

**INDIAN RIVER COUNTY
OFFICE OF MANAGEMENT AND BUDGET
PURCHASING DIVISION**

DATE: December 12, 2024

TO: BOARD OF COUNTY COMMISSIONERS

THROUGH: John A. Titkanich, Jr., County Administrator
Kristin Daniels, Director, Office of Management and Budget
Jennifer Hyde, Purchasing Manager

FROM: Shelby Ball, Purchasing Specialist

SUBJECT: Approval of Final Rankings and Authorization to Negotiate for RFP 2025009
for Fairgrounds Marquee Sign Replacement

BACKGROUND:

On behalf of the Parks, Recreation and Conservation Department, a Request for Proposals (“RFP”) was issued seeking qualified firms to design, fabricate, permit, and install a new digital marquee sign at the Fairgrounds, located at 7955 58th Avenue. This sign will advertise current and future events to take place at the Fairgrounds.

DISCUSSION:

A selection committee comprised of Beth Powell, Parks, Recreation and Conservation Director, Scott Knauer, Fairgrounds Facility Foreman, Elain Carow, Marketing & Event Coordinator, Gustavo Vergara, Parks, Recreation and Conservation Assistant Director, independently reviewed and scored the received proposals. The committee then met to compile an initial ranking of firms. After discussions and consultation with IT to ensure the proposals were in compliance with technology and security policies, the committee determined no interviews were necessary and declared the ranking final. During discussions, the Committee requested authorization to negotiate with the top ranked firm, Art-Kraft Sign Company, Inc., to establish different sign base options within the proposed budget. Staff is prepared to begin negotiations with Art-Kraft Sign Company, Inc., and bring the final agreement to the Board at a future meeting.

Top Ranked Firms and designs are as follows:

1. Art-Kraft Sign Company, Inc.
2. I2 Visual
3. MEGA LED Technology (Design 2)
4. MEGA LED Technology (Design 1)
5. Zapata (Design 4)

FUNDING:

Should negotiations be successful, funding for this work will come from the Optional Sales Tax Funds/ Parks/ Construction in Progress/ Fairgrounds Master Plan account, 31521072-066510-24005.

RECOMMENDATION:

Staff recommend the Board approve the final ranking of firms and authorize negotiations with the top ranked firm, and the subsequently ranked firms, should negotiations with the top ranked firm fail.