee shall display marketing material signifying that they are an Official Arizona Local Visitor Information Center. The marketing material shall be prominently displayed on the interior and/or exterior of the designated center. AOT will provide the following marketing material: two (2) laminated Arizona state maps, dry-erase markers and



erasers, two (2) identifying window placards and (2) identifying posters. Cost of the marketing material is incorporated into the application fee.

15. The Designee shall display local, state, tribal or federal governmental tourism information, including those produced by AOT, at no cost to the governmental entities. AOT publications will be furnished to the designated center once it has received official designation. Publications will include, but are not limited to, the Official State Travel Guide and the Official State Visitor's Map. Should other publications become available through AOT, all designated centers will be notified. Publications will be disseminated based upon supply and demand.
16. The Designee shall promote all regional tourism related activities and attractions in the surrounding area not just those related to the designee's business.
17. The Designee's personnel shall be trained about Arizona tourism and statewide destinations under guidelines recommended by AOT. AOT shall assist by providing training to the Designee's management, who shall ensure the center's staff is similarly trained.
18. The Designee shall be provided four (4) Arizona Tourism Branded shirts for the designated center's personnel to wear when possible and two (2) Arizona Tourism Branded hats. Cost of the apparel is incorporated into the application fee. The Designee may purchase additional shirts or hats if wanted.
19. The Designee shall provide general Arizona tourist information within the designated center. Displays must include information about traveling within the immediate region, as well as throughout Arizona, and must include state maps, regional maps and brochures, about Arizona travel destinations. The displayed information should equally represent the state in its entirety. Topics for displayed information should include, but not be limited to, attractions, recreation, accommodations, restaurants, retail, transportation and travel



services. No more than ten percent (10%) of the total literature offered may represent non-Arizona entities.

20. Each center must display a large (24" X 30") laminated state map, provided by AOT. Cost is incorporated into a one-time application fee.
  
21. The Designee shall maintain and report information monthly to AOT including, but not limited to, statistics regarding the number of visitors to the designated center. These monthly visitor numbers shall be submitted to AOT by the 1st business day of the following month. Failure to report this information in a timely manner may result in the exclusion of the designated center in AOT's marketing programs, projects and state tourism publications.
  
22. The Designee shall be highlighted on AOT's consumer website, VisitArizona.com, Visit Arizona App, the Official State Travel Guide, travel maps and other Arizona Tourism related publications maintained and issued by AOT. The Designee must provide reciprocal promotion of the Visit Arizona website (VisitArizona.com) in advertising, promotional activities, related collateral, on its website and on the physical premises.
  
23. AOT shall conduct inspections of the designated center, both announced and unannounced. Failure to pass an inspection may result in an additional inspection. Failure to pass a second inspection in a year may result in loss of all program specific benefits (website listing, state travel guide listings, Visit Arizona listing). Designee will be placed on a 60-day probation to fix issues noted in the inspection. Failure to fix issues will result in the loss of designation as an Official Arizona Local Visitor Information Center. If designation is revoked, the Designee must reapply to AOT for reconsideration after six months.
  
24. Any variation from this plan not approved by AOT shall make the Designation null and void.



For questions or more information about the Arizona Visitor Information Center program, please contact Alix Skelpsa Ridgway, Director of Government and Community Affairs, at 602-364-3697 or via email at [aridgway@tourism.az.gov](mailto:aridgway@tourism.az.gov).