



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

To: DDA Board of Directors
From: Austin Colson – Community & Economic Development /DDA Director
Date: July 11, 2024
RE: Replacement Welcome Sign

Recently one of the community’s “Welcome to Lathrup Village” signs located at Southfield Rd. and Lincoln Dr. was damaged when a vehicle left the roadway. The City’s insurance provider requires three (3) quotes to be obtained from contractors to reproduce and install the new replacement sign in the same location within the DDA.

The City will be reimbursed for the cost of the sign once our insurance provider resolves the matter with the auto insurance company for the driver who damaged the sign. Proposal amounts ranged from \$6,350.00 - \$12,278.50.

| Rank | Vendor | Quote |
|---------|-----------------|-------------|
| Lowest | Signarama | \$6,350.00 |
| | MI Custom Signs | \$6,499.00 |
| Highest | Fast Signs | \$12,278.50 |

The lowest quote was provided by Signarama (22554 Telegraph Road, Southfield, MI 48033) in the amount of \$6,350. They have been in business for nearly four decades and have positive reviews. Therefore, it is recommended that the replacement welcome sign contract be awarded to Signarama.

Suggested Motion: Accept the lowest quote amount of \$6,350 and award Signarama the contract for the replacement “Welcome to Lathrup Village” sign contract, and authorize the DDA Director to sign any necessary documents.