

ORDINANCE NO. 2010 - 86

**AUTHORIZING THE CITY MANAGER TO ENTER INTO A
CONTRACT WITH REACH SPORTS GROUP IN AN AMOUNT NOT
TO EXCEED \$22,500 FOR THE MASON COMMUNITY CENTER
RENOVATION PROJECT**

WHEREAS, the City of Mason is currently renovating the Mason Community Center;
and

WHEREAS, as part of the overall renovation project, digital signage marketing is
required for the video screens as part of the new renovations; and

WHEREAS, the City has contracted for digital signage marketing and installation
from Reach Sports Group, in the amount of \$22,500.00, in accordance with the terms of the
agreement, a copy of which is attached hereto and incorporated herein along with Exhibit "A"
; and

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio,
six members thereto concurring:

Section 1. That the proposal of Reach Sports Group in the total amount of not to
exceed \$22,500 for digital signage marketing and installation services for the Community
Center are hereby accepted.

Section 2. That the City Manager is hereby authorized and directed to enter into a
Professional Service Agreement with Reach Sports Group to provide digital signage
marketing and installation services for the Community Center according to the specifications
set forth by the City.

Section 3. That the Finance Director is hereby authorized and directed to pay Reach
Sports Group the not to exceed amount of \$22,500.00 in accordance with the terms of the
proposal.

Section 4. That this Ordinance shall take effect and be in force from and after the
earliest period allowed by law.

Passed this 28th day of June 2010.

Attest:


Clerk of Council

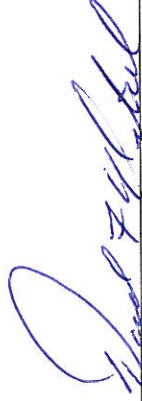

Vice Mayor

EXHIBIT A



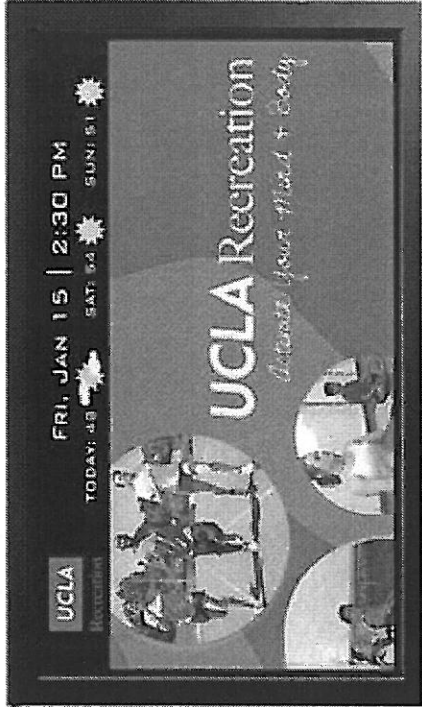
Proposal for Digital Signage Partnership with the Mason Community Center

Project Scope

Create a digital display solution for the Mason Community Center. The display solution will be used to promote scheduling, facility announcements, and other information. The scope of the project involves multiple screens throughout the building displaying different layouts and information. A central hub of six pcs, the Reach software and appropriate networking hardware will be used to manage the displays.

The following is a demo link of our software and some screen shots:

www.reachsportsgroup.com/software



The digital display can be customized to your facility. Our easy to use web based software allows you to communicate more effectively with your patrons. Our scheduling software integrates directly with RecTrac.

Types of Information to Display & Network Layout:

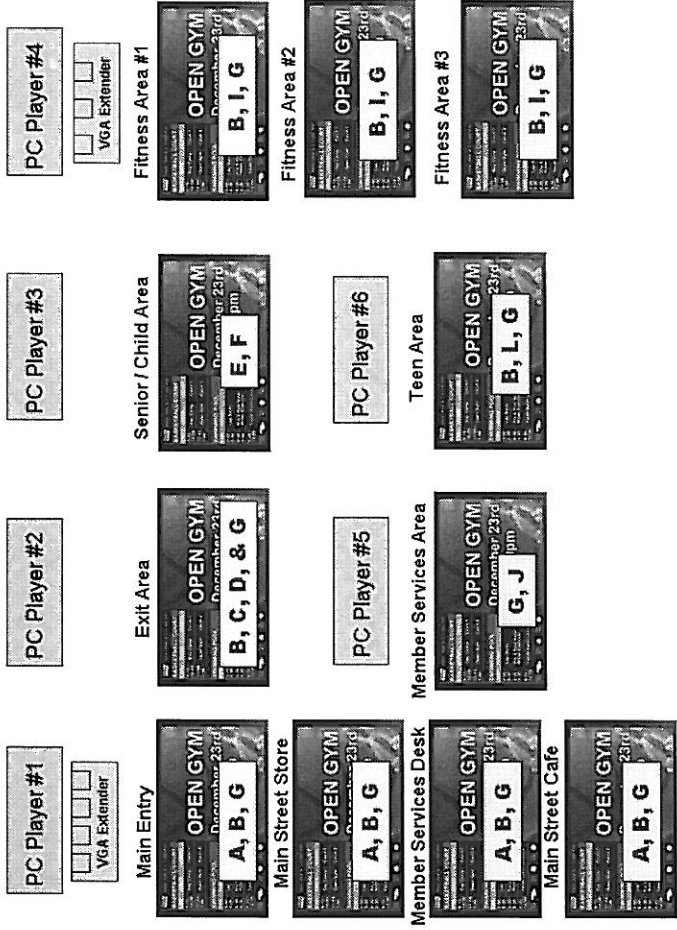
Types of Information to be displayed on template:

- A = Room location (scrolling schedule of events)
- B = Upcoming events/ads, membership information
- C = Exit message (scrolling across the bottom)
- D = Weather (in header, static)
- E = Senior center information
- F = Child care center information
- G = Kids Korner Alert -- A template where staff can enter in the number of a Kids Korner child to page their parent. This display would override the displays itemized below.
- H = Imagine Mason Videos with static upcoming ads
- I = Fitness information
- J = Rates, hours of operation & pro-shop pricing
- K = Welcom message (scrolling across the bottom)
- L = Teen Programming

Number of Players (different templates w/location & number of screens noted):

- Player 1: Information A, B & G will be displayed on 4 screens at our main entry to facility, our Main Street store, member services desk & our Main Street Cafe.
- Player 2: Information B, C, D & G will be displayed on 1 screen at our entry lobby exit point.
- Player 3: Information E, F will be displayed on 1 screen at our entry lobby to our senior center and child care
- Player 4: Information B, I, G will be displayed on 3 screens in our fitness area.
- Player 5: Information G, J, G will be displayed on 1 screen in our member services area.
- Player 6: Information B, L, G will be displayed on 1 screen in our teen area.

Mason Community Center Screen Layout



Estimated Costs

Hardware Item - Items Based on 11 Screen Layout	
(11) 42" NEC LCD Screens (\$800/) This is a business class screen.	\$8,800
(11) Mounts - Assuming all flat with tilt ~ \$120/	\$1,320
(11) Installations and Configurations of the Screens - \$300/	\$3,300
(2) 8 PORT VGA VIDEO SPLITTER/EXTENDER - \$350/, (11) VIDEO REMOTE RECEIVER, \$175/, (11) VGA Cables - \$15/	\$2,790
(6) REACH PC's to power screen - \$400/	\$2,400
Hardware Total:	\$18,610
Software	
One time set-up fee, training and ongoing support - (Including integration with RecTrac) \$250	\$250
(6) One year digital signage software licenses - \$50/license/month	\$3,600
Software Total:	\$3,600
Total:	\$22,210

Additional Notes:

- The Mason Community Center needs to provide power and Internet access to the screen locations.

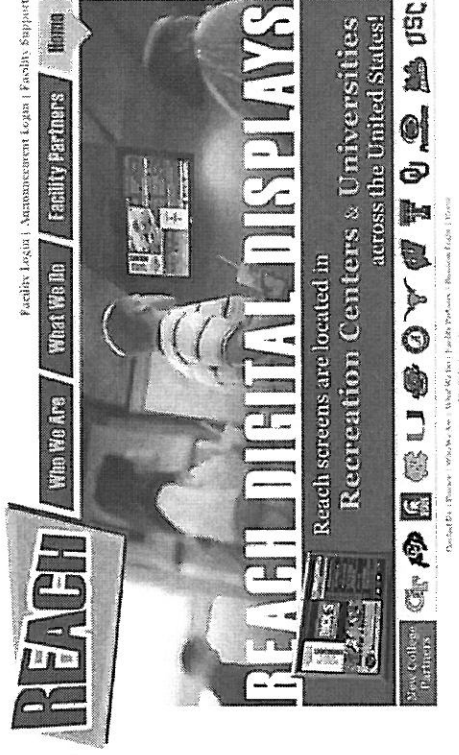
Concurrence to Proceed

Signature of Mason Community Center Representative

Signature of REACH Representative

About REACH

REACH is the premier digital display partner for recreation centers, community centers and universities across the United States. REACH has installed over 500 screens in 250 facilities. Our scheduling and announcement software is the industry leader. www.reachsportsgroup.com



REACH is also the exclusive digital signage marketing partner for Life Time Fitness.

LIFETIME FITNESS

