

St. Francis

Minnesota

St. Francis Community Park

22825 St Francis Blvd NW

St Francis, MN 55070

Sign Examples_1

Budget Estimates

February – 2026



Estimates Provided Under
Sourcewell Buying Cooperative Contract

Watchfire Contract ID: 030223-WCH



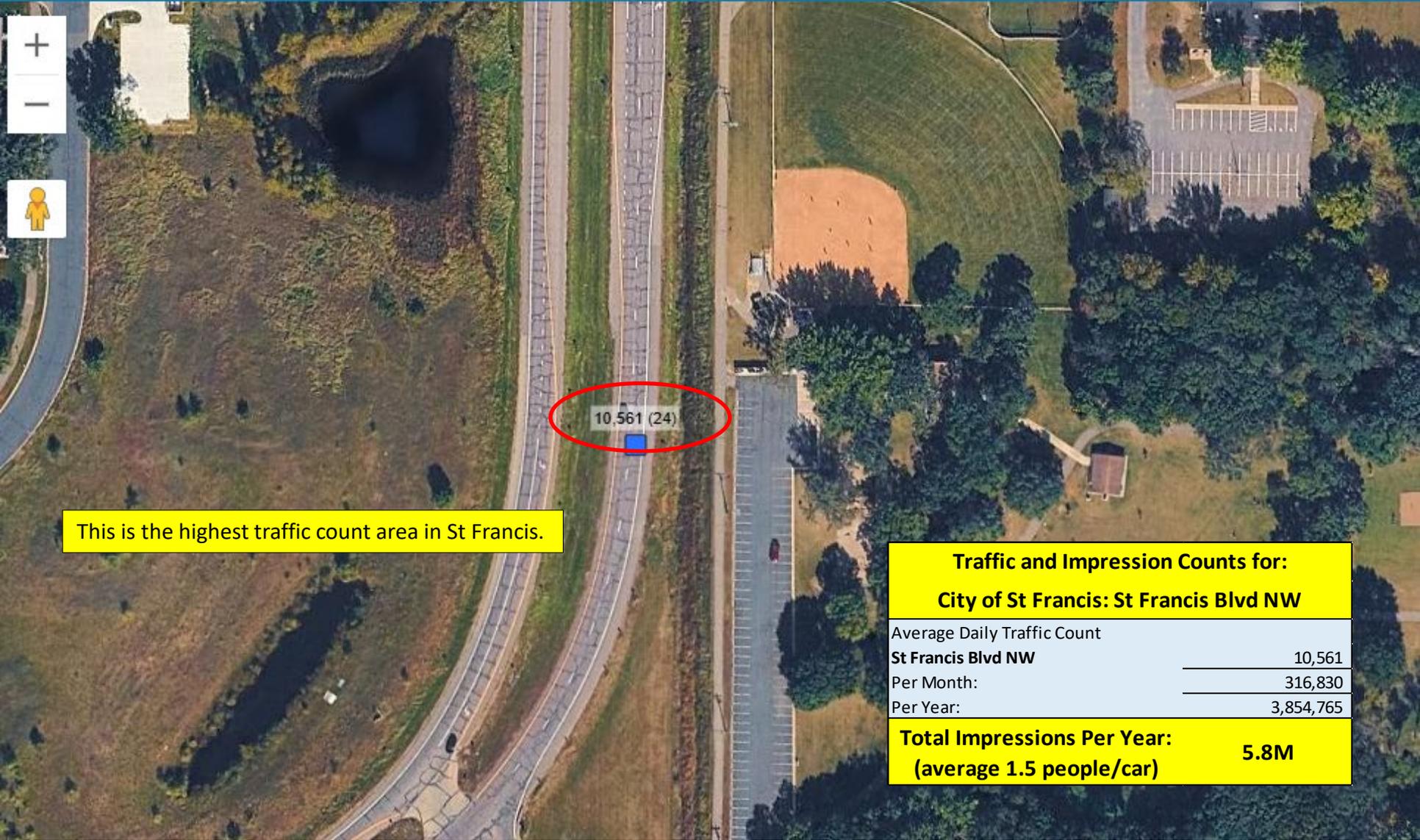


MN DOT Traffic Count Data: 5.8M Views/Impressions per Year



Traffic Viewer

22825 St Francis Blvd NW, Saint Francis, MN, USA



This is the highest traffic count area in St Francis.

Traffic and Impression Counts for: City of St Francis: St Francis Blvd NW	
Average Daily Traffic Count	
St Francis Blvd NW	10,561
Per Month:	316,830
Per Year:	3,854,765
Total Impressions Per Year: (average 1.5 people/car)	5.8M

Lines of Sight & Impactful Viewing Distances & Time

MPH	70	65	60	55	50	45	40	35	30	25	20
Ft/Sec	103	95	88	81	73	66	58	51	44	37	29

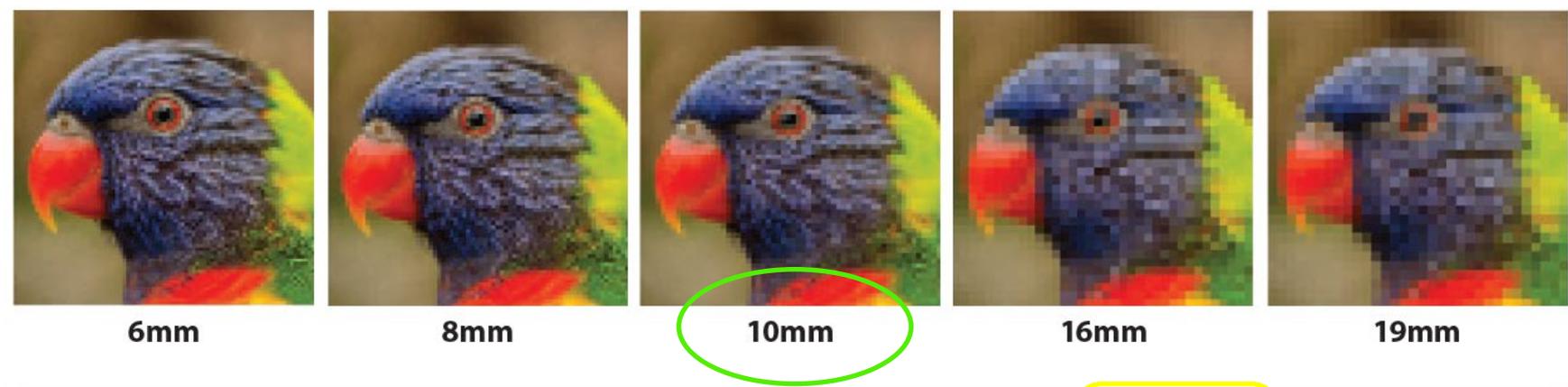


-  235'
-  330' Impactful Travel Viewing
-  480' Impactful Reach with 15" Text
-  125'
-  330' Impactful Travel Viewing
-  425' Impactful Reach With 15" Text

22825 St Francis Blvd NW

~5 Seconds impactful Viewing Time
15" text traveling at 45 mph limit.

SIGN RESOLUTIONS AND MINIMUM VIEWING DISTANCE



Character Height	2.5"	3.5"	4.5"	5"	10"	12"	15"	18"	24"
Max. Viewing Range	75'	105'	135'	150'	300'	360'	450'	540'	720'
Max. View Time at 24 MPH	2 sec.	3 sec.	4 sec.	4 sec.	8 sec.	10 sec.	12 sec.	15 sec.	20 sec.
Max. View Time at 55 MPH	1 sec.	1 sec.	2 sec.	2 sec.	4 sec.	4 sec.	6 sec.	7 sec.	9 sec.

USSC Legibility Index states 1 inch sign characters are readable at a distance of approximately 30 feet.

Pitch	6mm	8mm	10mm	16mm	19mm
Pixels/Square Foot	2304	1296	900	324	256

3-5 seconds of impactful viewing (12" – 15" text)

10mm resolution recommended for St Francis monument sign.

Note: "Rule of 10" – Multiply the Resolution by 10 for optimal viewing distance without noticeable pixelization. Example: 10mm x 10 = 100. After 100', for most people, the eye won't notice the pixelization of images and text.

10ft. 0in.

5ft. 0in.



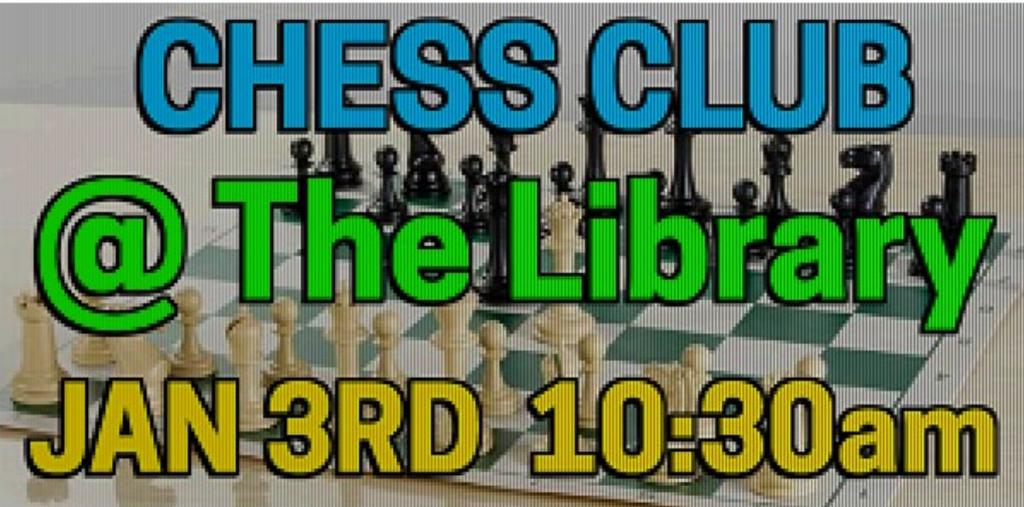
Farmers Market

Wednesday 3-7pm

15in.

12in.

The image shows a digital sign for the Farmers Market. It features a circular logo on the left with the text 'FARMERS MARKET' and 'CITY OF ST. FRANCISCO'. To the right of the logo, the words 'Farmers Market' are written in a large, bold, white font with a black outline. Below this, the text 'Wednesday 3-7pm' is written in a bold, yellow font with a black outline. Dimension lines indicate the overall width is 10ft. 0in. and the overall height is 5ft. 0in. On the right side, two vertical dimension lines show the height of the logo area is 15in. and the height of the text area is 12in.



CHESS CLUB

@ The Library

JAN 3RD 10:30am

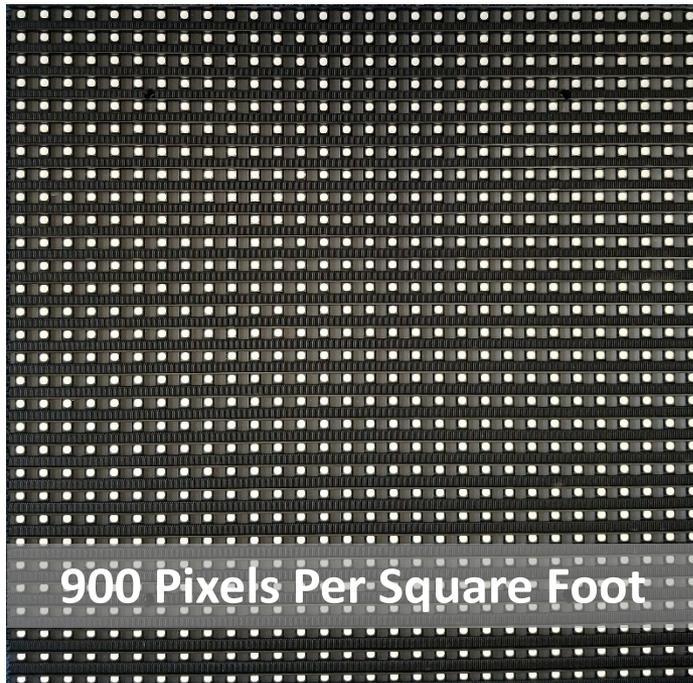
15in.

12in.

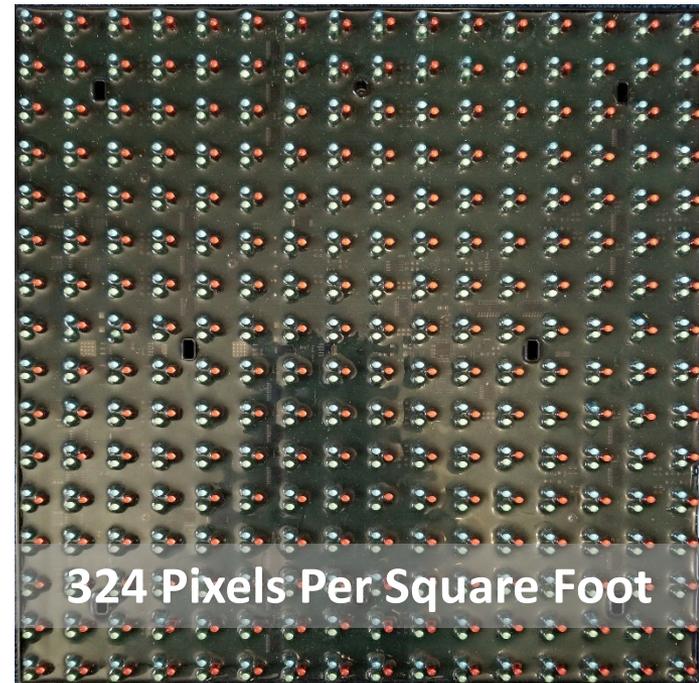
The image shows a digital sign for a Chess Club. The background is a photograph of a chessboard with pieces. The text 'CHESS CLUB' is at the top in a large, blue, bold font with a black outline. Below it, '@ The Library' is written in a large, green, bold font with a black outline. At the bottom, 'JAN 3RD 10:30am' is written in a large, yellow, bold font with a black outline. On the right side, two vertical dimension lines show the height of the top section is 15in. and the height of the bottom section is 12in.

LED Sign resolution is measured by the distance between the LED pixels. The smaller the number → the higher the resolution.

10mm Surface Mount LEDs

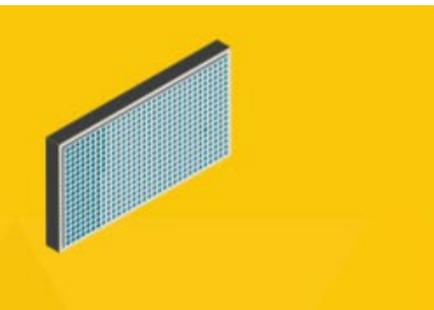


25mm/16mm Push-Thru LEDs



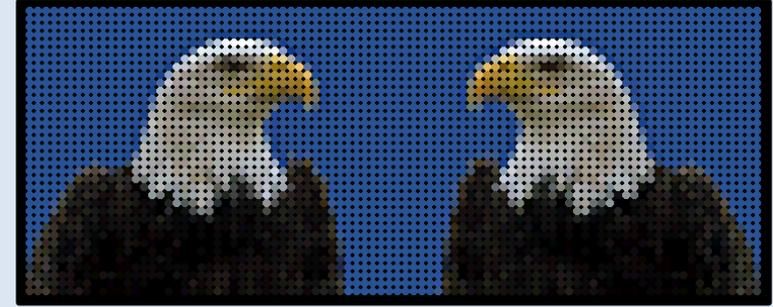
WHOLE-SIGN COLOR AND BRIGHTNESS CALIBRATION

Watchfire's distinctive calibration process begins with a method of selecting half and quarter binned LEDs, which is up to four times more refined than our competitors. After calibration, a Watchfire display is 70% more uniform in color and 85% more uniform in brightness. Calibrated replacement modules blend perfectly with the rest of the sign.

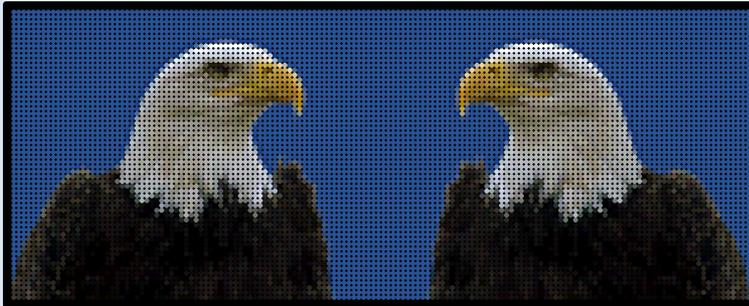




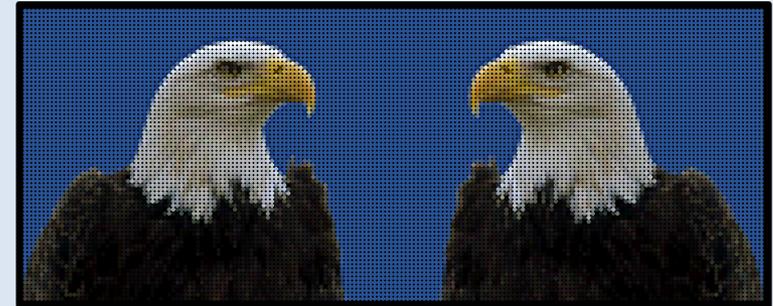
25mm (144 pixels/sf) **Current Sign Resolution**



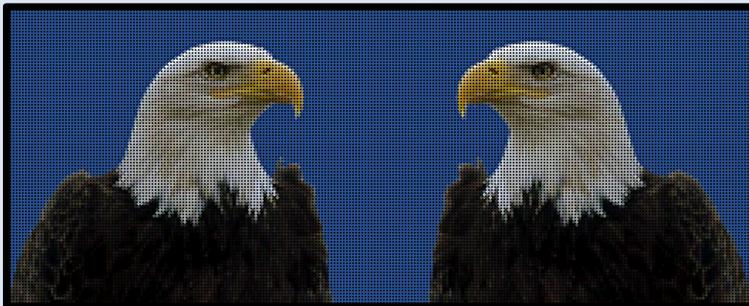
16mm (324 pixels/sf)



10mm (900 pixels/sf)



8mm (1,296 pixels/sf)



6mm (2,304 pixels/sf)

The biggest jump in resolution is from the 16mm to the 10mm. Almost 3 times as many pixels/sf.

Watchfire Electronic Message Center

Easy to Use: OPx Cloud-Based Sign Design and Scheduling Software

The screenshot displays the Watchfire software interface for designing an electronic message center sign. The central canvas shows a sign with a purple-to-red gradient background and the text "Full Color Electronic Message Center" in large, bold, multi-colored letters (white, yellow, and green). The interface includes a top toolbar with "Save", "Revert", "Preview", and "Close" buttons. On the left, there are "Widgets" and "Objects" panels. The "Widgets" panel has categories for "Basic" (Text, Image, EasyArt Still, EasyArt Animation, Video) and "Counter" (Count to Date, Daily Counter). The "Objects" panel lists four "Text" objects. The right "Properties" panel is open, showing settings for the selected text: Font: WatchFire, Size: 25, Alignment: Center, Letter Spacing: 0, and Canvas dimensions: Width: 240, Height: 120. The top of the interface shows "Enter Content Name" and "240x120 No Duration".

Sign Tech Management helps you manage your new Watchfire sign for the 1st month of operation.

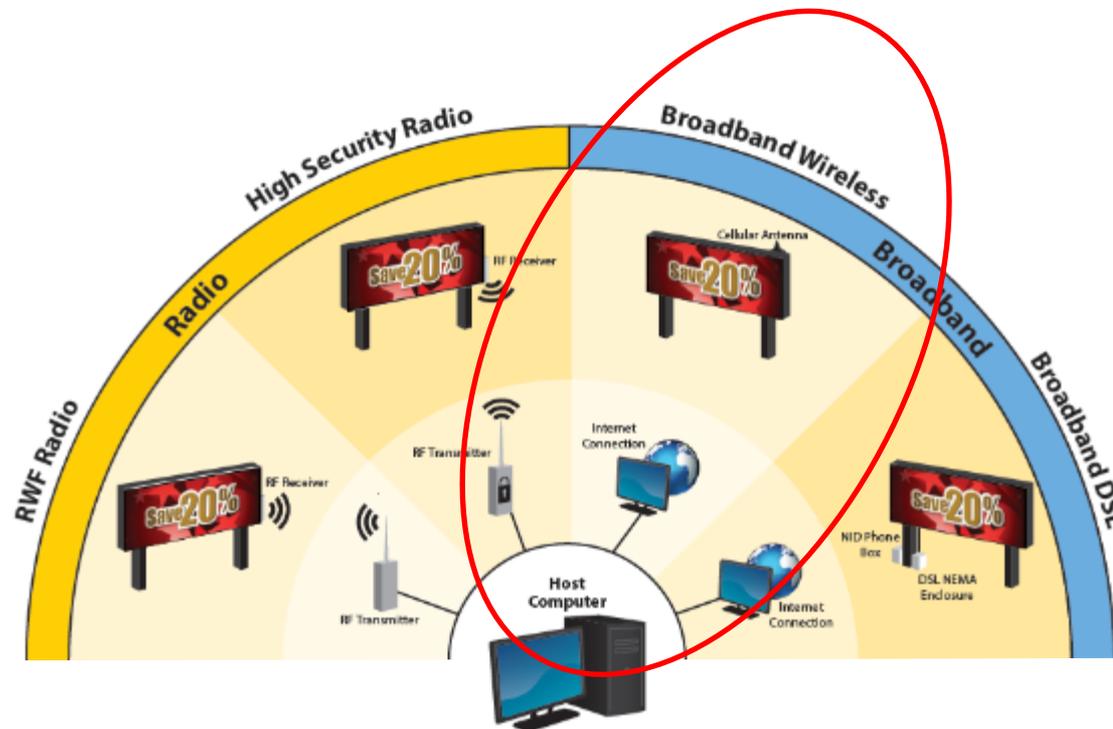
Services Include:

- Helping You Enroll in Watchfire Webinar Training
- Content and Message Creation
- Content Management
- Display and Schedule Management
- Software Support

We partner with Sign Tech Management.
Sign Tech Mgmt is a Watchfire Authorized Partner.
They only work with Watchfire Digital Signs!!

**SIGN TECH
MANAGEMENT**

watchfire 
AUTHORIZED PARTNER



Broadband

Broadband Wireless and DSL both use a high-speed internet connection to communicate with the sign. This type of connection offers the ability to update and troubleshoot the sign from any location. Broadband Wireless communication also makes it easier to network and control several signs from a single computer, which can simplify sign management for businesses with multiple locations.

4G Wireless Broadband Communication:

- Fast Secure Internet Connection to Sign
- Simplified Sign Management
- Easy Installation
- Sign Updates are Quick and Easy
- Mobile Updates
- Watchfire Support Remote Diagnostics

Why Watchfire – The Watchfire/Think Digital Signs Difference

- US Elite Product Engineering and Expert Manufacturing
- Highest Quality Parts and Components
- Responsive Easily Accessible Expert Service
- 5-Year Parts Warranty
- 10-Year Parts Replacement Parts Guarantee
- Fully Encapsulated LED Modules Protect Against ALL External Elements
- Premier Easy to Use Cloud-Based Content Creation & Management System
- Color and Brightness Calibration Ensures Beautiful Vibrant Images
- Trusted Partners You Know Stand Behind their Products and Service
- Local Support Contact: When You Call... **We Answer the Phone**

Means our Customers know they are partnering with Think Digital Signs and Watchfire for the highest quality sign that will look great for years to come!

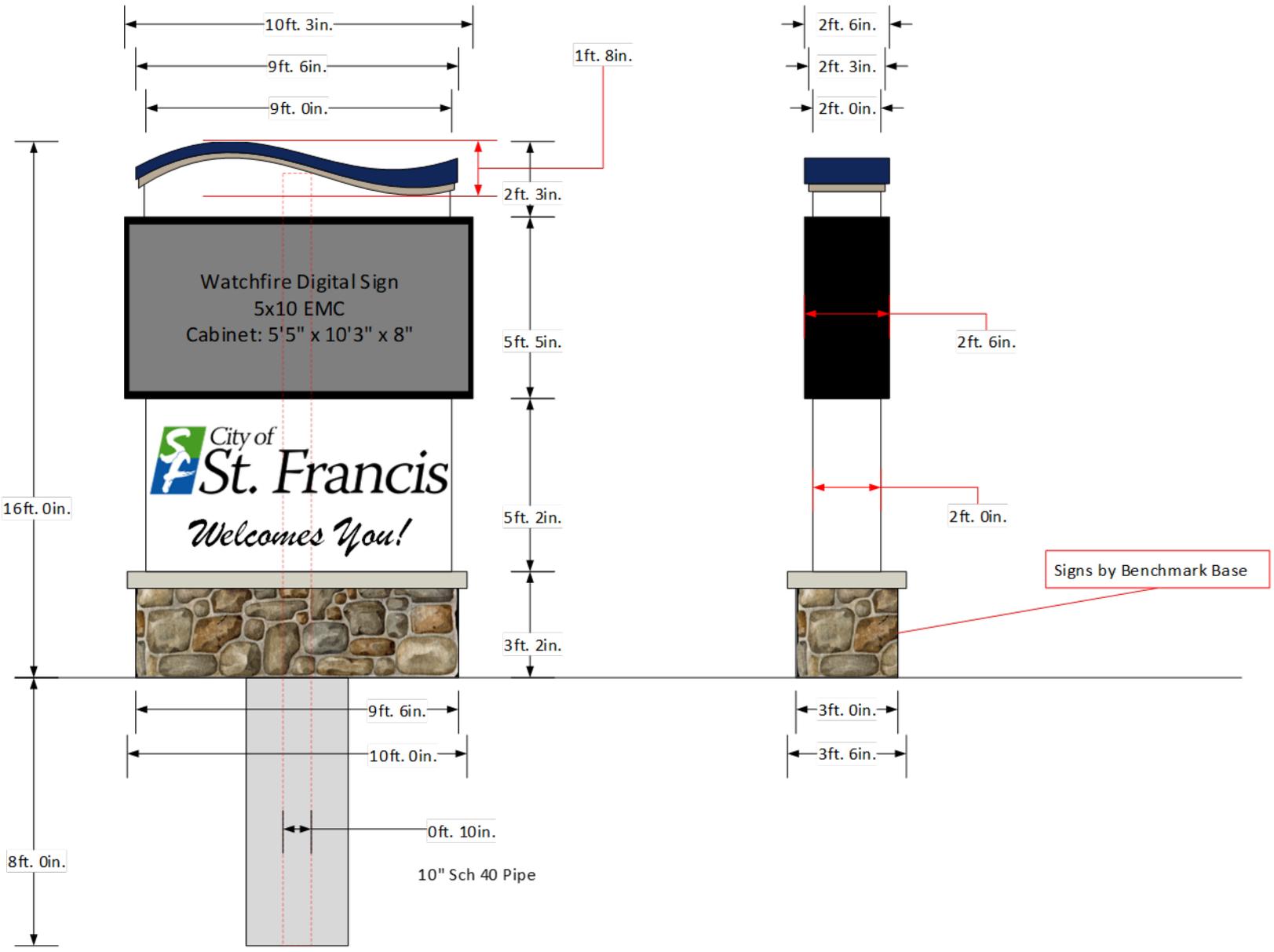


Watchfire Demo Truck Visit

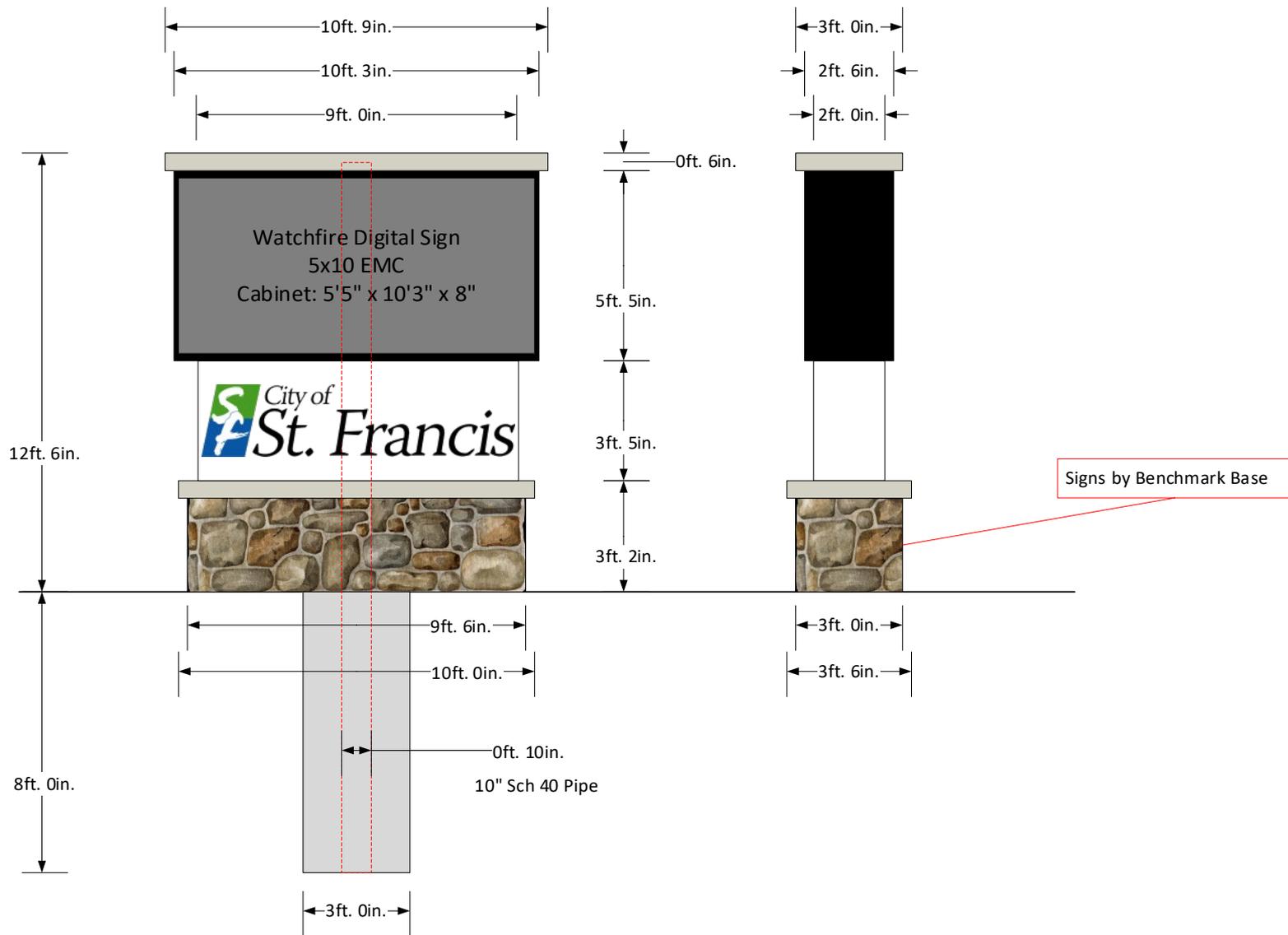
To help you and other important decision makers determine the appropriate sign size & resolution and create enthusiasm for a new communication tool, we can arrange for a Watchfire demo truck visit.



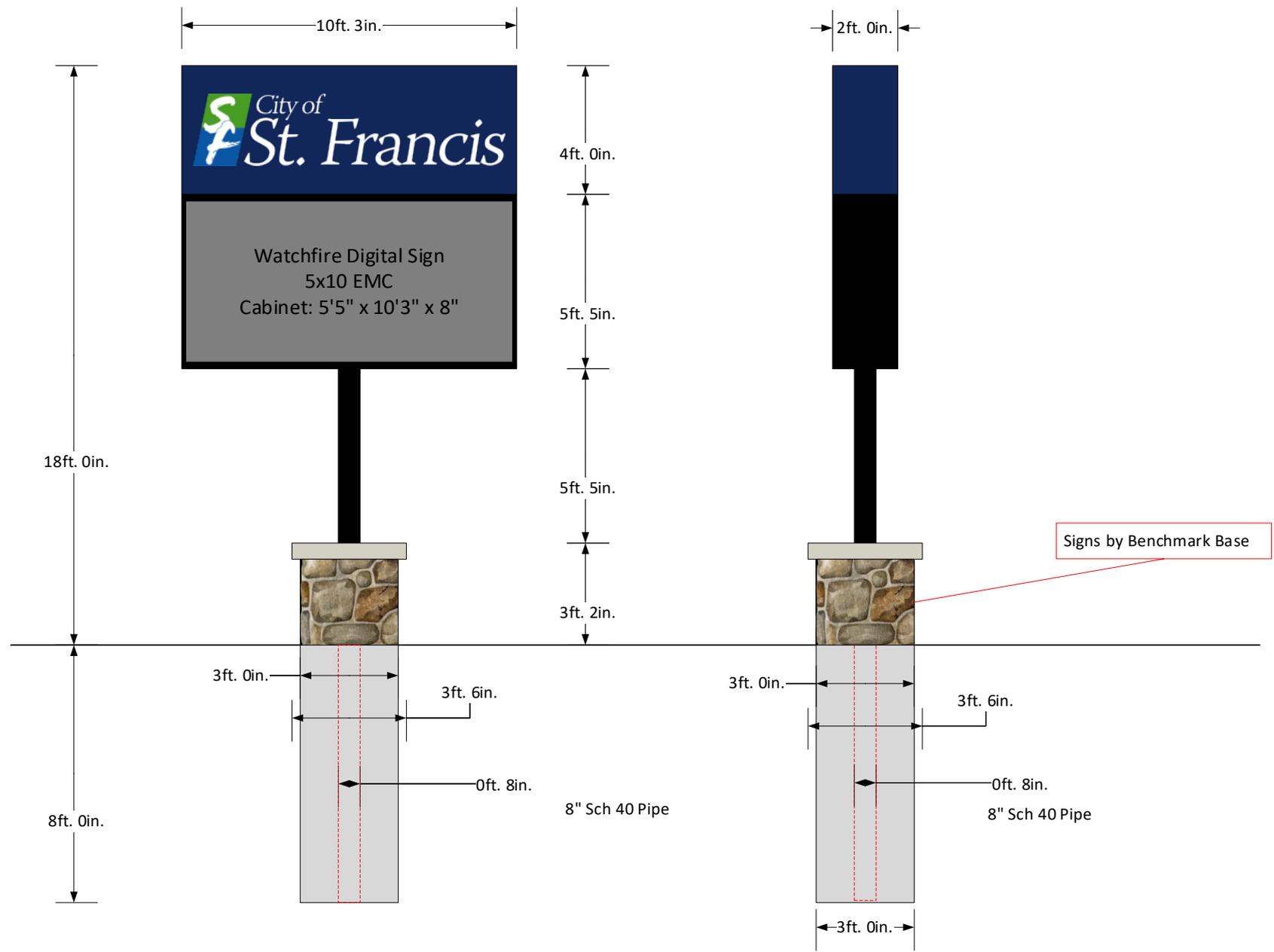
Option #1: 5x10 Electronic Message Center



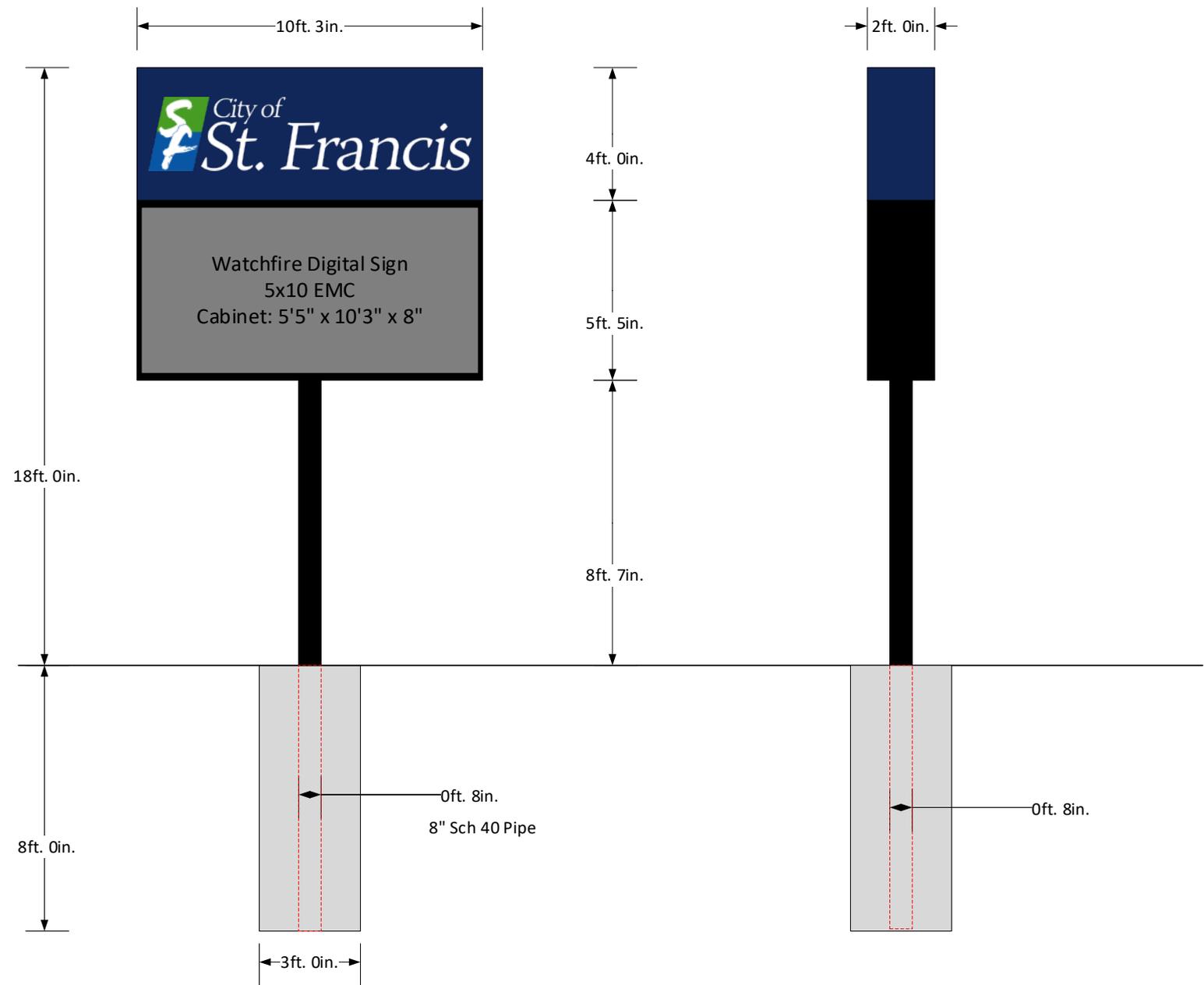
Option #2: 5x10 Electronic Message Center

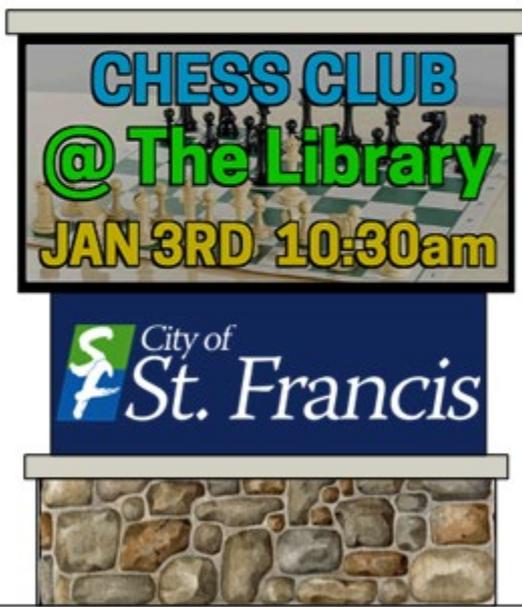


Option #3: 5x10 Electronic Message Center



Option #4: 5x10 Electronic Message Center



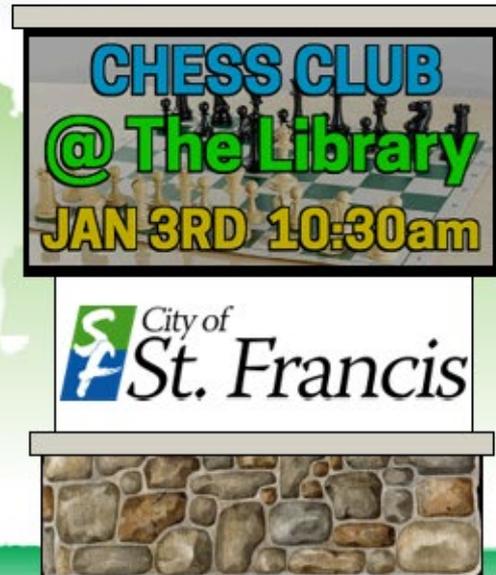




Farmers Market
Wednesday 3-7pm

City of St. Francis
Welcomes You!

The sign features a blue arched top, a green panel with the Farmers Market logo and text, a dark blue panel with the City of St. Francis logo and text, and a stone base.

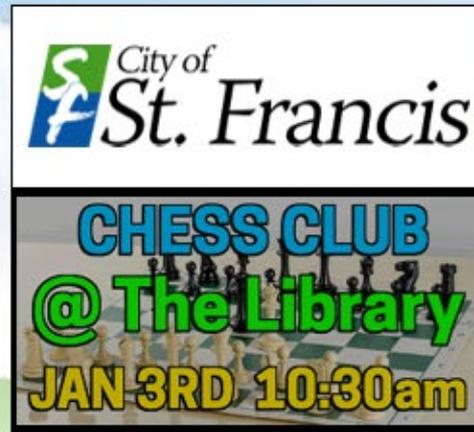


CHESS CLUB
@ The Library
JAN 3RD 10:30am

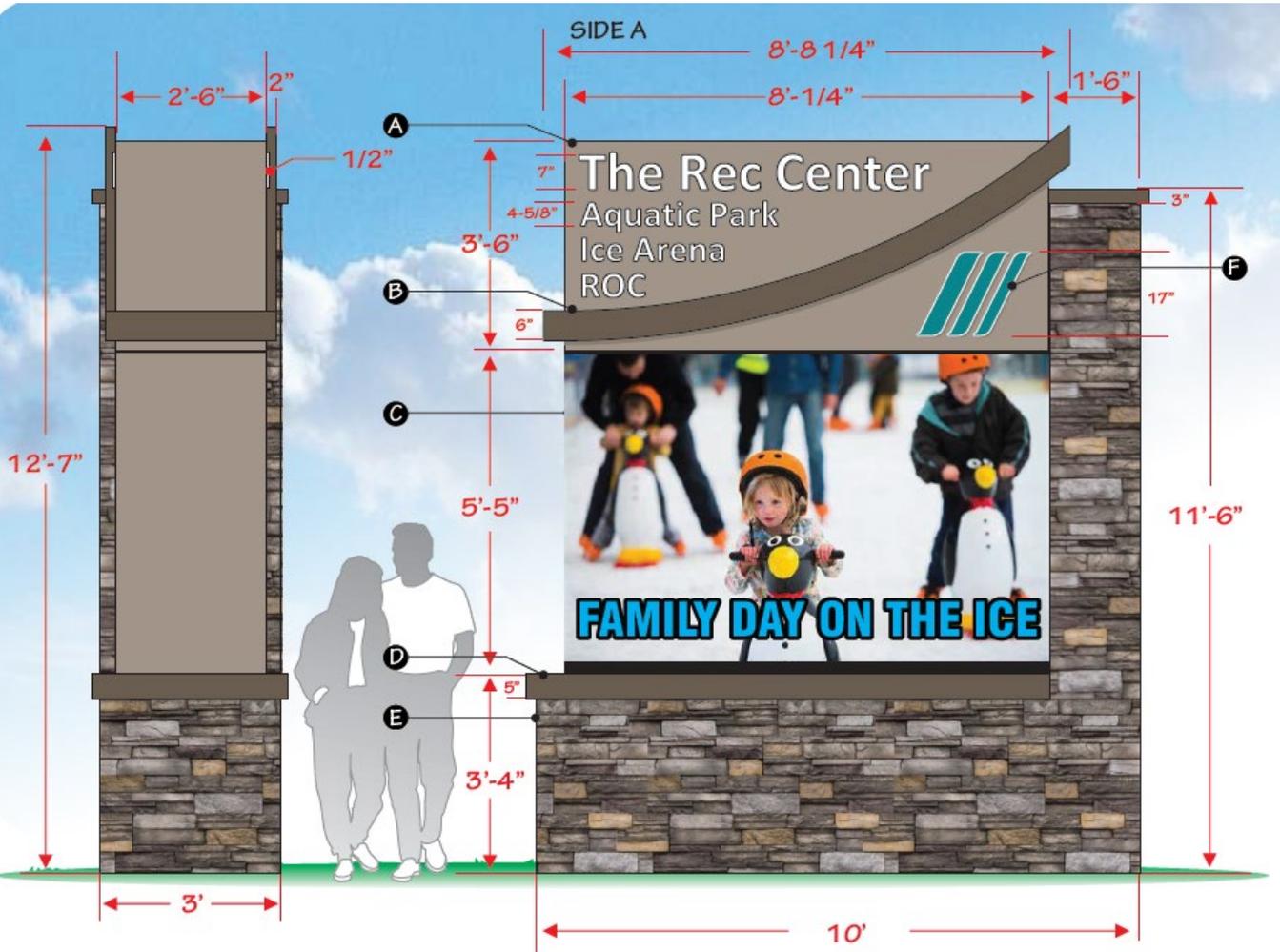
City of St. Francis

The sign has a grey top panel with chess-related text and a photo of chess pieces, a white middle panel with the City of St. Francis logo, and a stone base.





Option: 5x10 Electronic Message Center



Option: 5x10 Electronic Message Center



Option: 4x8 Electronic Message Center



Option: 4x8 Electronic Message Center



Belle Plaine: 7x10 Electronic Message Center / 20' Overall Height





High Level Cost Estimates

Watchfire Digital Sign Pricing

Sign Size	10mm Price	Vs. 5x10	\$\$/sf
4x8	43,000	(17,000)	1,343.75
5x10	60,000	-	1,200.00
6x10	67,000	7,000	1,116.67
7x10	75,000	15,000	1,071.43
6x12	77,000	17,000	1,069.44
7x12	85,000	25,000	1,011.90
7x14	97,000	37,000	989.80

Sign Size	Option 1	Option 2	Option 3	Option 4	SLP	Stone Creek	7x10 Digital
							Belle Plaine
4x8 Low	85,000	80,000	73,000	69,000	78,000	70,000	
4x8 High	95,000	90,000	83,000	79,000	88,000	80,000	
5x10 Low	102,000	97,000	90,000	86,000	95,000	87,000	125,000
5x10 High	112,000	107,000	100,000	96,000	105,000	97,000	135,000

Estimate Methodology

Digital Sign Cost: Used current Watchfire sign quotes

Low Estimate: Added \$5K to old quotes and actual projects

High Estimate: Added \$10K to Low Estimate