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
Memorandum

To: Community Facilities Advisory Board
   Ken Strobel, City Manager
From: Paul Lewis, Parks & Recreation Director
Date: August 6, 2009
Subject: Facility Sign Proposal

<table>
<thead>
<tr>
<th>Location</th>
<th>Original Proposal</th>
<th>Revised</th>
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<tbody>
<tr>
<td>Dodge City Civic Center</td>
<td>116,575</td>
<td>96,286</td>
</tr>
<tr>
<td>Raceway Park</td>
<td>124,579</td>
<td>101,891</td>
</tr>
<tr>
<td>Legends Park</td>
<td>69,369</td>
<td>68,290</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$310,523</strong></td>
<td><strong>$266,467</strong></td>
</tr>
</tbody>
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**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)
<table>
<thead>
<tr>
<th></th>
<th>Legends Park</th>
<th>Civic Center</th>
<th>Raceway Park</th>
<th>St. Mary Soccer</th>
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<tbody>
<tr>
<td></td>
<td>LED</td>
<td>w/o LED</td>
<td>LED</td>
<td>w/o LED</td>
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<tr>
<td>Luminous Neon</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Option 1, Sign on Building</td>
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<td>13,290</td>
<td>116,575</td>
<td>23,075</td>
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<td>Power Ad</td>
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<tr>
<td>Option 2, monochrome display</td>
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<td>35,047</td>
<td>17,686</td>
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<td>Signature Signs</td>
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<td>Option 1, Sign on Building</td>
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