

## DESTINATION FORT BENTON PROJECT DASHBOARD



### PROJECT: WAYFINDING SIGNAGE

**PROJECT DESCRIPTION:** Wayfinding signage includes all signage that directs visitors off the major highways, and from the main entrances into our downtown area and to major tourist destinations. Our current signage is too small and is degrading from sun exposure. We will evaluate sign locations, identify better sign materials, and replace defective signs. Year 1 includes the budget for phase one of this project. Future signage improvements should be planned for in phases.

**PROJECT TIMELINE:** The goal is to complete the plan by November 1, 2025, and have new signage in phase one installed by May 1, 2026.

### PROJECT LEAD:

### ACTION PLAN:

- ☐ Identify project committee and project lead
- ☐ Identify project partners (such as Department of Transportation)
- ☐ Create signage master plan that can be executed in phases.
- ☐ Create RFP
- ☐ Send RFP to potential sign companies
- ☐ Select sign company of choice and sign contracts
- ☐ Sign design and review
- ☐ Phase one sign installation