



WHAT? The Michigan Logo Sign Program, administered by Michigan Logos, Inc. under the direction of the Michigan Department of Transportation, serves eligible Gas, Food, Lodging, Camping, Attractions, and 24-Hour Pharmacies.

WHERE? Qualifying businesses at eligible interchanges along the following routes may be able to participate:  Bus 10

WHO? Gas, Food, Lodging, Camping, Attractions, and 24-Hour Pharmacies who meet the following criteria:

GAS

- Facility must be licensed by the Michigan Department of Agriculture.
- Vehicle services such as fuel, oil, tire repair service, compressed air for tire inflation, and free water for battery and radiator which are offered to the public with no required membership to use such services. If tire repair service is unavailable on the premises of the business, the business shall provide information as to where a motorist may obtain such service.
- Continuous operation at least 16 hours per day, 7 days per week, for at least 360 days per year.
- Restroom facilities and emergency telephone available to the public during hours of operation.
- Located within 6 miles from the center of the interchange.

FOOD

- Facility must be licensed by the Michigan Department of Agriculture.
- Accessible without an admission fee.
- Continuous operation serving at least 12 hours per day, 6 days per week.
- Minimum permanent indoor seating capacity of 24 persons.
- Restroom facilities and emergency telephone available to the public during hours of operation.
- Located within 6 miles from the center of the interchange.
- Eligible seasonal businesses are facilities closed for 2 or more weeks per year. The mainline logo must be covered with a "CLOSED" plaque while closed for the season or the months of operation must be listed across the bottom of the logos.

LODGING

- Minimum of 8 units, each having private bath facilities.
- Continuous operations 24 hours per day, 7 days per week.
- Telephone available to the public during all hours of operation.
- Off-street passenger vehicle parking space for each lodging unit.
- Located within 6 miles from the center of the interchange.
- Eligible seasonal businesses are facilities closed for 2 or more weeks per year. The mainline logo must be covered with a "CLOSED" plaque while closed for the season or the months of operation must be listed across the bottom of the logos.

CAMPING

- Facility must be licensed by the Michigan Department of Environmental Quality.
- Continuous operation for at least 6 months per year.
- 25 or more camp sites available for overnight use.
- Electric service, drinking water, showers, and flush toilets.
- Emergency telephone available to the public during all hours of operation.
- Sanitary service for trailers and campers.
- Off-street parking.
- Located within 15 miles from the center of the interchange.
- Eligible seasonal businesses are facilities closed for 2 or more weeks per year. The mainline logo must be covered with a "CLOSED" plaque while closed for the season or the months of operation must be listed across the bottom of the logos.

ATTRACTIONS

- Provide tourist oriented services consisting of cultural, historical, recreational, educational, or entertainment activities.
- Annually attended by 10,000 or more people and for which a major portion of income or visitors are derived from motorists not residing in the immediate area (within 10 miles of the tourist oriented service).
- Must be eligible and listed on the Pure Michigan website (www.michigan.org).
- Facility must comply with all federal, state, and local regulations including licenses or permits where required, pertaining to health, sanitation, accessibility, and safety.
- Open for business 40 hours and 5 days per week of which 1 day must be either Saturday or Sunday, throughout the normal business season for that particular type of tourist oriented service.
- Restroom facilities and emergency telephone available to the public during hours of operation.
- Adequate parking accommodations.
- Provide notice to prospective visitors at the point of entry of an admission charge.
- Not be displayed or advertised on any existing traffic control device, such as a highway traffic sign, for the interchange being signed by logo signs.
- Located within 15 miles from the center of the interchange.
- Eligible seasonal businesses are facilities closed for 2 or more weeks per year. The mainline logo must be covered with a "CLOSED" plaque while closed for the season or the months of operation must be listed across the bottom of the logos.

24-HOUR PHARMACIES

- Facility must be licensed by the Michigan Department of Community Health, Bureau of Health Professionals.
- Continuous operations 24 hours per day, 7 days per week, for at least 360 days per year.
- A state-licensed pharmacist must be present and on duty at all times.
- Located within 3 miles from the center of the interchange.

HOW? A representative of Michigan Logos will be visiting all eligible locations to explain the Program, answer any questions, and assist in completing the necessary paperwork. Please contact us locally in East Lansing at (517) 337-2267, toll-free at (888) 645-6467, or by email at michiganlogos@interstatelogos.com if you have any questions qualifying your location.

Annual Cost \$850.00 per direction

Monthly Cost \$ 70.83 per direction

Daily Cost \$ 2.33 per direction

Logo Signs – Working for YOUR business 24 hours a day, 7 days a week, 365 days a year!

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www.michigan.interstatelogos.com

PARTICIPATION
PAYS FOR ITSELF

1

VALUE
MEAL
PER DAY



1

TANK
OF GAS
PER WEEK



1

HOTEL
ROOM
PER MONTH

