

**Sauk Valley Community College
June 26, 2023**

Action Item 4.6

Topic: Purchase Approval – SVCC Letters

College Health Metric: Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.

Presented By: Drs. David Hellmich and Lori Cortez

Presentation:

The Sauk Valley Community College Marketing Department is proposing the purchase of “SVCC” block letters that will be the focal point for pictures and videos during student recruitment signings and tours and at commencement.

The Marketing Department received two quotes for the proposed letters. A quote from ExpoArts, LLC of Indianapolis, IN totaling \$30,645.44, which includes fabrication, delivery, and installation of the letters (delivery and installation costs were quoted at \$3,248.95). A quote from WhiteClouds of Ogden, UT totaling \$17,940, which did not include delivery and installation. The administration recommends approving the quote from ExpoArts over WhiteClouds because WhiteClouds will not deliver and install the letters – something that is not within SVCC’s expertise but is within ExpoArts’ expertise. Additionally, SVCC marketing employees have seen and verified the quality of ExpoArts’ product in-person on other campuses. WhiteClouds’ work was only verifiable through photographs on its website.

Additional project costs will include pouring a concrete foundation and installing lighting, which are not included in the bid, but the total project cost is not expected to exceed \$50,000. This purchase contract is exempt from public solicitation as it is part of a project involving an expenditure not to exceed \$50,000 in accordance with SVCC Board Policy and will be funded with local funding bond proceeds.

Recommendation:

The administration recommends the Board approve the quote from ExpoArts, LLC of Indianapolis, IN for \$30,645.44

WE BRING YOUR VISION TO LIFE



We begin each project with a collaboration meeting to better understand your goals and establish expectations. In this meeting of minds, we will ask and answer questions, review the process, establish a timeline, and discuss what materials will go into your project.



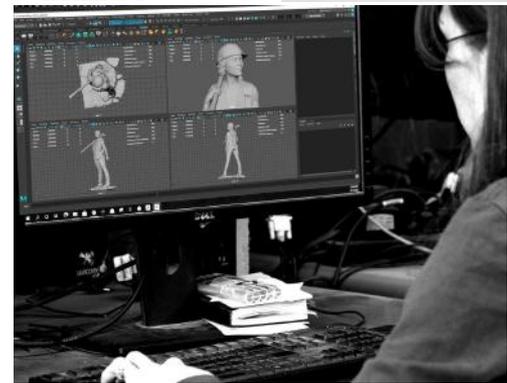
Equipped with versatile design software, our skilled design team works closely with you to flesh out your concepts. During this design phase, we identify production steps, materials, and specifics to creating a spectacular model. We take exceptional care to ensure that no detail is overlooked.



After the design collaboration, we send digital renderings for your review. This proof provides an opportunity for refinement before production begins.



Larger projects may benefit from a maquette. Once the design is approved, a maquette (sample) will be created and shipped to you. The maquette allows you to see a physical example as opposed to a digital image. This further clarifies the appearance, finish, texture, and color of the final product. The proofing/signoff of the maquette initiates production.



WHO WE ARE

In business since 2013, we are experienced in the **3D print and digital fabrication industry.**

We use 3D technologies to fabricate a wide-range of finished products, but the key ingredients are innovation, craftsmanship and creativity.

SPECIALIZING IN THE XTRAORDINARY

Xtra-Personalized, Xtra-Customized, Xtra-Large, Xtra-Complex,
Xtra-Unique, Xtra-Cool



THE PROPOSAL

SVCC

*** Large 3D Metal Letter Display ***

DATES:

Revised: 6-6-23
Valid To: 6-30-23

FOR:

Sauk Valley Community College
Jenny Bumba

PREPARED BY:

Eric Strong
Eric.Strong@WhiteClouds.com
385-405-2043

PROJECT SPECIFICATIONS

WhiteClouds is proposing to design and fabricate a large metal letter display for Sauk Valley Community College

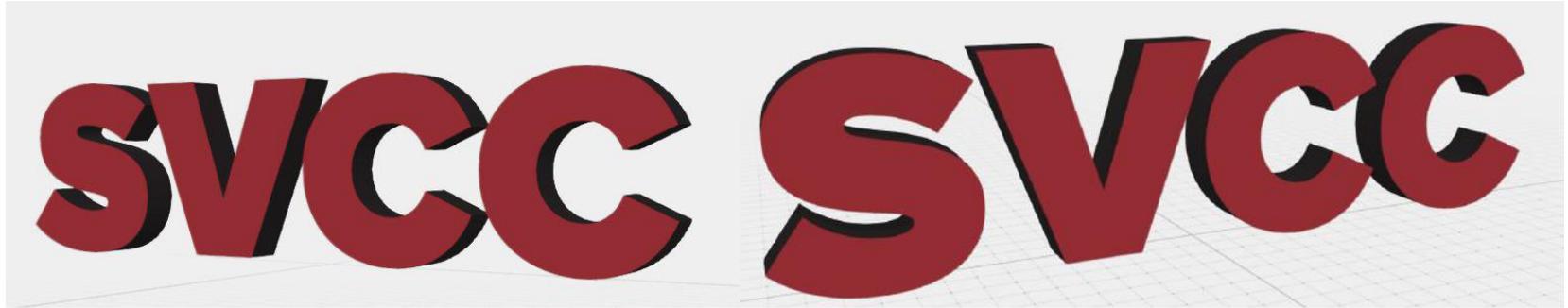
The metal letter display will be created using 12 gauge steel, ensuring the 3D letters are robust enough to withstand the elements and years of students climbing on them. This display will be an excellent wayfinding symbol, ideal for outdoor photo opportunities as well.

The letters will be 72" tall and 16" deep, we can adjust sizing as needed. The font and artwork will be provided by the client, they will be directly involved with the design process and we will not begin fabrication until a digital proof has been approved.

We offer an optional spray-on hard coating of Polyurea, which adds additional durability, rust prevention, and heat dissipation to the metal letters. The metal letters will be painted using the colleges choice of two tone colors.

The completed display will be shipped on specially built wood pallets to ensure the letters arrive in excellent condition.

We are confident that we can provide a stunning metal letter display that will exceed your expectations. We look forward to the opportunity to work with you on this exciting project.



PRICING & TIMELINE

| | |
|--|--------------------|
| Large Custom 3D Metal Letter Display - "SVCC" - (72"h x 16"d): | \$15,295 |
| Custom palletization (for shipping): | \$695 |
| *** <i>Optional Polyurea coating:</i> | +\$1,225 |
| *** <i>Optional 6" - 12" tall bases</i> | +\$1,850 - \$2,950 |

Subtotal: \$

Tax: \$0

Shipping: To Be Determined

Total: \$

NOTES:

Estimated production time: 8-10 weeks from receipt of 50% deposit.

For more info on our metal letters click [here](#)

METAL LETTERS





EXPOARTS

QUOTATION

6/13/2023

Prepared For:

Jenny Bumba
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Prepared By:

Matthew LaFary
ExpoArts, LLC
3651 E. Raymond St.
Indianapolis, IN 46203
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Project Name: SVCC - 3D Letters - Options
Quotation Expires: 7/28/2023
Payment Terms: 50% deposit/50% upon completion
Production Lead Time: 16 - 20 weeks

| Line | Product | Description | Qty | Per Unit | Total |
|---|---|---|-----|-------------|-------------|
| 1 | "SVCC" Letters 2- Toned Option approx. 24'L x 6'H x 1'D | Freestanding Letters approx. 24' L x 6' H x 1'D made from EPS foam, poly-urea hardcoat and steel, sanded to a smooth finish. Letters will be painted in SVCC colors with high-gloss automotive paint, faces paint match to PMS 186C with black returns. Each letter will have an internal steel armature attached to its own steel plate with 4 anchor points to permanently secure to concrete. Concrete pad provided by others. | 1 | \$27,396.49 | \$27,396.49 |
| <i>Does not include installation or delivery.</i> | | | | | |
| 2 | Delivery and Installation | Expo Arts employees to deliver and install letters onto prepared concrete. Price includes delivery, installation during normal business hours. | 1 | \$3,248.95 | \$3,248.95 |

| | |
|-----------------|-------------|
| SUBTOTAL | \$30,645.44 |
| TAX (7%) | n/a |

TOTAL **\$30,645.44**

*Please note that quoted price and production time are subject to change upon expiration of quote. Production will not begin until signed contract, deposit, and all necessary approvals have been received. Any delay in providing these items may result in production delays or additional rush fees.

Approved by:

Sauk Valley Community College

Authorized Agent

Date

ExpoArts, LLC

Matthew LaFary

Date

