



CHELSEA SCHOOL DISTRICT

CHELSEA SCHOOL DISTRICT

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Memorandum

To: Michael Kapolka, Superintendent
From: Ryan Spencer, Director of Technology
Subject: Recommendation for CHS Electronic Sign Replacement
Date: August 24, 2026

Dear Mr. Kapolka,

I am recommending the replacement of the electronic sign at Chelsea High School. The existing sign has reached the end of its practical service life due to limited replacement parts, the lack of vendor support, and software that requires an end-of-life operating system. Replacing the sign will ensure the district can continue to effectively communicate with students, families, staff, and the community.

As part of this project, I recommend selecting the 10mm ThinkSign Allura display in place of the proposed 6mm display. The 10mm display provides excellent readability for roadside viewing while reducing the overall project cost by \$14,890.

An RFP was published for the project, and proposals were received from eight vendors. Bids were evaluated based on cost, product quality, warranty, serviceability, future upgradeability, vendor experience, and overall value to the district. A copy of the bid tabulation is attached for your review.

The recommended proposal includes Bill Carr's alternative 10mm display option. Following the evaluation of the proposals, the project scope was further revised to include a 4G Router with Lifetime Broadband, resulting in a final recommended project cost of \$54,515.00.

Although Bill Carr Signs was not the lowest bidder, its proposal best met the district's specifications and provided the strongest combination of functionality, serviceability, local support, and overall value. The proposal includes a front-serviceable sign cabinet, an upgradeable electronic message center, and responsive installation and ongoing support from a Michigan-based company, providing the district with the best overall value and long-term support.

The total recommended project cost is **\$54,515.00**, funded through the **2019 Bond**.

This investment will provide the district with a modern, reliable communication platform that will better serve students, families, staff, and the community for years to come.

Thank you for your consideration,
Ryan Spencer

Attachment A		
Electronic Sign Replacement RFP Bid Tabulation		
Vendor	Base Bid	Alternative Bid
Complete Signs, LLC	\$33,921.00	—
Euko Design-Signs, Inc.	\$35,364.00	—
Blink Signs	\$35,975.67	—
TelSystems	\$37,440.23	—
Golden Rule Signs	\$41,315.66	\$53,839.83
Sign by Crannie	\$47,219.99	\$54,297.75
Technology International, Inc.	\$57,000.00	—
Bill Carr Signs (Recommended)	\$68,230.00	\$53,340.00

OPTION 4

Existing



Proposed



Night Simulation

Conceptual Design

CUSTOMER APPROVAL: _____ DATE: _____



Distribution or exhibition of this design other than personnel of your company is expressly forbidden under stated agreement. In the event that such an exhibition should occur, Bill Carr Signs will be compensated for minimum of \$500 to 15% of the proposed sign project.

Salesperson Vince Brooks

COMPUTER CODE: CHELSEA SCHOOL DISTRICT - MAIN ID

DRAWING SCALE: NA DATE: 8.10.2026 DESIGNER: au

719 W. TWELFTH STREET, FLINT, MICHIGAN 48503 • 810-232-1569 • FAX: 810-232-6879 • WWW.BILLCARRSIGNS.COM



OPTION 4

New Cabinet
1 1/2" Retainers
Digitally Printed Face



1/4" Flat Cut Aluminum
Painted as Shown

Front & Halo-Lit Capsule
5" Return
Front Lit: White
Back Lit: Blue

Allura EMC
9'-5.3" x 4-2.3"

Conceptual Design



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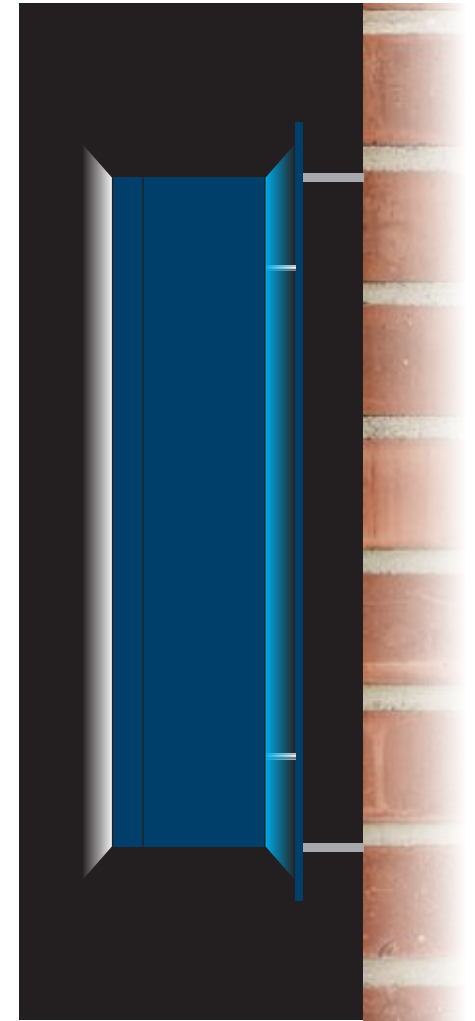
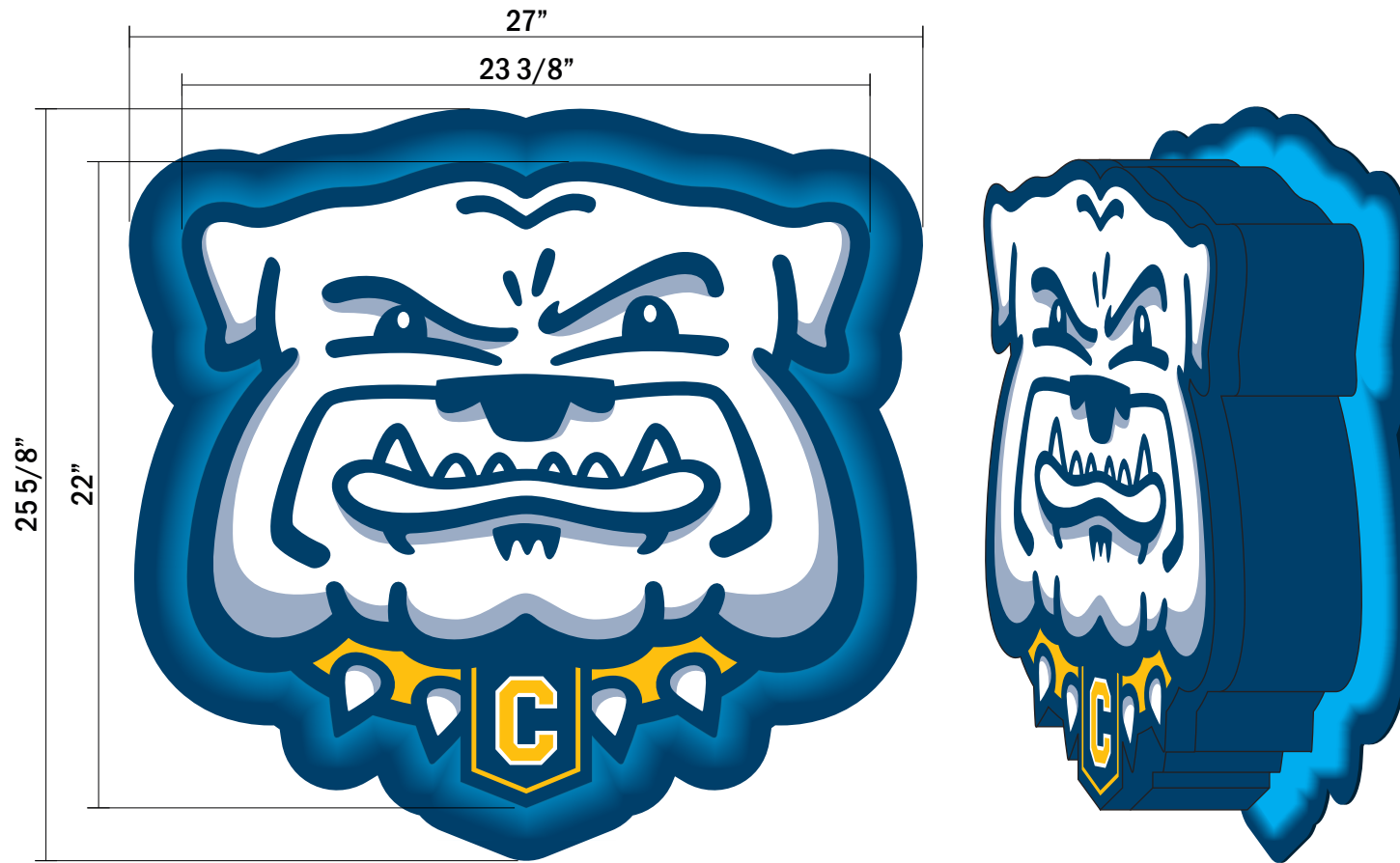
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OPTION 4



Front & Halo-Lit Capsule

Trim: 1" Blue

Face: White Polycarbonate

Decoration: Digital Print Translucent Vinyl

Returns: 4" Blue

Internal Front LED's: White

Internal Back LED's: Blue

.100 Aluminum Backer Paint Blue

2" Stand-offs from Brick



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Salesperson Vince Brooks

COMPUTER CODE: CHELSEA SCHOOL DISTRICT - MAIN ID

DRAWING SCALE: NA

DATE: 8.7.2026

DESIGNER: *ao*

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