



## About Signarama

With more than three decades of experience and more locations around the world than anyone else, Signarama is the leading innovator in the signs & graphics industry.

It all started in New York in 1986, when Ray and Roy Titus opened the first Signarama store. After their success locally, the father and son team decided to open a second location in South Florida. And in 1987, Signarama began franchising. Today, Ray Titus is still the CEO of the company, with his son, A.J. Titus, as the brand's president. Signarama is part of a global franchise system, United Franchise Group, a privately held company based in West Palm Beach, Florida with 10 brands and over 1,800 locations worldwide.

While we may be an international corporation, we have a small-town dedication to service. Each of our locations is independently owned and operated by highly trained sign experts who are ready to help solve your most pressing business challenges.

Our full-service capability means that you have everything you need, right under one roof.

## United States Global Headquarters

2121 Vista Parkway  
West Palm Beach, FL, 33411  
United States of America  
Ph: +1 561-868-1358



## About Signarama of Hollywood

First opened in August 2011, Signarama of Hollywood has been in the sign business for more than 12 years helping the local community with all their signage needs.

In 2022, Signarama of Hollywood was consolidated with another long standing Signarama location, Signarama Hallandale, which has been in business since July 2012. With the merger, the new team brings to the table more than 20 years of experience in the business.

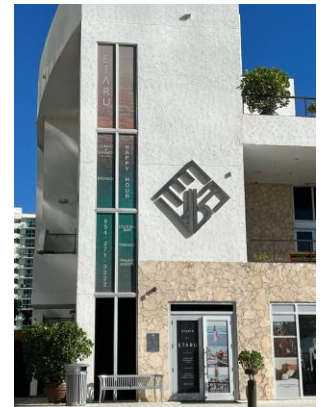
New owners, Dolores Maria Ayerza and Francisco Rodriguez Villegas took over the business in September 2022, operating under DL Secuencial LLC, bringing together years of experience in business and management. The team is a great mix of experience and energy, with experienced people working with energized young professionals. Resumes of the teams and organizational chart can be found in the following pages.

Among our customers we can mention:

- Cities of Hallandale, Hollywood, North Miami, Aventura, Miami Gardens, Miramar and Sunny Isles, among others
- Companies like CVS, Gulfstream Park, HEICO, TODDs, Tiffanys, Jimmy Choo, Hublot,
- Property Management Companies such as Castle Group, First Residential, Flobal Property Services, The Tides
- Realty Groups like AMG International Realty, Century 21,
- Other Customers: Diplomat, Dolce, Beachwalk Resorts, Etaru Restaurant, Embraer, Esplanade at Aventura, Sun Credit Union



## Some of Our Projects









# Signarama<sup>TM</sup>

## HOLLYWOOD





# Signarama



1 Cut-through Lit Boxes

2 EMC Panels

3 Tenant Plaques

4 Pylon Signs

5 Boat Graphics

6 Illuminated Blade Signs

7 Traffic Signs

8 Vehicle Magnets

9 Window Graphics

10 Channel Letters

11 Pole Banners

12 Perforated Window Graphics

13 Dimensional Letters & Logos

14 Mesh Banners

15 Wayfinding/Directional Signs

16 Feather Flags

17 Table Covers

18 Pop-up Tent

19 Retractable Banners

20 A-Frames

21 Yard Signs

22 Post & Panels

23 Displays

24 Monument Signs

25 Push-through Lit Boxes

26 Halo Lit channel letters

27 Wall Graphics

28 Dimensional Acrylic Signs

29 Floor Graphics

30 Cabinet Signs

31 Dimensional Blade Signs

32 Awnings

33 Neon Signs

34 Exterior Wall Graphics

35 Vehicle Wraps

36 ADA

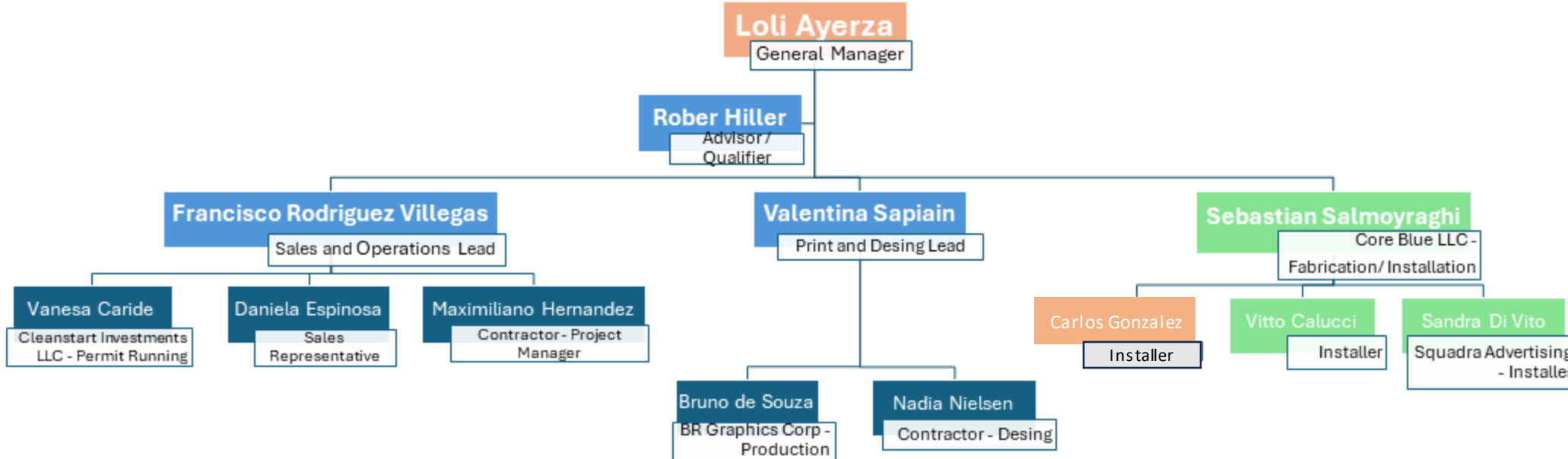
37 Stationery

38 Business Cards





## Our Team - Structure



## City of Hollywood and Hollywood Florida Community Redevelopment Agency (CRA) Citywide Gateway and Neighborhood Signage

## Proposed Schedule of Production and Installation

### Signarama of Hollywood

[illegible]

### Proposed Schedule Notes

This is a realistic scenario given similar projects and common lead and proval times  
 Project can be ramped up given: Quicker approval times (Design and permit approval), Financial Resources (to produce all batches together and increase proposed structure)  
 The leadtime to start (July 1st) is tentative and the whole project should be adjusted to the contract signature day  
 Total Project Length: 6 months



## City Signage

Type	Sign Type	Unit Price	Count	Total Price
Monument	** Sign Type A Shroud (shroud only)	14850	4	\$ 59,400.00
Monument	** Sign Type A New	20050	2	\$ 40,100.00
Monument	** Sign Type B Shroud (shroud only)	11360	6	\$ 68,160.00
Monument	** Sign Type B New	15960	1	\$ 15,960.00
Pole Sign	** Sign Type D Plaque Only	2400	7	\$ 16,800.00
Pole Sign	** Sign Type D New Pole	7600	3	\$ 22,800.00
Monument	Sign Type D (Additional Alternate)	14410	10	\$ 144,100.00
Monument	** Sign Type E Shroud (shroud only)	7650	21	\$ 160,650.00
Monument	** Sign Type E New	12250	2	\$ 24,500.00
Monument	** Sign Type F Shroud (shroud only)	6560	10	\$ 65,600.00
Monument	** Sign Type F New	11160	4	\$ 44,640.00
Plaque	Sign Type J	9870	6	\$ 59,220.00
Wayfinding	Sign Type U – Overhead Wayfinding	8720	5	\$ 43,600.00
Destination	Sign Type W – Wayfinding Post	8200	3	\$ 24,600.00
	Engineering	8400	1	\$ 8,400.00
	Surveys of sign locations	8400	1	\$ 8,400.00
	*** Structural Remediation of total Signs Above	48000	1	\$ 48,000.00
	<b>TOTAL</b>			<b>\$ 854,930.00</b>

<b>Additional Alternate:</b> Provide price to add vandalism proof coating to signage on a SF basis	<b>\$ 16.00</b>
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### NOTES:

\* Signage Contractor to refer to attached signage spreadsheet, Kimley Horn Structural assessment, and site visits to determine number of sign's that are to be retrofitted with shroud or new. Please include in bid tab above "count".

\*\* Refer to the Kimley Horn structural analysis for conditional rating as a reference only. Structural integrity and workability will be the sole responsibility of the Signage Contractor based on analysis and Signage Contractor's individual site visit, a report will be generated by the Signage Contractor of the existing signs determined to be in good condition which will remain and have a shroud installed. Signs found not in suitable condition by Signage Contractor should be noted on the report for final determination by City/CRA and Signage Contractor.

\*\*\* This line item depicts the cost above and beyond actual signage shroud. As an example only (Stucco replacement and paint of signage base)

## Beach CRA Signage

Type	Sign Type	Unit Price	Count	Total Price
Gateway	TYP. Beach Gateway (New)	14410	3	\$ 43,230.00
Gateway	Dania Beach Blvd Gateway (New)	31840	1	\$ 31,840.00
Wayfinding	TYP. Post Mounted Wayfinding Directional (New)	8720	8	\$ 69,760.00
Destination	TYP. Destination Sign (NEW)	14350	4	\$ 57,400.00
	Engineering	2000	1	\$ 2,000.00
	Surveys of sign locations	2000	1	\$ 2,000.00
	Structural Remediation of total Signs Above		1	\$ -
	<b>Total</b>			<b>\$ 206,230.00</b>

<b>Additional Alternate:</b> Provide price to add vandalism proof coating to signage on a SF basis	<b>\$ 16.00</b>
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## Downtown CRA Signage

Type	Sign Type	Unit Price	Count	Total Price
Neighborhood	Neighborhood Shroud type signs (Retrofitting)	6560	9	\$ 59,040.00
Neighborhood	Neighborhood Signs along the FEC Corridor (New)	11160	2	\$ 22,320.00
Gateway	Hollywood Blvd Gateway (New)	31840	1	\$ 31,840.00
Wayfinding	TYP. Post Mounted Wayfinding Directional (Retrofitting)	2520	8	\$ 20,160.00
Wayfinding	TYP. Overhead Mounted Wayfinding Directional (Retrofitting)	2520	3	\$ 7,560.00
	Engineering	3000	1	\$ 3,000.00
	Surveys of sign locations	3000	1	\$ 3,000.00
	Structural Remediation of total Signs Above	20000	1	\$ 20,000.00
	<b>Total</b>			<b>\$ 166,920.00</b>

<b>Additional Alternate:</b> Provide price to add vandalism proof coating to signage on a SF basis	<b>\$ 16.00</b>
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## Aggregate Bid Total

<b>Project Overall Bid Price</b>	<b>\$ 1,228,080.00</b>
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**CITY OF HOLLYWOOD  
TREASURY SERVICES DIVISION  
LOCAL BUSINESS TAX**

**DL SECUENCIAL LLC  
6140 HOLLYWOOD BLVD  
6144 SIGNARAMA  
HOLLYWOOD, FL 33024**

**Please contact us with any changes or corrections to your information.**

**CUSTOMER SERVICE:** Should you have any questions regarding Local Business Tax or need to update / correct any information related to your Business Tax Account, please contact us by phone at 954-921-3225, by email at [businesstax@hollywoodfl.org](mailto:businesstax@hollywoodfl.org) or in person at City Hall, Room 103, 2600 Hollywood Blvd. Please send all written correspondence to: City of Hollywood, Treasury Services Division, Attn: Business Tax, Room 103, PO Box 229045, Hollywood, FL 33022-9045.

PURSUANT TO STATE LAW, LOCAL BUSINESS TAX IS LEVIED FOR THE PRIVILEGE OF DOING BUSINESS WITHIN A CITY'S LIMITS, AND IS NON-REGULATORY IN NATURE. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT BY THE CITY OF HOLLYWOOD DOES NOT MEAN THAT THE CITY HAS DETERMINED THAT THE EXISTING OR PROPOSED USE OF A LOCATION IS LAWFUL. ISSUANCE OF A LOCAL BUSINESS TAX RECEIPT DOES NOT LEGALIZE OR CONDONE THE NATURE OF THE BUSINESS BEING CONDUCTED IF CONTRARY TO ANY LOCAL, STATE OR FEDERAL LAW OR REGULATION.

**THIS IS NOT A BILL. DO NOT PAY.**

BELOW IS YOUR LOCAL BUSINESS TAX RECEIPT. PLEASE DETACH AND POST THIS LOCAL BUSINESS TAX RECEIPT IN A CONSPICUOUS PLACE AT YOUR PLACE OF BUSINESS.



**2023/2024 LOCAL BUSINESS TAX RECEIPT**

Business Name: **DL SECUENCIAL LLC**  
DBA: **SIGNARAMA OF HOLLYWOOD**  
Business Location: **6140 HOLLYWOOD BLVD**  
Business Category: **SERVICE/OTHER BUSINESS**  
Classification: **Printer/Engraver/Lithograph**  
Tax Basis: **2 - 4 WORKERS**

Account Registration #: **B9076147-2024**  
Expiration Date: **9/30/2024**  
Tax Rate: **\$122.00**





## VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-174-24-GJ  
 Reference for: Signarama of Hollywood / Signarama Hallandale

Organization/Firm Name providing reference: City of Hallandale Beach - Police Department, Parking Enforcement Unit

Organization/Firm Contact Title:

Name: Harvey Figueroa

Email: hfigueroa@hallandalebeach.fl.gov Phone: (954) 594 - 1187

Name of Referenced Project: Parking Location Signs Contract No: #11459

Date Services were provided: October 2023 / Others Project Amount: \$933 / Others

Referenced Vendor's role in Project: ☒ Prime Vendor ☐ Subcontractor/  
Subconsultant

Would you use the Vendor again? ☒ Yes ☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
<b>Vendor's Quality of Service</b>				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Vendor's Organization:</b>				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Timeliness/Cost Control of:</b>				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):  
 \_\_\_\_\_  
 \_\_\_\_\_

<b>****THIS SECTION FOR CITY USE ONLY****</b>				
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>
Verified by:	Name:			Title:
	Department:			Date:



## VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-174-24-GJ

Reference for: Signarama of Hollywood / Signarama Hallandale

Organization/Firm Name providing reference:

Seritage

Organization/Firm Contact

Title:

Name:

Jocelyn Ojeda

Email:

jojeda@seritage.com

Phone: (786) 797 - 5179

Name of Referenced Project:

Esplanade at Aventura

Contract No: Several

Date Services were provided:

November 2023 / Ongoing

Project

Amount: > 150.000

Referenced Vendor's role in Project:

☒ Prime Vendor

☐ Subcontractor/  
Subconsultant

Would you use the Vendor again?

☒ Yes

☐ No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

\*\*\*\*THIS SECTION FOR CITY USE ONLY\*\*\*\*

Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	