

Downtown Development Authority of City of Madison Heights

Memorandum

Date: March 13, 2026
To: Melissa Marsh, City Manager
From: Giles Tucker, Community Development Director
Subject: Clock Tower Component Replacement

At the March 13th Special DDA meeting of the MHDDA the board authorized staff to proceed with the Downtown Clock Tower Restoration project. This project has two phases: the replacement of all the major components of the clock tower, and the cleaning and painting of its entire structure. The DDA's goal is to bring back full functionality to this prominent downtown feature before the end of the calendar year.

Staff collected pricing from two companies that specialize in these clocktowers: The Verdin Company and Lumichron. The Verdin Company is the vendor that originally installed the clock tower and has provided all the service to maintain it since. Lumichron is a company that offers a similar line of products but has not serviced the clock tower. Aside from the LED backlighting costs, for a \$3,400 difference in costs, Verdin offer a wider selection of musical options and a better warranty on their projects and their installation. A summary of the pricing and features are as follows:

- **Verdin- \$30,700** (Updated LED backlighting for an additional \$7,598): The original clock tower vendor. Their control module offers (8) eight different bell sounds and around 450 seasonal music options. It comes with a (5) five-year product and installation warranty.
- **Lumichron- \$27,300** Apollo III 4- 190 pre-programmed tunes. (2) Two years on all parts and workmanship. Lumichron did not provide LED backlighting pricing in time to be considered at the 3-13-26 DDA meeting for consideration.

While there are other companies that capable of completing this project, they are limited in number and working with the original clock tower vendor helps ensure compatibility of parts, accurate maintenance records, and efficient servicing of the clock mechanism. The DDA did not complete a formal bid process because it preferred to use the original clock tower manufacturer, The Verdin Company. Selecting a vendor with direct experience servicing this clock reduces risk, avoids potential compatibility issues, and supports reliable operation of a highly visible downtown feature.

Staff Recommended Action

Staff recommend that City Council waive the formal bidding procedures within section 2-256 of the Purchasing Ordinance and allow the MHDDA to proceed with The Verdin Company's proposal for the replacement of the clock tower components necessary to complete the Downtown Clock Tower Restoration project including LED backlighting at a cost of \$38,298.