



Ohio Administrative Code Rule 5501:2-6-02 Program manager.

Effective: April 13, 2023

(A) The director of the department hereby establishes a business logo sign program, a tourist-oriented directional sign program and a traffic generator sign program.

(B) If the director of the department decides to operate, maintain, and/or market the business logo sign program, the tourist-oriented directional sign program or the traffic generator sign program through a private person or entity, the methodology for selection will be based on criteria established by the director through an open request for proposal process. When issued, the request for proposal will be open for response for thirty days. In awarding the contract, the director will consider the skill, expertise, prior experience, and other qualifications of each applicant. Any such contract executed will be for such initial and renewal terms as the director determines appropriate.

(C) The department or the contracted program manager shall be responsible for:

(1) Marketing the program.

(2) Determining eligibility to participate in the program.

(3) Collecting all fees associated with the program from participating businesses.

(4) Paying all expenses for the program.

(5) Contacting utility companies (including the department) for possible conflicts.

(6) Developing, subject to the approval of the director, all applications for the program to include all necessary information as the director needs to ensure eligibility.

(7) Developing, subject to the approval of the director, all forms, applications, agreements, and other documents necessary for carrying out the program. The right-of-way permit is excluded from this



provision as it is an existing document utilized by the department.

(8) Establishing, subject to the approval of the director, an application procedure for interested applicants.

(9) Covering or otherwise obscuring seasonal tourist-oriented directional signs during off-seasons.

(10) Determining circumstances as to when the posting of hours of operation are appropriate for tourist-oriented attractions.

(D) The department or the contracted program manager shall enter into agreements with the participating entities based on fees established by rules adopted through Chapter 119. of the Revised Code.

(E) Any program manager contracted may allow for a reasonable profit to be earned for carrying out a sign program.

(F) Any contract entered into between the department and the program manager shall require the contracted program manager to abide by all rules promulgated by the department for the operation of the applicable sign program.

(G) Any contracted program manager shall document and maintain records of all businesses who participate in and who are contacted regarding the participation in the program and provide copies of all records to the department upon request at no charge.

(H) All actions taken by a contracted program manager are subject to the approval of the director.

(I) At three-year intervals, the department or the contracted program manager shall verify that the entity for which a program sign is installed, remains in compliance with all appropriate rules, regulations, agreements, laws, and any other requirements and furnish a written certification of this fact to the director.