

WHO

ELIGIBLE BUSINESSES

Cultural

Drama
Theatres
Galleries
Memorials
Reservations

Historical

Buildings
Districts
Structures
Objects
Sites

Educational

Museums
Tours

Recreational

Resorts
Riding Stables
Camping
Golf
Sports Complexes
Speedway
Amusement Park

Commercial

Antiques
Crafts
Malls
Winery
Farm Markets
Food
Lodging

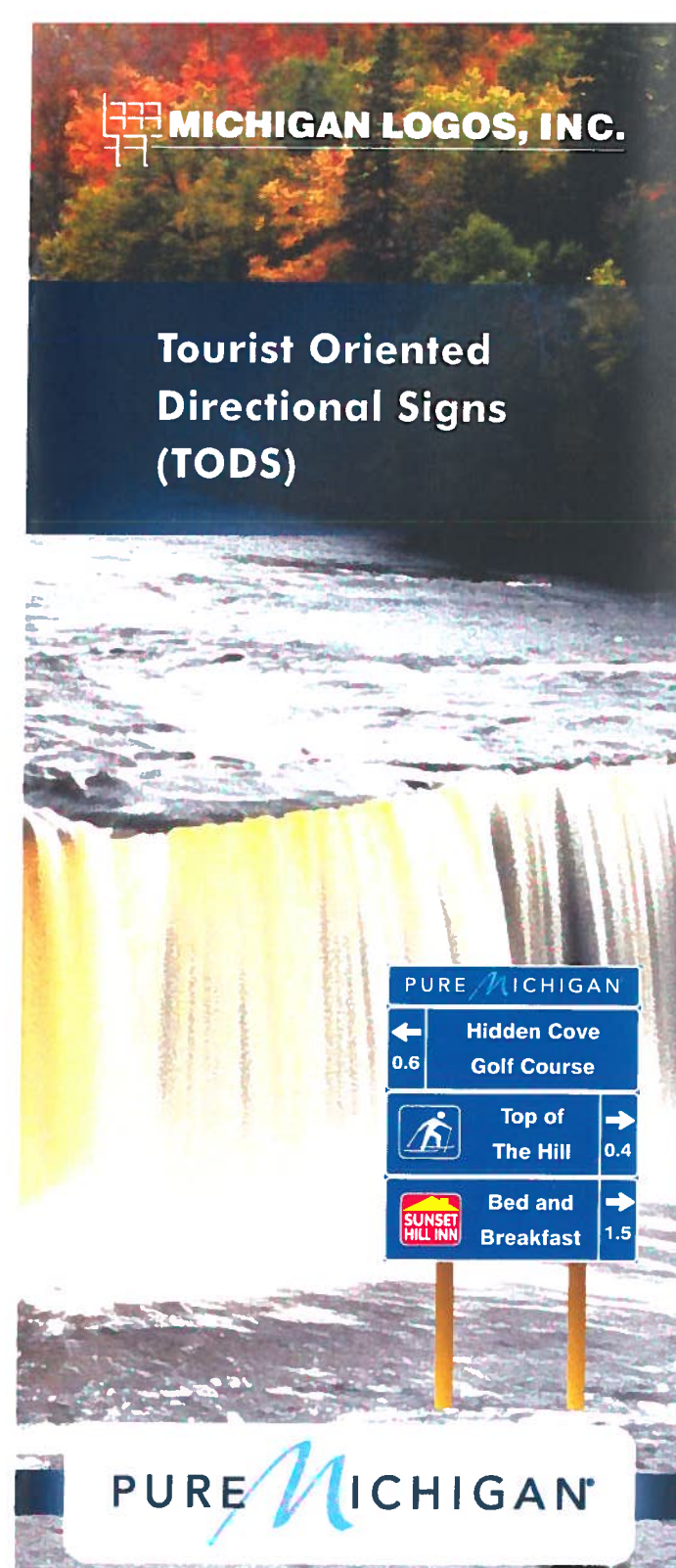
Facilities other than those listed above may also be eligible to participate - please contact **Michigan Logos, Inc.** to see if your location qualifies

 **MICHIGAN LOGOS, INC.**

Tourist Oriented Directional Signs (TODS)

 **MICHIGAN LOGOS, INC.**

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WHAT

TOURIST ORIENTED DIRECTIONAL SIGN PROGRAM

TODS is the acronym for Tourist Oriented Directional Sign. The TODS Program provides the business identification and directional information for certain Tourist Oriented Activities.

A Tourist Oriented Activity is any lawful cultural, historical, recreational, educational, or commercial activity, located on rural highways, but not at interchanges on expressways or freeways.

The Michigan Department of Transportation (MDOT) has contracted with Michigan Logos, Inc. to administer the TODS Program for the State of Michigan.

HOW

PARTICIPATION IN THE TODS PROGRAM

1 A representative of **Michigan Logos, Inc.** will call on locations who meet the General Eligibility Requirements established by the Michigan Department of Transportation (MDOT). A summary of these requirements can be found on the inside of this brochure.

A request for information can also be made to **Michigan Logos, Inc.** by calling (517) 337-2267 or (888) 645-6467.

2 A representative will explain the Program and assist all interested locations in completing an Application and other paperwork necessary for their inclusion in the Program.

3 Upon submission of the Application by the facility, **Michigan Logos, Inc.** will confirm the eligibility criteria are met.

4 The representative will contact the facility upon approval of the Application and assist with completion of the Contract.

5 **Michigan Logos, Inc.** will then assist in the designing of the TODS panel. Creative design assistance is available at no charge.

Q&A

FREQUENTLY ASKED QUESTIONS

- Q. What is the "immediate area" of a Tourist Oriented Activity?**
A. The "immediate area" is defined as being the area within 10 miles of the Tourist Oriented Activity.
- Q. How much will it cost to participate in the TODS Program?**
A. \$360.00 per year per sign
\$120.00 per year per trailblazer
- Q. Can seasonal locations participate in the TODS Program?**
A. Yes. The signs can be erected indicating the season of operation or the signs can be covered during those times the location is not in operation.
- Q. Can Gas, Food, Lodging, or Camping businesses participate in the TODS Program?**
A. Gas is not eligible for the Program. Food, Lodging and Camping businesses can participate providing the facility meets the General Eligibility Requirements.
- Q. Once I am in the Program, can my sign be removed?**
A. Yes. If your location ceases to comply with eligibility requirements, you will be notified that your sign will be removed.
- Q. How will the signs be maintained?**
A. All TODS maintenance will be performed by **Michigan Logos, Inc.** or its contractors.

ELIGIBILITY

TOURIST ORIENTED ACTIVITY ELIGIBILITY CRITERIA

There are specific criteria each type of facility must meet to be eligible for the Program. The following information will help you to determine if your location is eligible.

General Eligibility Requirements

- The business or activity must be in operation 8 hours per day, 5 days per week, one of which must be a Saturday or Sunday during the normal business season.
- The business or activity must derive a major portion of its income from motorists not residing within 10 miles of the activity.
- The business or activity must have an attendance of at least 2,000 in 12 consecutive months.
- The maximum distance from intersection:
Upper Peninsula - 15 miles
Lower Peninsula - 10 miles
- Food and Lodging businesses and Historical Places are required to meet the additional following criteria:

FOOD

Upper Peninsula - All food-service businesses may participate.

North of M-46 - Only non-franchise, non-chain establishments may participate.

South of M-46 - Only non-franchise, non-chain establishments located in a township with a population less than 6,000 and located 3 or more miles driving distance from a city boundary of 50,000 or more may participate.

LODGING

Upper Peninsula - All lodging establishments may participate.

Lower Peninsula - Only non-franchise, non-chain establishments may participate.

HISTORICAL PLACES

The property must be listed on the National Register of Historic Places, and an official Michigan Historical Marker must be in place.

WHERE

LOCATION, PLACEMENT AND SIZE

The signs will be located on state highways within 1/2 mile of intersections with other state highways or local roads. The signs will be offset 10-20 feet from edge of pavement, in line with the existing highway guide signs. Signs may be placed up to 10 miles from the activity.

The business panels are 6' wide by 2' high. There is a maximum of 3 panels per sign structure with a 6' wide by 1' high header plaque. A symbol or logo is allowed on the panels. No more than three sign structures may be installed at an intersection.

