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.

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**Tourist Oriented Directional Signs (TODS)**

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.
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**

1. The location 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.
2. The facility must derive a major portion of its income from motorists not residing within 10 miles of the activity.
3. The location must have an attendance of at least 2,000 in 12 consecutive months.
4. The maximum distances of services from signed intersections for all establishments are as follows:
   - **Upper Peninsula** - 15 miles
   - **Lower Peninsula** - 10 miles

5. 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 Historical Places, and an official Michigan Historical Marker must be in place.

**FREQUENTLY ASKED QUESTIONS**

1. **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.

2. **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

3. **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.

4. **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.

5. **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.

6. **Q. How will the signs be maintained?**
   **A.** All TODS maintenance will be performed by Michigan Logos, Inc. or its contractors.

**WHERE**

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.

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