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**October 21, 2025**

City of Whitewater  
312 W. Whitewater Street  
Whitewater, WI. 53190  
RE: Electronic / Digital Video Sign REVISED  
Attn: City Clerk, Kevin Boehm

Good Afternoon,

We are Michael's Signs Inc of Racine Wisconsin. We've been a family owned and operated company since 1948. We design, manufacture, install and service all our products from within. We take pride in the ability to handle this type of project all in house. We have provided this type of signage for a number projects over the years with most recent projects coming from Milwaukee Public School system, Gateway Technical College, St Patrick's Catholic Church, to name a few.

Milwaukee Public School System: For this project we provided Ninety-four (94) single and double sided signs with Watchfire displays and masonry bases similar to what we have bid here. The project took place of a 18 month calendar. We were responsible, for design, permitting, all fabrication (bases included) and installation of signs for different schools within the district. Project Size: \$2.1 Million

Gateway Technical College: All campuses were upgraded to new 10 MM full color displays to replace an older version 19 MM red unit. This project covered five (5) campuses and retro fitting them to the existing monument signage. All units were WatchFire brand. Project Size: \$ 235,000

St Paul's Catholic Church – Whitewater: We stumbled into this project when a contractor they hired could not perform the work as outlined. We stepped in and provided a new fresh design which included a concrete pad, masonry base, a 10 MM WatchFire display and an illuminated sign. this project is on Main Street Whitewater, if you'd like to stop by and take a closer look. Project Size: \$60,000

For your project we have provided two options for your entrance feature. The two designs are quite different one is a non-illuminated masonry veneer base with the watchfire display attached. The second is a fully illuminated sign, with masonry veneer base, along with the watchfire display. The reason for the two options is to allow you to see two approaches. For this project we will provide all concrete footings and steel uprights. Concrete pads for the sign bases and all masonry base with a brick veneer, color to be approved once the project is awarded. I understand this to be some what of design contest as well, thus the two ideas. Please understand these designs can be adjusted and we look forward to your input to attain a final design if you'd like to make some changes. I feel the 3' x 7' display is more than enough for this application, we have priced out both sizes..

WatchFire offers a site DEMO of their displays and I urge the City to take advantage of this service prior to making a final decision regarding the size and resolution of the display.

All of our signage comes with a five (5)year warranty against defect. Watchfire warranty matches that same warranty. I'd like to offer a facility tour at Michael's Signs Inc. to see our shop and projects we have in progress.

Once a final design with finished sizes and display is agreed upon, a formal proposal will be provided for review and submittal.

**Description as follows:**

All signs installed will have concrete footings with steel uprights

Sign would be single sided

All signage will carry a U.L. label as required by NEC

All colors and finishes will be able to be reviewed and changed as the design process gets finalized.

Watchfire unit to be 10MM resolution, 8MM cost options are at the end of the proposal

WatchFire as a product: WatchFire will provide any needed support for programming throughout the life of the sign. This sign will have it's own IP address and will there for be able to programmed off site of the sign.

**Power requirements per sign**

Design "A"	10MM	25 amps	8MM	30 amps
Design "B"	10MM	30 amps	8MM	35 amps

**Design "A"**

This sign would be a full masonry monument with the display mounted to the face of the base. The Whitewater logo would be a ¼" aluminum plate cut out with first surface graphics to match the Whitewater logo as provided. That logo portion would be install with studs that would be epoxied into the masonry base.

Sign with a 3' x 7'	Complete and installed	\$ 29,750.00
Sign with a 4' x 8'	Complete and installed	\$ 36,350.00

**OPTION : Doubled Sided**

Sign with a 3' x 7'	Complete and installed	\$ 44,750.00
Sign with a 4' x 8'	Complete and installed	\$ 54,350.00

**Design "B"**

This sign would have a partial masonry base with the sign and display installed above the base. The sign would be fabricated with an aluminum face and inner structure. The copy and logo area would be routed our of the aluminum face with plexiglas backup. All surfaces will have a Matthews polyurethane finish. Exact colors to be determined.

Sign with a 3' x 7'	Complete and installed	\$ 31,650.00
Sign with a 4' x 8'	Complete and installed	\$ 39,370.00

**OPTION : Doubled Sided**

Sign with a 3' x 7'	Complete and installed	\$ 46,750.00
Sign with a 4' x 8'	Complete and installed	\$ 57,350.00

### Additional cost to go for 8MM resolution

Add to each price above 3' x 7' Plus	\$ 4,700.00
Option : Double Sided	\$ 7,900.00

Add to each price above 4' x 8' Plus	\$ 4,200.00
Option : Double Sided	\$ 7,500.00

Project Timeline: Once Michael's Sign has been chosen for this project, we'd set up a onsite DEMO with WatchFire, review and adjust the design to the desired color and size display. Once the size of the display has been chosen, we would get the order into WatchFire. They can run 6-8 weeks for delivery, though they just delivered a 4' x 8' unit to us in four (4) weeks. I am assuming the permitting will be taken care of by the City. Once design intent has been approved and a deposit has been received, the entire project should take 6- 8 weeks. This schedule can vary with weather.

Above pricing does NOT include the following: State and local taxes, electrical power supply to sign area, any permits required for this project.

Thank You for the opportunity to provide our designs and pricing schedule. I will be the direct contact for this project moving forward.

**Respectfully Submitted**  
**Michael's Signs Inc.**

**Stephen J. Prochaska**  
**President**

Design  Manufacturing  Erecting  Servicing  Neon