



COMMUNITY  
ELECTRONIC  
INFORMATION  
SIGNS

## Chowchilla CA Case Study

### Background:

The city of Chowchilla was searching for a solution to increase the brand awareness for the local businesses and the city messages received by the community. They had a strong community presence and wanted to share the lively atmosphere with visitors as a place they can stop in to experience and enjoy. Chowchilla originally had a beautiful arch, the Chowchilla Archway, that welcomed citizens and visitors to the city. This monument unfortunately burned down in the early 1940's. The city has been looking for an effective and beautiful way to increase exposure through the central valley along Highway 99 for economic development, support local businesses, and attract more travellers to civic events.



### Objective:

To create a community monument that was as beautiful and effective as the previous Chowchilla Archway. Finding a solution for the town's specific need was a fantastic way for CEIS to share their Iconic Community Gateway Electronic Signage program. The design of the digital gateway sign didn't just solve one side of the problem for the city but effectively brought them a full solution to re-introduce Chowchilla to visitors and re-engage their community and businesses. Engagement and style were key focus points for CEIS to deliver to the city of Chowchilla with ideal placement of the gateway sign located strategically before the main entrance to the city, maximizing visibility and safety.

### Strategy:

The design presented by CEIS incorporated the historic and memorable Chowchilla Archway and showcased the city name in backlit LED lights proudly arching over the community digital sign. This new monument for the city of Chowchilla highlighted the rich history and iconic CEIS style with stone building materials, high quality full resolution LED display (16 millimeter for full color graphics) , and top of the line best of breed vendor with superior reliability, safety equipment, and direct access to the city office.



COMMUNITY  
ELECTRONIC  
INFORMATION  
SIGNS

## Chowchilla CA Case Study

### Strategy cont:

Placing the sign on a major highway (99) at the key intersection where travellers will enter Chowchilla ensures the reach of Chowchilla's citizens and all of the travelers headed to nearby destinations. CEIS wanted to ensure the placement would provide a welcoming entrance to the city of Chowchilla to all that passed on their commute.

### Results:

The City of Chowchilla's local economy, city events attendance, and visitor reach has significantly increased since the installation of the Community Gateway Electronic Sign. Chowchilla citizens are proud to have a beautifully designed sign that pays homage to their original character and Chowchilla Archway. Providing the city and its citizens wide spread reach for their local businesses and city events that helped boost the local economy and strengthen their community overall.

### Plan Details:

Market: Chowchilla, CA  
Installed Date: April/May 2019  
City Budget: \$0.00  
City Population: 18,413  
OOH Weekly Impressions: 393,750

