



**AGENDA ITEM  
MAY 26, 2015**

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**ISSUE:**

Request to approve an upgrade for the City's electronic sign.

**ATTACHMENTS:**

- Proposals from Creative Signs, Cypress Signs and Robson Corporation

**ANALYSIS:**

The City's electronic sign, which is currently used to broadcast community announcements, is in need of an upgrade. The sign was installed around 2005 using the available technology. At this time, the sign software has become outdated and is not supported making it difficult to post messages.

The proposed upgrade will improve the technology making the messages more efficient and effective. The City will also have the ability to post pictures and videos on the sign.

The proposals that were received include:

Robson Corporation	\$21,997.00
Cypress Signs	\$24,935.23
Creative Signs	\$51,250.00

The proposal is only for replacing the electronic panels and providing new software. The current housing will remain the same. Due to the complexity of this project, staff did not use the sealed bid process. Instead, three vendors were contacted and invited to visit the sign location to develop a proposal. Staff is requesting the bid process requirements of the purchasing policy be waived.

Funding for this project, in the amount of \$22,000, was included in the current budget.

**RECOMMENDATION:**

Waive the bid process and approve the proposal from Robson Corporation for an electronic upgrade to the City's electronic sign in the amount of \$21,997.



Creative Signs, Inc  
2301 N. Hiwassee Rd.  
Apopka, Fl. 32703

Ph. 407.293.9393 Fx. 407.293.7680  
matt@creativesignsinc.com

Matt Disalvatore  
Creative Signs, Inc.  
2301 N. Hiwassee Rd.  
Apopka, FL 32703  
407-293-9393 Fax 407-293-7680  
[matt@creativesignsinc.com](mailto:matt@creativesignsinc.com)  
[www.creativesignsinc.com](http://www.creativesignsinc.com)



2-26-15

City of Davenport  
P.O. Box 125  
1 South Allapaha Avenue Davenport, FL 33836  
David Dyer  
863-419-3300  
[ddyer@mydavenport.org](mailto:ddyer@mydavenport.org)

Estimate:

A) 2) 3' 5" x 13' 3' x 5' EMC 16mm Full color and video \$47,250.00  
a. 5 year warrantee

Installation: \$4,000.00

Total: \$51,250.00

- \*Electrical install assumes power pulled to proposed sign location and no hindrance to installation location.
- \*Electrical must have its own designated circuit
- \*Installation is a ballpark price and may adjust based on a site inspection.
- \*Upon placement of order, we will provide layouts for approval.
- \*Above pricing does not include sales tax.
- \*50% deposit with balance due upon completion.

Getting other estimates? Ask about our PRICE MATCH POLICY

# Cypress Signs

160 Spirit Lake Road  
 Winter Haven, FL 33880-1242  
 Ph: 863-294-1683 USA Fax: 863-293-4614

Proposal Submitted To:	Job Location:	Date:
Davenport City of P.O. Box 125 Davenport, FL 33837	Davenport City of P.O. Box 125 Davenport, FL 33837	May 6, 2015
		Quote:
		1947
		Page: 1

Customer ID	Good Thru	Payment Terms	Sales Contact
Davenport City of	6/5/15	Net 10 Days	Dee Adams
Customer Contact	Email	Phone	
David Dyer	ddyer@mydavenport.org	863-419-3300	

Qty	Description	Amount
	LED Message Center: Watchfire Cabinet Dimensions: 2' -5" x 10'-3"; Active area: 2' x 10'. Line Spacing: 19mm, Matrix: 32 Lines by 160 Columns. Wireless Communication 2.4, 1500 Ft. Line of site. Computer must have minimum of XP, Vista, or Windows 7. Color: Full Color. 2) 1-Sided Displays-same Content. 5 year parts and labor warranty on LED.	
2.00	Single sided 2'-5" x 10'-3" full color LED digital displays installed on existing structure Price includes cleaning existing sign	24,735.23
1.00	Engineering fee	200.00
	PRICE DOES NOT INCLUDE: Permit fee	

**50% Deposit Required To Proceed**

Subtotal	24,935.23
Sales Tax	1,745.47
<b>TOTAL</b>	<b>26,680.70</b>

We Propose hereby to furnish material and labor complete in accordance with the above specifications

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tomado and other necessary insurance. The above work and material remain property of Cypress Signs until PAID IN FULL. Cypress Signs reserves the right of ingress and egress, including the right to remove signs and material described above from the property in the event of default of the contract. All payments on any account, bill or invoice are due upon receipt of the billing. Any account, bill or invoice not paid within 10 days of the billing date will be charged a 1-1/2% (annual percentage rate 18%) on the unpaid monthly balance. In connection with the collection of any overdue balance or with a litigation arising out of the contract. Cypress Signs shall be entitled to recover all costs incurred including a reasonable attorney's fee.

**Customer Acceptance of Proposal**

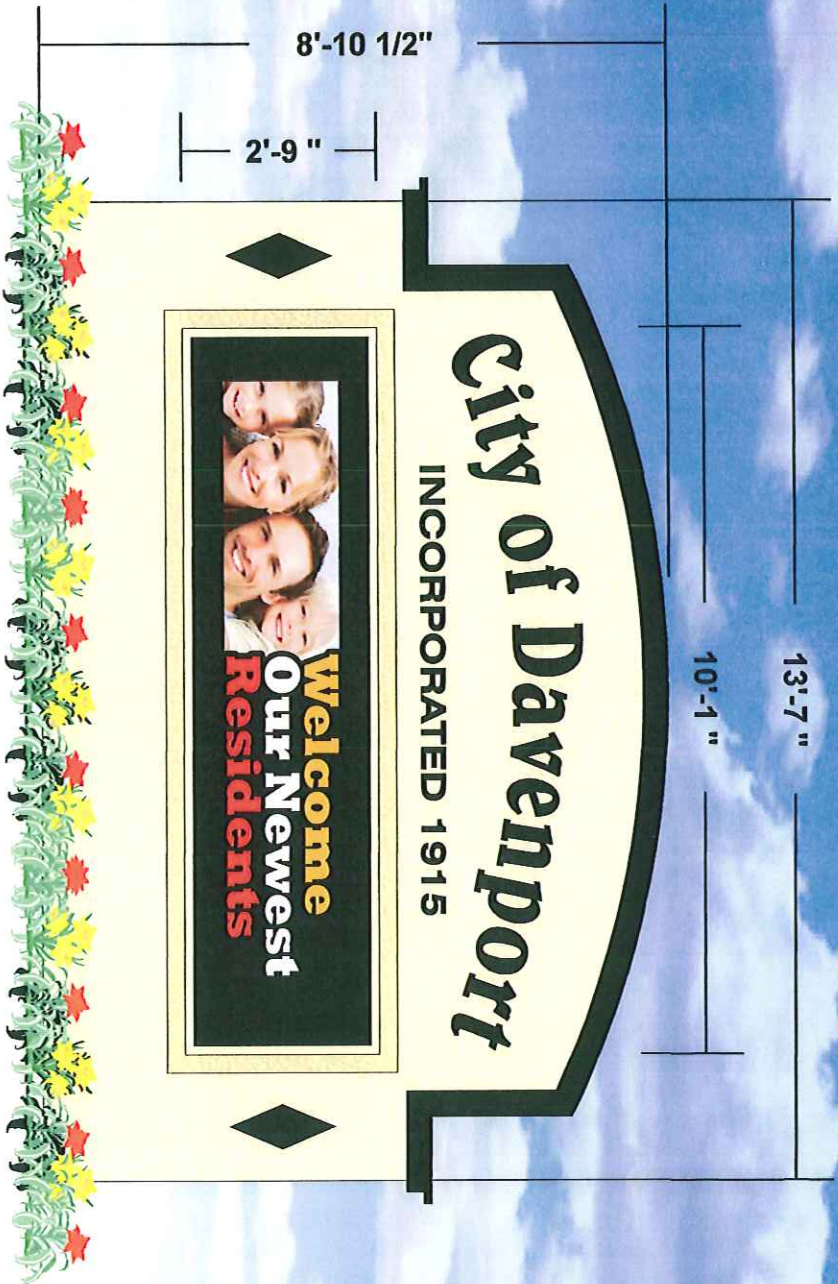
The above prices, specifications and conditions are satisfactory and are hereby accepted. Cypress Signs is authorized to do the work specified. Payment will be made as outlined above.

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Drivers Lic # or Fed ID#  
 \_\_\_\_\_

Signature: \_\_\_\_\_



DIGITAL UPGRADE TO SERIAL #108411

**Robson Corporation** "THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243  
 1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY: \_\_\_\_\_

DATE: / / \_\_\_\_\_

This is an original, unpublished drawing submitted in connection with a project we are planning for you. Please do not copy or show it to anyone outside of your organization without written permission from Robson Corporation.

© 2005

# Order Form

**Robson Corporation**  
 2231 Whitfield Park Loop  
 Sarasota, Florida 34243

CALL: 800-770-8585  
 FAX: 941-756-8912

The Highest Quality Sign Available, And At A Price You Can Afford!!!

Buy direct and save!

Name City of Davenport Phone 863-419-3300  
 Address 1 Allaphara St. Phone \_\_\_\_\_  
 City Davenport State FL Zip 33836-0125

NAME AS IT IS TO APPEAR ON SIGN

City of Davenport

Model 2014 Upgrade Offer

- FCV = Full Color Video Display
- Patented EMC Technology
- FCV Manufactured by Robson
- Integrated EMC
- Easy to use Software
- TIME & TEMP
- Wi Fi Wireless
- 5 Year Warranty on EMC
- Double Sided
- Cowling
- Graphic Capability: Text, Graphics, Logos, Basic Animation, Multiple Font
- Video Technology
- Digital upgrade on existing Serial# 108411
- DuPont Powder Coat Finish
- 3M Graphics
- GE Solar Lexan
- 16 mm pitch
- 20.12" x 100.60" display
- Structural Aluminum
- Internal Illumination
- Auto/Manual Dimming

COLOR SELECTION:  
 Face Color Existing  
 Cabinet Color EXISTING

Design Selection: **32**  
**LED Digital**

Size Selection: **8'10" x 13'7"**

Robson pick-up, bring sign back to Sarasota factory. Upgrade LED message area to Full Color Video boards and software. Re-deliver and crane set.

Custom Colors, Designs, & Sizes are available.

<b>Total Investment</b>	<b>\$21,997.00</b>
<i>(Price Valid For 30 Days)</i>	
<b>Initial Investment</b>	<b>\$10,998.50</b>
<small>(Normally 50% Minimum)</small>	
<b>Balance</b>	<b>\$10,998.50</b>
<small>(Due on receipt of final invoice)</small>	

Note: Any applicable state sales tax may be added unless a copy of your tax exempt certificate is included. Customer is responsible for engineering, permit, electrical hook-up and installation if required.

Accepted By x \_\_\_\_\_  
 Robson Authorized Signature   
 Mike White

Date \_\_\_\_\_  
 Date 1/22/2015

The Best Buy in Signs!

# Robson

# Corporation

## LED Studio® Software

The next generation of easy to use software is available with Robson signs. LED Studio® makes it straightforward and simple to create awesome messages that will have an impact on your community. It can import .avi, .mpg, and .mov video files, as well as .jpg, .wmp, .png, .bmp, and .gif graphic still images, and more.

- Home page is a Windows-based layout, where functions are displayed as you point to them. Comprehensive "Help Screen" is available.
- Complete view of files necessary to program the sign is at your fingertips.
- Scheduling for the sign can be broken down for an entire message or individual messages.
- Content is seen in a small window on your computer as you create it. At the same time, it is playing on the sign.
- Web based software allows easy access via the internet to program your sign offsite and know you got it right.
- Font capability is almost limitless supporting true type fonts.
- Timer window allows you to countdown to any grand opening or celebration with a few clicks.
- DVD Window: Just pop a DVD into the computer and select this feature to play your video on the sign.
- Streaming Video: Play live video by connecting a camera to your computer. (Usable with Fiber Optic communication.)
- Step content management allows you to easily shuffle the content of your message.

### System Requirements

- Personal computer
- Windows XP, Vista, Windows 7, Windows 8, and future updates as needed
- 800 Mhz or higher processor
- 512 MB RAM or higher
- 1 GB free hard disk space

# Typical Deployment

*NanoStation loco*

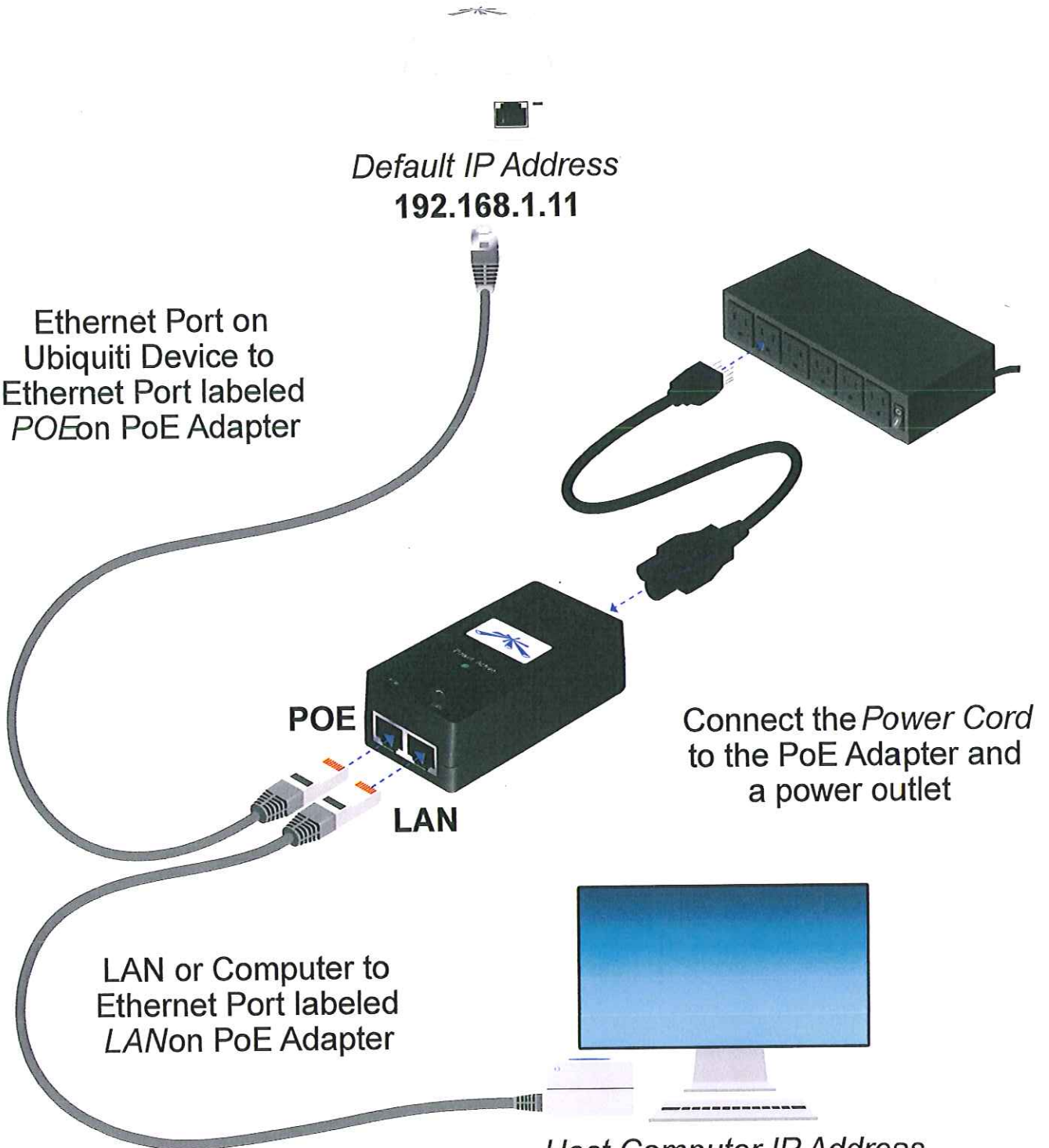
Default IP Address  
**192.168.1.11**

Ethernet Port on  
Ubiquiti Device to  
Ethernet Port labeled  
*POE* on PoE Adapter

Connect the *Power Cord*  
to the PoE Adapter and  
a power outlet

LAN or Computer to  
Ethernet Port labeled  
*LAN* on PoE Adapter

Host Computer IP Address  
**192.168.1.16**



**Robson** *"The best buy in signs"*  
**Corporation**

**1-800-770-8585**

***FACTORY DIRECT SIGNS***

**Your Design to Delivery Manufacturer**

You have plenty of options when it comes time to buy a new sign. Being a savvy customer and making the right purchase means having all of the facts at your fingertips prior to the sale. Facts such as who manufactures and delivers your sign are very important and can save you plenty in the end. Robson is the only company that will deliver your new sign fully assembled on a company truck!



**THE ROBSON ADVANTAGE**

	<b>Robson</b>	<b>Others</b>
<b>Delivery Vehicle</b> →	A Robson Company Truck <input checked="" type="checkbox"/>	Shipped via Common Carrier <b>NO!</b>
<b>Delivery Person</b> →	Robson factory trained employee <input checked="" type="checkbox"/>	Common carrier Drop off only <b>NO!</b>
<b>Delivery Position</b> →	Upright Fully Assembled <input checked="" type="checkbox"/>	Upside down In pieces <b>NO!</b>
<b>Shipping Liability</b> →	Ownership transfers at delivery FULLY Protected <input checked="" type="checkbox"/>	You assume all liability at point of origin - No protection <b>NO!</b>
<b>Terms:</b> →	Satisfaction Guaranteed <input checked="" type="checkbox"/>	You must file a claim with carrier <b>NO!</b>



# Robson Corporation

## Digital Upgrade To FCV Display



*Sign Received Back  
To Factory*



*Sign Interior Faces  
And Displays Removed*



*Sign's Existing  
Powder Coating Stripped*



*Sign Prepared For  
FCV Digital Display*



*Sign Frame  
Powder Coated*



*New FCV Digital  
Display Installed*



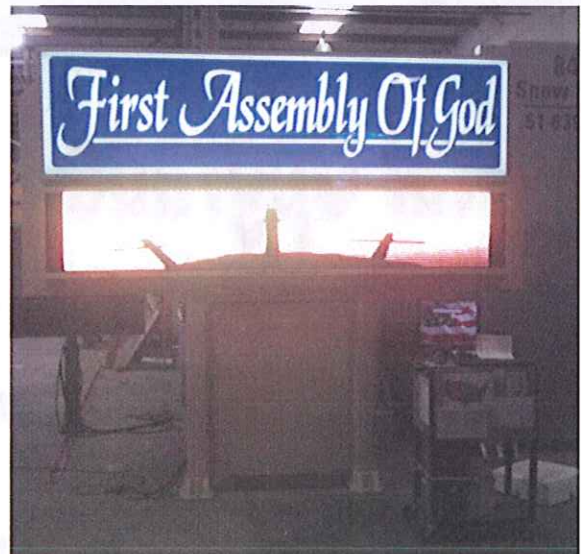
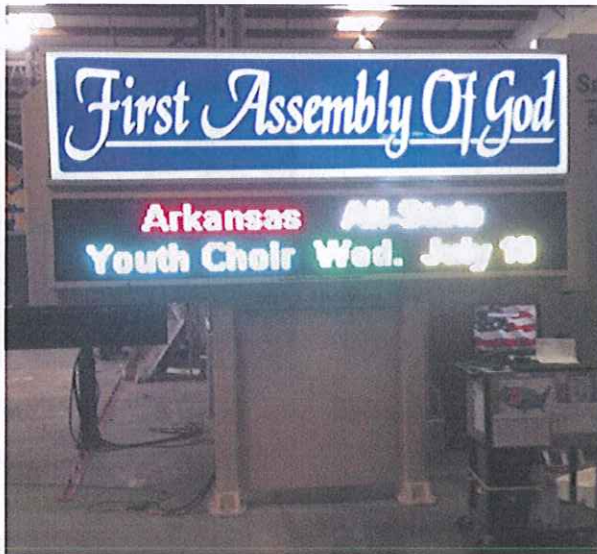
*New Bulbs. Ballasts  
Lighting Installed*



*Sign Faces Inserted*

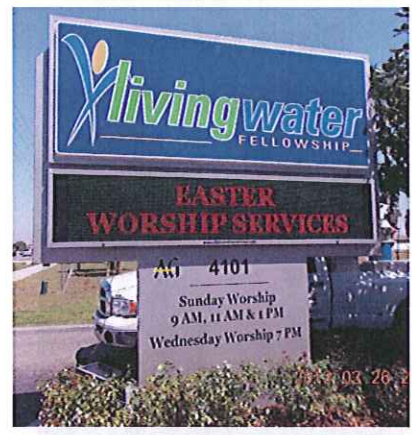
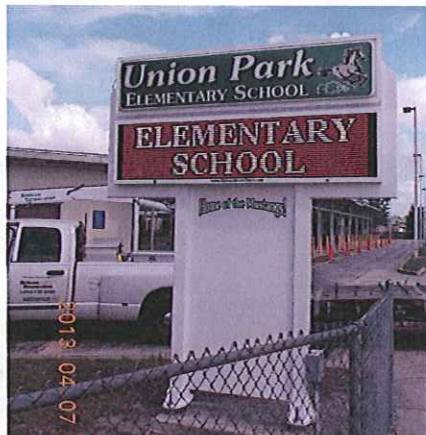
*Continued Back Page.....*

# Robson Corporation



**Digital Upgrade To FCV Complete !**  
**Ready to be re-delivered and crane set on existing foundation.**

## Upgrade Examples



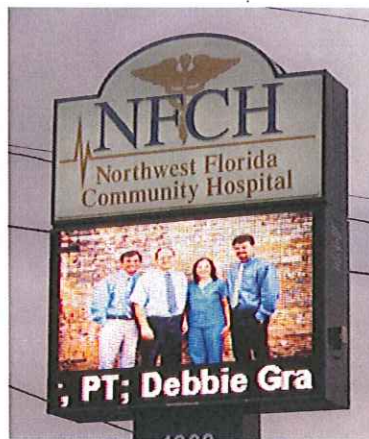
**Mike White**  
**Robson Corporation**  
**1-800-770-8585**  
**mikew@robsoncorp.com**



# Robson Corporation

Communicator

FCV

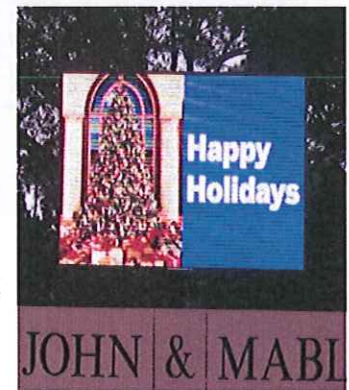


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Communicator

FCV

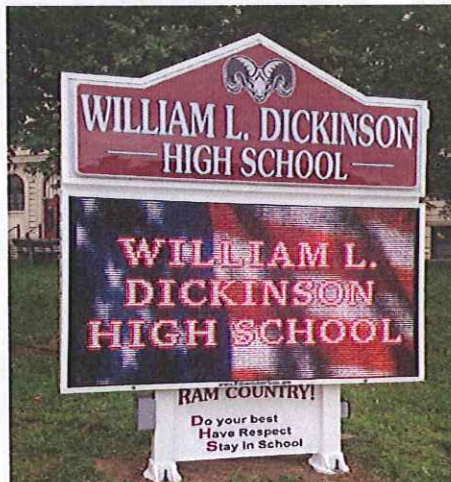
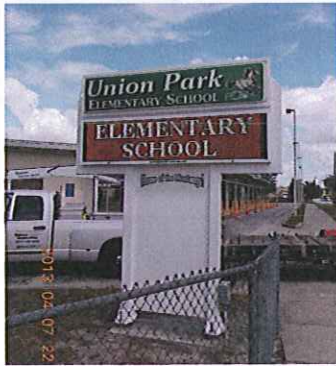


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# Robson Corporation

Communicator

FCV



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