



**Milton Girls Softball  
Scoreboard Proposal  
May 2016**

As members of the board, we would like you to consider a major investment for the Milton Girls Softball Program – a scoreboard for the Gile Road Field. The recommendation is for Milton Girls Softball to secure ownership of a Daktronics scoreboard to provide key in-game information.

Information from Gary, the scoreboard vendor and outside research have been compiled into this document. The goal is this gives you information to have a recommendation.

The scoreboard would be positioned down the left field line in front of the batting cages. The estimate distance of the scoreboard from the top of the hill (parking lot) is about 450 feet. The size of the scoreboard under consideration has a recommended viewing distance of 600 feet.

The total cost of the proposal is \$20,411.37. This includes the cost of the board, installation and a five-year warranty. The top-line budget is as follows:

Scoreboard Cost	\$10,846.37
Installation Cost	\$9,565.00
Permits	\$200
<b>Total</b>	<b>\$20,411.37</b>

**Additional Funding**

Gary has secured a \$5K grant from Blue Hills Bank that will help with deferring the cost. The total funding of their grant is over 5 years. BHB has committed \$1k a year over the next 5 years. Milton Girls Softball would need to outlay the 5k and Blue Hills Bank would essentially be paying us back (ironic, I know). Gary is working to obtain a letter of commitment from Blue Hills Bank. It will be a legal document but it will not be notarized by Blue Hills Bank.

This grant is essentially defining the cost/value of a scoreboard sponsorship at \$1,000 per year. As a point of reference, a few local towns (Braintree, Dedham) have the following sponsorships:

- Spring team uniform sponsorships: \$500 per year
- Signs on outfield fences: \$250 per year
- Scoreboard sponsorship is \$1,500 to paying for the board

### Installation Cost

Gary has indicated that installation cost of \$9,565 will be covered by a collaborative approach of the MHS Boosters spending clout, community help, and/or work performed for in-kind donation to the league.

### Total Expense to Milton Girls Softball

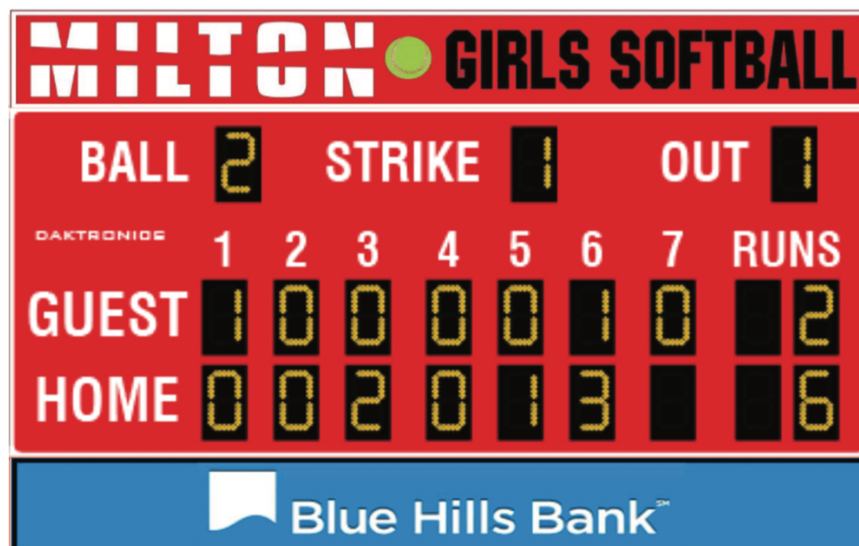
Milton Girls Softball would pay \$10,846.37 plus permits in 2016. The grant money from BHB would be sent to Milton Girls Softball on June 1<sup>st</sup> of each year **making the total cost for Milton Girls Softball to be \$5,846.37 plus permit fees by the year 2020.**

### Support & Maintenance

The scoreboard has a 5-year warranty in full - all parts, labor, any issue at all, bulbs, or other, they come out to fix it. Company is in Attleboro and is full service. Estimate on support costs post year 5 forthcoming.

We have been told we do not need to keep any additional parts/supplies in inventory. There is a wireless controller that costs about \$350-\$400 if we needed to replace it.

From the vendor's website, turnaround time on service is 2-72 hours depending on the time of season. Turnaround time on scoreboard delivery is 4-8 weeks, also depending on the time of season, however, under certain circumstances they can have delivery in 1-2 weeks.



Daktronics BA-2002 - 6' x 16'

Top Ad Panel - 2' x 16'

Bottom Ad Panel - 2' x 16'

### Comments on Rendering/Design

- Milton Girls Softball will be at the top but the correct artwork will be used. Currently, the words "Girls Softball" is not using our branded font.
- The rendering shows that the spacing between each inning is not the same for innings 1 thru 7. Here is the response from the vendor:  
*"Due to the way the manufacturing is, it looks like there is a slightly larger game between 3 and 4 and 6 and 7. Again, this is a standard product and I've never been asked the question or had anyone have an issue with it."*
- If you look at the score digits for each team, there is a gap between each digit of the double digits. It seems odd. We would not prefer the area between double-digit runs to NOT have a red gap between each LED. For example, a home score of 12 runs should not have any red between the 1 and the 2.  
*"The only thing we could do to close the gap between the two (2) digits would be to apply a piece of black vinyl. We've literally sold thousands of scoreboards and I've never once had that request but if you want we can do something like that."*
- Vendor looking into a cover/shield to protect the scoreboard from vandalism (throwing rocks, baseball at it)?

### About the Vendor

Scoreboard Enterprises is a Mansfield company. They install Daktronics Scoreboards. Local installs include Milton Academy and Boston College. Link: <http://scoreboardenterprises.com/>

### Competition

Daktronics is one of the major players in the market. Nevco is another. Comments from the Daktronics vendor:

*"I know everyone is hyper-focused on the aesthetics of the scoreboard, however as I've said before I've never lost to Nevco for anything except price. The concern should be based more on the long term durability of the product. All manufactures are going to have subtle differences. Once it installed and operational no one will even notice those being issues, I can say that with conviction based on the market."*

### Gary's Perspective

Gary has been championing the scoreboard for several years and is passionate about the potential. In his words:

*"I do believe, our actual cost for this board will be \$5859, after receiving 5k from BHB over the next 5 years, along with opportunity in the future. If it does not work out that way, we are still making our most important capital investment, one that we had as a goal when we started sponsorship's from the beginning. I think we all agree, after all the positive growth and fundraising that has been done, bags, bats, balls, uniforms, permits, etc (recurring expenses) does not pay us as big a dividend as this non-recurring expense."*

**Risks**

- Can the installation costs be covered by non-Milton Girls Softball sources?
- Will the board avoid vandalism?
- Can we keep the wireless controller from being damaged?
- Will Blue Hills Bank honor the agreement?
- Can we secure sponsorship/advertising post year 2020?
- Is the value of a scoreboard sponsorship accurate?
- What else?

# *Scoreboard Enterprises Inc.*

SALES - INSTALLATION - SERVICE

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## Estimate

Estimate #3118

3/11/2016

Milton High School  
Alex Campea  
Athletic Department  
25 GILE RD  
Milton, MA 02186-

Description	Qty	Total
Milton High School - Softball Scoreboard		
BA-2022-11/21, 7ft x 16ft, Baseball Scoreboard	1	7,723.72
2.4Ghz Radio Receiver	1	357.00
All Sport Battery Kit		210.00
24in x 16ft Sponsor/ID Panel	2	1,604.45
Outdoor Team Name	1	46.20
Border Strip for BA-2022	1	105.00
Shipping	1	800.00
OPTIONAL INSTALLATION		
Structure Drawing - Wet Stamped	1	495.00
Crane Truck Rental	2	450.00
Backhoe Rental	1	1,050.00
Electrical - Sleeve footing, finish wire from the base up	1	650.00
Steel - As specified by structure drawings	1	1,250.00
Concrete	14	1,750.00
Labor`	16	3,920.00
Permits - Fees Paid by owner - no administrative cost to pull permits	1	0.00

Thank You - Ask about Athletic Facility Sound Systems

**Total \$20,411.37**

*Scoreboards for all sports - Sound System Solutions- Portable Scoreboards - Swim Timing Systems - Message Centers - Custom Scoring & Timing System - Time/Temperature Displays - Gym Maintenance & Repair*