



CITY OF LONG BEACH

R-29

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard 6th Floor • Long Beach, CA 90802 • (562) 570-6845 • Fax (562) 570-5836

May 6, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution authorizing the City Manager to execute a contract and any amendments thereto with Daktronics, Inc., for the purchase of one Prostar Video Display and baseball scoreboard and related equipment in the total amount not to exceed \$447,765 including tax, plus a 10 percent contingency if necessary and if funds are available; and an appropriations increase of \$350,000 in the Capital Projects Fund (CP) in the Department of Parks, Recreation and Marine (PRM). (District 3)

DISCUSSION

City Council approval is requested authorizing the City Manager to execute a contract for the purchase of one Prostar Video Display Scoreboard to be installed at Blair Field for the Department of Parks, Recreation and Marine.

The Department of Parks, Recreation and Marine has experienced a loss of revenue, the cancellation and delay of events, and complaints from various user groups due to numerous and extensive Blair Field scoreboard malfunctions between 1999 and 2007. PRM has invested approximately \$140,000 for scoreboard repairs and upgrades to maintain a minimal level of service. Future repairs and maintenance to the current equipment are cost prohibitive. The current vendor, Trans-Lux Corporation, has been unable to provide a cost effective solution to the existing obsolete equipment and no longer maintains the equipment. The scoreboard is currently used by California State University Long Beach, the Long Beach Armada, and Long Beach high schools.

With this replacement scoreboard, the Department of Parks, Recreation and Marine has estimated additional annual revenues of \$35,000. This is based on the increased advertising space that will be made available with the video display unit. This revenue will support the five-year maintenance costs associated with the new scoreboard, which will not exceed \$26,225.

In addition to improving current operations, the requested Prostar Video Display and baseball scoreboard will provide a number of new features: increased advertising space, flexible communication outlets, higher public visibility, and the addition of video, animation, text and graphics.

The Department of Parks, Recreation and Marine, in conjunction with the Department of Financial Management, investigated procurement options and discovered that Daktronics, Inc., a worldwide leader as a designer and manufacturer of programmable display systems, large screen video displays and electronic scoreboards, could provide the most effective and

HONORABLE MAYOR AND CITY COUNCIL

May 6, 2008

Page 3

responsive solution for the retrofit at Blair Field. Based on further research, the Department of Financial Management determined that Daktronics, Inc., is the only source of required equipment, as Daktronics, Inc., does not sell its custom video or scoring interfaces through distributors. Daktronics, Inc., of Brookings, SD maintains a direct sales relationship for these types of products.

This matter was reviewed by Deputy City Attorney Gary Anderson on February 22, 2008 and Budget Management Officer Victoria Bell on February 25, 2008.

TIMING CONSIDERATIONS

City Council action to adopt the attached Resolution is requested on May 6, 2008 to ensure that the contract is in place expeditiously to minimize delivery turnaround time and project completion.

FISCAL IMPACT

The cost of the requested purchase and contract is \$447,765, funding for which will be provided by multiple sources including \$225,000 in available Parks CIP funds, \$180,000 from a contribution by Partners of Parks, and \$45,000 in new Blair Field permit revenue from California State University, Long Beach and the Long Beach Armada. Only \$100,000 of these funds have been appropriated; therefore, an appropriations increase of \$350,000 is being requested in the Capital Projects Fund (CP) and the Department of Parks, Recreation and Marine (PRM).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LORI ANN FARRELL
DIRECTOR OF FINANCIAL MANAGEMENT/CFO

APPROVED:



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

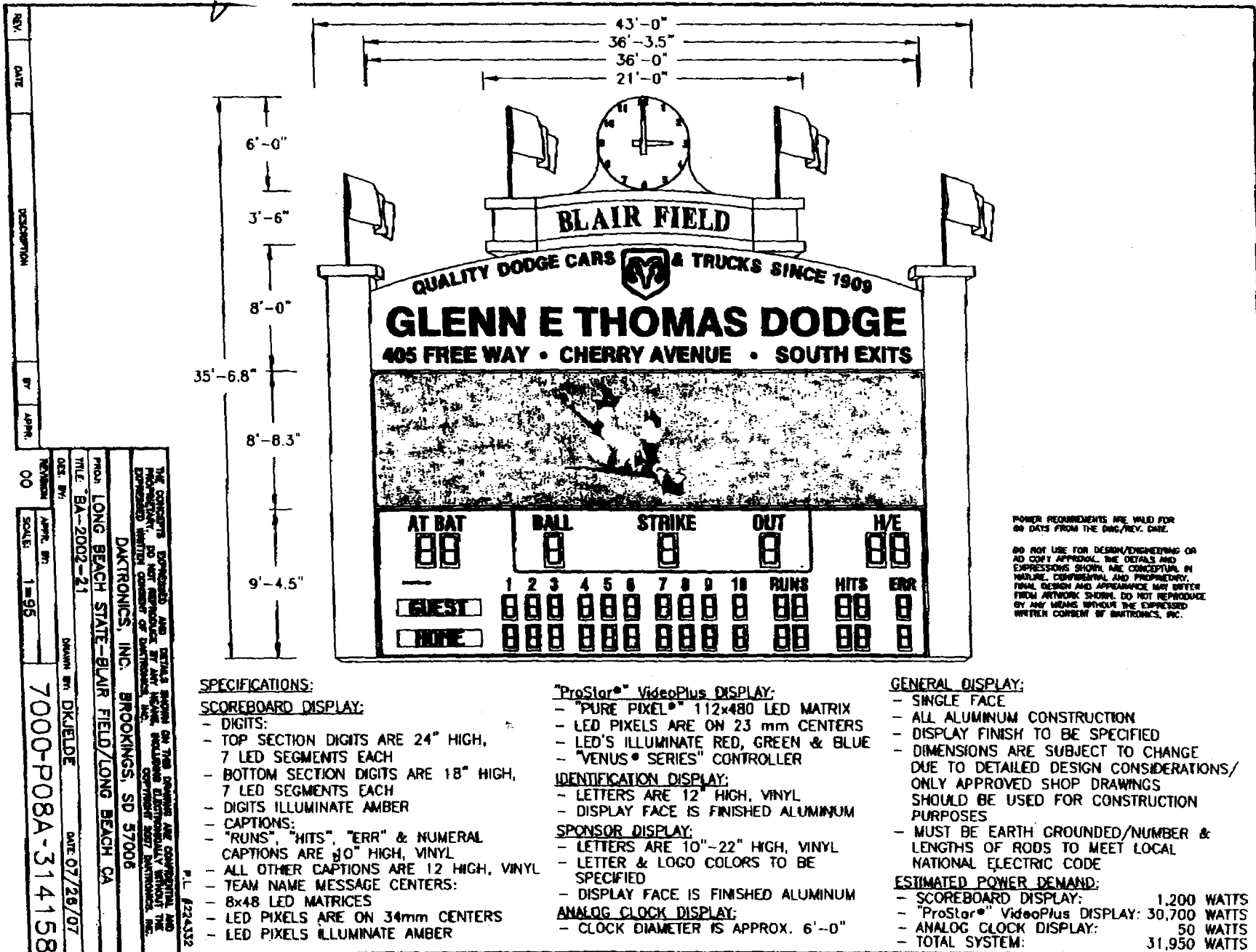


PATRICK H. WEST
CITY MANAGER

LAF:PTH:ES
3-4-08 CL - Adopt Resolution - Baseball Scoreboard & Related Equipment - Daktronics, inc.

- ATTACHMENT A (CURRENT SCOREBOARD)
- ATTACHMENT B (SCOREBOARD RENDERING)
- ATTACHMENT C (RESOLUTION)





1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER TO EXECUTE, ON BEHALF OF SAID CITY, A CONTRACT WITH DAKTRONICS INC. WITHOUT ADVERTISING FOR BIDS, FOR THE PURCHASE OF A PROSTAR VIDEO DISPLAY AND BASEBALL SCOREBOARD.

WHEREAS, several years ago the City purchased a baseball scoreboard for use at Blair Field from Trans-Lux Corporation; and

WHEREAS, the Department of Parks, Recreation and Marine has experienced a loss of revenue, the cancellation and delaying of events due to scoreboard malfunctions; and

WHEREAS, the Department of Parks, Recreation and Marine has already invested approximately One Hundred and Forty Thousand Dollars (\$140,000.00) for repairs and upgrades to maintain a minimal level of service and further maintenance to the current equipment is cost prohibitive; and

WHEREAS, the Trans-Lux Corporation has been unable to provide a cost effective solution to the existing obsolete equipment, and

WHEREAS, the existing system needs to be upgraded and Daktronics Inc. provides the most effective and responsive solution for the scoreboard retrofit; and

WHEREAS, Daktronics Inc. is a Sole Source, no useful purpose would be served by advertising for bids or seeking proposals for furnishing the equipment and to do so would constitute an idle and useless act and an unnecessary expenditure of public funds; and

NOW, THEREFORE, the City Council of the City of Long Beach resolves

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 as follows:

2 Section 1. That the above recitals are true and correct and are
3 incorporated herein.

4 Section 2. That the City Manager is authorized to enter into a contract
5 with Daktronics Inc. for the purchase of a Prostar Video Display and baseball
6 scoreboard and related equipment in an amount not to exceed Four Hundred Forty-
7 Seven Thousand, Seven Hundred Sixty-Five Dollars (\$447,765.00), plus a ten percent
8 (10%) contingency if necessary.

9 Section 3. This resolution shall take effect immediately upon its
10 adoption by the City Council, and the City Clerk shall certify the vote adopting this
11 resolution.

12 I hereby certify that the resolution was adopted by the City Council of the
13 City of Long Beach at its meeting on _____, 2008 by the
14 following vote:

15 Ayes: Councilmembers: _____
16 _____
17 _____

18
19 Noes: Councilmembers: _____
20 _____

21 Absent: Councilmembers: _____
22 _____

23
24 _____
City Clerk

25
26
27 GA:lk
03/04/08 A08-00659

28