

# Grand Canyon State Logo Sign Program



# 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

- A total of 12 logos could be available at any one exit
- Must be a qualified travel related business and located within three miles of the highway
- Travel related businesses are limited to the following:
  - **Food**
  - **Gas**
  - **Lodging**
  - **24-hour pharmacies**
  - **Attractions**
  - **Camping**
- 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 are currently being developed 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 User Revenue Fund

# Contact information

- Visit [grandcanyonstatelogosigns.com](http://grandcanyonstatelogosigns.com)
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# Questions and Answers

