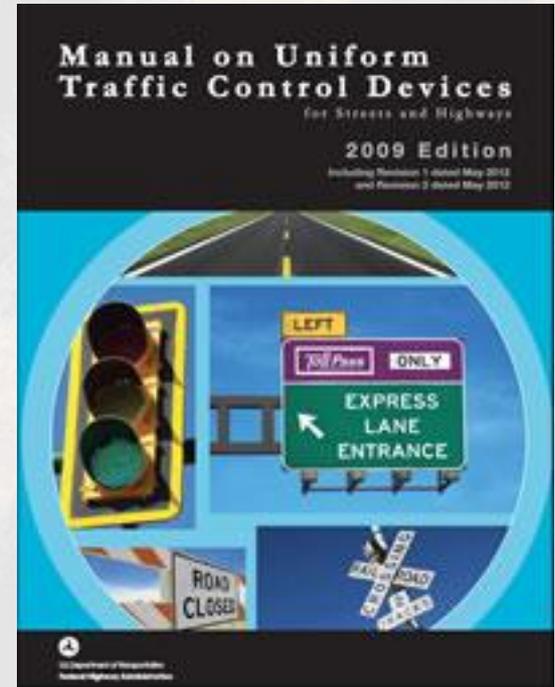


PROPERTY UTILIZATION COMMITTEE

LOGO Program Overview

Specific Service Signs

- ❖ Regulated by FHWA through MUTCD
- ❖ GDOT Policy 6775-10
- ❖ Categories:
 - Gas
 - Lodging
 - Attractions
 - Food
 - Camping
 - 24 hour pharmacy
- ❖ 4 Signs max per approach
 - 6 logos per sign max.
 - 2 mainline same service signs
 - 12 logos per service max.



Policy Info

- Business Eligibility: 2 miles
 - Gas: 7 days per week, 12 hours, free restroom
 - Food: 2 meals/day, 6 days per week, 10 hrs per day
seat 12 inside
 - Lodging: 20 sleeping units, operate 24/7
 - Camping: 5 miles, 12 campsites, 24/7 operations &
registration
 - Attraction: 5 miles, regional interest, 5 days/week in
season

Policy Info

- **Prioritization:**
 - First 6 “fully qualified” submittals
 - Remainder to wait list
 - Top left to bottom right
- **Fees and Agreements**
 - Annual Fees
 - Business Logo Sign Installation & Maintenance Fees

Current Contract

- Privatized Program
 - Contract Term:
 - 5 years
 - expires June 2015
 - Annual Payment from Contractor: \$3,335,000
 - Annual participation fee:
 - \$ 550 per mainline Logo
 - \$200 per ramp Logo
 - \$100 per trail blazer
- \$ 1,500 per interchange typ.

Revenue Options

Potential Opportunities

- Adjust Annual fee's?
- Rural verses Urban?
- Bid for space?
- Annual Payment adjustment?
- Revenue sharing?

1. Maintain current Contract
2. Address with next Contract
3. Explore existing Contract modification

LOGO Program Overview

