



Town of Dewey Beach

www.townofdeweybeach.com

105 Rodney Avenue
Dewey Beach, DE 19971
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RESOLUTION NO.

A RESOLUTION TO AUTHORIZE THE CONSTRUCTION OF A DONOR WALL FOR THE DEWEY BEACH TOWN HALL ACKNOWLEDGING DONOR SUPPORT

8 **WHEREAS**, the Town of Dewey Beach is in the process of constructing a new Town Hall to better
9 serve residents, property owners, visitors, and staff; and

10 **WHEREAS**, the Town Council desires to incorporate a donor wall within the new Town Hall that
11 highlights the history of Dewey Beach, provides general informational content for the public, and
12 formally recognizes and thanks individuals and organizations that have pledged financial support toward
13 the project; and

14 **WHEREAS**, Arreya Signs has submitted a design and proposal to construct a donor wall that
15 meets these objectives through a professional, visually engaging display reflecting the character and
16 history of Dewey Beach; and

17 **WHEREAS**, the total cost of the donor wall construction by Arreya Signs is \$24,948.00; and

18 **WHEREAS**, to date, donors have collectively pledged \$387,500.00 toward the construction of
19 the new Dewey Beach Town Hall, demonstrating strong community support for the project; and

20 **WHEREAS**, the Town Council wishes to formally acknowledge and express its gratitude to these
21 donors through permanent recognition within the new Town Hall facility.

22 **NOW, THEREFORE, BE IT RESOLVED** by the Mayor and Town Council of the Town of Dewey Beach that
23 the Town hereby approves entering into an agreement with Arreya Signs for the final design and
24 construction of a donor wall in the amount of \$24,948.00; and

25 **BE IT FURTHER RESOLVED** that the donor wall shall serve to highlight Dewey Beach history, provide
26 general informational content to the public, and recognize and thank donors who have pledged financial
27 support for the new Town Hall.

28 **SO RESOLVED**, this 16th day of January, 2026.

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Mayor, William Stevens

Town Manager, Bill Zolper

PROPOSAL

November 17, 2025

Town of Dewey Beach
Kate banaszak
105 Rodney Ave
Dewey Beach, DE 19971

RE: Donor Recognition Display

Arreya is a nationally known environmental graphic design and build firm. We are a creative resource to help you visually extend your brand and message into any space. We specialize in creating highly customized solutions for interior branding, donor recognition, history displays, trade shows, wayfinding, digital displays, and interactive exhibits. Our commitment is to professional relations in consulting, design, fabrication and installation, providing a complete package of services to answer all of your project's needs. Our in-house capabilities include concept and graphic design, digital hardware and ARREYA software service, printing, cabinetry, CNC milling and engineering.

Our one-stop-shop will assure consistency throughout the project along with fast, reliable service on any issues or concerns after the project is complete. We warranty our projects for one year after completion.

DISPLAY OVERVIEW

The following proposal is based on information provided and as we understand that information.

Arreya will design and produce a combination digital/static display. The display will be 14' wide and feature a 43" non interactive commercial monitor that will display digital content. The display will be powered by a google chrome device that is locked in kiosk mode and managed by Chrome device management. The screen will be housed in an enclosure that will then be integrated into our rail wall type display. The design of the rail wall is custom designed to tell the unique story of Dewey Beach but we will use the Norton Children's Hospital as an inspirational starting point.

The cost of the Display including all design for the enclosure and rail display, screen and related hardware and the 1st year of the subscription to Arreya included is\$26,698.00

DIGITAL OVERVIEW

Digital content design is optional but for non-interactive content we suggest about 10 hours of custom content design where we will set up the initial design templates based on your brand standards. The templates and widget integrations will make it a turnkey display that is ready to go. We will then provide tutorials on how to update the existing content and make completely new content as desired.

The cost for ten hours of content design\$ 2250.00

Total not including shipping or installation is.....\$28,948.00
Design proofs are sent via email and formal signature approval on final designs is required prior to any fabrication.

COSTS/PAYMENT SCHEDULE

Upon signature acceptance of this proposal a 10% retainer will be deducted at the start of the project and paid upon final delivery and acceptance. The following schedule is based on 90% of the total cost and must be paid prior to delivery of the project. Cost includes design meetings, digital content template design and graphic design, final production design, engineering, fabrication, installation instructions.

All quotes are good for 15 days and commence upon signature approval and down payment. Travel expenses and shipping/crating to the Town of Dewey Beach are not included. All electrical requirements, taxes, building permits, installation or fees are the responsibility of the client. Cost does not include the Arreya software subscription service. An active Arreya Digital Signage channel subscription is required at the time of final design sign off to create the digital content templates. 10 hours of design time is included in the cost. Client has 10 hours or 30 days after delivery of display, whichever comes first, to finalize the digital content with the Presentations design team. Any design changes beyond the specified time frame will be charged at an additional hourly rate of \$210.

BILLING OPTIONS

Option A

A 50% down payment.....	\$ 13026.60
First Consecutive monthly payment of remaining 50%.....	\$ 6513.30
Second Consecutive monthly payment of remaining 50%.....	\$ 6513.30
Final 10% retainage plus shipping or installation.....	\$ 2894.80

Option B

To initiate the project, we will only bill for the concept design phase upfront. This allows for cancellation if an acceptable design concept direction is not achieved. This phase we will design a concept that once accepted we will then move into the design development phase that is covered under the full billing. Please remember that design is a collaborative process, and it is typical to develop two to three concepts to fully capture an organization's mission and vision, though we are not limited to this number.

Once we have a successful concept design we will bill the remaining payment according to the schedule below. The total costs will be the same as option A but broken out differently.

Concept Design payment.....	\$ 4000.00	COMPLETED
Design Development/ Production.....	\$ 11226.60	
1 Consecutive monthly payments of remaining 50%.....	\$ 11226.60	
Final 10% retainage plus shipping costs.....	\$ 2494.80	

Upon signature of this proposal, the project will commence. If the project is suspended in whole or in part or delayed by the Town of Dewey Beach for more than 4 weeks, Presentations, Inc. reserves the right to charge a restart fee and or re-negotiate the fee to reflect any changes in hourly rates, expenses or project scope. If the project completion goes over 12 weeks from commencement, Presentations, Inc. reserves the right to charge a restart fee and/or re-negotiate the fee. In the case of a project suspension, Presentations, Inc. shall be paid for all services performed and reimbursements expended to that date.

NOTE: Installation deadlines need to be communicated prior to project commencement. Presentations does everything we can to meet deadlines, but fabrication will not commence until receipt of the final signed proof approvals. Once Presentations receives the final signed approval a minimum period of four-six weeks is required to complete fabrication, depending on prior commitments in production schedules.

Sketches, copy, dummies and all other creative work developed by Arreya/Presentations exclusive property. Arreya/Presentations must give written approval for all use of this work and for any ideas derived from it.

COPYRIGHTS. The client also warrants that any photos or logos provided by the client to be printed are not copyrighted by a third party. The client also recognizes that because the subject matter does not have to bear a copyright notice in order to be protected by copyright law, absence of such notice does not necessarily assure a right to reproduce. The client further warrants that no copyright notice has been removed from any material used in preparing the subject matter for reproduction. To support these warranties, the client agrees to indemnify and hold Arreya/Presentations harmless for all liability, damages, and attorney fees that may be incurred in any legal action connected with copyright infringement involving the work produced or provided.

Arreya/Presentations holds the federal rights to Rail Wall® Systems and Arreya® Digital Signage Suite. Any replication or simulation of systems or use of registered names is prohibited and illegal without prior written consent from the owners of Presentations, Inc.

The above proposal was accepted by and authorized on behalf of the Town of Dewey Beach .

Commencement Date_____ By_____

Payment option A or B_____



INITIAL CONCEPTUAL DESIGN DRAFT

Photos, text, colors to be changed

WALL SPACE = 16'9" - (201 x 108)
 DISPLAY FOOT PRINT = 174 x 60

DESIGN EXAMPLES – ARREYA SIGNS

