



City Council Agenda Item

Meeting Date:	April 21, 2026
Agenda Item:	Purchase approval for Digital Sign
Staff Contact (name, email, phone):	Kevin Boehm, kboehm@whitewater-wi.gov , 262-473-0122

BACKGROUND

(Enter the who, what when, where, why)

The purchase of a digital electronic sign for Flat Iron Park was approved in the 2026/2027 Capital Improvement Budget. Staff obtained three (3) quotes to ensure competitive pricing, and the sign has been purchased and is currently in production.

Quotes received:

- Blink Signs – \$54,763.12
- Mega LED Technology – \$59,991.00
- Michaels Signs – \$57,350.00

Staff selected Michaels Signs not as the lowest-cost option, but because their design was the only proposal that could effectively replicate the brick aesthetic of the historic White Memorial Building, which was a key project objective.

Following initial selection, staff received a \$50,000 donation from Discover Whitewater with the agreement that their logo would be incorporated into the sign design. This required a redesign and increase in the overall size of the sign to properly accommodate the additional branding. As a result, the total project cost increased from \$57,350.00 to \$69,850.00. The project remains supported by the \$60,000 Capital Improvement Budget allocation along with the private donation.

Procurement Policy Deviation

After initiating the purchase, staff identified that the total exceeds \$50,001 and should have followed the formal noticing and sealed bid process under the current procurement policy. Staff inadvertently followed a previous version of the policy.

Corrective Action

Staff have reviewed the current policy and implemented measures to ensure full compliance moving forward.

Request for Council Action

Staff respectfully requests that the City Council:

1. Approve the purchase of the digital electronic sign for Flat Iron Park on a retroactive basis.
2. Accept the quotes obtained as the basis for the procurement.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Purchase was part of LED Electronic Sign capital expenditures approved by City Council during the 2026/2027 budgeting process.

FINANCIAL IMPACT

(If none, state N/A)

The total cost of \$69,850 minus the \$50,000 donation creates a balance of \$19,850 which will be funded through the LED Electronic Sign Capital Expenditures budget, which has an approved 2026/2027 allocation of \$60,000.

STAFF RECOMMENDATION

Staff recommends that the City Council approve the purchase of the electronic sign from Michael's Signs, on a retroactive basis and accept the vendor quotes as presented, recognizing that competitive pricing was obtained and the project was previously approved in the 2026/2027 Capital Improvement Budget.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Blink Signs
Mega LED Technology
Michael's Signs
