

**CITY OF FORSYTH  
REQUEST FOR PROPOSALS  
DIGITAL MONUMENT SIGN**

**Background**

The City of Forsyth is seeking proposals from qualified vendors to supply, install, and maintain a digital LED sign at the front of the City Hall building. The sign will be used to communicate public announcements, news, and events to residents and visitors. This project aims to improve communication and increase public awareness by providing a modern, easy-to-read platform for community engagement.

**Scope**

The scope of this project includes the design, procurement, installation, and maintenance of an LED sign. The LED sign shall have the following minimum specifications:

- **LED Sign Dimensions:** Minimum of 35 inches (height) x 86 inches (width).
- **Display Technology:** Full-color, high-resolution LED panel suitable for both daytime and nighttime visibility.
- **Base Structure:** The sign must be mounted on a fixed brick base measuring a minimum of 40 inches (height) x 86 inches (width).
- **Lettering:** The sign must include 10-inch brushed aluminum letters that read "CITY OF FORSYTH." The letters should be affixed to the brick base securely, aesthetically, and in compliance with city codes.
- **Weather Resistance:** The sign and its components must be suitable for outdoor use and able to withstand weather conditions.
- **Electrical Requirements:** The sign shall be wired into the existing electrical system at City Hall and must comply with local electrical codes.
- **Programming/Control:** The system should include software for easy management and programming of the content, including user-friendly controls for City staff to upload, change, and schedule content.
- **Maintenance and Warranty:** Proposals should include a minimum of one-year maintenance and warranty coverage, with options for extended support.

**Schedule and Submittal Instructions**

Responses to this solicitation are due no later than **5:00 pm on April 11<sup>th</sup>, 2025**. The bid opening will occur at 10:00 am on April 16<sup>th</sup>, 2025. The bid opening will not be public.

Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.

Sealed responses are due to **Will Campbell, Project Manager, City of Forsyth; 23 E Main St, Forsyth, Georgia 31029**. All proposals must be sealed and should be clearly labeled "**RFP FOR DIGITAL MONUMENT SIGN**." Five physical copies are requested as well as one digital copy. Electronic Submissions will not be accepted.

**Contents of Submission**

Responses are to be returned to the City of Forsyth City Hall where an initial evaluation of the proposals will be completed.

- **Company Overview:** Include a brief history of the company, relevant experience, and qualifications for providing and installing digital signage solutions.
- **Project Proposal:** Detailed description of the approach to fulfill the requirements in the Scope of Work, including design, installation, and timeline.
- **Cost Breakdown:** Provide a detailed cost estimate that includes the following:
  - Price of the LED sign, including hardware, software, and installation.
  - Cost of the brick base and structural elements.
  - Labor costs for installation.
  - Ongoing maintenance and warranty costs.
- **Project Timeline:** A detailed timeline showing each phase of the project, from design and procurement through installation and training.
- **Maintenance & Warranty Details:** Description of the warranty period and post-installation maintenance options.
- **References:** At least three (3) references from municipalities or organizations where similar digital signage projects have been completed.

### **Selection**

Procedures for selection of an individual/firm will be in accordance with the RFP package and local procurement requirements. A review team will evaluate the proposals and recommend to the City Council the top firm based on the criteria below:

- Relevant Experience and Qualifications.
- Cost-effectiveness.
- Design and Innovation.
- References.

### **Disclaimer**

The City of Forsyth reserves the right to accept or reject any or all proposals. The City of Forsyth is an Equal Opportunity Employer.