



HABERSHAM COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY

SUBJECT: Installation of the LED Fairgrounds Sign by MetroLED

DATE: August 9, 2024

RECOMMENDATION

POLICY DISCUSSION

BUDGET INFORMATION:

STATUS REPORT

ANNUAL-

OTHER

CAPITAL- \$39,356.00

COMMISSION ACTION REQUESTED ON: August 19th, 2024

PURPOSE: To request Commission approval the installation of a new LED sign at the Habersham County Fairgrounds.

BACKGROUND / HISTORY: The current sign is in disrepair and exists on a Georgia Power easement, so must be demolished. A new sign will be constructed ~10 feet away from the existing sign.

FACTS AND ISSUES:

- a. Through the bid process, the county has come in approximately \$15,000 under budget for the demolition, construction, installation and training for the new sign with MetroLED.
 - b. The new sign will have up-to-date remote use technology, a lifetime wireless connection, and a five-year warranty for all parts and repairs.
 - c. The new sign will be roughly the same size ensuring easy viewing from the road. The stonework has been designed to match the aesthetic of the Commission Building sign, creating a consistent look.
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OPTIONS:

- 1) Approve the demolition, construction, and installation of the Habersham County Fairgrounds sign.
 - 2) Deny the installation of the new Fairgrounds sign.
 - 3) Commission defined alternative.
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RECOMMENDED SAMPLE MOTION: Move to approve the installation of the Fairgrounds Sign by MetroLED.

DEPARTMENT:

Prepared by:

Director _____

**ADMINISTRATIVE
COMMENTS:** _____

_____ **DATE:** _____

County Manager

Scope of Work

Habersham County is seeking proposals for the demolition of the existing Fairgrounds sign and an External Digital Signage installation and service contract for installation, configuration, user training, maintenance & support, and a software management tool to make changes to the external digital sign. All bidders are required to install the necessary electrical wiring, hardware, and accessories. The bidder may engage a sub-contractor to perform the electrical installation work necessary to facilitate use of the external digital sign. The signage/display system shall consist of cloud-based software, hardware devices for wireless connectivity to site/department, specific display needs, and a display system that is compatible for outdoor use. The contractor will provide details of the digital security of the software being used to use the signage and store all associated cloud stored data. This proposal is to include unit and extended pricing details. The total costs of all re-occurring and non-re-occurring charges must be explicitly specified. No used, demo, refurbished or re-manufactured products will be accepted. All proposals must include proposed costs to complete the tasks described in the project scope. Pricing should be listed for each of the following items: (1) materials, (2) construction cost, (3) electrical work and (4) software cost.

NOTE: All costs and fees must be clearly described in each proposal. Contractor will only provide pricing and specifications for digital signage that will be used outside. Bid responders must be a direct service provider of the requested services and products. Bid responses submitted by contractors that are not direct service providers will not be considered. Bid should include the full cost of demolition of the existing sign.

The contractor will be responsible for procuring, installing, configuring, and testing all hardware and software required. The proposed system must be compatible with all future revisions and software/hardware versions for the entire life of the contract. Any upgrades or patching required to bring newer hardware or software into production must be included as part of this entire contract life. The contractor will be responsible for finalizing digital display signage configuration and testing all digital display signage system hardware components and sub-components and ensuring interfaces are working properly. The external digital sign must be Wi-Fi enabled.

1. Demolition and Waste Removal: The existing sign needs to be demolished and completely removed from the property. The new sign will be in the area marked in the aerial image on page 9, located on the same property roughly 20-30 feet closer to the building. The new sign should be constructed in the same rock-based style as other county signs. Please see the photo example on page 10.
2. Software: The contractor shall grant Habersham County the right to use all software and firmware provided under the contract and will not impose any licensing restrictions on interfacing data to or from the digital display system software. Habersham County shall be the owner of all software data. The contractor shall provide for hosting of the content management software. Hosting services, monthly service fees, maintenance, and licensing for the software shall

be provided for the duration of the warranty period for all 2 digital display signage system software. Habersham County shall have the option to extend the duration of software hosting beyond the system warranty period to be negotiated with system contractor at future periods. An Equal Opportunity Employer, Habersham County does not discriminate based on race, age, sex, religion, sexual orientation, gender identity or expression, national origin, color, disability, or veteran status.

3. **Maintenance and Repair:** The Service Provider shall undertake maintenance, repair and rectification of the Digital Signage and the signage related software and hardware to ensure uninterrupted availability of Digital Signage Service to Habersham County. Maintenance and repair of the external digital sign and its management software and tools shall be the responsibility of the Service Provider and Habersham County shall pay no additional cost for the same for such maintenance. In case the Service Provider is not able to rectify the problem with any of this equipment for any reason, the equipment shall be replaced by the Service Provider at no extra cost to Habersham County.
4. **Digital Display Signage System Training:** The contractor shall provide user training that enables Habersham County employees to operate and maintain the system. Training topics shall include digital display signage operator training, system administration training including 3rd party interfaces. The contractor shall provide a detailed training plan and user manual in conjunction with the overall project schedule. All training will be conducted onsite at Habersham County Fairgrounds. Training materials and user training sessions are to be included in the total cost bid submitted. Additional training shall be provided by the Contractor at no cost to Habersham County.
5. **System Management Software and Security:** The system/management software must provide user security to accommodate multiple administrative groups. The system/management software should allow the user to carry out all content management and admin functions. System Administrators must be able to define system/management software user roles such as admin and read only users, etc. The software management tool/system data is to be in the cloud, and it is required to include security and be stored independent of other customer data.
6. **Warranty:** The Contractor will provide a five (5) year service and warranty policy on all components of the system including equipment, services, and software purchased under this contract. The warranty period will begin following final system acceptance by Habersham County. Contractors are required to identify their service facility in their proposals. Habersham County reserves the right to approve or reject the service facility specified by the Contractors. A complete copy of the contractor's warranty shall be included in the proposal. Contractor shall provide a single point of contact for all warranty administration during the warranty period. The Contractor shall provide any software updates and patches

Instructions to Bidders

General Information

The Habersham County Board of County Commissioners is soliciting proposals for **LED Signs Replacement for the Habersham County Fairgrounds**. Please indicate below if bid meets requirements. A complete bid must include this check list.

Requirements - Exact or Equivalent:

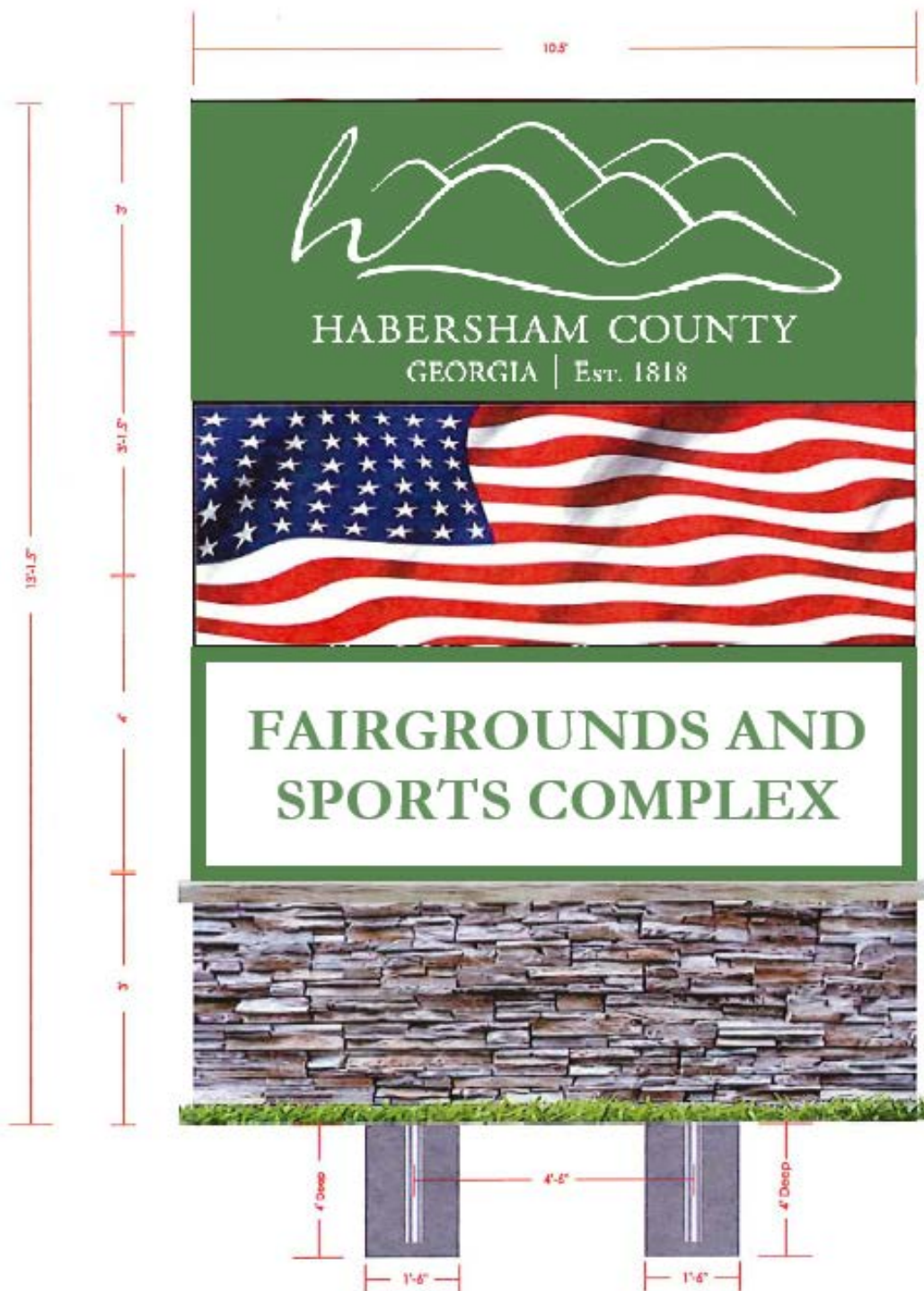
Please Indicate “yes” or “no” below*	YES	NO
Pixels 54H X 192L		
16mm Display		
Frame included		
Spare parts included		
5-year parts warranty included		
Minimum 2 CDR single mode fiber optic cable		
Program board and train users		
Novastar Taurus TB60 sending box		
Screens to be approximately 3'H X 10.5'L		

Use this space to provide any additional comments or details about equivalent parts:



Images of the Current Fairgrounds Sign





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MetroLED
 LIGHT • SIGN • SOLAR

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888.LED.7860
 info@MetroLED.com | MetroLED.com

DESIGN REQUEST INFORMATION
Habersham County Rec. Center & Fairgrounds 4235 Toccoa Hwy Clarkesville, GA 30523
PROPOSED: INSTALL ELECTRONIC MESSAGE CENTER 3'X10' LED SIGN

APPROVAL	
Client Approval _____	Date _____
Landlord Approval (If Req.) _____	Date _____
DESIGN DATE: 06/25/2024	1 of 3

Metro LED	\$\$\$	Golden Rule Signs	\$\$\$
LED Display 3'1.5" x 10'5" - 16mm	\$ 19,256.00	LED 3' x 10' - 15mm	\$ 22,092.92
Double sided light box topper	\$ 3,850.00	Double-faced internally lit ID cabinet	\$ 3,800.00
Installation including demolition	\$ 6,400.00	Second lighted cabinet	\$ 5,000.00
Rock base	\$ 9,850.00	Rock base	\$ 4,660.00
Shipping	INCLUDED	Shipping	\$ 500.00
Demolition	INCLUDED	Demolition	\$ 1,000.00
Lifetime cellular data connectivity	INCLUDED	Installation including rock base	\$ 2,250.00
Optional Upgrade to P10 High-def	\$ 2,400.00		
			TOTAL \$ 39,302.92
	TOTAL \$ 39,356.00		
Notes: LED is double-sided, full color, 4G wireless		Notes: Double-sided, full color,	
5 year warranty for parts and labor		5 year warranty, spare parts and frame included	
Total sign dimensions: 13'1.5"H x 10.5'W		Total sign dimensions: 11'H x 10'W	