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COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, December 19, 2025 1:01:34 PM
Last Modified: Friday, December 19, 2025 1:13:30 PM
Time Spent: 00:11:55

Page 1: Facilities Request Form

Q1

Contact Person:

Name **Michael Navarre**
Email Address **michael.navarre@gcccd.edu**

Q2

Department:

College and Community Relations

Q3

Title of Request:

Entrance Landmark Signs

Q4

Location of Request:

Cuyamaca College

Q5

Description of Request: When making your request, please be as specific as possible and include information such as make, model, manufacturer, color, quantity, etc.

Budget and Facilities Request: Entrance Landmark Signs – \$250,000 (estimate)

Replace the existing signs at the two main entrances of the college with high-visibility, digital landmark signs that serve as both way-finding tools and prominent branding assets for the college.

Based on a market analysis of comparable local outdoor advertising inventory (posters and bulletins), and using conservative estimates for the two signs combined, the proposed entrance signs would generate approximately:

- 1,134,596 impressions per month
- An estimated \$7,140 market value monthly (\$85,680 annually)

These signs would significantly increase the college's visibility to the surrounding community, reinforce institutional branding, and function as a long-term, cost-effective marketing asset aligned with the department's strategic goals related to awareness, recruitment, and community engagement.

Q6

Estimated Cost:

\$250,000

Q7 Respondent skipped this question

Please attach quote, if available

Q8 Respondent skipped this question

Total Cost of Ownership: check all that apply

Q9

Please explain your plan to maintain this request:

Upon approval, we will work with multiple potential companies to secure detailed recommendations, quotes and timelines for design, fabrication, and installation of signs at each of the college's two entrances.

The Director of College and Community Relations will oversee project details, providing ongoing updates to and eliciting feedback from President's Cabinet, and working in partnership with various facets of facilities, including landscape, electrical, maintenance, etc.

Q10

Justification of Request:Please select the applicable criteria below and provide the details how the criteria relate to your request.

Support College Mission/Strategic Plan,

Demonstrate need for continuous quality improvement of department/work area

,

Provided details::

This budget request directly supports the strategic goals of the College, and the College and Community Relations Department by strengthening the college's visibility, improving the campus experience, and expanding the college's capacity to communicate effectively with key audiences.
