MEMORANDUM

To: Members of the City Commission

From: Lisa Agnor, City Manager

Date: January 26, 2016

Subject: Report regarding the possibility of purchasing an outdoor electronic sign for City Hall

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This item has been placed on the agenda at the request of Commissioner Calhoun.

We have contacted Stewart Signs, of Sarasota, Florida and Sign Design, of Marshall, Texas, to obtain information regarding the types of electronic signage they offer and pricing. We have received information from both companies, and it is attached.

The following are examples of our TekStar LED signs. Pricing for this model starts at around $12,000 for a sign with a single color (red) display and $15,000 for one with a full color display:

VILLAGE OF SOUTH ROXANA
SINCE 1967
Dad's Club
Homecoming
June 11-13th
STEWARTSIGNS.COM

CITY HALL
POLICE DEPARTMENT
Seatbelts Save Lives!
STEWARTSIGNS.COM

Welcome to
Waukomis
STEWARTSIGNS.COM

This is an example of our Cornerstone/EXP sign that we can customize to suit your location. This sign would be around $38,000.

Thank you for contacting us to help you with your sign needs.
The quote I am giving does not include installation, but is for double sided sign only. Once you approve sign price, we would meet with you to discuss the installation location and different options available.
The two signs I am pricing are the size of two that we have done in town for Health Care Express on Hwy 59; and the other size is what we have done for Central Baptist Church and Crossroad Baptist Church.

The brand is WatchFire LED Message Centers, built in the USA and the number one company in the United States.
WatchFire has the best product on the market for performance and durability. We have sold other brands, but have had water issues with the others. WatchFire seals their module components completely, therefore no water can get to the electronic part of sign.

Full Color 19mm
4'x10'
48x160 pixel matrix (resolution)
6 lines of copy / 32 characters per line 5" character height
wireless communication
plays prerecorded video clips
with built in animated text and graphics
double- sided
$27030.00

Full color 19mm
29"x7'
32x112 pixel matrix
4 lines of copy/22 characters per line 5" height character
wireless communication
plays pre-recorded video clips
with built in animated text and graphics
double- sided
$17800.00

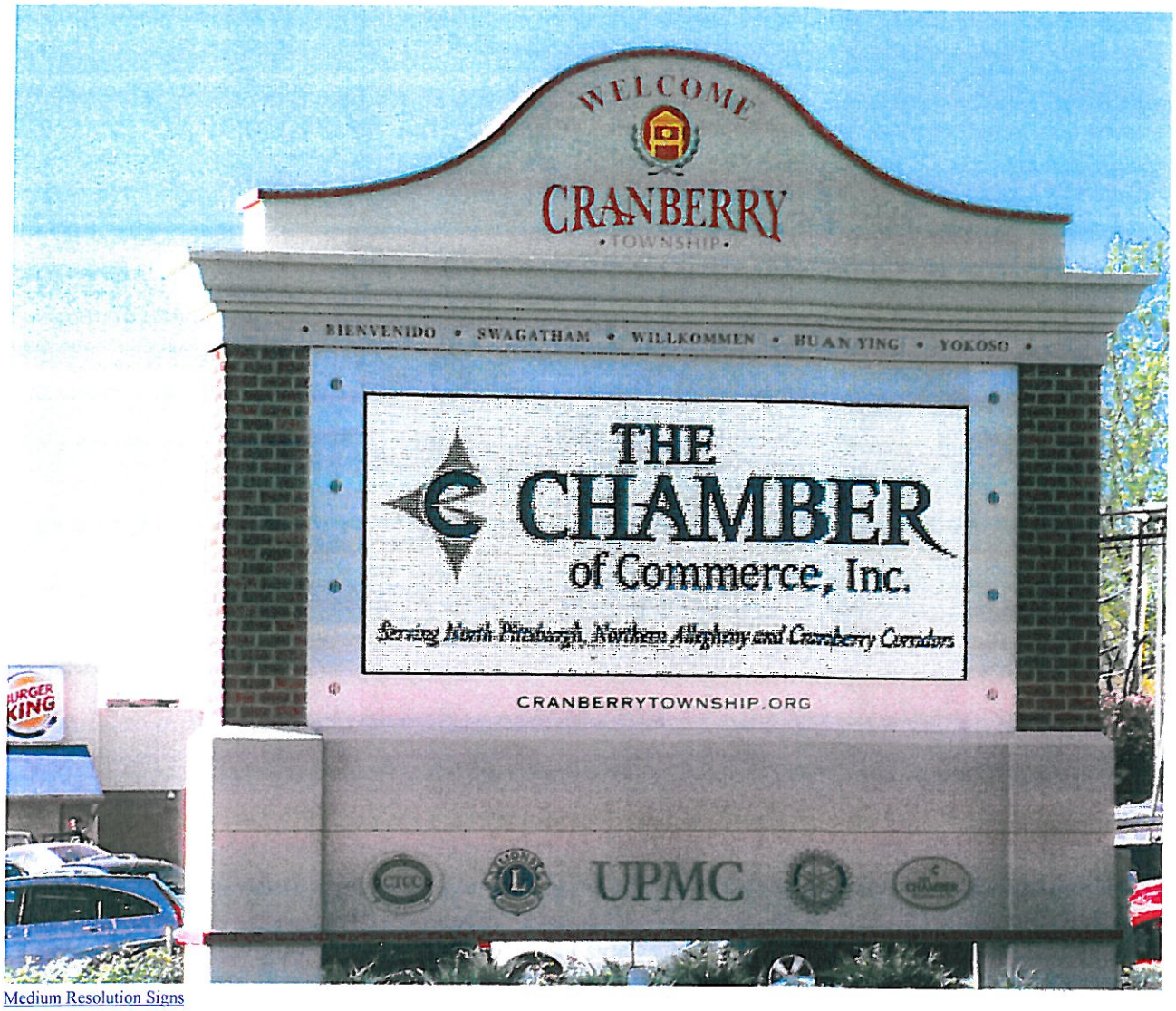
Any questions please call me @903-938-5856

Listed below are some of the signs here in Marshall that we have done and are the WatchFire brand:

Health Care Express - Hwy 59
Central Baptist Church - South Washington
Victory Baptist Church - Hwy 80
EPC Church - Hwy 80
Crossroad Baptist Church - Hwy 31
Marshall Convention Center

Thank you
Angela Person

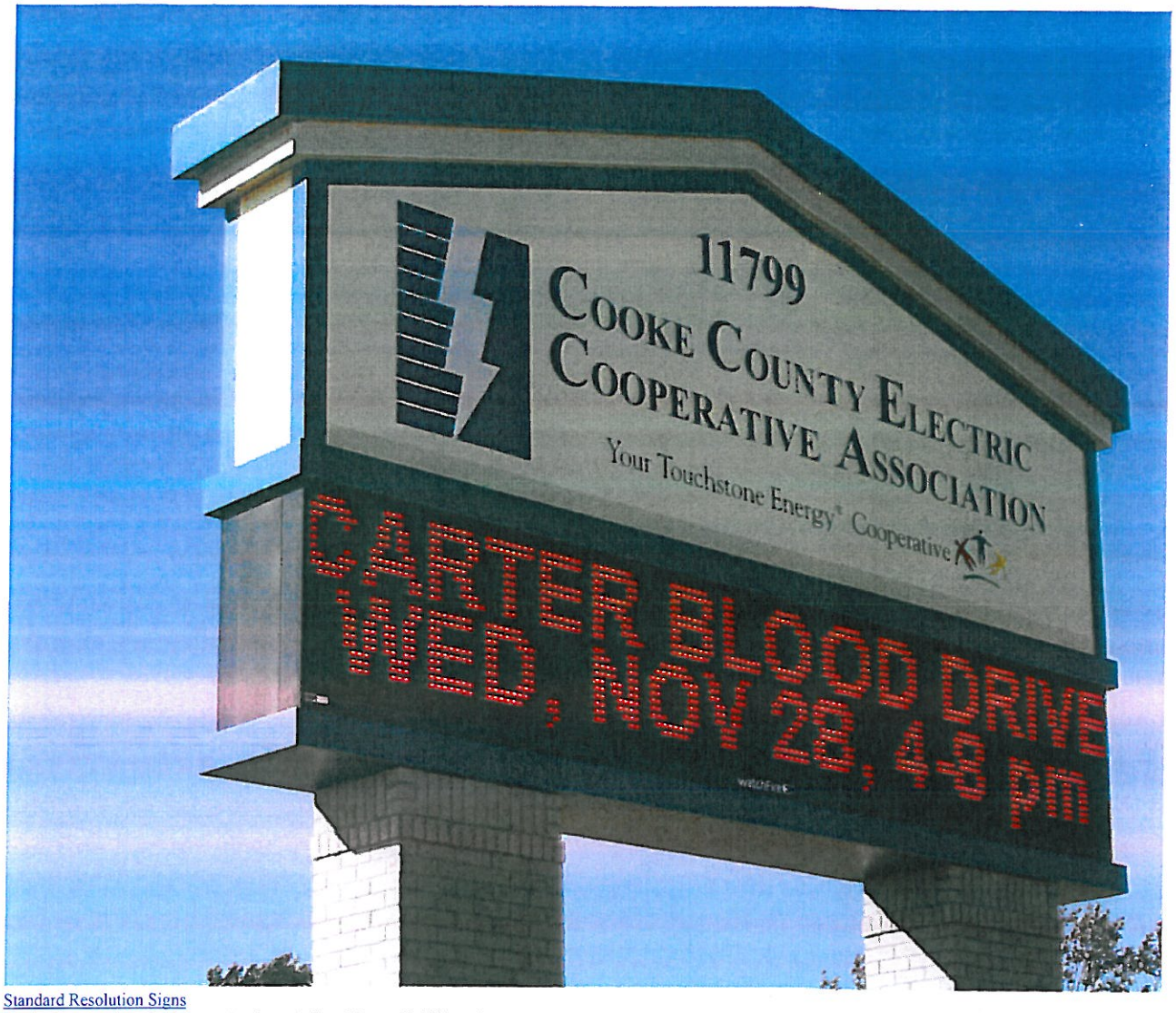
Sign Design & Performance Graphics



- Medium Resolution Signs
  Cranberry Township; 16mm, 5'7-1/2" x 11'11-1/2"
  Cranberry, PA

High Resolution Signs
Hanover Park District; 12mm, 3'5" x 13'3"
Hanover Park, IL

Medium Resolution Signs
City of Castle Rock, 16mm, 2'8" x 8'6"
Castle Rock, CO



Standard Resolution Signs
Cooke County Electric Cooperative Association; 35mm, 38-3/4" x 18'
Muenster, TX

Medium Resolution Signs
Sevierville Visitor Center; 19mm, 2'4" x 10'
Sevierville, TN

Medium Resolution Signs
Oelwein Public Library; 16mm, 3' x 8'2"
Oelwein, IA
Related Content. Oelwein Public Library

- Medium Resolution Signs
  Shawnee Township; 19mm, 2'5" x 6'3"
  Lima, OH
  Related Content: Shawnee Township Offices

next

Smart customers do their homework. Learn how to select an LED sign manufacturer in this guide.

Download Now

"It has done more than just save us time and money. It has allowed us to present everyone with what's going on in the community in a clear, interesting and ever-changing way. The sign provides us with visibility, it lets us change messages constantly, and it connects us with the community..."

- — Wendy Goodale
- Executive Director - Perry Area Chamber of Commerce

Read more

Civic/Municipal Case Study Highlights

Shawnee Township Offices

Shawnee Township is a close-knit community near Lima, Ohio. They have about 12,000 engaged residents, so effective communication is important. For many years, the township had a wooden sign that that required frequent maintenance and couldn't pass on information to residents
Learn More

Other Civic/Municipal Case Studies:

- Oelwein Public Library