

City of Dunnellon
Agenda Summary Form

Meeting Date: August 3, 2022

1. Responsible Department: Community Development
2. Presenter: Georgina Cid
3. Recommended Action: City Hall Digital Signage

Subject: City Hall Digital Signage

Request for Approval Summary Explanation & Background:

As part of our economic development strategy to promote community engagement, attract and retain businesses, as well as beautify our street scape, we are putting together a project for the installation of a digital sign at City Hall.

Our focus is to attract community involvement by featuring our meetings, special events and local attractions. Also, this board may serve as a revenue source to promote sponsorship and advertising of local businesses and local contractors as well. The cost of the digital sign can actually be repaid through this revenue producing mechanism. A fee schedule would need to be developed and approved by Council.

It is imperative that we deliver a better experience to our residents, businesses and visitors creating a conducive ambiance that attracts the overall community.

Staff contacted local entities and neighboring municipalities for quotes and has the following:

1. Jay Berry Signs for \$33,138.00; or
2. All Brite Signs, Inc. for \$34,995; or
3. Graphplex Signs for \$39,510.

Designs are attached for your review and concurrence.

Staff respectfully requests Council accept the quote for a digital sign with Jay Berry Signs.

Procurement Method: FY2021-2022 CRA Budget

Fiscal Information: Funds Budgeted in FY2021-2022 CRA Budget.

Attorney Review: N/A