

Watchfire® Case Study | Watch What Happens

MUNICIPAL :: Dodge City Parks & Recreation — Dodge City, Kan.

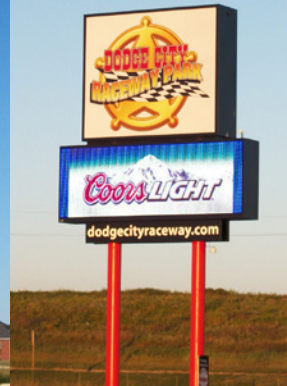


Background

Dodge City, Kan., is a long way from the longhorn ranches and gunfights that made it a staple setting in Hollywood westerns. Nowadays, it's a typical American town home to roughly 25,000 people. And while in days past Dodge City citizens frequented saloons and gambling halls, contemporary residents prefer more wholesome entertainment — provided, in part, by Dodge City Parks & Recreation.

Results

In November 2009, Dodge City Parks & Recreation purchased three Watchfire electronic message centers from Luminous Neon, installing them at community facilities throughout town. In addition to using the signs to promote local events, Dodge City broadcasts public service announcements on the signs. And in the pioneering spirit of the Old West, the city also uses the signs to sell corporate sponsorships — making them not only excellent message centers, but revenue centers, too.



Civic Center

XVS 19mm Color LED
Matrix: 80 x 192
5'4" High x 13' Wide
10 Lines x 38 Characters

Legends Park

19mm Color LED
Matrix: 80 x 144
5'4" High x 10' Wide
10 Lines x 29 Characters

Raceway Park

25mm Color LED
Matrix: 64 x 192
6' High x 16'4" Wide
8 Lines x 38 Characters

Case Study

Dodge City may be most famous for being a frontier town of the Old West. But in late 2009, parks & recreation director Paul Lewis knew it was ready for something completely new.

The 30-watt incandescent bulb sign that stood outside the city's 3,000-seat civic center needed to be replaced. Lewis and his staff investigated electronic message centers. "We were familiar with the technology and understood the opportunities they provide," Lewis said. "We believed such a sign would be a real asset at three different locations."

"The elected officials are very pleased. They see the value of the signs, and like what the signs bring to the city."

— Paul Lewis, Director,
Dodge City Parks & Recreation

Based on the strength of their proposal and the quality of their work, Dodge City decided to do business with Luminous Neon, a Kansas-based full-service sign company with six locations throughout the state, including one in Dodge City. "The quality of their service and the product they have put out over the years made us comfortable going with their proposal," Lewis said.

After evaluating the city's needs, Luminous Neon recommended three Watchfire animated LED signs. Lewis said Luminous Neon did a great job of handling installation of the signs, which now greet residents at the civic center, a softball complex and a motor sports complex.

The difference is night and day. "With our old system, all you could do was display a couple lines of text," Lewis said. "Now, we can use graphics, and the colors are bright and vivid as they fade in and spin out. It's much more visually appealing and attractive."

Lewis is also impressed with the signs' ability to pay for themselves through sponsorships. "We got permits from our city development services department, and we had to make the signs' overall design conform to their requirements," said Lewis. That enabled Dodge city to sell sponsorship space to local businesses; a fast food chain, two local restaurants and a hospital were the first to purchase ad space on the signs.

Lewis noted, "The elected officials are very pleased. They see the value of the signs, and they like what the signs bring to the city."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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