



Exhibit A

CRA District

G A T E W A Y

S I G N A G E

CREATING AN IDENTITY

Welcome to Lake Park

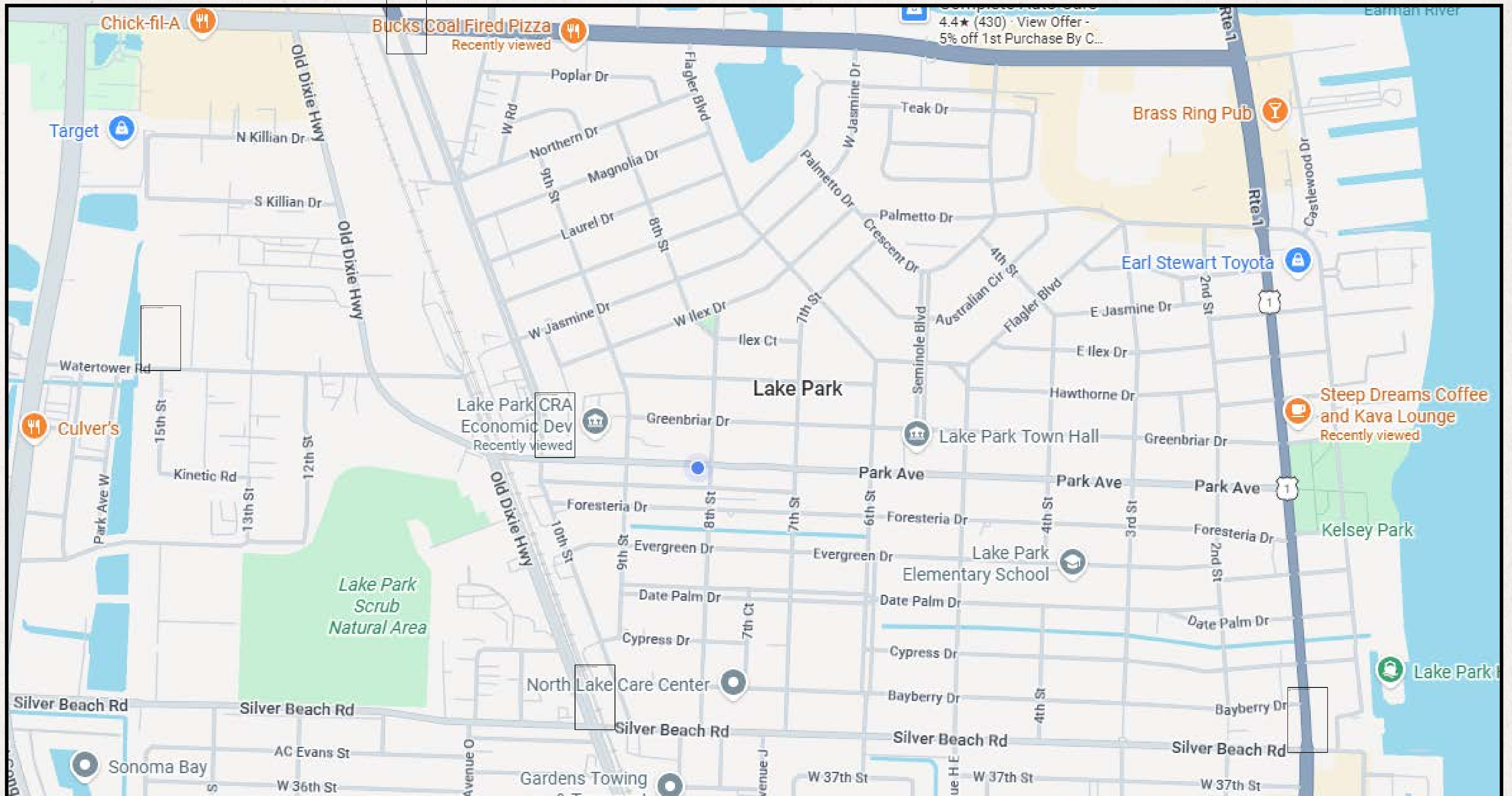


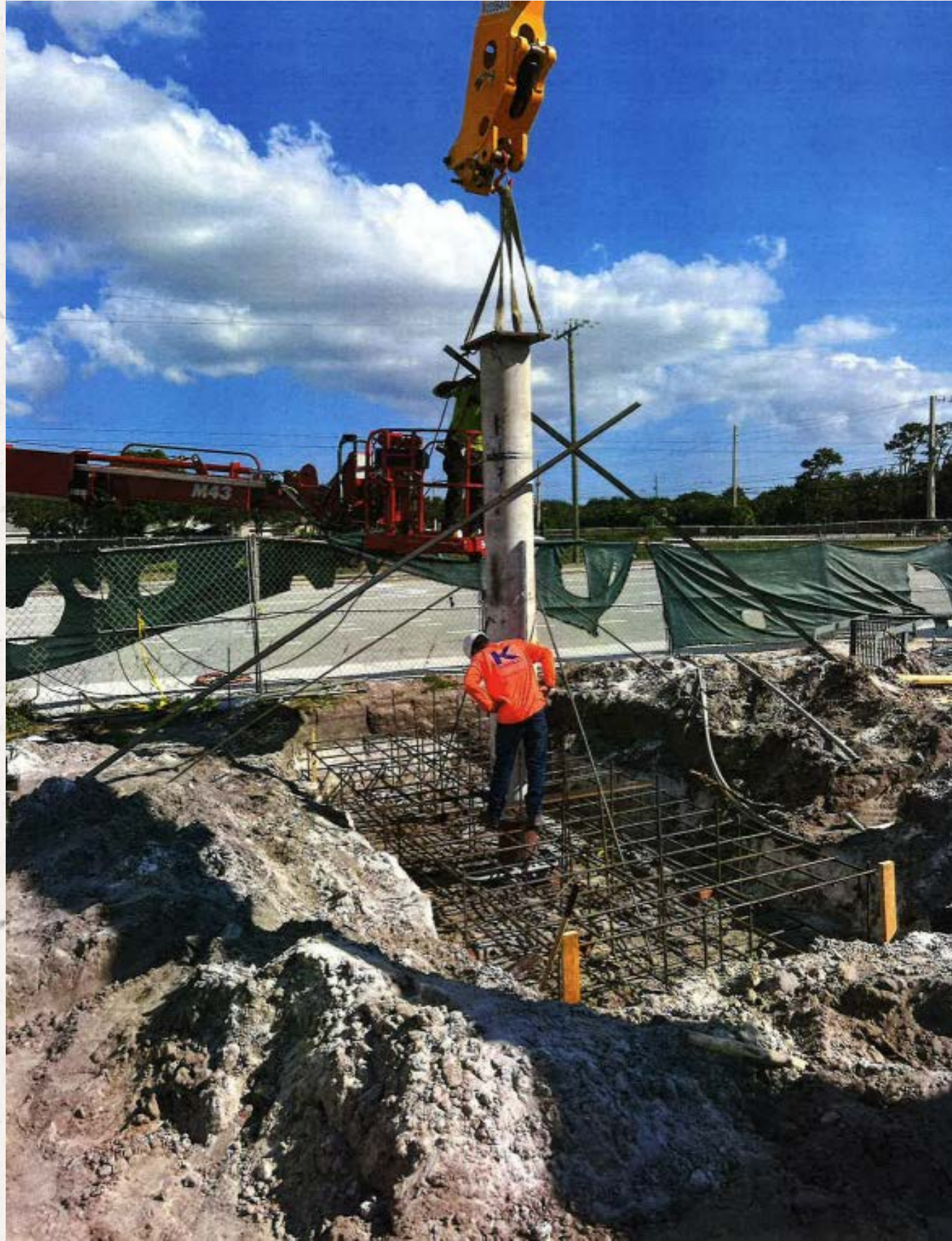


W H Y T H I S M A T T E R S

- Existing Conditions: today, visitors receive little indication they have entered the Lake Park
- Benefits:
 - 🏙️ Identity
 - 🚗 Visibility
 - 🎪 Event Promotion
 - 💼 Economic Development
 - 📍 Wayfinding

POTENTIAL LOCATIONS





N E X T S T E P S

Research



Concepts



Board Input



Funding/ Phases



Construction

P R O C U R E M E N T S T R A T E G Y O P T I O N S

Why Competitive Solicitation Process

- A formal competitive solicitation would allow the CRA to obtain proposals from qualified vendors for the design, fabrication, installation, and programming of the Gateway Signage Project.
- Benefits:
 - ✓ Encourages competition among qualified vendors
 - ✓ Allows comparison of design options, pricing, and project approaches
 - ✓ Ensures selection based on qualifications, experience, and overall value
- Timeline Considerations:
 - A competitive solicitation would require additional time for:
 - Developing project specifications
 - Advertising and receiving proposals
 - Proposal evaluation
 - Contract approval
- While this approach provides a transparent competitive process, it would extend the project timeline compared to utilizing an existing cooperative purchasing agreement.

P R O C U R E M E N T S T R A T E G Y O P T I O N S

Why Cooperative Purchasing?

- Staff is evaluating the use of an eligible cooperative purchasing agreement (“piggybacking”) to streamline procurement and expedite project implementation.
 - Benefits include:
 - ✓ Competitive Pricing
 - Access to pricing established through a prior competitive solicitation process.
 - ✓ Faster Implementation
 - Reduces the time needed to develop and advertise a separate solicitation.
 - ✓ Proven Contractor Experience
 - Allows the CRA to utilize a contractor with demonstrated success on similar municipal projects.
 - ✓ Procurement Compliance
 - Any cooperative purchasing agreement would be reviewed to ensure compliance with applicable purchasing requirements and determined to be in the best interest of the CRA and Town.

P O T E N T I A L V E N D O R

Kenco Signs

- Kenco Signs has completed gateway signage and electronic message board projects for municipalities throughout Florida, including:
 - City of Stuart
 - Gateway monument signage
 - Digital message board integration
 - Village of Palm Springs
 - Gateway signage improvements
 - LED message board systems
- Kenco Signs has been identified as a qualified vendor with experience delivering municipal gateway signage and electronic message board systems. Staff is reviewing comparable projects and cooperative purchasing opportunities to determine the most efficient procurement approach for the CRA District Gateway Signage Project.