

# SignArt

6225 Old Concord Road  
Charlotte, NC. 28213  
704.597.9801  
704.597.9808 fax  
[www.signartsign.com](http://www.signartsign.com)

July 16th, 2018

City of Fayetteville  
433 Hat Street  
Fayetteville, NC 28301

RE: Fayetteville Ballpark RFP- Ballpark Signage Installation

Dear Sir or Madam:

Please find SignArt's proposal for Ballpark Signage Installation for the City of Fayetteville's new ballpark. Please accept that our transmittal is accurate and verified for legitimacy.

Company Information:  
SignArt  
6225 Old Concord Rd. Charlotte, NC 28313  
[www.signartsign.com](http://www.signartsign.com)  
(704) 597-9801-Phone (704) 597-9808- Fax

Ultimate Authority:  
Randy Souther- President  
6225 Old Concord Rd. Charlotte, NC 28213  
[randy@signartsign.com](mailto:randy@signartsign.com)  
(704) 597-9801-Phone (704) 597-9808- Fax

SignArt and our representatives understand the complexity and high profile visibility of this project for the City of Fayetteville. We have a wealth of experience in these type of projects and want the end result to be a seamless installation and receive a quality product that portrays a positive feel for your community and the patrons.

SignArt's approach to perform services is that our customers are our top priority. Providing an unsurpassed level of service and quality products are paramount to our success. The entire company is involved in the process and are accessible throughout the entire project. The job will be managed by a team of experienced professionals including: an account executive that will be the day-to-day contact, project manager, designer, fabrication manager, installation manager, & team of installers. SignArt's ability to effectively communicate, follow approvals and meet project deadlines is unprecedented.

Please contact me if you have any questions or need any additional information.  
We look forward to hearing from you.  
Thanks.

Sincerely,



Randy Souther  
President



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#### Creative Solution to meet project and City of Fayetteville's Goals

SignArt's creative solution to meet the project and the City of Fayetteville's goals on the Ballpark Signage Installation component of the project is to create a partnership between all parties involved and exhibit effective communication and execution to complete the task. With a clear understanding of the expectations, our company will commit the needed resources to perform the job at a superior level, as we have done for hundreds of customers.

SignArt's experienced professionals are seasoned in sports venue work and installation. We will help to foresee any potential problems, aid in value engineering if needed, perform the extra work to make sure the job is done right, and do what is expected of us per the contract.

SignArt's legacy dates back to 1910. Our Company is well established and dependable. We are located less than three hours from the job site. Our manufacturing facility has 40,000 square feet of space with 30,000 square feet dedicated to manufacturing, 5,000 square feet of interior and covered storage space and approximately an acre and a half of exterior storage area. Our facility has state of the art equipment for producing high quality products second to none in this industry. Additionally our service truck fleet of company owned vehicles, bucket trucks and crane trucks allow us to be responsive and provide quality maintenance throughout the southeast and nationally. We have over 45 employees, sales executives, designers, project managers, craftsmen and technicians ready and available to meet your requirements.

**Section 6**  
**Required Forms**

**REQUIRED FORM 2 - ADDENDA RECEIPT CONFIRMATION**

**RFP # 603-COF1516286**

**Ballpark Signage Installation**

Please acknowledge receipt of all addenda by including this form with your Proposal. All addenda will be posted to the City of Fayetteville website and NC IPS website.

**ADDENDUM #:**

1

2

**DATE:**

7/10/18

7/17/18

I certify that this proposal complies with the Specifications and conditions issued by the City except as clearly marked in the attached copy.

Randy Southern  
(Please Print Name)

7-23-18  
Date

Randy Southern  
Authorized Signature  
President

\_\_\_\_\_  
Title  
SignArt  
Company Name



**PURCHASING**

**July 10, 2018**

**MEMO TO:** Prospective Service Providers  
**FROM:** Francesca Cameron, Purchasing Agent  
**SUBJECT:** Addendum #1: RFP Signage Installation  
Minor League Baseball Stadium/Entertainment Venue

**DUE DATE AND TIME: JULY 19, 2018; 5:00 p.m.**

1. The **Pre-Proposal Conference** has been **RESCHEDULED** for Thursday, July 12, 2018 at 11:00 am in the Cape Fear Conference Room at City Hall located at 433 Hay St. Fayetteville, NC 28301. Contact Francesca at [NCameron@ci.fay.nc.us](mailto:NCameron@ci.fay.nc.us) with concerns.
2. The foregoing changes shall be incorporated in the RFP solicitation documents, and a copy of the Addendum #1, signed by the Service Provider, must accompany the proposal to indicate the Service Provider's familiarity with the changes.

**Service Provider Acknowledgement:**

Service Provider Name (Print): Randy South  
Service Provider Signature: Randy South  
Date of Signature: 7-23-18





**PURCHASING**

**July 17, 2018**

**MEMO TO:** Prospective Service Providers

**FROM:** Francesca Cameron, Purchasing Agent

**SUBJECT:** Addendum #2: RFP Signage and Installation  
Minor League Baseball Stadium/Entertainment Venue

**DUE DATE AND TIME: JULY 24, 2018; 5:00 p.m.**

1. The proposal deadline has been extended to 5pm Tuesday, July 24, 2018.
2. Below are all of the vendor questions and concerns addressed.
3. Also, the City is adding a main entrance signage "placeholder" for pricing. The Astros' naming rights partner has not been selected at this time.
4. The foregoing changes shall be incorporated in the RFP solicitation documents, and a copy of the Addendum #2, signed by the Service Provider, must accompany the proposal to indicate the Service Provider's familiarity with the changes.

**Service Provider Acknowledgement:**

Service Provider Name (Print): Randy Southern

Service Provider Signature: Randy Southern

Date of Signature: 7-23-18

## VENDOR QUESTIONS AND CONCERNS

**1. The City would like to make a few points of clarification related to this project:**

- The Main Entrance Sign is being added to this project with a place holder for budgetary pricing.
- The Team Store signs on both the concourse and exterior sides will be lit and a custom shape of size. See the exhibit below for some examples of the custom signage the City /Astros may desire.
- The "F" on the prominent shields on most of the signage is a placeholder. A team logo will go there once announced.
- For the Main Entrance Sign, please include twenty (20), 24 inch illuminated channel letters, welded aluminum with painted finish for "FAYETTEVILLE BALLPARK".
- The City has included some examples of custom signage that something similar may be requested for the Team Store.
- The City recognizes that the pricing received for both the Main Entry Sign and Team Store Signage are budget estimates and pricing may alter once designs are mutually agreed upon.

**2. Is LSDBE utilization is a requirement. Our firm has the ability to use 100% of our own forces to manufacture and install all signage.**

City Response: The City LSDBE program encourages subcontractor participation, however it is NOT required. Signage companies can manufacture and install 100% if need be for this project.

**3. Can you provide the timeline expected on this project?**

City Response: The City plans to take this project to City Council for authorization on August 13, 2018. Pending City Council award, a contract will be executed and signage submittals and samples can be sent over immediately. Upon City approval of submittals and samples, manufacturing can commence immediately. The current construction calendar has signage being installed in January and February of 2019.

**4. Are we pricing just the installation of the signs or manufacturing & installing the signs?**

City Response: Firms should price the manufacturing and installation of all specified signage.

**5. In this set of drawings I am not seeing any details for the large letters that read "THE BALLPARK". Are those letters included in the signage package?**

City Response: The City is having "Fayetteville Ballpark" priced as a budgetary estimate for when specifics are provided at a later time by the Astros. Those twenty letters will be 24 inch illuminated channel letters, welded aluminum with painted finish. A picture illustrating an example of what the City desires is provided below.



**6. Also is there a specific signage bid form?**

City Response: Yes, see below.

**7. On the signage, are you looking for a lighted entrance sign where messages can be displayed?**



City Response: No, the City is not seeking a message board type display at this time.

**8. Are there any other lit signs or signage that requires electricity?**

City Response: The only signage that is currently intended to be lit is the Main Entrance sign and both Team Store signs.

**9. Are the signage vendors responsible for the support steel structure for the main entrance sign?**

City Response: Yes, the signage vendors will be responsible for the support steel structure required for the main entrance sign.

**10. Are taxes to be included?**

City Response: Yes, **ALL** applicable sales and use taxes **SHOULD** be included in your total proposed price.

**11. Is there going to be electrical power provided? If so, who is responsible for terminations?**

City Response: The electrical contractor will provide the electrical conduit up to the locations of those lit signs, however the signage vendors will be responsible for the terminations in those few locations.

**12. Who is responsible for the permits and stamped design plans?**

City Response: The signage contractor is responsible for all permits and stamped design plans.

**13. Will mock ups or prototypes be accepted during RFP process?**

City Response: No, those will **ONLY** be requested and accepted from the selected vendor for award.

**14. Are the signs required to be manufactured in the United States of America?**

City Response: No, however there is a very tight time frame for manufacturing, delivering and installing this scope.

**15. Are the signage vendors responsible for the foundations for gate secured signs?**

City Response: For the sake of this solicitation process, signage contractors should carry their own foundations for fence/gate affixed signage.

**16. Are the circles pictured on the fencing panels also signs?**

City Response: No, those are ornamental fencing.

**17. How do you plan to handle any material pricing escalations like with steel?**

City Response: If after execution, a significant materials pricing escalation occurs, the City will utilize the Federal Producer Price Index to assess the increase in material pricing.

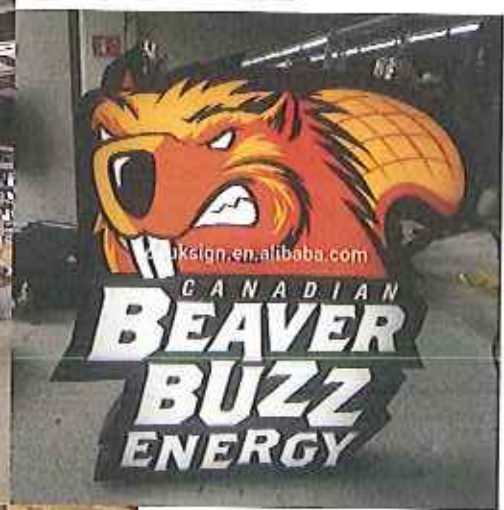
**18. Under Section 3, Subsection 3 and Item 3, it states that the engineers shall be licensed in the state of Florida, is that correct?**

City Response: Remove the term Florida and replace with North Carolina so 3.3.3 should read as follows: This contractor shall engage registered engineers licensed in the state of **North Carolina** to design and provide sealed drawings and design calculations for the Signage and Graphics Work as indicated in the Contract Documents, unless specifically excluded in the exclusions section below. This contractor shall include the design of all connections related to this Work not specifically shown in the Contract Documents as required for complete design approval.

EXAMPLES OF POSSIBLE CUSTOM SIGNAGE FOR TEAM STORE







**Section 6**  
**Required Forms**

**REQUIRED FORM 3 - PROPOSAL SUBMISSION FORM**

**RFP # 603-COF1516286**

**Ballpark Signage Installation**

This Proposal is submitted by:

Company Name:	SignArt
Representative (printed):	Randy Long
Address:	6225 Old Concord Rd.
City/State/Zip:	Charlotte, NC 28213
Email address:	rlong@signartsign.com
Telephone:	(704) 597-9801
	(Area Code) Telephone Number

The representative signing above hereby certifies and agrees that the following information is correct:

1. In preparing its Proposal, the Service Provider has considered all proposals submitted from qualified, potential subcontractors and suppliers; and has not engaged in or condoned prohibited discrimination.
2. For purposes of this Section, discrimination means discrimination in the solicitation, selection, or treatment of any subcontractor, vendor or supplier on the basis of race, ethnicity, gender, age or disability or any otherwise unlawful form of discrimination. Without limiting the foregoing, discrimination also includes retaliating against any person or other entity for reporting any incident of discrimination.
3. Without limiting any other provision of the solicitation for proposals on this project, it is understood and agreed that, if this certification is false, such false certification will constitute grounds for the City to reject the Proposal submitted by the Service Provider on this Project and to terminate any contract awarded based on such Proposal.
4. As a condition of contracting with the City, the Service Provider agrees to maintain documentation sufficient to demonstrate that it has not discriminated in its solicitation or selection of subcontractors. The Service Provider further agrees to promptly provide to the City all information and documentation that may be requested by the City from time to time regarding the solicitation and selection of subcontractors. Failure to maintain or failure to provide such information constitutes grounds for the City to reject the bid submitted by the Service Provider or terminate any contract awarded on such bid.
5. As part of its Proposal, the Service Provider shall provide to the City a list of all instances within the past ten years where a complaint was filed or pending against Service Provider in a legal or administrative proceeding alleging that Service Provider discriminated against its subcontractors, vendors or suppliers, and a description of the status or resolution of that complaint, including any remedial action taken.
6. The information contained in this Proposal or any part thereof, including its Exhibits, Schedules, and other documents and instruments delivered or to be delivered to the City, is true, accurate, and complete. This Proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the City as to any material facts.
7. It is understood by the Company that the City reserves the right to reject any and all Proposals, to make awards on all items or on any items according to the best interest of the City, to waive formalities, technicalities, to recover and re-bid this RFP.
8. This Proposal is valid for one hundred and eighty (180) calendar days from the Proposal due date.

I, the undersigned, hereby acknowledge that my company was given the opportunity to provide exceptions to the Sample Terms as included herein as Exhibit A. As such, I have elected to do the following:

☐ Include exceptions to the sample contract in the following section of my Proposal: \_\_\_\_\_

☒ Not include any exceptions to the Sample Terms.

I, the undersigned, hereby acknowledge that my company was given the opportunity to indicate any Trade Secret



## **Section 6**

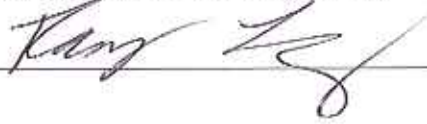
### **Required Forms**

materials or Personally Identifiable Information ("PII") as detailed in Section 1.6.X. I understand that the City is legally obligated to provide my Proposal documents, excluding any appropriately marked Trade Secret information and PII, upon request by any member of the public. As such, my company has elected as follows:

     The following section(s) of the Proposal are marked as Trade Secret or PII: \_\_\_\_\_

  X   No portion of the Proposal is marked as Trade Secret or PII.

Representative (signed):

A handwritten signature in black ink, appearing to be "Kang Ky", is written over a horizontal line.



**Section 6**  
**Required Forms**

**REQUIRED FORM 4 - PRICING WORKSHEET**

RFP # 603-COF1516286

**Ballpark Signage Installation**

Regardless of exceptions taken, Companies shall provide pricing based on the requirements and terms set forth in this RFP and all attachments. Service Provider agrees to perform all of the work identified in Section 3 – Scope of work. The total proposed project price shall be all-inclusive and cover every aspect of the Project. Cost must be in United States dollars. **\*\* Service Providers MUST provide an itemized quote detailing all the costs that total the number provided as the Total Base Proposed Project Price.**

Ballpark Signage Installation	
Total Project Cost	
Materials	\$ \$112,817.37
Sales/Use Taxes	\$ \$10,192.98
Labor	\$ \$22,603.65
<b>TOTAL PROJECT COST</b>	<b>\$ \$145,614.00</b>
<i>The above price shall include all materials, labor and taxes required for the turnkey provision and installation of all required signage for the ballpark.</i>	

Has this service provider been cited by state or federal OSHA for any serious or willful violations? If yes, please describe:

No

Service Provider understands that the City reserves the right to accept or reject in whole or part any or all proposed pricing received. Furthermore, the City reserves the right to waive any informalities or irregularities therein, to accept a proposal that represents the best value to the City for this construction project.

  
Signature

Date: 7-23-18

Fayetteville Ballpark Pricing Sheet

Sign Type	Drawing Name	Quantity	Price Per Unit	Total	Installation	Quantity	Total
<u>Directionals</u>							
D-01A	Overhead Directional	1	\$4,120.00	\$4,120.00	\$851.00	1	\$851.00
D-01B	Overhead Directional	2	\$2,108.00	\$4,216.00	\$530.00	2	\$1,060.00
D-02	Blade Directional	1	\$509.00	\$509.00	\$102.00	1	\$102.00
D-03	Wall Info Plaque	4	\$145.00	\$580.00	\$59.00	4	\$236.00
D-04	Map Wall Plaque	4	\$209.00	\$836.00	\$59.00	4	\$236.00
D-05	Pylon Freestanding	1	\$3,157.00	\$3,157.00	\$530.00	1	\$530.00
				<b>Directional Totals:</b>			<b>\$3,015.00</b>
<u>Section Signs</u>							
S-01	Overhead Section ID	7	\$423.00	\$2,961.00	\$80.00	7	\$560.00
S-04	Rail Mount Section ID	23	\$139.00	\$3,197.00	\$48.00	23	\$1,104.00
S-05	Loge Box Section ID	8	\$177.00	\$1,416.00	\$27.00	8	\$216.00
S-06	Security Section ID	21	\$123.00	\$2,583.00	\$48.00	21	\$1,008.00
S-06B	CLUB Security Section ID	4	\$123.00	\$492.00	\$27.00	4	\$108.00
S-07	Accessible Section ID	10	\$123.00	\$1,230.00	\$48.00	10	\$480.00
S-09	Pylon Section ID	13	\$450.00	\$5,850.00	\$102.00	13	\$1,326.00
				<b>Section Totals:</b>			<b>\$4,802.00</b>
<u>Identification Signs</u>							
ID-01	Room ID FOH	52	\$220.00	\$11,440.00	\$16.00	52	\$832.00
ID-02	Room ID BOH	20	\$145.00	\$2,900.00	\$16.00	20	\$320.00
ID-03	Pictogram ID	35	\$213.00	\$7,455.00	\$16.00	35	\$560.00
ID-04A	Blade ID	16	\$262.00	\$4,192.00	\$59.00	16	\$944.00
ID-04B	Blade ID	3	\$375.00	\$1,125.00	\$80.00	3	\$240.00
ID-05	Office ID w/insert	19	\$241.00	\$4,579.00	\$16.00	19	\$304.00
ID-06	Suite ID	6	\$220.00	\$1,320.00	\$16.00	6	\$96.00
ID-08	Elevator Level ID	5	\$145.00	\$725.00	\$59.00	5	\$295.00
ID-10	Stairwell Egress	8	\$469.00	\$3,752.00	\$16.00	8	\$128.00
ID-11	Exit Only Vinyl	8	\$48.00	\$384.00	\$38.00	8	\$304.00

ID-12	Staff Only Vinyl	13	\$48.00	\$624.00	\$38.00	13	\$494.00
ID-13	ALD	1	\$48	\$48.00	\$38.00	1	\$38.00
ID-14	Team Store ID	1	\$1,274.00	\$1,274.00	\$722.00	1	\$722.00
ID-15	Concession ID	8	\$1,605.00	\$12,840.00	\$348.00	8	\$2,784.00
<b>ID Totals:</b>				<b>\$52,658.00</b>			<b>\$8,061.00</b>
<b>Regulatory Signs</b>							
R-01	Maximum Occupancy	4	\$80.00	\$320.00	\$27.00	4	\$108.00
R-02	Code of Conduct	2	\$209.00	\$418.00	\$59.00	2	\$118.00
R-03	In Case of Fire	5	\$80.00	\$400.00	\$27.00	5	\$135.00
R-04	MEP Vinyl	15	\$48.00	\$720.00	\$38.00	15	\$570.00
R-05	No Smoking	5	\$102.00	\$510.00	\$16.00	5	\$80.00
R-07	Exit Path	8	\$102.00	\$816	\$16.00	8	\$128.00
R-08	Caution Warning	70	\$134.00	\$9,380.00	\$16.00	70	\$1,120.00
<b>Regulatory Totals:</b>				<b>\$12,564.00</b>			<b>\$2,259.00</b>
<b>Exterior Signs</b>							
X-02	Premium Entry	1	\$48.00	\$48.00	\$38.00	1	\$38.00
X-03	Ticket Office ID	1	\$4,275.00	\$4,275.00	\$49.00	1	\$49.00
X-04A	Home Plate Gate ID	2	\$1,017.00	\$2,034.00	\$241.00	2	\$482.00
X-05A	Team Store ID	1	\$2,541.00	\$2,541.00	\$744.00	1	\$744.00
X-05B	Team Store ID	1	\$1,043.00	\$1,043.00	\$423.00	1	\$423.00
X-07	Building Address	1	\$803.00	\$803.00	\$209.00	1	\$209.00
X-09	Right Field Gate ID	1	\$696.00	\$696.00	\$423.00	1	\$423.00
	Main Entrance Sign	1	\$13,500.00	\$13,500.00	\$3,800.00		\$3,800.00
<b>Exterior Totals:</b>				<b>\$24,940.00</b>			<b>\$6,168.00</b>

Total Signs: \$121,309.00      Total Installation: \$24,305.00

**Total: \$145,614.00**



**Section 6**  
**Required Forms**

**REQUIRED FORM 5 – M/W/LSBE UTILIZATION**

**RFP # 603-COF1516286**

**Ballpark Signage Installation**

The City maintains a strong commitment to the inclusion of LSDBEs in the City's contracting and procurement process when there are viable subcontracting opportunities.

Companies must submit this form with their proposal outlining any supplies and/or services to be provided by each City certified Small Business Enterprise (SBE), and/or City registered Minority Business Enterprise (MBE) and Woman Business Enterprise (WBE) for the Contract. If the Company is a City-registered LSDBE, note that on this form.

The City recommends you exhaust all efforts when identifying potential LSDBEs to participate on this RFP.

<b>Company Name:</b>	SignArt
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Please indicate if **your company** is any of the following:

☐ MBE    ☐ WBE    ☐ SBE    ☒ None of the above

If your company has been certified with any of the agencies affiliated with the designations above, indicate which agency, the effective and expiration date of that certification below:

Agency Certifying: \_\_\_\_\_ Effective Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Identify outreach efforts that were employed by the firm to maximize inclusion of LSDBEs to be submitted with the firm's proposal (attach additional sheets if needed):

\_\_\_\_\_  
\_\_\_\_\_

Identify outreach efforts that will be employed by the firm to maximize inclusion during the contract period of the Project (attach additional sheets if needed):

N/A

\_\_\_\_\_  
\_\_\_\_\_

*[Form continues on next page]*

## Section 6 Required Forms

List below all **LSDBEs** that you intend to subcontract to while performing the Services:

Subcontractor Name	Description of work or materials	Indicate either "M", "S", and/or "W"	City Vendor #
None	N/A		

Total MBE Utilization	%
Total WBE Utilization	%
Total LSBE Utilization	%
Total LSDBE Utilization	0 %

Representative (signed):

7-23-18 Randy South

Date

Representative Name

\$145,614.00

Estimated Total Contract Value

## Section 6

### Required Forms

#### REQUIRED FORM 6 – COMPANY'S BACKGROUND RESPONSE

RFP # 603-COF1516286

#### Ballpark Signage Installation

Companies shall complete and submit the form below as part of their response to this RFP. Additional pages may be attached as needed to present the information requested.

Question	Response
Company's legal name	Lockwood Identity Inc. dba SignArt
Company Location (indicate corporate headquarters and location that will be providing the Services).	6225 Old Concord Rd. Charlotte, NC 28213
How many years has your company been in business? How long has your company been providing the services detailed in section 3.	53 years. 53 years.
How many construction installation projects similar to this have you completed? Identify by name some of the clients similar to City (e.g., similar in size, complexity, location, type of organization).	Charlotte Knights Minor League Baseball Stadium- New stadium Carolina Panthers (NFL)-Bank of America Stadium- Stadium Renovations Charlotte Hornets (NBA)- Spectrum Center-Rebrand University of South Carolina (NCAA)- Stadium Renovations
List any projects or services terminated by a government entity. Please disclose the government entity that terminated and explain the reason for the termination.	None
List any litigation that your company has been involved with during the past two (2) years for Services similar to those in this RFP.	None
Provide an overview and history of your company.	Included
If your company is a subsidiary, identify the number of employees in your company or division and the revenues of proposing company or division.	N/A
Provide a management organization chart of your company's overall organization, including director and officer positions and names and the reporting structure.	Included
Describe the key individuals along with their qualifications, professional certifications and experience that would comprise your company's team for providing the Services.	Included
Explain how your organization ensures that personnel performing the Services are qualified and proficient.	SignArt's team of professionals are hired based on experience, education, qualifications, dedication, & commitment to excellence. Company retention is extremely high and customer feedback is continuously positive and reviewed after each job.



**Section 6**  
**Required Forms**

**REQUIRED FORM 7 – REFERENCES**

**RFP # 603-COF1516286**

**Ballpark Signage Installation**

Companies shall complete the form below. The City's preference is for references from organizations of similar size or where the Company is performing similar services to those described herein. If such references are not available, individuals or companies that can speak to the Company's performance are adequate.

<b>Reference 1</b>	
Company Name	South State Bank
Contact Name	David Helms
Phone Number	(803) 531-5726
<b>Reference 2</b>	
Company Name	Charlotte Knights Minor League Baseball Team
Contact Name	Dan Rajkowski
Phone Number	(704) 257-8200
<b>Reference 3</b>	
Company Name	Carolina Panthers
Contact Name	Scott Paul
Phone Number	(704) 358-7462
<b>Reference 4</b>	
Company Name	University of South Carolina
Contact Name	Jeff Davis
Phone Number	(803) 777-0459
<b>Reference 5</b>	
Company Name	Beacon Partners
Contact Name	Robin Bookmiller
Phone Number	(704) 597-7757

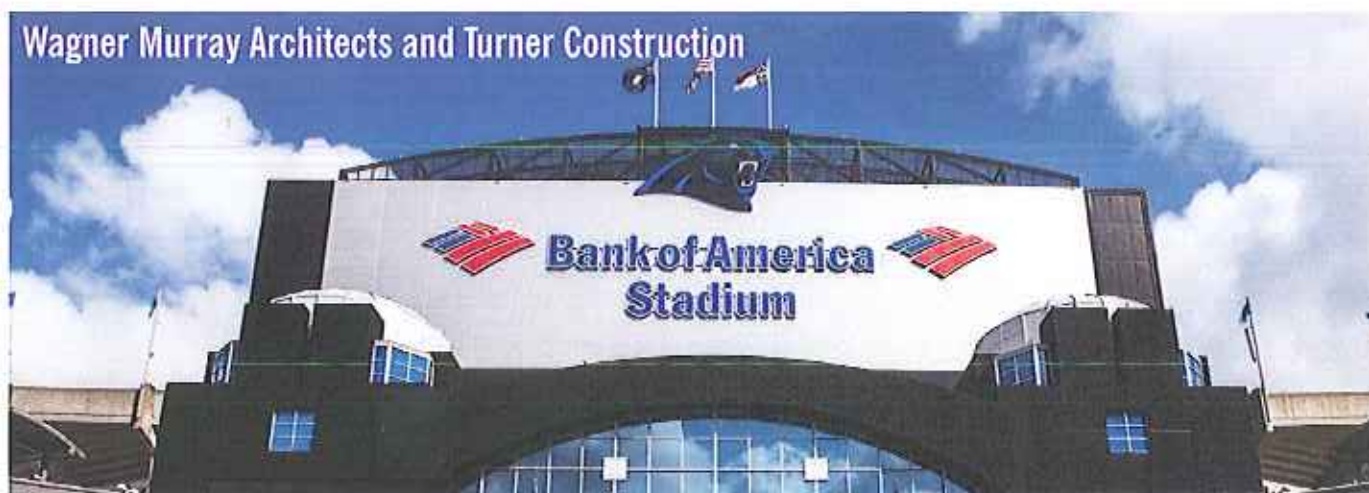
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# SignArt

**Sports Venues**

## The Carolina Panthers and Bank Of America Stadium

Wagner Murray Architects and Turner Construction





# The University of South Carolina Williams Brice Stadium





# The Charlotte Knights and BB&T Ballpark

Odell, 505 Design and Rodgers Barton Malow



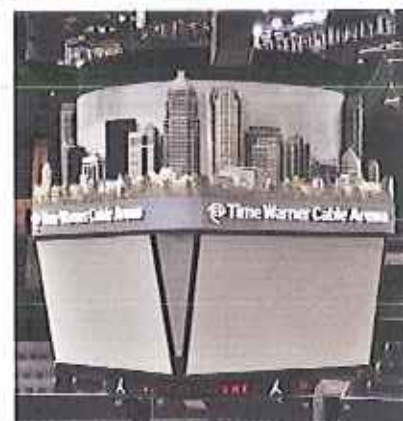


# Time Warner Cable Arena Rebranding The Arena With New Logos

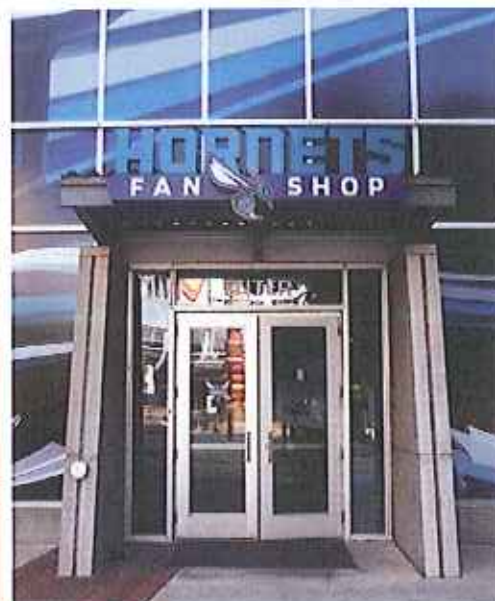


## On Time and On Budget!

Completed in 2010 two weeks before the Democratic National Convention in Charlotte, NC. SignArt was awarded the re-branding project for the exterior of the Arena. Eight weeks prior to the Convention Time Warner Cable approached SignArt with the task of removing all of the existing signs on the exterior of the building, patching and repairing the aluminum composite material that clads the exterior walls and installing three sets of new internally illuminated letters with logo's. The project required close coordination with the Arena staff and City officials for scheduling purposes, all taking place at the same time the Arena was being modified and staged for the DNC. SignArt was responsible for the logistics of setting up stages and cranes which were tall enough to reach the sign locations high up on the Arena walls. The team of managers, craftsmen, project managers and field technicians all worked in concert with one another to successfully complete this project on time and on budget.



## Charlotte Hornets Rebranding The Wayfinding At The Hive





# SignArt Converts The Arena Branding Signage From Time Warner Cable To Spectrum Center



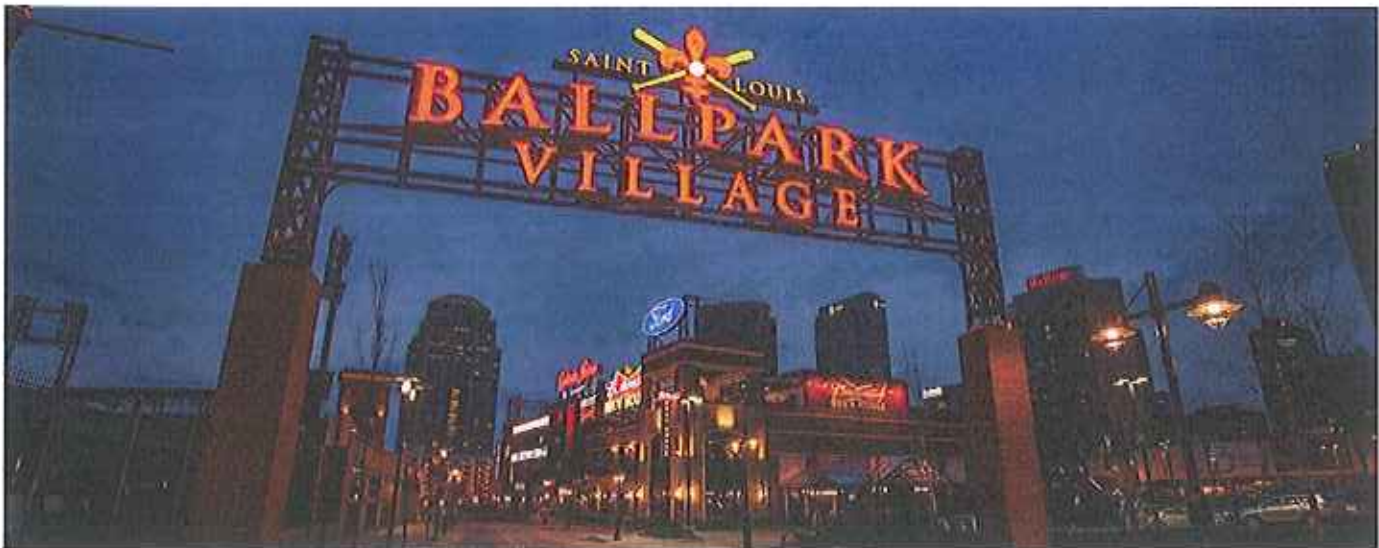
## Spectrum Design Build

SignArt was awarded the re-branding project with a design build contract. SignArt had the task of removing all of the existing signs on the exterior of the building, patching and repairing the aluminum composite material that clads the exterior walls and installing all new internally illuminated letters with logo's. SignArt was responsible for the logistics of setting up stages and cranes to complete the work once again for the Hornets and Spectrum. The project came in on time and on budget. We are very aware of the importance of timing when accomplishing conversions.





# Saint Louis Ballpark Village Identity Signs & Retail Signage



Our colorful heritage began in 1910 when Ernest D. Grady opened one of the first commercial sign shops in Charlotte, NC. Grady Sign Company was one of the first sign shops in the southeast to offer neon signs and illuminated signs to it's varied clientele.

In 1965 Zeke Foard acquired the company and renamed it SignArt, a name more befitting to the type of architectural custom sign work the company had become known for. SignArt developed a national clientele that included BB&T, Wachovia Bank (First Union National Bank) and Bank of America (NCNB).

In 1997 Larry Johnson acquired the company with the vision of focusing on the companies strengths, quality service and quality architectural sign products with a desire to meet the needs of our valued clientele.

Today SignArt operates out of our state of the art office and plant facility in Charlotte, NC. From this facility our professional staff of managers, designers, craftsmen and field technicians are able to provide turn key services for our national, regional and local business partners.



## Company History

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# SignArt

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Charlotte, NC. 28213  
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## Guiding Principles

### Customers

The management at SignArt believes that providing our customers with excellent service and superior products will foster and maintain our competitive edge as a leading provider of contract graphic services. It is our priority to always put the customers needs first and to provide an unsurpassed level of service. It is our goal to meet or exceed the expectations of our customers and to provide the industries highest level service and product quality.

### Employees

SignArt's employees are the heart and soul of our organization. Our team of professionals define and determine our reputation and qualifications. Dedication, personal involvement, hard work, personal ethics, and commitment to the corporate mission are our core values.

SignArt's employees are experienced, well educated and focused individuals who care about their craft and the quality of their craftsmanship.

### Quality

Producing a quality product and providing quality services is our top priority.

### Vendors

SignArt will demand the highest levels of quality and service from our vendor partners. We will monitor the quality of our raw materials and the delivery of products for our projects on an individual basis to insure that our high standards are not compromised.

### Integrity

The positive and beneficial conduct of our company and our employees is a direct reflection of our commitment to maintain our integrity as a corporate citizen. We will be socially responsible and strive to make a positive contribution for society and industry.

### Our Structure:

SignArt is structured so that every department within the company is interdependent with one goal in mind, servicing our clientele and producing a quality product. The company has been departmentalized by specialty task. Employee placement is complimentary to each persons experience and capability. Our departments are as follows:

Human Resources	Quality Control
Sales and Marketing	Manufacturing
Design/Engineering	Shipping & Receiving
Estimating	Installation
Project Management	Finance/Accounting

### Our Markets:

SignArt's customers include mid-size to large financial institutions, healthcare organizations, colleges, universities, municipalities, large and small corporations with multiple facilities, management companies with responsibilities to implement sign programs and conversions, sign consultants, designers, architects and general contractors.

### Our Services:

SignArt offers a broad range of professional services. Design development, engineering and technical support, budget cost estimates, prototyping, value engineering and estimating, permit research and site analysis, program management, manufacturing, logistics, installation and maintenance services.

## Company Profile



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## Mission Statement

Our mission is to provide quality design, products, superior program management and reliable responsive service for our business partners. We approach opportunities with our sight and vision focused on long term relationships with our clientele. We will accomplish this goal through top management commitment, quality training for our personnel and our determination to improve all aspects of customer service. In support of our long term plan SignArt is committed to continuous improvements and staying current with technology and new product offerings.

We will provide an environment for our employees that will encourage innovation, productivity and incentives for developing a positive business culture for our clientele.

It is our goal to form a working partnership that will develop into a long term relationship with you and your company.

We would appreciate the opportunity to be your partner in business by providing our design, project management, fabrication and installation services for all of your signage needs.



Grady Sign Company Circa 1940

## Company Profile



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## Manufacturing

Our manufacturing facility and offices are located just fifteen minutes from uptown Charlotte in the University area. The facility has been expanded to include more than 40,000 square feet of manufacturing space with additional exterior space for secured storage.

SignArt utilizes the latest in Technology and Equipment, manufacturing equipment in the production of all products. Our capabilities are as follows:

- Computerized Routing
- Heated Drying Ovens
- Welding
- Digital Imagery
- Vacuum Forming
- Vinyl Cutters
- Sawing
- Neon Bending
- Shearing
- Laminating
- Brake Forming
- Screen Printing
- Wood Carving
- Metal Rolling
- UL Approved Electrical
- Sand Blasting
- Painting Applications

## Materials

SignArt regularly manufactures product from the following raw materials:

- Aluminum
- Steel
- Stainless Steel
- Brass, Bronze & Copper
- Acrylics, Plastics, & Polycarbonates
- Vinyls
- Glass
- Wood
- Composites

## Products

Illuminated, non-illuminated, static and dynamic sign products. Our professional and talented craftsmen have been producing all types of sign products for decades. Some of these products are:

- Channel Letter sets
- Neon Signs
- Monument Signs
- High Rise Pylon Signs
- Shopping Center Pylon Signs
- Dimensional Letter Signs
- Screen Printed Signs & Banners
- Post and Panel Signs
- Directional Signs
- Directories
- Custom Plaques
- ADA Interior Signs
- Photo-polymer ADA Signs
- Flex Face Cabinet Signs
- High Rise Building Signage
- Wall Cabinet Signs
- LED Signs
- Electronic Message Center Signage
- Fiber Optic Signage
- Regulatory Signage
- Way Finding System Signage
- Awnings, Canopies and Fascias
- Large Format Digital Printing
- ATM Surrounds
- Architectural Embellishments
- Column Covers
- Custom Light Fixtures
- FIDS & BIDS Enclosures
- Ornamental Metal Work

## Installation Services

SignArt provides installation services nationally, regionally and locally. We have installed signs utilizing our own field technicians as far away as the mid-west for our clients. Our primary service territory is the southeastern United States from Virginia, Tennessee, North Carolina, South Carolina and Georgia. We also service national accounts by utilizing our network of pre-qualified professional subcontractors.

## Company Qualifications



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## Maintenance

SignArt provides maintenance services for our clients routinely and on an "on call" basis.

Routine maintenance work is performed on a regular schedule to keep the appearance and reliability of the sign in good working condition.

Call Maintenance is performed when a client determines that there is a problem and it needs to be corrected.

A Routine Maintenance call is comprised of safety inspections, wipe and clean the entire sign, replace all fluorescent lamps, inspect other illumination sources such as neon, check all drain holes, make cosmetic repairs as required, inspect the structure of the sign, inspect the faces, trim and retainers for damage.

## Financial Qualifications

Upon request, SignArt will provide our most current financial statements as required to qualify our company for your project. Our facility and craftsmen are capable of producing upwards of ten million dollars of product annually. Our industry resources will allow us to exceed that volume if required.

## Concluding Statement

SignArt is committed to produce quality products and provide unsurpassed customer service for our clients. Thank you for taking the time to review our company profile. Our doors are always open for plant tours and product inspections.

## Company Qualifications

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## Experience

Trust and confidence in a company and its ability to perform largely depends upon that company's history and knowledge derived from participation in similar projects. SignArt has a proven track record with managing regional and national sign conversions.

## Site Evaluations

Individual site evaluations are made by our experienced field technicians and managers. Photographic and technical surveys are conducted in order to make appropriate recommendations for our customers.

## Project Management

Your project is managed by a team of experienced professionals who are available for you Interaction twenty-four hours a day seven days a week during the implementation of your sign conversion. Project Management places real time data and documentation just a few mouse clicks away for your review. Documentation and reports are produced in popular formats utilizing state of art programs to keep you one step ahead of the game.

## Sign Conversion Recommendations

SignArt welcomes the opportunity to evaluate sign programs and value engineer the sign without sacrificing quality or aesthetics. The specialized aesthetic and structural knowledge that our professionals bring to your conversion program will ultimately serve to achieve your goal.



## Documentation

Our designers and engineers are qualified artisans who will produce scaled drawings and photo realistic renderings for your review during the branding process. Protecting your brand and properly branding your facilities is high priority of SignArt.

## Logistics

Evaluating the current conditions and recommending how the conversion is to take place is only the beginning of the process. Putting manpower and materials together to complete the project and budget is the heart and soul of a sign conversion. Everything from the removal of old signs and excavated soil, the electrical considerations, to the veiling and unveiling of the signs is considered. At SignArt it is our responsibility to take care of all the details.



# Managing A Major Sign Project

## Project Management

# SignArt

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# Sign Project Procedures

## Project Management



### Management Procedures

Our Project Management approach is a team effort that orchestrates the procedure required for implementing a sign program. An Account Manager is assigned as a primary communication contact for the project. In addition, the Account Manager is responsible for orchestrating the activities of various project management specialists. Project Management specialists are responsible for the following tasks:

1. Establishing the location database.
2. Sign Restriction Research / Summary
  - a. Sign Codes
  - b. Landlord Restrictions
  - c. Other Restrictions, e.g., those imposed by Historic Districts, CC&R's, Design Review Boards, etc.
3. Site Sign Design/Engineering Recommendations and Approvals.
4. Technical Surveys and Site Analysis.
5. Landlord Approvals
6. Permitting
7. Invoice & Change Order Tracking
8. Manufacturing and Shipping
9. Installation
10. Closeout Documentation
  - a. Punch List Work
  - B. Transfer Record Documents to Customers

### Landlord Approvals, Permitting and Variances

SignArt Typically uses three (3) Landlord Approval Document Templates as follows:

1. Request for Landlord Information
2. Request for Landlord Approval of Proposed New Signage.
3. Landlord Approval Sign Design Documents

As standard procedure, SignArt will submit these documents for review and approval by our customers. The above documents are prepared by SignArt but forwarded to the Landlords in the name of the Leaser. We recommended that all documents be delivered by courier with return courier air bills enclosed. After the documents are delivered, SignArt will call to see that the documents are in the hands of the person with authority to respond, ask if any clarification are required and when a response can be expected. If a response has not been received by the expected date, a follow-up call is made to offer any assistance to expedite a response.

**Note:** In cases of acquisitions, a landlord's approval is often withheld until an Assignment of Lease has been executed. SignArt will notify our clients of this or any other impediments to the Landlord Approval process.

The Landlord Approval process is tracked by our online sign database system, described under a separate heading. Status reports are available 24-7.

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SignArt believes that by adopting a Project Communication Protocol that is carefully tailored to the specific project's needs is essential. Disciplined communication protocol enhances project efficiency, precision and greatly reduces stress and confusion.

### **Availability of Account Personnel and Information**

SignArt's Internet based sign database system enables all team members to retrieve information from the projects database. Only a browser and permission is required for access.

Custom reports are prepared to meet the specific needs of the project. These real time reports can be available 24-7 over the Internet.

An Issues Log records project, site or sign specific issues. It describes each issue, assigns responsibility and sets a deadline.

In summary, SignArt has a unique comprehensive "Centralized Internet Based Management Tool" with organizational structure and performance standards.

### **Management Tools**

The management process for SignArt's projects, large or small, follow a well established and detailed sequence of activity.

The phases of project activity are as followed:

- 1. Project Organization**
  - a. Team Directory
  - b. Owner / Vendor Contact Process
  - c. Master Project schedule (Gant Chart)
- 2. Pre-design**
  - a. Site Design Surveys
  - b. Sign Restriction Research
  - c. Sign Restriction Summary
- 3. Design**
  - a. Site Sign Design Recommendations
  - b. Owner Review
  - c. Site Technical Surveys
- 4. Approvals**
  - a. Owner [Online Work Authorization]
- 5. Manufacturing**
  - a. Release
  - b. Progress
  - c. Shipping
- 6. Installation**
  - a. Existing Sign Removal
  - b. Temporary Signs
  - c. Wall Surface Restoration
  - d. New Sign Installation
  - e. Punch List
- 7. Closeout**
  - a. Assemble Record Documents
  - b. Completion Photos
  - c. Invoicing

## **Sign Project Procedures**

### **Project Management**



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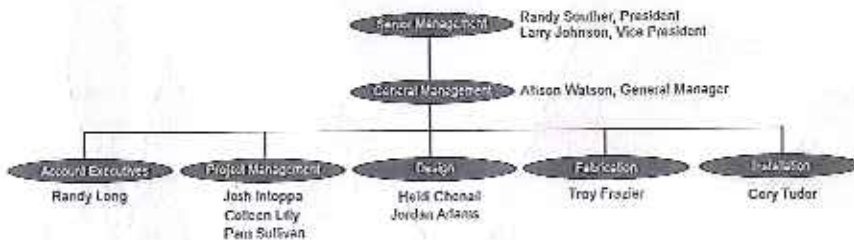
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## Project Leadership & Staffing

SignArt's organizational chart of the proposed project team who will be assigned and directly involved and responsible throughout the duration of the project.

Organizational Chart



Detailed resumes for each member of the proposed team.

### Your SignArt Team Members

#### Cory Tudor

##### Installation Manager and Field Quality Assurance

Cory has fifteen years of experience in the sign industry as an installer and manager. Cory has experience in many aspects of the industry including estimating labor cost, fabrication and assembly of sign structures, logistical planning, shipping and the management of all the resources required for the successful completion of projects large and small. Cory was instrumental in managing the installation of many different sign types for a multi million dollar project for the Carolina Panthers at the Bank of America Stadium in Charlotte, NC.

#### Allison Watson General Manager

##### Project Management, Project Documentation and Scheduling

Allison has seventeen years of experience in the sign industry. Allison is knowledgeable about sign manufacturing processes and quality control issues relative to our products. Allison has years of experience with multi-million dollar programs documenting and programming the projects so that they meet budgets and time schedules. Allison received a Bachelor of Arts Degree from Penn State in English with a Minor Degree in Business Administration.

## Key Individuals

Resumes  
& Responsibilities

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## SIGN INDUSTRY EXPERIENCE

Randy Souther, President  
Experience: 32 Years

Larry Johnson, Vice President  
Experience: 23 Years

Allison Watson, General Manager  
Experience: 17 Years

Troy Frazier, Production Manager  
Experience: 36 Years

Cory Tudor, Installation Manager  
Experience: 15 Years

Josh Intoppa, Project Manager  
Experience: 26 Years

Colleen Lilly, Project Manager  
Experience: 17 Years

Pam Sullivan, Project Manager  
Experience: 26 Years

Alan Capps, Account Executive  
Experience: 36 Years

Randy Long, Account Executive

## Key Individuals 2017

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