



# City Council Report

**Date:** May 20, 2019  
**To:** City Council  
**Through:** Michael Kennington, Chief Financial Officer  
**From:** Edward Quedens, Business Services Director  
Matt Bauer, Procurement Administrator  
**Subject:** Purchase of Falcon District Branding Signage as requested by the Economic Development Department **(Funded by the Local Streets Fund) (Citywide)**

## Recommendation

Council is requested to approve the award as recommended.

The Economic Development Department and Purchasing recommend authorizing the purchase using the City of Peoria cooperative contract with YESCO Phoenix at \$59,477.95.

## Background / Discussion

The Falcon Field Economic Activity Area is one of Mesa's most dynamic, high value and dense zones of employment and economic opportunity. Within 35 square miles, more than 600 businesses employ nearly 22,000 people and generate more than \$2.3 billion in economic impact annually to the City, region and State.

In 2014, City Council established the Falcon District Strategic Visioning Commission to develop a strategic economic development plan guiding the City's future development efforts in and around Falcon Field Airport and surrounding non-residential areas in northeast Mesa. Recommendations from the Visioning Commission included branding efforts to promote the area and create a sense of place and arrival for the Falcon District. The branding efforts included a signage plan that is in year three of implementation and includes banners, signal box wraps and monument signs. This contract is for fabrication and installation of a third monument sign at Recker Road, south of the Loop 202 Red Mountain Freeway; production and installation of six additional traffic signal box wraps; and production of 50 new replacement banners for the District.

In April 2017, to reinforce the new Falcon District brand and provide a sense of arrival, the City of Mesa implemented the first phase of the signage plan by producing and installing branded blue street signs at 13 major arterials in the Falcon District core business area. The following fiscal year, signage was enhanced by using the City of Peoria cooperative contract that was competitively bid to obtain the most responsive vendor with the best pricing. Mesa compared contracts with the City of Tempe and the City of Peoria and found Peoria's to be the most advantageous. Due to the uniqueness of YESCO's turn-key procedures, the illumination of the signs they offer, and previous history with this company at the Mesa Arts Center, and with the recent installation of the Falcon District monument signs, City staff determined it is in the best interests of the City to award YESCO utilizing Peoria's cooperative contract. In addition, YESCO's price for an individual monument sign decreased more than \$4,000 from last year's price.

## Purchase Information

Action: Award

Procurement Type: Cooperative Contract Use

Contract Number: 2019203

Contracting Agency/Contract Number: City of Peoria/ACON29214C

Funding Source: Local Streets Fund

### AWARD RECOMMENDATION

Fabrication and installation of one, 14'6" custom 4-sided custom entry at \$39,949; Production and installation of six sets of vinyl wraps for signal boxes at \$8,943 and production of 50 new replacement double sided printed light pole banners at \$3,750; Traffic control from Freeway off ramp at \$3,665; and Permit acquisition at \$300; per Contract No. 2019203 and YESCO Agreement for Project PRV-09757

Base	\$56,607.00
Estimated Sales Tax (Applicable Items)	<u>\$2,870.95</u>
<b>Total</b>	<b><u>\$59,477.95</u></b>