

JOINT CITY/COUNTY COMMISSION AGENDA

City Hall Commission Chambers

Monday, August 17, 2009

6:00 p.m.

MEETING #4772

CALL TO ORDER

ROLL CALL

NEW BUSINESS

Approval of Community Facilities Advisory Board recommendation for the purchase of signage at Civic Center, Legends Field and Dodge City Raceway Park.

ADJOURNMENT

Memorandum

To: City Manager
Assistant City Manager
City Commissioners

From: Paul Lewis 

Date: August 13, 2009

Subject: CFAB Signs Recommendation

Agenda Item: New Business

Recommendation: Staff recommends accepting the recommendation of the Community Facilities Advisory Board for the purchase of three site signs from Luminous Neon with LED message centers for Dodge City Civic Center, Legends Park, and Dodge City Raceway Park.

Background: This project provides site signage including LED message centers for the listed facilities. The project initially began as a proposal to provide signage at Legends Park. Based on a proposal to CFAB, they requested staff pursue the opportunity to provide signage at the recommended facilities along with St. Mary Soccer Complex.

Staff published a request for proposals for interested sign companies to design site signage for the various locations. Three firms responded to the RFP and a committee of CFAB members and a staff representative reviewed the proposals. The committee also undertook additional research on LED message centers and studied the opportunity to generate sponsorship funding to help offset the cost of the signs.

After reviewing the proposals, the committee recommended the proposal of Luminous Neon for the three signs and for staff to negotiate with Luminous Neon to determine any cost saving opportunities. The committee also recommended tabling the St. Mary Complex sign at the present time.

Negotiations with Luminous were successful in generating over \$44,000 in savings through minor modifications to the designs and at the same time improving the performance of the LED message centers. The revised proposal from Luminous for the three signs recommended by the committee and CFAB totals \$266,467.

Justification: Presently Legends Park does not have an entrance sign. The message center on the Civic Center does not function and is not repairable.

These signs provide aesthetically attractive site signage for each facility and the message centers allow for promotion of upcoming events and attractions. Through sponsorship revenues, the cost to provide the signage is dramatically reduced.

Financial Considerations: The work is budgeted in the 2009 Sale Tax fund in the amount of \$240,000. An additional amount of approximately \$7,500 is required for silhouettes and stone work on the Legends sign to be completed by the City.

City staff has solicited potential sponsors for the signs and to date has over \$80,000 in commitments to be paid out over five years. Sponsors receive ten seconds of recognition every three minutes. Based on a maximum of eight sponsors, that leaves one minute and 40 seconds for site specific programming.

Purpose/Mission: This project meets the City's core purpose by providing ongoing improvements in the community. These signs greatly improve our ability to communicate with the public and to promote upcoming events and bring attention to important facilities in the community that serve a variety of interests.

Legal Considerations: N/A

Attachments: RFP Tabulation
Aug. 6th CFAB Memo



City of Dodge City

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Memorandum

To: Community Facilities Advisory Board
Ken Strobel, City Manager

From: Paul Lewis, Parks & Recreation Director

Date: August 6, 2009

Subject: Facility Sign Proposal

Location	Original Proposal	Revised
Dodge City Civic Center	116,575	96,286
Raceway Park	124,579	101,891
Legends Park	69,369	68,290
Total	\$310,523	\$266,467

Modifications:

Dodge City Civic Center: ID component reduced from 8' x 18' to 7' x 16'
Video board reduced to 5' - 4" x 13'
LED pitch improved from 25mm to 19mm

Raceway Park: ID component scaled back to 10' x 12' from 13' x 15'
Video board reduced to 6' x 16' - 4"
LED pitch improved from 35mm to 25mm
Non XVS controller

Legends Park: Improved LED pitch from 25mm to 19mm
Non XVS controller
Option II: Monochrome video board saves additional \$15,246

Other:

2009 Sales Tax Budget for signs: \$240,000
Sponsorship commitments: \$80,000 + (over 5 year contract)

Facility Sign Proposals

March 9, 2009

	Legends Park		Civic Center		Raceway Park		St. Mary Soccer	
	LED	w/o LED	LED	w/o LED	LED	w/o LED	LED	w/o LED
Luminous Neon	69,369	13,290	116,575	23,075	124,579	49,875	75,395	19,875
Option 1, Sign on Building			101,575					
Power Ad	33,778	16,055	35,047	17,686	38,317	18,064	27,779	13,711
Option 2, monochrome display	23,332		23,929		25,307		19,326	
Signature Signs	40,471	20,318	94,518		70,730	14,123	32,788	12,040
Option 1, Sign on Building			143,556					
Option 2, monochrome display	33,434		53,787		43,295		25,734	
Design 2	32,788	12,040						
Design 2, monochrome	25,734							