

**Carson City  
Agenda Report**

**Date Submitted:** November 27, 2012

**Agenda Date Requested:** December 6, 2012

**To:** Redevelopment Authority

**Time Requested:** 30 min.

**From:** Office of Business Development

**Subject Title:** For Possible Action: To approve and make a recommendation to the Board of Supervisors to move \$72,876 from the Redevelopment Revolving Capital Outlay/Undesignated Projects account (number 603-0000-463-77-99) to assist with the funding of the replacement of the Community Center sign with an LED message board. (Lee Plemel)

**Staff Summary:** \$72,876 is available in the Redevelopment budget in the current fiscal year for infrastructure projects within the Redevelopment District, but these funds have not been allocated to any specific projects. The Redevelopment Authority Citizens Committee has recommended using the funds to replace the aging Community Center sign with a new LED message board, which could be used to promote events within the Redevelopment District as well as other community events and programs.

**Type of Action Requested:** (check one)  
 Resolution  
 Formal Action/Motion  
 Ordinance  
 Other (Specify)

**Does This Action Require a Business Impact Statement:**  Yes  No

**Redevelopment Authority Citizens Committee Recommendation:** Recommended using the entire available funds to replace the existing Community Center sign by a vote of 7-0 on October 1, 2012.

**Recommended Board Action:** I move to approve and recommend to the Board of Supervisors to move \$72,876 from the Redevelopment Revolving Capital Outlay/Undesignated Projects account (number 603-0000-463-77-99) to assist with the funding of the replacement of the Community Center sign with an LED message board.

**Explanation for Recommended Board Action:** The Redevelopment Authority Citizens Committee considered potential uses of the funds at its meeting on October 1, 2012, and recommended helping fund the Community Center sign replacement. The request for the sign was made by the Chamber of Commerce, who is working with the Parks and Recreation Department and other community partners to raise funding for the sign. Funding to extend a City water main on South Carson Street to serve vacant property for development was also considered. See the attached staff memo and supporting materials for more information.

**Applicable State, Code, Policy, Rule or Regulation:** NRS 279.382 – 279.685

**Fiscal Impact:** \$72,876 from FY 2012/13 budget.

**Explanation of Impact:** The money was in the budget but not assigned to a specific project.

**Funding Source:** Redevelopment's annual budget.

**Alternatives:**


- 1) Recommend approval of funding for an alternative project.
- 2) Do not approved use of the funds at this time.

**Supporting Material:**

- 1) Staff memo
- 2) Draft RACC minutes from October 1, 2012
- 3) Conceptual sign information
- 4) Water line extension request

**Prepared By:** Eva Chwalisz, Management Assistant


**Reviewed By:**

  
\_\_\_\_\_  
(Office of Business Development)

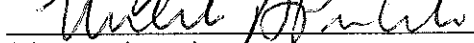
Date: 11-29-12

\_\_\_\_\_  
(City Manager)

Date: 11/22/12

  
\_\_\_\_\_  
(District Attorney)

Date: 11/27/12

  
\_\_\_\_\_  
(Finance Director)

Date: 11/27/12

**Board Action Taken:**

**Motion:** \_\_\_\_\_

- |    |       |         |
|----|-------|---------|
| 1) | _____ | Aye/Nay |
| 2) | _____ | _____   |
|    |       | _____   |
|    |       | _____   |
|    |       | _____   |

\_\_\_\_\_  
(Vote Recorded By)



## Office of Business Development

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2101 – Hearing Impaired: 711  
[www.carson.org/obd](http://www.carson.org/obd)

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Date: November 20, 2012

To: Redevelopment Authority and Board of Supervisors  
Meeting of December 6, 2012

From: Lee Plemel, Planning Director

Subject: Allocation of \$77,876 of Redevelopment funds for infrastructure projects

The FY 2012/13 Redevelopment budget includes \$72,376 for “undesigned infrastructure projects.” These are funds remaining in the budget after accounting for general Redevelopment operating expenses, payoff of prior incentive commitments, and special event funding. These funds have not been allocated to any specific projects.

The Board of Supervisors directed staff to seek recommendations from the Redevelopment Authority Citizens Committee regarding how to use these available funds. On October 1, 2012, RACC discussed and considered two requests for the use of the funds, further detailed below.

The Chamber of Commerce is requesting that the funds be used to assist in the construction of a new digital reader board sign to replace the existing Community Center sign on East William Street. The sign would be used to promote the Community Center as well as various civic events and programs in the Downtown Redevelopment Area and around Carson City, similar to the downtown Carson Street banner that is used today. More information on the proposed sign, including estimates on the cost of construction and maintenance, has been provided by the Chamber of Commerce and is attached. Chamber of Commerce Director and RACC member Ronni Hannaman will provide more information and an explanation at the meeting regarding activities to obtain additional funding and support for this sign. The proposed sign would promote downtown events in conformance with the goals and strategies contained in the existing Downtown Redevelopment Area Plan.

Another request by Mr. William Landry, property owner of vacant commercial property at 3201 South Carson Street, was discussed and considered to use Redevelopment funds to extend a City water main to serve the property and adjacent properties. A letter of request from Mr. Landry is attached to this memo, and staff has also included a map showing the subject property and the location of existing City water mains in the vicinity. The map also notes surrounding properties that are connected to City water or on private wells. It is estimated by Mr. Landry that the cost to extend the public water main, as would be required by the Public Works Department for development of the parcel, is approximately \$33,000. Mr. Landry notes that the presence of water service to the property will facilitate future development as well as a small project that he is currently planning for the site, and would also improve fire safety in the vicinity with addition of a fire hydrant. The RACC members noted to potential merit of the project but generally believed that it would be more appropriate to evaluate it in conjunction with plans for a

larger project on the site. The use of Redevelopment funds to extend public infrastructure is addressed in the proposed amendments to the Redevelopment Area 2 Plan.

There have been no discretionary funds available for infrastructure or development incentives in the last two budget cycles prior to this year. The last infrastructure project within the Redevelopment District was the placement of pedestrian way-finding signs in the downtown area, which cost approximately \$25,000.

The Redevelopment Authority and Board of Supervisors indefinitely suspended the small business incentive program in 2010. This incentive program provided property owners up to 20% of the cost of improvements to move new businesses into the property. The program was suspended to focus Redevelopment funds towards more public infrastructure-oriented improvements that have a broader benefit to the Redevelopment District.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or [lpemel@carson.org](mailto:lpemel@carson.org)

Attachments:

- A. Draft RACC Minutes from October 1, 2012
- B. Conceptual Community Center Sign information
- C. South Carson Street water line extension request

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**  
**Minutes of the October 1, 2012 Meeting**

Page 2

**DRAFT**

**5-2 FOR POSSIBLE ACTION: TO MAKE RECOMMENDATIONS TO THE REDEVELOPMENT AUTHORITY REGARDING THE EXPENDITURE OF APPROXIMATELY \$72,000 OF REDEVELOPMENT FUNDS BUDGETED IN THE CURRENT FISCAL YEAR (FY 2012/13) FOR “UNDESIGNATED INFRASTRUCTURE PROJECTS”.** (5:42:13) – Chairperson Block introduced the item. Mr. Plemel noted that the current fiscal budget had \$72,000 in the general fund for redevelopment projects, to be used for “undesigned infrastructure projects”. He also noted that the approved projects would be going to the Redevelopment Authority (RA) for approval. The two projects, according to Mr. Plemel would be presented tonight and a recommendation would be sent to the RA. He introduced the first project using a PowerPoint presentation which is incorporated into the record, and invited William Landry to elaborate. Mr. Landry introduced himself as a property owner on the 3200<sup>th</sup> block of South Carson Street, which he called a unique area because City water was unavailable to the area, and with well water, redevelopment would be difficult. He noted that with \$33,000 in Redevelopment Funds, City Water could be brought in, the area could be renovated, and a fire hydrant would be added. In response to a question by Member Abowd, Mr. Plemel stated that no Redevelopment Funds had been used to bring in City water in the past. Member Hannaman wished to know about the potential development opportunities should the City water be extended, and Mr. Landry believed that the issue had hindered redevelopment. Discussion ensued and Member Perpich suggested exploring private funding. Member Valenti received confirmation that Mr. Landry’s request for the \$33,000 did not include permits. In response to Member Hannaman’s request regarding what to do with the property, Mr. Landry believed that it “needed a catalyst”. Member Perpich suggested completing the proposal by including estimates. Chairperson Block entertained public comments; however, none were forthcoming.

(6:17:30) – Chairperson Block introduced the next request. Mr. Munn advised that Member Hannaman not present from the dais, as she would be presenting as the Executive Director of Chamber of Commerce and not as a Committee member. Ms Hannaman presented a proposal to replace the static sign outside the Carson City Community Center with an LED sign. She cited some of the benefits of having such sign such as announcing special events; school sports; government meetings; alerts; etc. She also noted that the Sherriff’s office, Western Nevada College, the Carson City Chamber of Commerce and other organizations had committed to assist with the project. In response to Member Perpich’s question, Member Hannaman stated that she would be trained to do all the programming. She also explained that she had received three bids, and that she could not work with fewer funds than those available. Member Abowd confirmed that the necessary funds to maintain the sign would be budgeted by the City, because the project benefited the entire City. Chairperson Block entertained public comments. Sherriff Ken Furlong spoke in favor of the sign and explained that the sign would serve the entire community. Stan Jones, president of the Carson City Chamber of Commerce stated that they had initially come up with the idea to replace the sign. He added that the Railroad Museum would have a sign as well, which would complement the proposed one. Marc Lipkowitz with Custom Signs highlighted the impracticality of the old signs and offered to help with the technical signs. Discussion ensued regarding letter sizes and their visibility from the Freeways. Mr. Ames stated that the new sign will not limit the frequency of messages. Mr. Dunn explained the importance of the LED board to the sports tourism industry. Member Abowd suggested charging a small fee to announce events. Tom Weatherby of YESCO Electronics explained that most LED signs would allow reading a one-inch LED letter from a 34-48 foot distance and clarified messaging options based on viewing distances. Mr. Landry explained that even though he liked the sign idea, he noted that his water line proposal would benefit 100 percent of the Redevelopment clients. Mr. Munn clarified that voting members affiliated with organizations such as the Chamber of Commerce did not need to abstain from voting as they did not personally benefit from the sign placement. **Member Perpich moved to recommend to the Redevelopment Authority to allocate all available funds of approximately \$72,000 to be used for the LED sign outside the Community Center. The motion was seconded by Member Neverett. Motion carried 7-0.** Mr. Plemel believed that this item could be discussed during the October 18 Board of Supervisors meeting.

**6. NON-ACTION ITEMS:**

**a. STAFF REPORTS AND UPDATE ON MATTERS RELATING TO THE RACC.** – Mr. Plemel stated that the Holiday ornament would feature the Methodist Church, and suggested following upcoming Board of Supervisors meetings to find out more. He also announced the Battle Born Days and Nevada Day events.

## **Why an LED sign in front of the Carson City Community Center?**

Informational outdoor signage has come a long way since the 1974 placement of the static community center sign still standing after all these years in front of the community center. The current sign is old-fashioned, labor-intensive and does not have the capability of easily changing a message or presenting multiple impressions.

Since the 1970's, vehicle traffic on the corner of Roop and William Street has increased multi-fold. A traffic count prepared by Patrick Pittenger, Carson City's Transportation Manager show that as of this spring 2012, this corner was heavily trafficked:

- William Street 300 ft. W. of Roop Street - 14,545 vehicles/day
- Roop Street 100 ft. S. of Robinson Street - 7,315 vehicles/day
- Roop Street 550 ft. S. of Winnie Lane - 11,761 vehicles/day

Pittenger gave us two numbers for Roop with the count stations are on each side of the Community Center making sure we had all of our statistical bases covered.

A state-of-the-art LED outdoor sign to replace the current static sign will fit nicely into the current updating of the Community Center and will allow multiple messages and the opportunity to change messages at a whim. It will allow us to welcome sports teams and any large conventions. We can better publicize our many events. It will allow those shows being held at the Community Center to be well-highlighted. Further, it will allow our emergency management teams to announce street closings, fire warnings and other emergency needs that may arise. WNC and the school district will be able to inform viewers of the start of the new school season and special events held on their campuses.

Not everyone reads our local newspaper and the Reno stations provide limited coverage on Carson City events. As a result, many probably miss out on what is going on in our City. The LED sign could attract people to the downtown core that may have by-passed it because they did not know of an event. Perhaps more tickets could have been sold to the recent showing of WNC's "Hello Dolly." Participation in our public process could possibly increase if the meetings are better publicized. Tournaments could be publicized as well as new classes for the parks and recreation department. We could honor our troops for special events such as the recent Battle Born Days. We could wish our citizens Happy Thanksgiving or whatever other holiday that would be pertinent. The Nutcracker Ballet featuring our city officials could be promoted. WNC could announce their new semester, graduation and baseball games. CCSD could announce their homecoming and other games as well as school closures, school starts and more. The possibilities are as endless as the number of messages that can be displayed.

At present, the only source of communication for most non-profits is the static banner placed along Carson Street for one week. The competition for that one week is high and many events are not able to be promoted. Also, the cost of a banner is over \$800, a high

cost for a one-week shelf-life. With an LED sign, the changing message would have many more impressions and could be publicized for a longer period.

There is no plan to allow for commercial advertising and a committee will be assembled to provide guidelines as to who and what messages will be allowed on the sign. A small fee per participant is being considered to cover maintenance and operational costs.

The LED message center can be managed by the Chamber of Commerce and the Community Center through the use of broadband remote control at various locations. It is anticipated the Sheriff's Office and the Fire Department will be able to have a control for emergency purposes.

How will the sign be funded? Much of the sign will be funded through the Redevelopment Fund, a perfect use of these monies. The Community Center is located in Redevelopment Zone 1. If there are additional monies, the Chamber and various other interested parties will be contacted to make up the difference thus, a public-private partnership. The anticipated cost of the sign is approximately \$75,000. We have secured preliminary bids from three sign companies; however, the parks and recreation department will be charged with resending bids with the proper specifications and will oversee the project.

It is way past time to bring the community center sign up to the current century. The new signage will present a forward looking image of Carson City and will be a win-win for government, non-profits and businesses that will affect every corner of this city.

Prepared by Ronni Hannaman  
Carson City Chamber of Commerce  
11/20/12

***Should there be a shortfall in the Redevelopment funds, we have secured the following partners:***

CVB -\$3,000  
Chamber - \$1,500  
Sheriff's Office \$1,000  
Fire Chief \$1,000  
DBA \$2,000  
WNC \$2,000  
AT&T - \$950.

# 10 THINGS TO KNOW BEFORE BUYING AN LED SIGN



1015 Maple Street, Danville, IL 61832 :: 800-637-2645 :: [www.watchfiresigns.com](http://www.watchfiresigns.com)

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## SUMMARY

Selecting an LED sign should be driven by the business or organizational objectives you hope to meet by purchasing an LED sign. An informed buyer knows the right questions to ask and what features to consider. You might think this process is complex. Not to worry. There are a few basic guidelines, some good questions to ask and a few things to look for that can help you make the decision with confidence.

### “10 Things” OVERVIEW

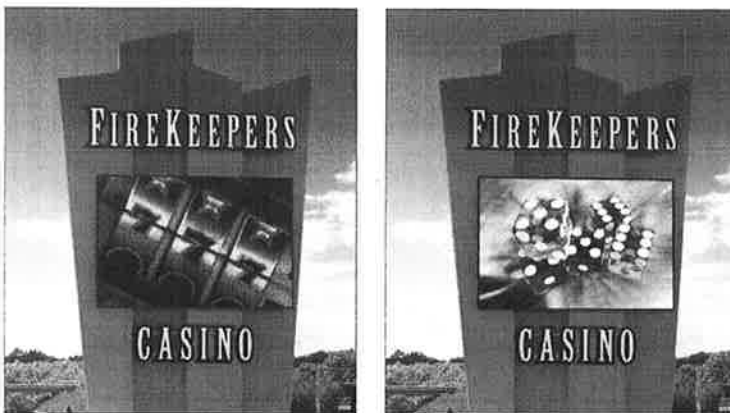
1. What is an LED sign?
2. How does an LED sign work?
3. Who should consider investing in an LED sign?
4. How do LED signs compare to other forms of advertising?
5. How do I choose the right LED sign?
6. How much should I budget for an LED sign?
7. How do I choose a local sign partner?
8. What are the steps once I decide whom I want to work with?
9. Why should I consider Watchfire LED signs?
10. If I'm interested, how do I move forward?

## 1) WHAT IS AN LED SIGN?

An LED (light emitting diode) is an efficient, effective and ultrabright alternative to incandescent light bulbs. Unlike traditional light bulbs, LEDs do not burn out because there is no filament. Rather, they just slowly dim over a long period of time (about 100,000 hours or 11+ years).

An LED sign is made up of individual modules (about 12" square each) with LEDs mounted on them. The modular design allows the signs to be configured to almost any size. LED signs are typically double-sided and are available as monochrome or full color. A common size for commercial LED signs is 37" high x 8' wide.

LED signs are usually part of a larger system, as in the example shown here. Messages can be programmed and scheduled easily using software installed on the computer that controls the sign.



## 2) HOW DOES AN LED SIGN WORK?

It works through a standard PC that connects to the sign via one of these four methods:

- Broadband Wireless
- Radio Frequency (RF) connection
- Phone modem (similar to a dial-up Internet connection)
- Fiber optics
- Corporate network (LAN or other)

The software allows the user to program and change messages on the sign. The marketing department often manages programming. The programmer chooses from a menu of text and animation options and creates a schedule of messages, sometimes setting a schedule weeks or even months in advance. Prepackaged graphics, web graphics and original graphics can all be part of the messaging mix.

## 3) WHO SHOULD CONSIDER INVESTING IN AN LED SIGN?

Anyone who relies on business from passersby should consider LED. If your business or organization is visible from the highway or a busy street – whether it's vehicular traffic, pedestrian traffic or both – you should consider advertising with an LED sign. In addition, if you've already invested in more expensive advertising to reach your audience, you should consider an LED sign. What's more expensive, you ask? Read on.

## 4) HOW DO LED SIGNS COMPARE TO OTHER FORMS OF ADVERTISING?

Just look at how LED signs stack up. Compare an LED sign in terms of the number of impressions, cost per impression and how much it costs on a per-day basis. It beats newspaper, yellow pages and radio hands down. And only with an LED sign can you change your message instantaneously. LED signs can be used to quickly reduce inventory or boost site-specific and time-specific sales – perfect for a restaurant that wants to clear out perishable food items by offering a limited-time special, for instance.

Yellow Directory	Radio	Newspaper	Watchfire Sign
Full-Page Ad <b>4,000<sup>†</sup></b>	Average Daily Audience <b>11,600</b>	Sunday Readership <b>17,000</b>	Passing Motorists <b>34,600</b>
<b>\$2.25</b> per 100 impressions	<b>\$2.09</b> per 100 impressions	<b>\$4.14</b> per 100 impressions	<b>\$0.03-\$0.06</b> per 100 impressions
<b>\$90*</b> A day	<b>\$243*</b> A day	<b>\$704*</b> A day	<b>\$10 to \$20</b> A day

\*Typical or average prices shown

†Based on 1/10th of population accessing daily

"Since we installed our Watchfire LED Sign, we've been able to cut our advertising budget by an astounding 60%! We've really enjoyed successful fundraising efforts, particularly our annual spring raffle. I believe this is due in large part to the strategic placement of the LED sign on the school grounds."  
- Jeanne Mulvaney, Director of Development at Schlarman High School

# 5) HOW DO I CHOOSE THE RIGHT LED SIGN?

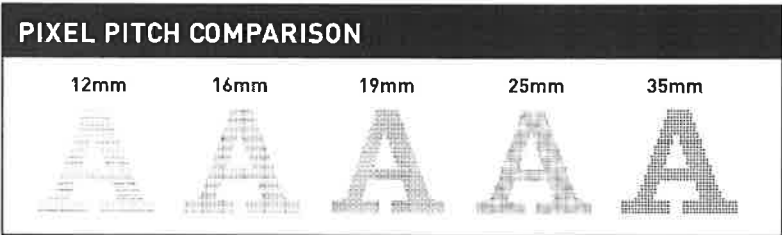
You'll want to consult with a sign professional, but here are a few items to consider right away:

**Display size**

- What will the typical viewing distance be?
- Will your LED sign fit into an existing sign?

**Pixel pitch**

- Another instance to consider the expected viewing distance.
- How important is detail in the images you will display?



Tighter pixels (e.g., 12 or 16mm) are more expensive, but create a more vivid experience when viewers are typically closer to your sign. Pixels that are more spread out are less expensive and work well when viewing from a long distance, such as from the highway.

**Color or monochrome**

- Will the products or services you want to advertise work best in color?
- What is the environment of your sign?
- How will color or monochrome stand out?

Here's a helpful guide as you consider which LED sign will work best for you:

Color Sign Selection Chart – By Pitch					
My most important feature is:	12MM	16MM	19MM	25MM	35MM
PRICE/SQ.FOOT:	☞	☞	☞	☞	☞
DISTANCE VIEWING:	☞	☞	☞	☞	☞
IMAGE QUALITY/COLOR DEPTH:	☞	☞	☞	☞	☞
DISPLAY OF SMALL CHARACTERS:	☞	☞	☞	☞	☞
DISPLAY OF LARGE CHARACTERS:	☞	☞	☞	☞	☞

Monochrome Sign Selection Chart – By Pitch		
My most important feature is:	19MM	35MM
PRICE/SQ.FOOT:	☞	☞
DISTANCE VIEWING:	☞	☞
IMAGE QUALITY/SHADING LEVELS:	☞	☞
DISPLAY OF SMALL CHARACTERS:	☞	☞
DISPLAY OF LARGE CHARACTERS:	☞	☞



## 6) HOW MUCH SHOULD I BUDGET FOR AN LED SIGN?

You've learned that there are many options in size, color, depth, detail and more, so obviously it depends. There are some useful guidelines that will help you budget. Remember that price is primarily driven by LED quantity and color—prices range quite a bit, from \$10,000 to \$300,000.

An LED sign purchase can best be considered as an advertising expenditure, rather than a capital investment. Put in these terms, the monthly investment of an LED sign, as pointed out in #4, compares very favorably to other advertising options. Another way to look at it is that the monthly payment for an LED sign is highly comparable to a vehicle or truck lease.

## 7) HOW DO I CHOOSE A LOCAL SIGN PARTNER?

Before asking "How" you might ask, "Why"? Here's why you should choose a local sign partner:

- They're probably intimately familiar with your local sign ordinances
- In the same spirit, they're probably also familiar with the local political structure
- Your local partner can handle every facet of installation and service!

Just a couple more things to consider when choosing your local sign partner: LED sign installation experience and LED sign service experience. If you find either of these lacking, keep looking.

## 8) WHAT ARE THE STEPS ONCE I DECIDE WHOM I WANT TO WORK WITH?

A brief overview of the process looks like this:

1. Determine the specifications of your size, color, position and pixels.
2. Coordinate price quotes with your local sign partner.
3. Consider a factory tour. The knowledge you gain can be invaluable.
4. Seek references. Check them.
5. Take job site photos. This will help your internal sell and mock-up.
6. Finalize the sign design.
7. Place your order.
8. 4-6 week turnaround is typical for American companies.
9. Local company installs.
10. LED sign manufacturer provides software-training basics.

## 9) WHY SHOULD I CONSIDER WATCHFIRE LED SIGNS?

An LED sign is not only a smart advertising investment, it's an investment in your connection with your customers. Watchfire maximizes the return on your investment by making the best-looking signs on "Main Street." Watchfire LED signs make everyone look good. Here's how:

- Vertically integrated manufacturing
- Industry's best 5-year warranty
- Intuitive, easy-to-use software, Ignite®
- In-house art production team
- Longstanding relationships with top local sign dealers

## 10) IF I'M INTERESTED, HOW DO I MOVE FORWARD?

**Call Watchfire at 800.637.2645 or learn more at [www.watchfiresigns.com](http://www.watchfiresigns.com).**

Next, we'll:

- Refer you to a trusted local sign dealer
- Offer you initial budget and spec guidance
- Create a Site Analysis report

Your local sign dealer will then:

- Help firm up the project specs
- Provide sign-design expertise
- Finalize pricing and manage installation

# Custom Sign & Crane, LLC.

NV Contractors License # 61029

September 11, 2012

Carson City Chamber of Commerce

Ronni Hannaman

**Carson Community Center**

Dear Ronni ,

Please accept our price quote:

~~1) Remove and junk faces in existing pylon sign. Retrofit 1ea D/F 34mm RED LED message center with wireless communication & train cabinet~~ Price: ~~\_\_\_\_\_ \$48,969~~ *not needed*

2) Remove and junk faces in existing pylon sign. Retrofit 1ea D/F 20mm Color LED message center with wireless communication & train cabinet Price: \$70,998

3) Remove and junk faces in existing pylon sign. Retrofit 1ea D/F 16mm Color LED message center with wireless communication & train cabinet Price: \$95,922

**All 3 units have a 5 year parts and labor warranty**

- Notes: 1) This work will be performed as directed by Carson City  
2) This proposal is firm for acceptance within (15) working days from the above date, after that time additional costs may be incurred due to increases in material.  
3) Plus applicable taxes  
4) Does not include special inspections

If you have any questions regarding this proposal, or if we may be of any further service to your firm, please do not hesitate to contact our office.

Thank you,



Marc Lipkowitz  
Manager  
Custom Sign and Crane, LLC

2222 Mouton Dr. Carson City, NV 89706 (775) 884-1818 Fax (775) 884-4118  
email: custom.sign@sbcglobal.net

# Custom Sign & Crane, LLC.

NV Contractors License # 61029

September 11, 2012

Carson City Chamber of Commerce

Ronni Hannaman

**Carson Community Center**

Dear Ronni ,

Please accept our price quote:

<del>1) Mfg and install 1ea new sign with D/F 34mm RED LED message center, wireless communication, engineering, footing, permit, etc</del>	<del>Price:</del>	<del>\$56,172</del>
1) Mfg and install 1ea new sign with D/F 20mm color LED message center, wireless communication, engineering, footing, permit, etc	Price:	\$78,201
1) Mfg and install 1ea new sign with D/F 16mm color LED message center, wireless communication, engineering, footing, permit, etc	Price:	\$103,125

*not needed*

**All 3 units have a 5 year parts and labor warranty**

- Notes: 1) This work will be performed as directed by Carson City  
2) This proposal is firm for acceptance within (15) working days from the above date, after that time additional costs may be incurred due to increases in material.  
3) Plus applicable taxes  
4) Does not include special inspections

If you have any questions regarding this proposal, or if we may be of any further service to your firm, please do not hesitate to contact our office.

Thank you,



Marc Lipkowitz  
Manager  
Custom Sign and Crane, LLC

2222 Mouton Dr. Carson City, NV 89706 (775) 884-1818 Fax (775) 884-4118  
email: custom.sign@sbcglobal.net



#3 16mm Color

716 S. Nogales St., City of Industry, CA 91748  
Phone:(800)876-1668 Fax:(626)369-7858



Quotation Date: 9/10/2012 9:20:36 AM

Prepared For: Marc Lipkowitz  
Custom Sign & Crane  
Carson City NV 89706  
Tel: 775-884-1818 Fax: 775-884-4118

Project Name: Carson City Chamber of Commerce  
Prepared by: Chanda Pang  
Requirements:  
Quote Valid: 60 Days

Quotation Summary:  
Technology: PC-Board  
This display is capable of 14 line(s) of 4.41inch character text  
The display area is approximately 45 characters wide

**Model: INF-16-RGB-Z-P-D**  
**Matrix: 112 x 272**

**Display Specification**

**Color Processing:** RGB 281 Trillion Levels-M  
**Character Size:** 4.41 inches  
**Pixel Matrix:** 112 x 272  
**Resolution:** 30464 pixels per sign face  
**Cabinet Size:** 6' 4 1/16" x 14' 8 7/8" x 7 7/8"  
**Display Area:** 5' 10 9/16" x 14' 3 5/16"  
**Display Net Weight:** 1356.34 lbs. per face (+/- 10%)  
**Maintenance:** Front  
**Cabinet Design:** Factory Specify  
**Plastic Cover:** No

**Electrical Requirement\***

**Regular Operating Watts / Pixel:** 0.137812  
**Estimated Total Regular Operating Watts:** 8396.6  
**Boot Up Watts / Pixel:** 0.30625  
**ESTIMATED TOTAL BOOT UP WATTS:** **18659.2**  
**Regular Operating Amps:** 76.33  
**BOOT UP AMPS:** **169.63**  
**AC Power Required:** 110V

**LED / Pixel Specification**

**Model Number:** 1632  
**LED Pixel Pitch:** 16.0 mm  
**Brightness:** 12000 NIT's  
**Viewing Angel:** 140 Degrees Horizontal  
**Technology:** PC-Board  
**LED's per pixel:** Red: 1 Green: 1 Blue: 1  
**LED Type:** Standard

**Accessories / Communication**

**5 Years Software Upgrades** Included  
**Digital Temperature Probe** Included  
**Crate** Included  
**ME3 Software** Included  
**Communication Devices:** 1 pair(s) ~~8~~  
**\*Comm Type:** Wireless Ethernet  
**On-Site Service Plan:** Not Ordered





Scope of work: Manufacture and install new D/F full color LED message center, with train word cabinet.

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## CARSON COMMUNITY CENTER

SCALE	SALESMAN	DATE	DESIGNER
NOT TO SCALE	M. LIPKOWITZ	Sept 10, 2012	T. POLAND

SHEET

**3**

# Custom Sign

2222 Mouton Drive  
Carson City, NV. 89706  
Ph. 775-884-1818

BID LIMIT: \$100,000.00, LICENSE CLASSIFICATION: C6, LICENSE NUMBER: 61029 EXP.12/12



# 2 20mm color

716 S. Nogales St., City of Industry, CA 91748  
 Phone:(800)876-1668 Fax:(626)369-7858



Quotation Date: 9/10/2012 9:24:59 AM

Prepared For: Marc Lipkowitz  
 Custom Sign & Crane  
 Carson City NV 89706  
 Tel: 775-884-1818 Fax: 775-884-4118

Project Name: Carson City Chamber of Commerce  
 Prepared by: Chanda Pang  
 Requirements:  
 Quote Valid: 60 Days

Quotation Summary:  
 Technology: PC-Board  
 This display is capable of 11 line(s) of 5.5inch character text  
 The display area is approximately 37 characters wide

**Model: INF-20-RGB-Z-P-D**  
**Matrix: 88 x 224**

**Display Specification**

**Color Processing:** RGB 281 Trillion Levels-M  
**Character Size:** 5.5 Inches  
**Pixel Matrix:** 88 x 224  
**Resolution:** 19712 pixels per sign face  
**Cabinet Size:** 6' 2 13/16" x 15' 1 7/8" x 7 7/8"  
**Display Area:** 5' 9 5/16" x 14' 8 3/8"  
**Display Net Weight:** 1371.96 lbs. per face (+/- 10%)  
**Maintenance:** Front  
**Cabinet Design:** Factory Specify  
**Plastic Cover:** No


**Electrical Requirement\***

**Regular Operating Watts / Pixel:** 0.137812  
**Estimated Total Regular Operating Watts:** 5433.1  
**Boot Up Watts / Pixel:** 0.30625  
**ESTIMATED TOTAL BOOT UP WATTS:** **12073.6**  
**Regular Operating Amps:** 49.39  
**BOOT UP AMPS:** **109.76**  
**AC Power Required:** 110V

**LED / Pixel Specification**

**Model Number:** 2040  
**LED Pixel Pitch:** 20.0 mm  
**Brightness:** 9600 NIT's  
**Viewing Angel:** 140 Degrees Horizontal  
**Technology:** PC-Board  
**LED's per pixel:** Red: 1 Green: 1 Blue: 1  
**LED Type:** Standard

**Accessories / Communication**

**5 Years Software Upgrades** Included  
**Digital Temperature Probe** Included  
**Crate** Included  
**ME3 Software** Included  
**Communication Devices:** 1 pair(s)   
**\*Comm Type:** Wireless Ethernet  
**On-Site Service Plan:** Not Ordered



Scope of work: Manufacture and install new D/F full color LED message center .

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## CARSON COMMUNITY CENTER

SCALE	SALESMAN	DATE	DESIGNER
NOT TO SCALE	M. LIPKOWITZ	Sept 10, 2012	T. POLAND

SHEET

2

**Custom Sign**  
 2222 Mouton Drive  
 Carson City, NV. 89706  
 Ph. 775-884-1818

BID LIMIT: \$100,000.00, LICENSE CLASSIFICATION: C6, LICENSE NUMBER: 61029 EXP. 12/12

YESCO LLC  
775 East Glendale Ave.  
Sparks, NV 89431

# Proposal

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**Submitted To:**

Carson City Chamber of Commerce  
1900 S. Carson Street  
Carson City, NV 89701  
Attn: Ronnie Hannaman

**Job Site Location:**

Carson City Community Center  
851 E. Williams Street  
Carson City, NV 89701

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**PRELIMINARY PROPOSAL TO RETROFIT EXISTING STATIC READER BOARD WITH YESCO DIGITAL GRAPHIC DISPLAY**

1) Manufacture and install one (1) double faced 20mm YESCO full color LED digital display on existing structure

88 X 208 pixel matrix , cabinet 6' 6.5" X 14' 7.25", active area 5' 11.5" X 14' 1". 9090 Nit rating

Desktop Host computer with YESCO Prismview software & 19" monitor.

Remote sign controller with 7" monitor for service.

Broadband (Internet) communication method ( does Not include monthly service)

Onsite training by YESCO electronics animation staff from Logan UT

Start up custom animation package of 5 animations.

Standard YESCO holiday & special occasion animations

5 year Limited manufacturer's warranty (Parts only)

Electronics \$71,445.00 (add \$1995 for independent face control capability)

Install \$ 6,750.00 (does not include permit or additional electrical circuit required)

Extra support \$ 2,300.00/leg if required to support additional weight of new sign. (includes excavation and concrete footing)

2) Budgetary option for new sign structure (see rendering) \$21,000.00

3) Monthly maintenance agreement Includes labor and shipping costs to Logan UT \$330.00 per month (during 5 year parts warranty)

4) Estimate Power consumption \$156.46/ month based on 30% average load and \$0.17/KWH power. 24/7 operation. (see attachment)

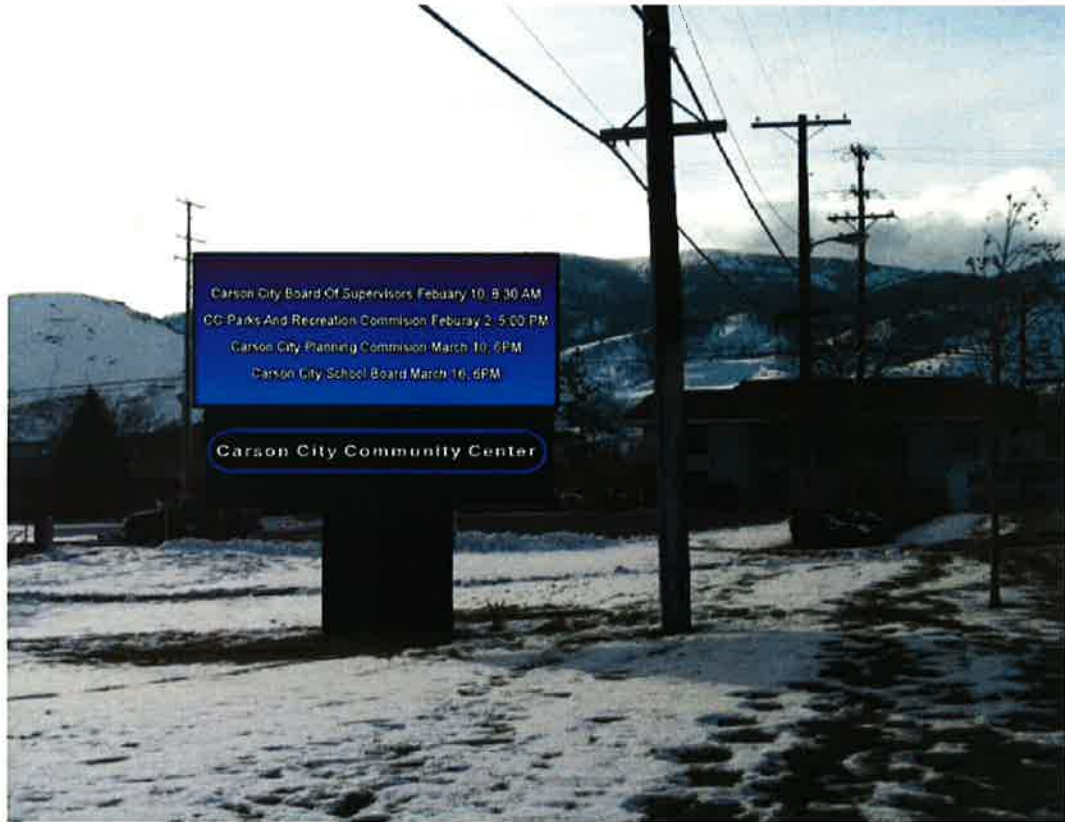
---

Tom D. Weatherby CLP  
Account Executive  
775-284-8133  
tweatherby@yesco.com

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Proposal is valid for 15 days. Prices quoted do not include electrical run to display and lighting controls, unless otherwise stated.







## Maintenance Agreement

Upon acceptance by YESCO, this Maintenance Agreement ("Agreement") becomes effective on the Date Signed below, between YESCO LLC of 775 East Glendale Ave., Sparks, NV, 89431 ("YESCO") and Carson City Chamber of Commerce a City of 1900 S. Carson Street, Carson City, NV, 89701 ("Customer").

A. THE TERM OF THIS AGREEMENT ("Term") shall consist of 60 consecutive months beginning on the first day of January, 2013.

B. YESCO SHALL PROVIDE the Services described below in connection with the Sign(s) at the Location(s) described below, subject to the terms and conditions of this Agreement.

Sign(s) Location: Carson City Community Center LED 851 E. Williams Street Carson City, NV 89701

Description of Sign(s) and Services:

One Double faced YESCO 20mm Full Color LED Digital display 88 X 208 pixel matrix.

### SAMPLE AGREEMENT

YESCO WILL maintain and service the items listed above (hereinafter called the "Sign",) according to the terms hereof, by furnishing the maintenance services listed below:

Replace defective L.E.D.s (includes color recalibration).

Maintain remote electronic display computer.

Maintain host electronic display computer.

Clean electronic display every 12 months.

All Labor and shipping charges for repairs or replacement of parts during 5 year limited YESCO warranty period.

## Payment Terms

1. CUSTOMER WILL PAY YESCO \$ 330.00, plus applicable sales tax (a "Monthly Payment"), on or before the first day of each calendar month during the term of this Agreement. Each Monthly Payment shall be paid in advance on or before the first day of each month, and except as otherwise provided herein shall be payable whether or not Customer uses or operates the Sign(s). All Monthly Payments shall be payable whether or not the Sign(s) are used or operated by Customer.

2. AS PART SECURITY for its performance hereunder, Customer has deposited with YESCO the sum of \$ 1,650.00. This deposit shall be returned to Customer upon the expiration of this Agreement, but only if Customer has timely and completely performed all of its obligations hereunder.



# LED Monthly Operating Cost Calculator

Date	September 21, 2012
Customer Name	Carson City Community Center
Customer Location	Carson City , NV
Sales Representative	Tom D Weatherby

## PROPOSED LED DISPLAY

Number of Rows	88
Number of Columns	208
Number of Faces	2
Pixel Spacing	20mm
Wattage per pixel	0.1

<b>Power Consumption:</b>	
Total Wattage	4,261
Maximum Kilowatts	4.26
Average Kilowatts	1.28

Cost per Kilowatt Hour	\$ 0.17
Total Monthly Operation (Hours)	720
Cost per pixel for Maintenance	\$ 0.005

<b>Monthly Electrical Costs</b>	<b>\$ 156.46</b>
<b>Monthly Maintenance Cost (Approx)</b>	<b>\$ 330.00</b>
<b>Total Monthly Operating Cost (Approx)</b>	<b>\$ 486.46</b>





# Statement of Qualifications



 **YESCO** Custom Electric Signs<sup>SM</sup>

**BODINES CASINO**  
**CARSON CITY, NEVADA**  
20MM - 144X224 MATRIX  
10' 15" X 15' 7" SIZE



 **YESCO** Custom Electric Signs<sup>SM</sup>

SLOT WORD CASINO  
CARSON CITY, NEVADA  
25MM - 96X192 MATRIX  
8' 8" X 16' 8"



**YESCO** Custom Electric Signs SM

CARSON VALLEY INN  
MINDEN, NV.  
20MM -160X208 MATRIX  
11' 2.5" X 14' 6"



**YESCO** Custom Electric Signs<sup>SM</sup>

**INTERNET AUTO  
RENO, NV.**

19 MM - 160X208 MATRIX  
11' X 14' SIZE



**YESCO** Custom Electric Signs<sup>SM</sup>

GOLD DUST WEST  
CARSON CITY, NV.  
20MM - 88X336 MATRIX





**YESCO** Custom Electric Signs <sup>SM</sup>

MESA ART CENTER  
MESA, ARIZONA  
20MM - 80X160 MATRIX





 **YESCO** Custom Electric Signs SM

RSCVA  
RENO, NV.

19MM - 144X192 MATRIX

**S**INCE 1920, the signs and people of Young Electric Sign Company (YESCO) have set the standard for quality, innovation and customer service in the sign-making industry.

YESCO offers signs of all types and sizes – from simple wayfinding plaques to towering spectaculars that spring to life in dazzling spectrums of color, motion, animation and video. We are a one-stop shop for the full spectrum of sign services, including design and engineering, manufacturing, installation, service and ongoing maintenance. Importantly, we've made significant inroads into "green" electronic signs that substantially reduce energy consumption while cutting operating costs.

The YESCO name has become synonymous with custom signs. Having created many of the world's most complex signs, we have the expertise, equipment and processes to produce multi-dimensional signs, digital displays, specialty lighting and architectural elements that will add visual appeal and functionality to interior and exterior venues.

Our work in digital electronics has extended the horizon of sign possibilities into exciting new territory. We design, assemble, sell or lease, install, create content for and service our displays all under one roof – making true turn-key systems in the world of electronic displays a reality. We also provide digital displays for other sign manufacturers.

Interior signs have become a specialty at YESCO. From environmental signs, graphics and lighting that set a mood of elegance at luxury hotels, to stunning displays for the gaming industry, we offer a complete range of interior wayfinding, venue, front of house and back of house signs each designed and built to enhance the visitor's experience and facility functionality.

YESCO's award-winning design and engineering staff can turn ideas into working concepts, visuals, professional presentations and successful finished projects.

YESCO offers approximately 1,700 eye-catching outdoor displays located strategically on major thoroughfares across 10 western states. Our large-format, high-impact bulletins are unparalleled when it comes to delivering memorable impressions to today's highly mobile consumers.

Keeping signs and lighting in excellent working condition has been an important part of YESCO since the beginning. We offer maintenance agreements that allow our clients to put their sign servicing costs on a steady monthly budget. We also repair signs made by any manufacturer. Through the YESCO Service Center, we provide a true "one-stop shop" sign maintenance solution, coupled with the security of working directly with YESCO – not just a broker. Our large service fleet allows our maintenance professionals to respond to calls quickly, and even conduct night patrols to spot problems before the public does.

Architectural signage is another specialty at YESCO. We collaborate with architects, interior designers and contractors and to develop comprehensive signage programs for their projects that encompass a host of architectural sign products, including specialty lighting, room identifiers, user-friendly directories, wayfinding, and Americans With Disabilities (ADA) plaques. Whether it's just an idea or a full set of detailed specifications, our award-winning designers and engineers can help turn it into a successful finished project. Our leading-edge systems generate high definition, full-color prototypes quickly and affordably. They're perfect for models, architectural layouts and all conceptual work.

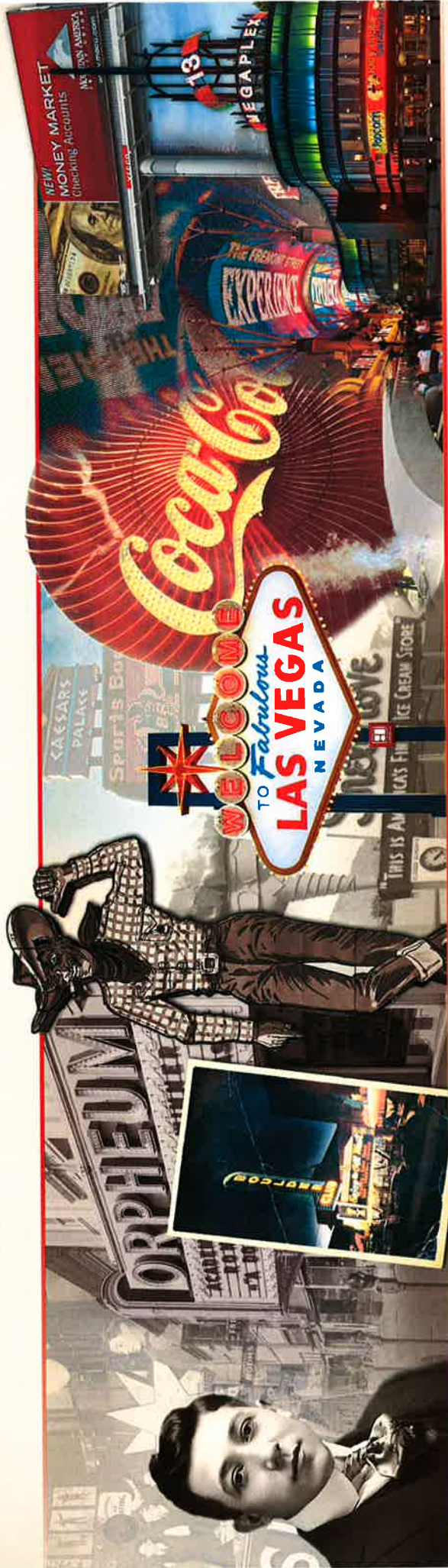
YESCO also offers a service franchise opportunity. These franchises make YESCO's pacesetter sign and lighting maintenance and repair services even more convenient to customers in numerous geographic areas. Franchise owners benefit from the opportunity to service existing YESCO maintenance contracts, as well as the company's highly respected brand, marketing, purchasing power, proprietary technology and software solutions.

Customer service is the backbone of YESCO's success. Our management team has earned a reputation for well-organized, solutions-oriented, client-centered focused service. Our values-driven philosophy, combined with a longstanding commitment to doing things right, means that all our clients – regardless of the size of their projects – are treated with the integrity and respect they deserve, while benefitting from the resources and support of the entire corporation.

To ensure that we deliver the finest products and services in a timely manner, YESCO has approximately 1,500 employees, 43 offices, and operates four state-of-the-art manufacturing plants featuring automated and custom equipment. Additional smaller manufacturing and service facilities are located throughout our operating area. YESCO's total of more than 840,000 square feet of plant and offices allow us to service customers in an efficient manner. Our fleet includes more than 400 service and installation vehicles throughout the western United States.

Internationally recognized signs throughout the United States stand today as testaments to YESCO's long history of excellence. Now under its third generation of the Young family leadership, the company continues its tradition of innovative excellence – always with a focus on best-of-class customer service.

# Chronology



**1920**

After borrowing \$300 from his father, Tom founded the Thomas Young Sign Company on March 20th. The new company specialized in lighted signs, wall-painted advertisements, gold-leaf window lettering and coffin plates.

**1930**

The devastating Wall Street Crash of '29 did not curb America's robust appetite for movies. YESCO's theater marquee signs were in high demand during the country's hard economic times.

**1945**

Boulder Club sign – Las Vegas' first spectacular – installed, marking the beginning of the "golden age of neon."

**1951**

"Vegas Vic", a 75'-tall, 12,000-pound sign, built and installed.

**1955**

Welcome to Fabulous Las Vegas landmark sign designed by Betty Willis and built for the Clark County Commission.

**1958**

The Stardust façade sign measured 216-feet long and 27-feet high and was the largest electric sign in the world.

**1962**

New acrylic plastic sign materials revolutionized the industry. YESCO designed, built and installed a new sign for Snelgrove Ice Cream in Salt Lake City, featuring a fabulously popular rotating double cone.

**1980**

YESCO installed the world's tallest (222.5') freestanding sign at the Sahara Hotel & Casino. Helicopter installation of Commercial Security Bank sign in Salt Lake City.

**1984**

Caesars Palace sign installed – the first of a new generation of four-color, computerized electronic message centers.

**1988**

Computer-aided estimating and design programs introduced.

**1990**

World of Coca-Cola landmark sign installed in Atlanta. The award-winning Rio Hotel & Casino sign installed in Las Vegas.

**1995**

YESCO adopted "wedge base" lamp technology (energy-efficient, high visual resolution) and used it to create the Fremont Street Experience 1,400' graphic display system in Las Vegas.

**1999**

NBC Message Globe installed in New York City, featuring a 35' diameter sphere covered with thousands of LEDs creating full-color video and special animated effects.

**2006**

YESCO made major inroads in outdoor digital advertising.

**2007**

Ogden's new Megaplex 13 Theaters dazzled the public with YESCO's LED globe "raceways" and a ring-shaped radius LED display that runs inside and outside the facility.

**2009**

YESCO Interior's work for the Mystic Lake Casino Hotel in Prior Lake, Minnesota, included a fully networked DMX slot display floor that coordinates with the property's architectural lighting.

**2010**

YESCO's signs enhanced the smart image of Las Vegas's new Cosmopolitan. 2010 was a record-breaking year for YESCO service sales. Service Lite branches were opened in strategic locations.

**2011**

YESCO's first service franchises made the company even more convenient to eight new areas in 2011, while the tradition of artistry grew with such projects as The Shops at Riverwoods, GM's World Headquarters and the Seminole Hard Rock Hotel and Casino.



# Prism Display Systems®

## Specifications

Pixel pitch	13.7mm x 7.6mm cluster on 20.6mm (.8125") centers
Pixel configuration	1 red, 1 green, 1 blue
Pixel density	2,350 m <sup>2</sup> / 218 ft <sup>2</sup>
Diode type	Discrete lamp
Diode density	7,050 m <sup>2</sup> / 654 ft <sup>2</sup>
Brightness	Up to 9,090 nits
Viewing angle	140° (+/- 70°) horizontal 65° (+/- 32.5°) vertical
LED lifetime	100,000 hours to half brightness
Video processing	19 bit, 100% digital
Color processing	18 bit per color (54 bit)
Dimming capability	10 bit (1024 levels of brightness)
Number of colors	18 quadrillion colors
Intensity	262,144 levels of red, green, and blue
Color wavelength	red: 630nm, green: 530nm, blue: 465nm

Color temperature	4,500 - 9,000K (adjustable)
Module configuration	8x16 matrix
Power frequency	120/240 volts, 50/60 Hz
Module weight	2.2 lbs. / 1 kg
Software	PrismView®
Animation rate	30 frames per second
Video rate	60 frames per second
Calibration	Pixel to pixel Module to module
Working temperature	-30°F to 122°F (-34°C to 50°C)
Cabinet construction	Steel or aluminum construction
Weatherproofing	Acrylated urethane
Louvers	Injection molded, silicone sealed
Certification	UL listed
Cooling	Quiet running vent fans



## Key Features

- High resolution 20mm pixel spacing
- Modules are 8x16 matrixes
- Weatherproof acrylic sealed components
- Conformal-coated boards & sealed cabinet encasements
- PrismView® software for easily creating and managing content
- Multiple communications options
- Made of only the highest quality LEDs
- Manufactured entirely in the United States

20mm 64x96

Visit [yescoelectronics.com](http://yescoelectronics.com) and find out more, or call us at 866.989.3726

YESCO Electronics, 1651 North 1000 West, Logan, UT 84321

 **YESCO Electronics.**

engineered for outstanding results™36

Attention: Redevelopment Authority Citizens Committee

Re: Suggested priority: Assist with infrastructure improvements  
(It is one of Area #2's major problems that inhibit economic growth.)

I have owned about 2 1/4 acres at 3201 South Carson St. for many years. Development concepts have been very difficult here as there is NO city water in the street for well over 600 feet -- an area of different ownerships both north and south of my land. Therefore, this entire area remains on wells and resistant to redevelopment ! Recently, I've been working with both the Planning Division and the City Engineer and highlighting how the lack of city water hampers any improvements to this large and highly visible section of Carson City. Hopefully, your committee will now recommend helping me to bring water to at least part of this unserved section of the City.

Thank you,  
William D. Landry

Dear Carson City Board of Supervisors

Re: December 6, 2012 Redevelopment Funds Decision

As most of you know, I've made numerous presentations over the past many months to city staff, to the Redevelopment Agency Citizens Committee (RACC) and to several Carson City officials -- to request government funding assistance for a South Carson Street Water Main Extension With New Fire Hydrant. I fully understand that the 'Chamber's Sign Proposal' has "the inside track" for being granted 100% of the approximately \$77,000 from the now available funds for redevelopment. Nevertheless, I would appreciate that your Board might now reflect on the stalled S. Carson St. Water Project that would be a significant infrastructure upgrade for Carson City -- in an area seen by most everyone in Carson during the course of driving around town each week. Perhaps the current redevelopment money could support both proposals. The Water Line/Fire Hydrant Proposal could be granted \$33,000 and the Chamber's Sign Proposal could be granted the balance of \$44,000 or so.

Thank you for your consideration of redevelopment issues.

Sincerely,

William Landry  
3201 South Carson Street Property Owner

Water

