



City of Margate Police Department

ACCREDITED LAW ENFORCEMENT AGENCY



MEMORANDUM

TO: Ashley McCarthy, Lieutenant

FROM: Kevin Stransky, Sergeant

DATE: 1/29/19

SUBJECT: Rebranding Project of Marked Police Vehicles

Over the last several months, a rebranding committee has met and come up with a new design for our marked police vehicles. This design came to fruition with the assistance of Graphic Designs International Inc. (GDI). After reviewing numerous options, attached you will find the final design, which has already been placed on one of our current vehicles and has received approval to move forward by Chief Shaw.

There are currently 68 marked police vehicles in our fleet which I am recommending for rebranding. These vehicles are model year 2013 or newer, including 34 Interceptor SUV's and 34 Interceptor sedans. The new design will be installed by GDI at a cost of \$808 per vehicle, which includes the removal of all the current decals. Attached you will find the proposal from GDI.

I respectfully request the approval of, not to exceed \$60,000 from the Law Enforcement Trust Fund, specifically Federal Forfeiture account # 117-1810-521.39-04, to move forward with this rebranding project. The approval of funds will allow a department standardization of our current patrol vehicles.

*1/29/19. Received. Reviewed. Recommend for approval. Tot Capt Sudman
A. McCarthy 3346*

*01/30/19 - Received. / Reviewed.
I recommend approval of project. Capt. Tno Sudman
TOT Chief Shaw*

*D.O.J. approval included in back-up. Total Cost is: \$54,944.00
Chief J. Shaw 01/31/19*

RE: Permissible Use question

afmls.aca (CRM) <afmls.aca@usdoj.gov>

Wed 1/16/2019 5:26 PM

To: Karen Allred <kallred@margatefl.com>; afmls.aca (CRM) <afmls.aca@usdoj.gov>;

Yes- This is permissible. Please follow your jurisdiction's procurement process.

From: Karen Allred [mailto:kallred@margatefl.com]
Sent: Wednesday, January 16, 2019 3:35 PM
To: afmls.aca (CRM) <mlars.ESProgram@crm.usdoj.gov>
Subject: Permissible Use question

Good afternoon,

I have a question about permissible use of federal forfeiture funds. Would costs for re-branding be a permissible use? i.e. re-striping of our fleet.

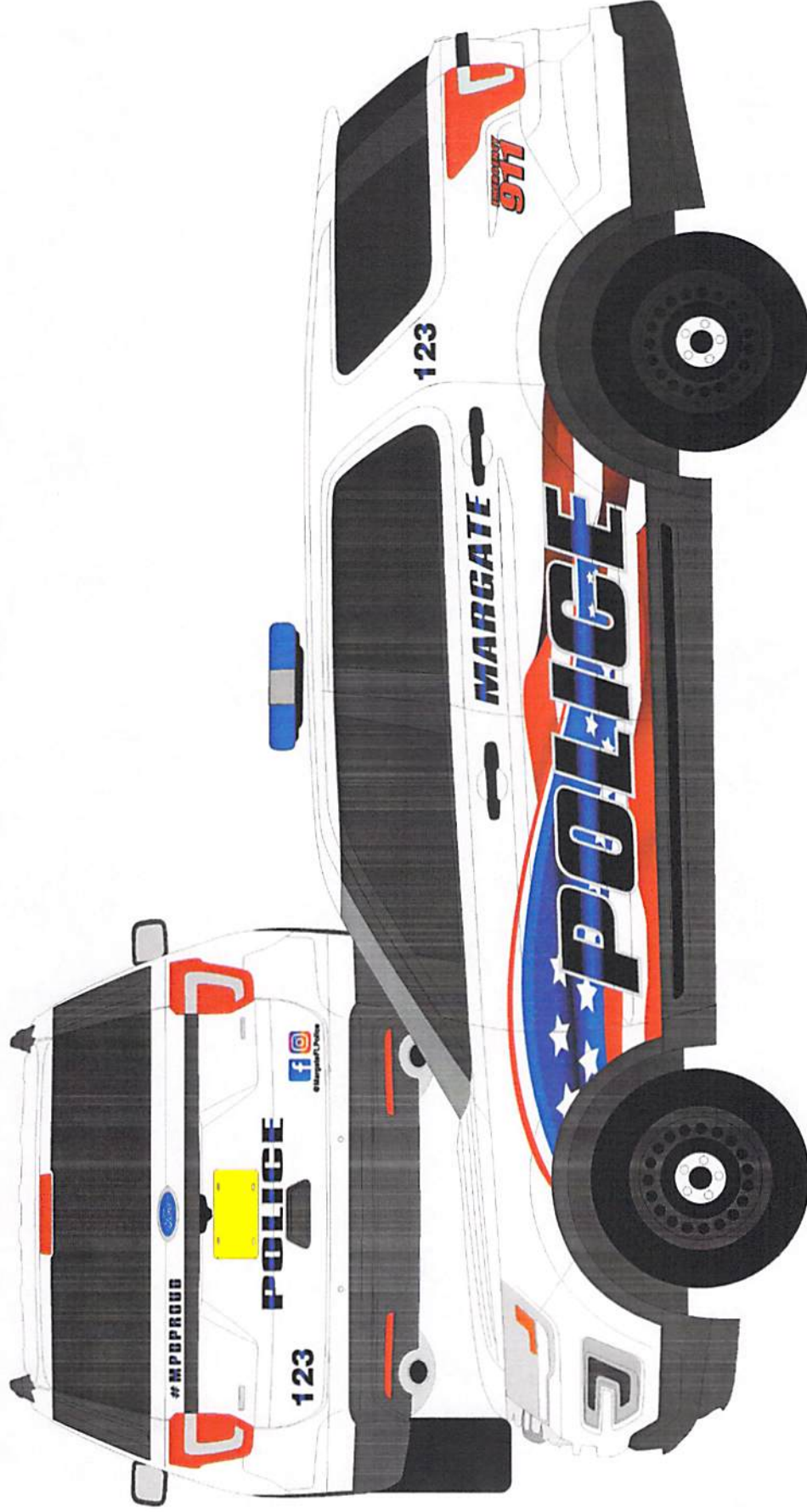
Thank you.

Karen Allred
Administrative Coordinator
City of Margate - Police Department
5790 Margate Blvd.
Margate, Florida 33063
(954) 935-5430
kallred@margatefl.com
Office Hours: Mon-Thurs. 8 a.m. - 6 p.m.

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GRAPHIC DESIGNS INTERNATIONAL INC.

ARTWORK VERIFICATION FORM



All artwork Copyright © Graphic Designs Intl, Inc.

PLEASE NOTE:

This rendition is an artistic representation of what your cruiser will look like. Graphic Designs reserves the right to slightly modify certain measurements and/or areas to accommodate production and installation. As this color rendition is generated by computer, the colors may vary from the actual decal material

Art work Only Salesperson

KG

Jenice

Date

01/21/19

Ready to Cut

Customer

Approval Signature

MARGATE PD-FL



**GRAPHIC DESIGNS
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Decals Since 1994.

PROPOSAL

SGT. KEVIN STRANSKY
5790 Margate Blvd.
Margate, FL 33063
kstransky@margatefl.com

MARGATE POLICE DEPARTMENT

QTY.	DESCRIPTION	PRICE
1	COMPLETE GRAPHICS KIT FOR A 2017 FORD UTILITY INCLUDING INSTALLATION	\$698.00 each
1	REMOVAL OF OLD GRAPHICS	\$110.00 each

PLEASE LET ME KNOW IF AND WHEN TO PROCEED. THANK YOU.

Jenice Sellers
AUTHORIZED SIGNATURE
Jenice Sellers

January 24, 2019
TODAY'S DATE

Thank you for your inquiry. We appreciate your consideration.

**PLEASE FAX PURCHASE ORDER TO JENICE SELLERS @ 772-286-8198
OR EMAIL TO JENICE@GDIGRAPHICS.COM**



**GRAPHIC DESIGNS
INTERNATIONAL**
Providing Quality Public Safety
Decals Since 1994.

PROPOSAL

SGT. KEVIN STRANSKY
5790 Margate Blvd.
Margate, FL 33063
kstransky@margatefl.com

MARGATE POLICE DEPARTMENT

QTY.	DESCRIPTION	PRICE
1	COMPLETE GRAPHICS KIT FOR A 2016 FORD SEDAN INCLUDING INSTALLATION	\$698.00 each
1	REMOVAL OF OLD GRAPHICS	\$110.00 each

PLEASE LET ME KNOW IF AND WHEN TO PROCEED. THANK YOU.

Jenice Sellers
AUTHORIZED SIGNATURE
Jenice Sellers

January 28, 2019
TODAY'S DATE

Thank you for your inquiry. We appreciate your consideration.

**PLEASE FAX PURCHASE ORDER TO JENICE SELLERS @ 772-286-8198
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