



Ketchum Urban Renewal Agency

P.O. Box 2315 | 480 East Ave. N. | Ketchum, ID 83340

December 5, 2014

Chairman Eshman and Commissioners
Ketchum Urban Renewal Agency
Ketchum, Idaho

Chairman Eshman and URA Commissioners:

Contract Approval for Digital Signage 491 Sun Valley Road

Introduction/History

On Monday, July 21, 2014, the Ketchum Urban Renewal Agency (KURA) approved a Capital Outlay budget item of \$40,000 for the digital tablet project proposed by Commissioner Gary Lipton. On Tuesday, August 26, 2014, the Commissioners were presented a proposal by AEP Consulting for the 8-screen digital tablet project. On Monday, November 17, 2014, the Commissioners discussed and agreed to move forward with the installation of four screens with the understanding that the balance of the 8 originally proposed screens would be installed upon demand. Staff requested a revised proposal.

Current Report

AEP Consulting has provided an updated proposal, which includes the networking upgrade necessary for this project and the installation of the four digital screens.

Financial Requirement/Impact

The contract total is Thirty Thousand, Nine Hundred, Fifteen Dollars (\$30,915.00), with the following ongoing costs:

Network Equipment Licensing:	\$1,720 every three years
Software Licensing:	\$99 per display per year
Monthly Maintenance:	\$300 per month
New Advertiser Set Up Fee:	\$100 per new user

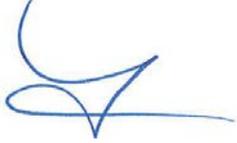
Recommendation

Staff respectfully recommends approval of AEP Consulting's Ketchum URA Digital Signage Proposal, December 3, 2014.

Recommended Motion

I move to authorize the Chair to sign the attached Proposal from AEP Consulting.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lisa Enourato', with a stylized flourish at the end.

Lisa Enourato
Assistant to the Executive Director

Attachment



Aaron Pearson
AEP Consulting
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**Ketchum URA Digital Signage Proposal
December 3, 2014**

Opportunity

The Visitors Center presents a unique opportunity to the Ketchum/Sun Valley community at large, as well as to the Ketchum Urban Renewal Agency (KURA) which owns it. It presents a striking design statement and functions as a central meeting place for visitors and locals alike. It also represents an opportunity to connect local businesses with potential customers through advertising. To date this has been largely limited to paper brochures and the digital signage provided by Visit Sun Valley. This signage has considerable limitations due to its design and doesn't benefit the KURA.

As the Visitors Center is such a central and highly visited location, there are few places in the area more desirable to local businesses for advertising. Currently, nearly all advertising outlets in our community rotate on a weekly, monthly or quarterly basis, while providing access to a limited audience. Few have the capacity to be updated quickly with much level of control available to the end user once published. Further, the costs associated with these platforms can be prohibitively high.

The KURA can leverage the community's demand for access to the Visitors Center by providing an advertising platform within the building. Interactive digital signage will provide a unique and as-yet unexploited niche in the advertising spectrum locally. Further, it will enable advertisers to update their content as frequently as they wish while opening the door to interactive and rich-media content.

Scope of Work

To provide and implement a multi-screen, interactive, scalable digital signage solution in the Ketchum Visitors Center backed by an enterprise-class network infrastructure. The solution will utilize state-of-the-art Elo touch displays, BrightSign display drivers, and BrightSign Network, cloud-based management solution, to distribute content. Each display's driver will be capable of HTML5 interactive content, rich media, and touch interactivity. Each display will be rented to an individual advertiser who will be able to utilize the software platform proposed to update its content remotely at any time.

By default, a single template, developed as part of this proposal, will be provided with instructions for its use to each new advertiser. Each advertiser will have the capacity to update its content at any time, from any internet connection. If desired or necessary, further design, customization and interactivity will be available to customers on a consultation basis at additional cost from AEP Consulting or other providers.

Once the initial infrastructure is in place, the proposed solution is entirely scalable and extensible: adding additional screens and zones can be phased in as desired. The first phase of the project will include four 32-inch displays mounted and installed on the north wall of the west end of the Visitor's Center. Future phases can include the remainder of the west wall, the restroom wall, and later mounting on the insides of the windows. These phases can be funded in-part by the revenues generated from prior phases.

All network hardware and infrastructure will be terminated into an enclosed, locking rack in the attic office above the main floor. All network hardware and infrastructure specified for phase one will allow for scaling, expansion and future phases.

As the software solution is entirely cloud-based, all management can take place remotely. An ongoing management fee will be required to provide firmware and software updates, ensure uninterrupted content delivery, troubleshoot advertiser issues, and to resolve any hardware-related issues as they arise. Further, there will be a one-time, \$100 fee to set up all new advertisers.

Plan and Price Bid

Once a contract has been signed, phase one of the project will take roughly 3 weeks to complete. Much of this time will be spent ordering and staging equipment, establishing the networking and software environments, developing the template, creating documentation and other set up tasks. Installation itself should require 3-4 days of access to the building to establish the cabling, rack, and install the box mounts, displays and drivers into the wall.

Wireless Bridging Hardware and Installation: \$1,590

- Fluidmesh FM1200V-HW. Two radios to provide the wireless bridge between City Hall and the Visitors Center. These enterprise-class devices are designed to work outdoors and provide effective bandwidth in any weather conditions.

Network and 120V Electrical Wiring and Termination: \$3,350

- Cat 6 wiring to all display and Wireless Access Point locations. 120V AC outlets for all display location and rack

4 Touch Displays: Hardware, BrightSing Drivers, Mounting and Installation: \$11,632

- Four 32" Elo Interactive Digital Signage Display Touchscreens I 3201L. Full HD.
- Four BrightSign XD1030 Display Drivers
- 14" in-wall box mounts and armatures to allow for services and near-flat wall mounting
- Labor and materials to mount displays

Software Licensing: (\$99/display per year x 4) \$396

- BrightSign Network Licensing

Project Supervision: \$1,200

- All ordering, staging, product testing and installation supervision.

BrightSign Device and BrightSign Network Configuration: \$800

- Individual device networking, operating system and integration configuration.
- BrightSign Network cloud-service configuration and management.

Initial Template Design and Testing: \$800

- Establish, configure and test the default advertising template for end users including touch interactivity. Establish the procedure for utilizing the template and provide documentation for the template only.

Establish Design Standards and How-Tos: \$800

- Create a quick-start guide for new advertisers based on image and design standards.

Network Upgrade Hardware including 3-years of Enterprise Licensing: \$6,747

- Cisco Meraki MX60 Cloud Managed Security Appliance. This device will provide the firewalling between the Visitors Center's network and the world. It will also allow for application-level bandwidth control and filtering, preventing a public Wi-Fi user from taking up more than his or her fair share of the pie. As the device is cloud-managed, troubleshooting and configuration can be completed from any internet connection.
- Cisco Meraki MS220-24P Cloud Managed Layer 2 Switch. This enterprise-class networking device will provide gigabit ethernet connectivity to all networking devices and power to the access points and wireless bridge. As the device is cloud-managed, it can be accessed for troubleshooting and maintenance from any internet connection.
- Three Cisco Meraki MR18 Wi-Fi Access Points. These access points will be installed throughout the building in elevated positions to saturate the inside of the building with Wi-Fi signal.
- Includes the first 3 years of enterprise licensing (see ongoing costs).

21 RU Enclosed Rack, Rack Cooling Solution, UPS: \$2,700

- This will provide a secure, locked environment for all network cabling, infrastructure and networking equipment. The UPS (Uninterruptible Power Supply) will protect the network from brief power outages.
- The cooling solution is a small air-conditioning unit that attaches to the rack. As the upstairs area of the building can become very warm during summer afternoons, this is necessary to protect the networking gear from overheating.

Network Design, Configuration, Installation, Implementation: \$900

- Configuration of all networking equipment, installation and implementation.

Grand Total: \$30,915

Price does not include freight or sales tax.

Ongoing Costs:

Network Equipment Licensing: \$1,720 every three years.

Software Licensing: BrightSign Network @ \$99 per display per year.

Monthly Maintenance: \$300 per month

- All tech support inquiries will be handled by AEP including customer troubleshooting, all firmware and software updates, and hardware issues. This does not include sales, training, design assistance, or any template customization.

New Advertiser Set Up Fee: \$100 per new user

- This fee should be billed by the KURA to the client directly. This covers the establishment of the user in the BrightSign Network software, all documentation, template delivery and basic assistance in creating an initial advertisement. It does not include any design assistance, template customization, or on-site assistance.

Mockup of the Proposed Design

Four 32" displays:



Team

Aaron Pearson
Owner, Network Engineer
AEP Consulting

Aaron Pearson has more than 11 years experience in designing and deploying a wide range of IT and AV solutions in many contexts. Most recently, Aaron brought the Community Library into the 21st century and revolutionized every aspect of the organization's IT environment, digital education program and online offerings. In every project, Aaron seeks to find the solution that will meet and exceed expectations while providing the most user friendly experience possible. Aaron's skills extend into the aesthetic as well; he brings a strong graphic and web design abilities to the table. Further he is a professional artist with several solo shows under his belt.

Kyle Baysinger
Owner, Design & Sales
Maestro Technology Solutions

Kyle and Maestro will be the installation partner for this project. Kyle has been running Maestro since its inception in April 2005 and purchased the business from his partners in January 2009. Kyle took apart his first computer at age 11 and has been a professional in the technology industries since 1999. Working in the Wood River Valley in the custom electronics field since 2004, Kyle is a CEDIA & Control4 certified technician and is well-versed in industry standards for design and implementation of home and office technology solutions.

Agreement

By signing below, the Ketchum Urban Renewal Agency authorizes AEP Consulting to begin work on the project detailed above. Work completed by Maestro Technology Services will be billed by Maestro directly. All other work will be billed by AEP Consulting.

Aaron Pearson

Owner

AEP Consulting

Signed: _____

KURA Representative

Name: _____

Title: _____

Signed: _____