



## **Consent Item**

**RE:** Electronic Message Centers

**Department/Program:** Parks and Recreation

**Explanation:** The City budgeted \$100,000 for electronic message boards at The Pointe and Golf Course. Electronic message boards will assist with getting park, facility and programming information disseminated to the public with high visibility and quality messaging. These message centers will replace old style marquee sign boards that are static and only allow staff to advertise one message per side at a time. Bids were solicited and four bids were received on March 13, 2026.

**Recommendation:** Award low base bid to Dale Sign Service for \$78,149. The LED signs are covered under a 5 year warranty that is included with the base bid. Installation is weather permitting and should begin after LED boards arrive (5 to 15 days after permits are secured)

**Submitted By:** Chris Conway, CPRP, Director of Parks and Recreation

**Date:** April 13, 2026



## TABULATION OF BIDS

**Project: ELECTRONIC MESSAGE BOARDS RFP:26-17**

**Date: 3/13/26 at 10:00 am**

VENDOR	Midwest LED Solutions	Blank Marketing Inc. DBA Blank Signs	Dale Sign Service	Kelly Sign Resources	
BID BOND					
BASE BID <i>6mm</i>	\$ 111,466.46	\$ 81,711.76	\$ 78,149.00	\$ 97,777.00	
<i>9mm</i> ALTERNATE #1 <i>Same as 7 trails</i>	\$ 104,137.88	\$ 72,660.00	\$ 69,896.00	\$ 87,405.00	
<i>5 year labor</i> ALTERNATE #2 <i>warranty</i>			\$5000 for both		
TOTAL GROSS COST					
TOTAL NET COST					