



2023

ANNUAL REPORT



Education. Community. Knowledge.

Table of Contents

SRF Vision	Page 2
Sign Research Foundation 2023 Strategic Plan	Pages 3
2023 Research Update	Page 4 - 5
2023 Education Engagement Update	Page 5
2023 Revenue	Page 6

SRF's Vision:

Everyone involved in the manufacture, design, use, or regulation of sign products and services will have timely access to relevant research and education, thereby creating the knowledge necessary to develop effective sign strategies and systems.

Education

SRF's research helps urban planners, city officials, and downtown managers better understand how to specify, implement, and regulate signage projects and systems. SRF research and education is used to onboard sign company employees, show customers how signs contribute to increased profits, and encourage code officials to enact reasonable regulations and ordinances.



Community

SRF is an essential partner to people who regulate, use and specify sign systems. Its research has been referenced by urban planners, downtown BIDs, architects, designers, and city officials. The ISA grassroots advocacy team uses SRF research regularly to persuade city councils and code officials to adopt well-crafted sign codes.

Knowledge

SRF's extensive database of multidisciplinary, innovative research provides the most comprehensive collection of data and studies on the technology, regulation, and best practices of the sign industry.



Sign Research Foundation 2023 Strategic Plan

Core Mission:

Communities around the world are safer, more navigable, and are thriving as a result of SRF's evidence-based sign research and education.

Core Values:

- Collaborative: Using an interdisciplinary team approach for research and education
- Integrity: The willingness to do the right thing even when difficult or unpopular and to hold the organization and its leadership to the highest ethical standards
- Impartiality: Using data and evidence for decision making

Vision:

Everyone involved in the manufacture, design, use, or regulation of sign products and services will have timely access to relevant research and education, thereby creating the knowledge necessary to develop effective sign strategies and systems.

Vivid Description of a Desired Future:

The Sign Research Foundation (SRF) is the first stop for anyone seeking relevant, timely, and expert information on the manufacture, design, use, or regulation of signs. The SRF is continuously sought after by the sign industry and other stakeholders for their credible and trusted information and education. The information is easily accessible, digestible, and provided in a variety of formats. SRF is known to be innovative and forward-thinking; constantly anticipating stakeholder needs.



The SRF produces and distributes timely unbiased research to support current needs of stakeholders, balancing the needs of the community and the sign industry. Stakeholders proactively engage with the Sign Research Foundation for guidance on effective sign standards and codes and use the organization's training programs for their continuing education. Sign buyers find SRF as an essential resource in measuring the effectiveness of installed signs. Communities view signs as integral to creating vibrant, navigable and thriving spaces for their residents.

Goals (3-5 years)

Research

Goal: To create relevant, timely, and unbiased information on the manufacture, design, use, or regulation of signs that support the current needs of stakeholders.

Education and Engagement

Goal: Utilizing SRF research, SRF offers optimal learning opportunities for all stakeholders, thus creating an understanding of effective signage.

Revenue

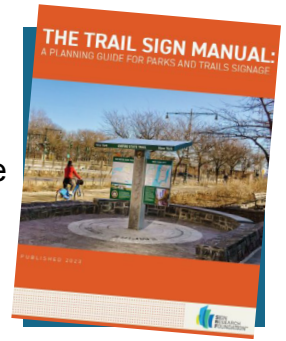
Goal: Continue to diversify programs & services so that non-donation revenue reaches \$75,000 per annum.



2023 Research Update

The Trail Sign Manual - A Planning Guide for Park and Trail Signs:

- **Scope:** The largest trend in civic wayfinding over the last ten years has been the growth of multi-jurisdictional park and trail infrastructure. Over 50% of all multi-modal investment has been made in this one area and the federal government is expected to spend over three billion dollars on trail architecture as part of new infrastructure spending. The goal of the manual is to place sign and streetscape infrastructure as central to the planning of trails and park systems.



Sign Visibility & Legibility (Publication in 2024)

- **Scope:** This project will build upon publicly available research and findings to distill and summarize the science of sign legibility in simple, clear language and graphics. There will also be an Executive Summary for designer/planner reference to use when seeking a variance on an existing sign ordinance.

Best Practices in Sign Permitting

- **Scope:** This project will build upon publicly available ordinances, research, and interviews with the goal to distill and summarize these findings in simple, clear language and graphics. This will provide reference material for planners/building code officials when developing, revising, and/or enforcing their sign permitting processes and standards.

Sign Lighting Research & Recommendations:

- **Scope:** The recommendations for sign luminance contained in IES/ANSI Recommended Practice RP-39-19 are arbitrary and inconsistent with common practices and applicable research. This paper will be an estimated 6000-word document including citations and references that will lean on field measurements of modern signs, RP-39-19 and its references, and IES documents or their domestic references and regional sign regulations already in place. It seeks to supply alternative, data-driven guidelines for digital and internally illuminated signage.

We continue to track and monitor the use/purchase of SRF research reports. In 2023, 134 reports were purchased. Half of the purchases were of these four reports: the SRF Sign Glossary, the Trail Sign Manual, the Model Sign Code, and Content-Neutral Sign Codes.

2023 Research Update cont.

Projects under review for 2024 funding

1. Consumer Perceptions and ROI of Retail Signage
2. Best Practices in Convenience Store Signage
3. Economic Value of Signage Annual Case Studies
4. Digital Signage and Traffic Impact Study – updated from 2012
5. The Economic Impact of Sign Codes
6. Wayfinding & Accessibility Case Studies
7. How to Effectively Position your Brand Through a Variety of Signage Applications

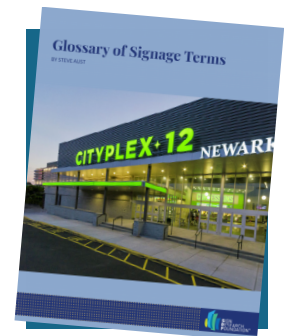
2023 Education & Engagement Update

Signs 101, 201, 301

- Using the [Glossary of Signage Terms](#) as a baseline, staff is developing a series of courses on the Fundamentals of Signage.

SRF Lunch & Learns/Webinars

- New in 2023! SRF and ISA Advocacy have teamed up to provide a series of webinars and interactive lunch & learns for sign companies to better understand how to use SRF research. Seven programs were offered in 2023, covering the ROI of retail signage, legal regulations, signage and traffic safety; and park/trail signage. These sessions educated 250 people.



SRF Offsite Tours & Seminars (ISA Sign Expo)



- SRF hosted two offsite tours of the Neon Sign Museum in Las Vegas, both of which sold out and had dozens on the waiting list. Additionally, we offered a series of five courses on Sign Fundamentals which attracted 405 learners. The seven programs served over 500 people and retained just over \$40,000 in non-donation revenue.

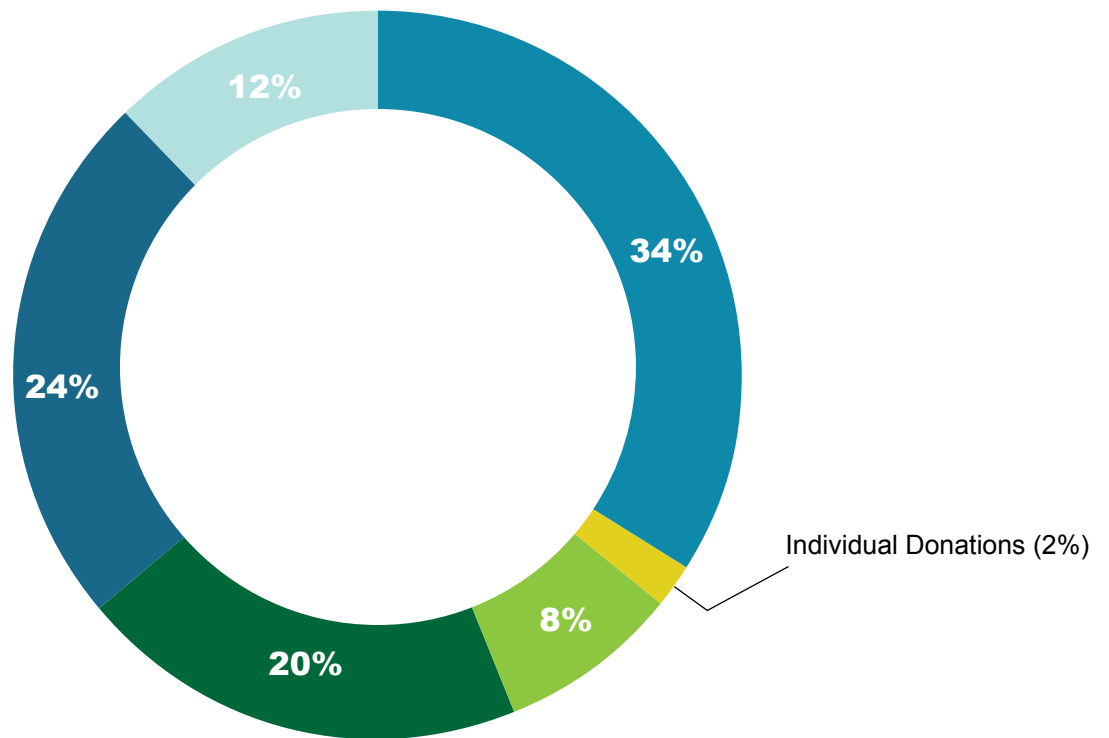
2023 Revenue Update

SRF's revenue streams come from donor contributions; webinars, research sales, merchandising; and sessions and tours at the ISA Sign Expo.

In 2023, SRF finally reverted to pre-pandemic donation levels, after a significant drop in 2020-2022. In addition, the innovation in creating new programs and services paid off in the highest amount of non-donation revenue ever retained.

Revenue Breakdown

Revenue Source	Amount (As of 12/31/2023)
ISA Management Fee to SRF	\$50,000.00
SRF Expo Sessions, Tours, and T-Shirt Sales	\$41,641.00
SRF Webinars, Research Sales, and Misc.	\$24,227.35
Corporate Donations	\$70,941.32
Individual Donations	\$4,076.00
Associations/Non-Profits Donations	\$17,850.00
Total	\$208,735.67



- Corporate Donations
- SRF Expo Sessions, Tours, and T-Shirt Sales
- Individual Donations
- ISA Management Fee to SRF
- Associations/Non-Profits Donations
- SRF Webinars, Research Sales, and Misc.