

Wayfinding & Welcome Signage Project

Key Points

- This project is a partnership between the Jackson Area Chamber of Commerce and Uptown Jackson Revitalization Organization (UJRO) focused on enhancing community navigation and first impressions.
- There are two main components:
- Uptown pedestrian wayfinding signage with maps to help visitors and residents easily explore the historic district
- A community-wide “Welcome to Jackson” sign placed at a key entry point
- That key entry point will be at Exit 102, which continues to be a major focus area for growth and development within our community.
- UJRO has committed \$35,000 toward the Uptown wayfinding portion, funded through City of Jackson ARPA dollars.
- The estimated cost for the Welcome to Jackson sign is approximately \$30,000, and it will feature the new City of Jackson brand/logo.
- We successfully pursued and were awarded a Missouri Department of Tourism grant to support this initiative.
- Because the ARPA-funded wayfinding investment is already in place, we are able to leverage that as the required match for the grant.
- This allows us to essentially add the Welcome to Jackson sign at no additional cost, by maximizing the impact of existing ARPA funds.
- The project timeline requires us to complete the project by June 30, with reimbursement of the \$30,000 grant match expected by August 30.
- Overall, this creates a cohesive, branded experience across Jackson—from entry into the community to navigating Uptown.
- This project supports:
- Tourism development through Go Jackson MO
- Economic development and small business visibility
- A stronger, more unified community identity and sense of place

We've been very intentional about the Exit 102 corridor, and this is another step in creating a strong first impression as people enter Jackson.