

*SWARTZ CREEK
DOWNTOWN DEVELOPMENT AUTHORITY
2022 MDOT LOGO PROGRAM*

Intent

The Swartz Creek DDA aspires to provide incentives to increase business for downtown district restaurants by drawing customers from I-69. The DDA also seeks to increase the positive brand and awareness of downtown eateries to the region by showcasing as many businesses as possible on MDOT logo signs.

Eligibility Requirements

The Swartz Creek MDOT Logo Program is available to restaurants that are in the Downtown Development Authority District of Swartz Creek and are otherwise eligible for an MDOT logo sign*. As of March 1, 2022, MDOT requirements can be summarized as:

- 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

* Partially eligible eateries may qualify for a logo sign once MDOT installs a sign for a fully qualifying eatery.

Only one set of incentives is available to each recognized restaurant as identified by address. If a second set of incentives is requested for subsequent restaurants located at the same location, the DDA may approve such reimbursement by an affirmative vote of a majority of the DDA board. In no case, can the incentive be repeated or extended for the same restaurant at the same location.

Program Incentive

The Swartz Creek DDA shall reimburse eligible restaurants for initial MDOT logo sign production (a value of approximately \$1,000). The DDA shall also reimburse participants for fees paid to MDOT for continued annual logo participation costs according to the following schedule:

- 90% of year one MDOT logo charges (currently \$850/direction)
- 75% of year two MDOT logo charges (currently \$850/direction)
- 50% of year three MDOT logo charges (currently \$850/direction)
- 25% of year four MDOT logo charges (currently \$850/direction)

Program Requirements

Prospective restaurant owners should notify the DDA in advance of their intent to seek an MDOT logo sign by contacting the city manager via email or letter. Owners shall be responsible for completing all MDOT applications, including the provision of logo artwork and other qualifying materials. If approved by the MDOT, owners shall notify the DDA in writing and supply evidence of approval and proof of payment. To receive reimbursement, owners shall provide a legal name and mailing address, as well as any additional related information or documentation required by the city accounts payable representative.

Miscellaneous

Reimbursements are not guaranteed. Funds available for reimbursement may be limited by current or future budgets. The DDA reserves the right to modify, extend, or eliminate this program based upon budgetary considerations. The DDA cannot guarantee acceptance into the MDOT logo program as administered by the state, including the availability of space on MDOT signs and/or trailblazer signs within the community.

The DDA, at its discretion, may work with the city and owners to install trailblazer or identification signs within right of ways, public parking areas, or other locations to better identify businesses.

Please refer to the MDOT logo program guidelines for more information. Contact DDA staff at 810.287.2147 or azettel@cityofswartzcreek.org to hold an informal project consultation prior to submission to MDOT and/or the DDA.

Approved by City Council: April 25, 2022