Grand Canyon State Logo Sign Program

GRAND CANYON STATE LOGO SIGNS

Agenda

- About the program
- Criteria and Availability
- Pricing and Benefits
- Q&A

About the Program

- Grand Canyon State Logo Signs is a program of the Arizona Department of Transportation
- ADOT, through Grand Canyon State Logo Signs (GCSLS) transitioned the rural logo sign program from a private vendor to ADOT administration
- GCSLS is launching a similar program in urban locations (population greater than 50,000) in the third quarter of calendar year 2013
  - Initial estimates identify 300 potential exits for logo signs in urban areas

About the Program

- Currently, there are approximately 1,200 operating leases on ADOT signs along rural state routes and interstate highways representing travel-related businesses:
  - **Food**
  - **Gas**
  - **Lodging**
  - **24-hour pharmacies**
  - **Attractions**
  - **Camping**

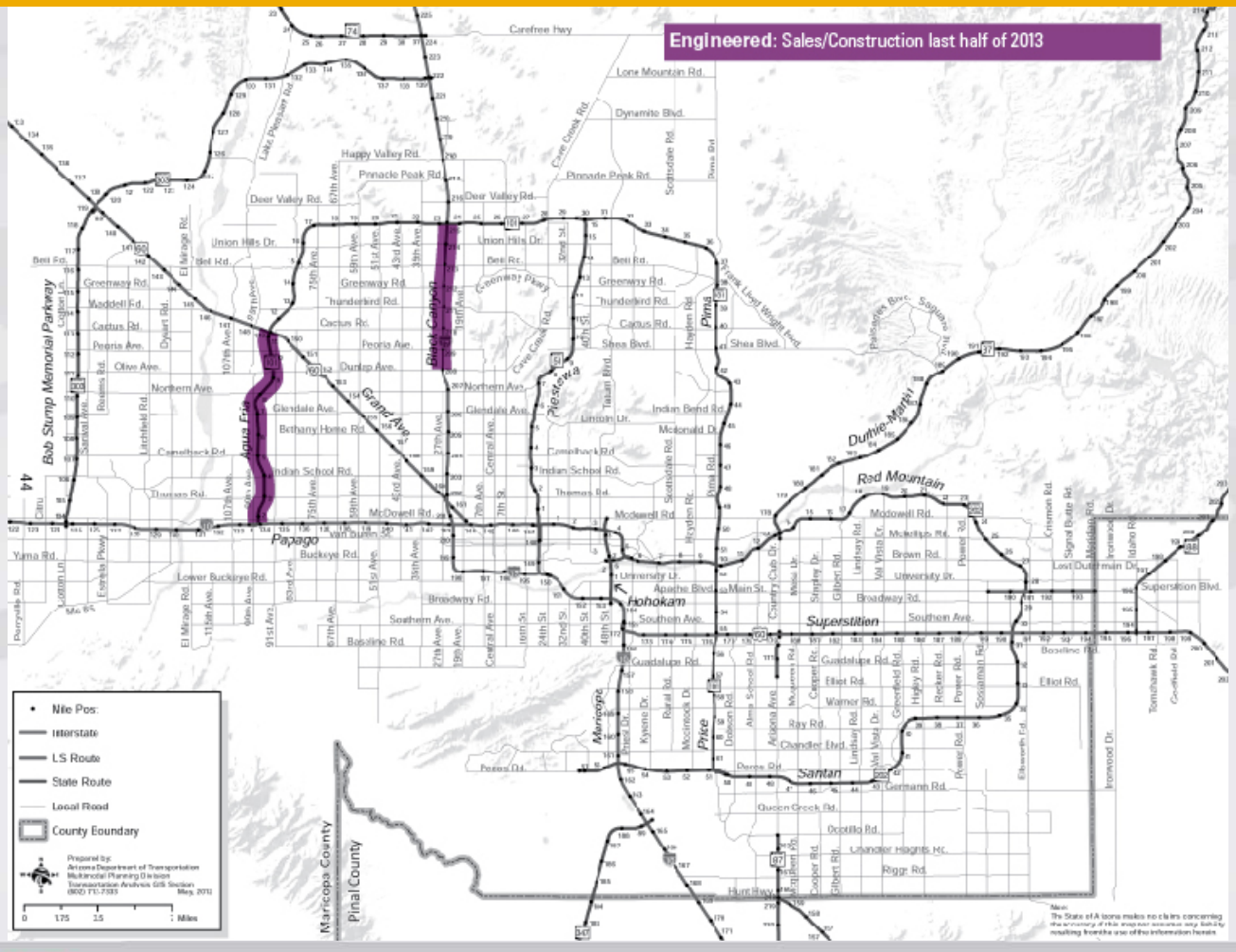
Criteria and Availability

- Safety is always the key criterion
- At each suitable exit approach (ramp), between 1 and 4 large signs (6 – 24 logos) could be available
- Must be a qualified travel related business and located within three miles of the highway
- May be on the exited road or a cross street
  - If on a cross street, pathfinder signs are required (municipality support/approval)
- Signs are owned and maintained by ADOT
- Rules were approved with a public hearing process

Pricing and Benefits

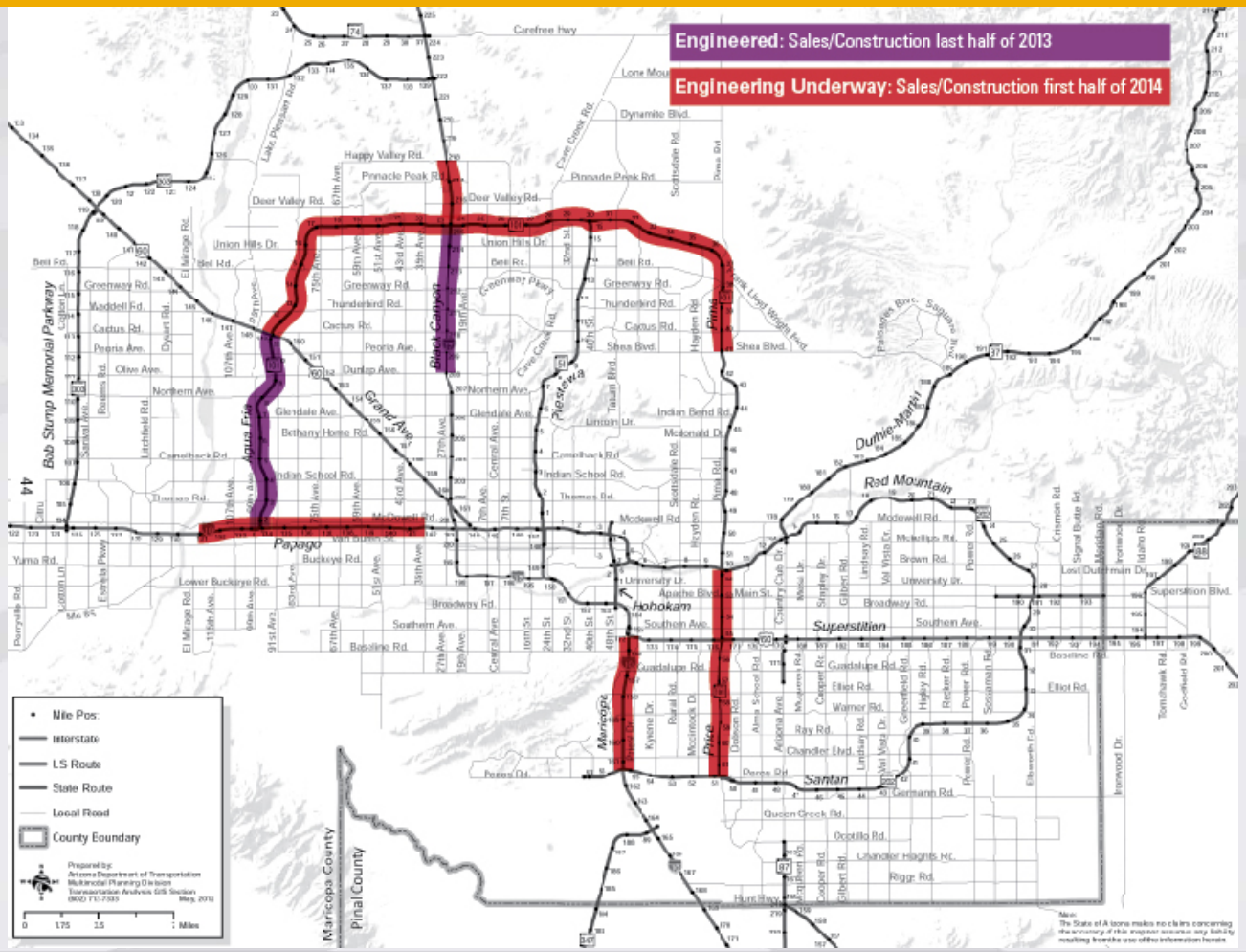
- GCSLS will develop a pricing structure reflective of market dynamics for each exit
- Provide a service to motorists by informing them of travel related businesses available at various locations
- Improving business identification along urban area highways
- Potential increase to businesses participating in the sign program
- Provide additional revenue to the state highway fund

Planned Buildout – Phoenix Area



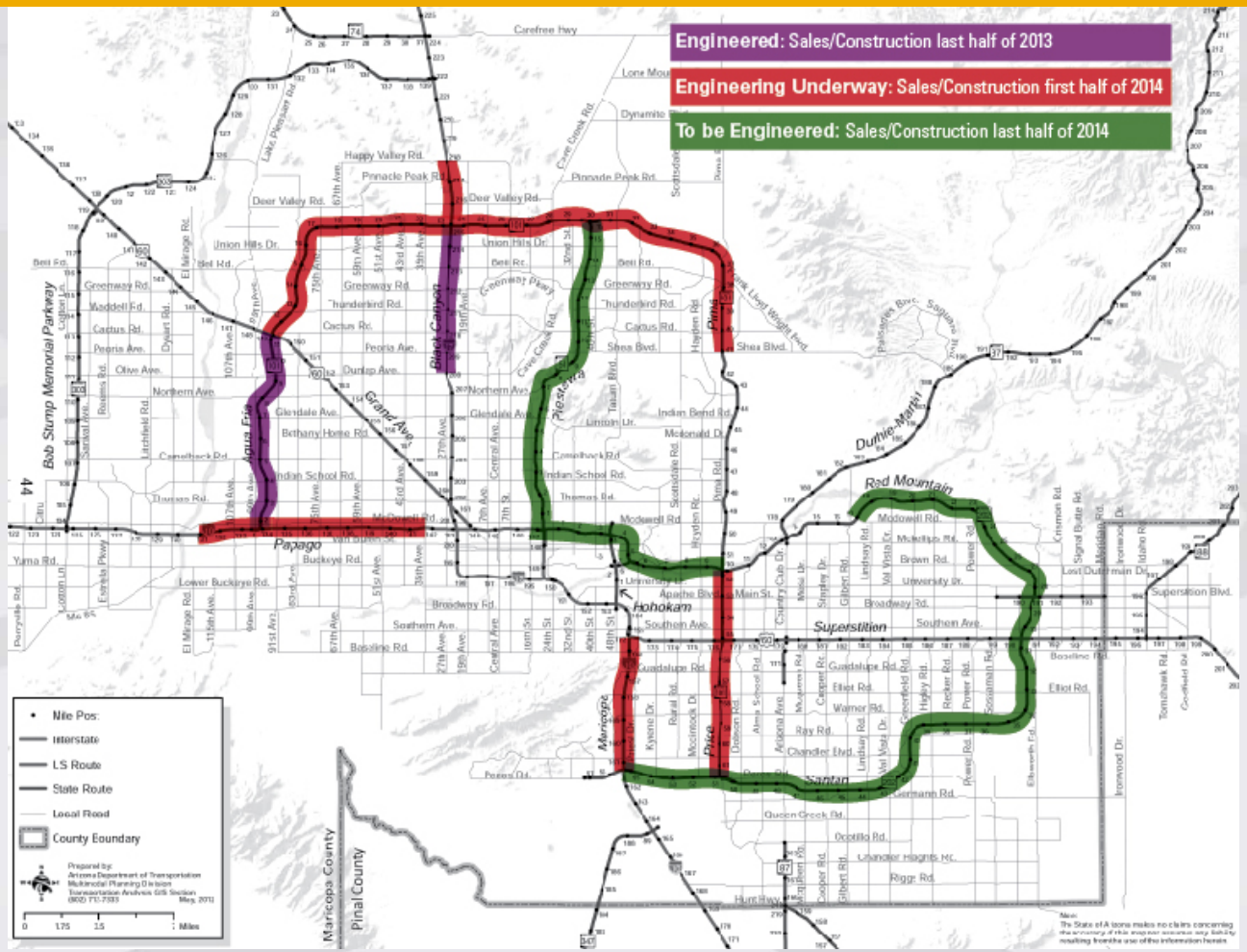
GRAND CANYON STATE LOGO SIGNS

Planned Buildout – Phoenix Area



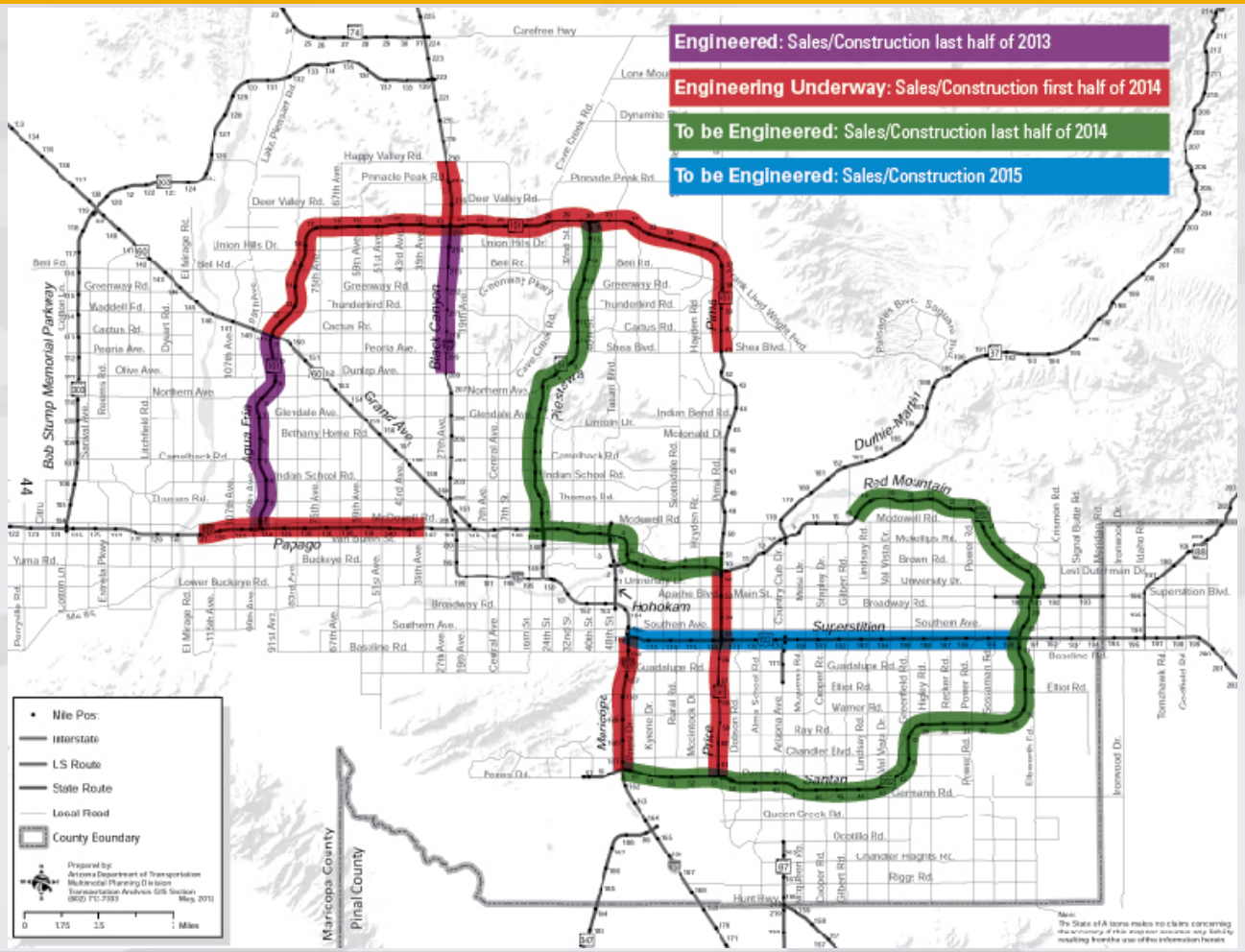
GRAND CANYON STATE LOGO SIGNS

Planned Buildout – Phoenix Area



GRAND CANYON STATE LOGO SIGNS

Planned Buildout – Phoenix Area



GRAND CANYON STATE LOGO SIGNS

Questions and Answers

GRAND CANYON STATE LOGO SIGNS

Contact information

- Visit grandcanyonstatelogosigns.com
- Call 855-712-4500

GRAND CANYON STATE LOGO SIGNS

Questions and Answers

GRAND CANYON STATE LOGO SIGNS