



Fraser Business Enhancement Grant Application

January 30, 2026

Dear Business Enhancement Grant Committee:

Thank you for considering Fraser Valley Art's application for a grant. Our project is to replace the dilapidated "Hilly Hooker" sign outside the Fraser Post Office building with an attractive, modern, electronic sign. We believe this project is eligible for the grant under the "...streetscape improvements...exterior decorations,...signage...exterior improvements" provisions of the grant criteria. It improves the beautification of Fraser at an important/visible community gathering spot that everyone in our community sees every day.

We have the permission of the property owner to erect and operate this sign (attached), and FVA will be responsible for the cost of construction and operation of the sign. According to CDOT surveys, over 14,000 vehicles a day pass this location, making the cost-per-impression much lower than other approaches (newspaper and so on) and being one of the most cost-effective ways to communicate with the residents and visitors to our Valley.

This sign will be used to promote the FVA mission and events and those that benefit the Town. With this grant, this would *include* events produced by the Town but not FVA (such as Fire and Ice, the Fraser Mountain Mural Festival, and Picnic in the Park as examples).

Fraser Valley Arts uses these events to promote our primary mission, the funding and construction of the Fraser Center for the Creative Arts. The economic impact of the Center has been estimated at over \$2m a year *beyond* any monies spent on tickets or classes at the facility, including sales tax revenues for Fraser from meals, hotels, and retail

associated with Center visitors. In short, an investment in this business enhancement is one that will deliver a financial return exponentially greater than the initial outlay to the Town, the Downtown Development Authority, and small businesses across the community.

The total cost of the project is estimated to be \$36,850 to \$49,200, the variability simply being the desire for a more decorative base. If we secure adequate funding for this project, we would do that...if not, we would keep the more functional look depicted in the below photographs.

Grant Request: 50% of the final cost of the sign, with an initial commitment of \$18,425 (50% of lower estimate) and a “true-up” after the project costs are finalized, with a cap of \$25,000. FVA will pay the remainder.

Budget:

Formal estimate from Professional Sign Vendor	\$25,650 - \$38,000	Lower price is a minimal sign (depicted), higher is for a more decorative base (this is our preference; dependent on grant funding).
Site Prep and Excavation	\$3500	Estimate (trench for power line, repairing the planting areas and curbs)
Electrical	\$6500	Laying power line in ground, running it up pole (internal), installing a meter, etc
Software and Associated to operate sign	\$1200	Initial and first year costs
	\$36,850-49,200	Range reflects desire to have a more decorative base if grant funding is secured.

Thanks again for your consideration of support for this project, please reach out if you have any questions.

Steve Fitzgerald, President, Fraser Valley Arts ([REDACTED]

Site Plan and Images:



5'w
Backlit Static Sign Face
**FRASER VALLEY ARTS**
Tickets/Info@FraserValleyArts.org
December 10
**ColoradoGivesDay.org**
9mm SMD Digital Sign Face



Project Scope and Technical Details:
Manufacture & Install (1) D/F LED Illuminated Sign Cabinet - Thru Pole Mounted Cabinet Construction - Aluminum Square Tubing Frame - .090" Exterior Skin Illumination - Hanley "Street Fighter" Series LED's in High Density Configuration Paint/Powder Coating - Satin Black
Upper Static Face - Opaque 1/8" Acrylic with Full Color Printed Graphics
Lower Digital Face - UHD 9mm SMD Digital Sign 2'h x 5'w
Resolution - 96 px tall by 288 px wide 27,648 total pixels
Internal Structural Support System with "Head Plate" Style Mounting to Existing Pole



Site Rendering - ~12' OAH

Fraser Valley Arts - 2'h x 5'w Pole Mounted Sign Cabinet US 40 and Park Avenue Fraser, CO

Some additional details:

1. In the photo, a wire that is currently on the site and exposed is depicted. That will not be the case with the new sign, **all electronics will be internal and hidden** from view (not to mention safety).
2. The sign is designed to be **changeable** (should a naming rights sponsor be secured for the Center) and **moveable** (should a future better location be secured, preferably south of Safeway as discussed with the Town).
3. **This is a 2026 project:** Lead time for the sign to be manufactured is 6-8 weeks. With approval of this grant FVA will work with the vendor and local contractors to schedule work for as soon as possible to erect the sign, ideally by late spring weather and contractor availability pending).
4. Vendor Estimate from minimal project (non-decorative post):

SkySlate, LLC

420 NE 39th Ter
Oklahoma City, OK 73105



<https://www.skyslate.com/>

**Quote**

ADDRESS
Scott Fitzgerald
Fraser Valley Arts
Fraser, Colorado

QUOTE 20250403
DATE 12/02/2025
EXPIRATION DATE 01/01/2026

PRODUCT/SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
Custom Product	Fraser Valley Arts	1	28,500.00	28,500.00
	SkySlate Digital Signs USA Manufactured and Serviced UHD 9mm SMD Digital Sign 2'h x 5'w			
	Resolution - 96 px tall by 288 px wide 27,648 total pixels 11,500 nits maximum daylight brightness			
	ScreenHub Cloud CMS for content management 5 year hardware warranty			
	Manufacture & Install (1) D/F LED Illuminated Sign Cabinet - Thru Pole Mounted Cabinet Construction - Aluminum Square Tubing Frame - .090" Exterior Skin Illumination - Principal Qm2 Bright White LED Modules + Power Supplies Paint/Powder Coating - Black Ground/Stub Steel - Existing Facing - White Lexan Poly Carbonate with printed customer supplied graphics			
	Installation, configuration and testing of the above signage unit onsite at customers location.			
	Includes all necessary equipment and supplies to complete project utilizing existing pole/structure and customer provided electrical.			
	All necessary electrical upgrades (if necessary) to be completed by licensed electrician of clients choosing 1st actual sub-contractor cost.			
Product Sales	Non Profit and Government Discount	1	-2,850.00	-2,850.00
Terms: 80% deposit at acceptance to start manufacturing of digital and static signage unit. 20% balance due upon completion.		SUBTOTAL		25,650.00
Please sign below to acknowledge SOW approval.		TAX		0.00
		TOTAL		\$25,650.00