



MEMORANDUM

TO: James H. Gailey, CMM, County Manager
FROM: Mike LoConte, GM, Cross Insurance Arena
DATE: Tuesday - October 31, 2023
RE: Exterior LED Marquee Bid Recommendation

This memorandum is respectfully submitted to the Commissioners of Cumberland County requesting an award of bid to ANC for the acquisition of a new Exterior LED Marquee for the Cross Insurance Arena.

The bid process was launched on August 1, 2023 when a public notice was circulated in the Portland Press Herald and posted to the County's and Arena's websites. Of the (6) six respondents who requested a full version of the bid, we received responses from two (2) qualified vendors, being:

- ANC
- Metropolitan Interactive

Both vendors accommodated our bid request and filled out the federally required provisions pursuant to the American Rescue Plan Act (ARPA). The arena worked closely with the County Compliance & Audit Manager to ensure the mandated ARPA compliance was being fulfilled.

The main purpose of exterior signage is to advertise upcoming events to attract new customers, increase/promote brand awareness and broadcast emergency notifications impacting Cumberland County, the City of Portland and the Cross Insurance Arena. Prior to renovations in 2014 the Cumberland County Civic Center had a marquee on the Spring Street side of the facility. During renovations, the arena was approved for an exterior sign by the City of Portland. This project is the culmination of a coordinated effort between the arena, County and City to cross the finish line from what was started almost a decade ago.

SOME SIGNAGE CRITERIA REVIEWED

Size and Placement: The respondents needed to determine the size of the LED sign based on the viewing distance and the available space in the designated arena in the



SE Lobby glass window sections above the existing Cross Insurance sign (the entrance on the corner of Spring Street and Center Street).

Pixel Pitch: The pixel pitch (distance between individual pixels) affects the resolution and image quality. Smaller pixel pitch provides higher resolution, but it's also more expensive. We wanted to award the bid to the best pixel pitch that balances image quality with our budget and viewing distances.

Brightness: The respondents are required to ensure the LED sign is bright enough to be visible under various outdoor lighting conditions. The signage must also be able to work with the guidelines mandated by the City of Portland in order to fulfill the permit process.

Content Management System: We also considered the ease of content management and graphics publication to the LED board. A user-friendly content management system (CMS) is crucial for displaying real-time information, advertisements, and other event-related content.

Connectivity: The LED sign must connect to various sources, including computers, media players, and/or cameras. This versatility allows to display a wide range of content and graphics.

Durability: The LED sign should be built to withstand the rigors of a Portland Maine's environment, including temperature fluctuations, rain, snow and potential physical impacts. Must be have applicable standards for weatherproofed and ruggedized options.

Service and Maintenance: The vendor is required to offer maintenance and support services. LED signs can require ongoing maintenance, so it's essential to have a reliable partner for repairs and updates.

Energy Efficiency: Signage must maintain energy-efficient LED technology to reduce operational costs. LED signs with energy-saving features like automatic dimming and sleep modes can help cut down on electricity expenses.

Warranty: The arena needs to ensure that the LED sign comes with a comprehensive warranty that covers manufacturing defects and any unexpected issues.

Content Creation: Vendor must provide a solution for creating and managing content for the LED sign. This includes graphic design, video production, and scheduling of content.



The bid respondents must significantly impact the success, performance, and longevity of the LED sign installation. The major factors that were reviewed to determine the best solution for the Cross Insurance Arena were:

Quality Assurance: The vendor recommended must be able to provide high-quality LED signs and installations, ensuring that our arena's LED display meets industry standards and performs optimally.

Warranty and Support: The winning vendor is required to include comprehensive warranties for their products and installations, providing peace of mind in case of unexpected issues or defects.

Vendor Reputation: The chosen vendor must have a positive reputation and be able to deliver on their promises and provide excellent customer service.

Cost-Efficiency: While the initial cost of working with the best vendor may be higher than its competitors, it will result in long-term cost savings. High-quality installations are less likely to experience frequent breakdowns and costly repairs.

Reduced Downtime: The vendor chosen is able to minimize downtime during installation and maintenance, ensuring that the LED sign is operational for events and promotions.

Timely Delivery: The vendor should have the resources and capacity to deliver and install the LED sign on schedule. This is essential for arena events and promotions.

Customer Support: Excellent customer support is required. Vendor must be responsive to inquiries, provide training, and offer ongoing assistance as needed.



SUMMARY

- ANC offers the best visual display than its competitor (6MM)
- ANC's cabinet size is larger than the closest competitor
- ANC's recommendations and references are excellent
- ANC is our current scoreboard and ribbon board vendor; project management will be seamless
- Our team has worked with ANC since 2017 and has can attest to their superior customer service and products
- ANC is 12% more, however they surpass the competitor in the critical categories above

Recommend Award of Bid in the amount of \$179,512 to ANC Sports Enterprises LLC of Purchase, NY for the Cross Insurance Arena LED Marquee Sign.