
Custom Rack Request from Dero Bike Rack Company

11 messages

Olson-Williams, Erik <Erik.Olson-Williams@dero.com>
To: "info@foleymainstreet.com" <info@foleymainstreet.com>

Wed, Feb 14, 2024 at 2:55 PM

Hi Darrelyn,

I'm following up on your request for some custom logo racks from earlier today.

Do you have a general budget or price range you're looking to stay within? We have a very wide selection of custom products to choose from, so it'd be helpful for me to know your criteria before putting together pricing for you.

Additionally, are you planning to pour new concrete pads for these racks? Fresh concrete will be necessary to install in-ground racks, but our surface-mounted racks come with complementary concrete anchors and are much easier to install than in-ground. Our surface-mounted racks will still be very secure and will be more than sufficient to withstand anyone's attempts to move them.

Thanks!

Erik Olson-Williams

He/Him

Inside Sales Representative,

Dero



5522 Lakeland Avenue North

Crystal, MN 55429

Direct: 651.789.4206

erik.olson-williams@dero.com

www.dero.com

Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Thu, Feb 15, 2024 at 9:18 AM

Good morning, thank you Erik.
After our committee meeting yesterday, it was agreed that we are looking at six locations in downtown the racks need to be for 1-3 bikes. Maybe one larger one
i handed the inserted photo out to them Consensus was:
Definitely:

1. Dog
2. Cat
3. Butterfly
4. Guitar
5. Coffee cup

6. I would love to see a smaller version - of the color wave - (three of different colors) smaller - maybe three standard curving racks that hold one -to two bikes set near each other for our art center.

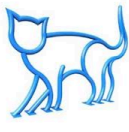
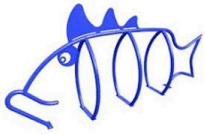
Mounting -
if the surface mount with concert anchors are strong enough . . . - our middle schooler took out three about ten years ago and we havent had any downtown since :) The city public works can just about do anything. May depend on final location.

A price range would work we have a grant we will be getting for 25,000 - but if we like them enough, we can figure it out.
So I wouldn't get too detailed - I am working with a committee :)
We also have to consider shipping

I hope this clarifies things



One long one—will be near a train museum—possibly a train idea



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--

Respectfully yours,

Darrellyn Dunmore, HRDFP
Executive Director



Foley Main Street, Inc.

120 S. McKenzie St.
Foley, AL 36535
251-270-0089
www.foleymainstreet.com
<https://www.facebook.com/foleymainstreet/>

Main Street programs are more than having great events and making downtown look better. At its core, Main Street is an economic development tool that enhances the tax base of a community, fosters entrepreneurship, builds community capacity, and creates partnerships among key groups in a community.

- Main Street Alabama -



Olson-Williams, Erik <Erik.Olson-Williams@dero.com>
To: Foley Main Street <info@foleymainstreet.com>

Thu, Feb 15, 2024 at 5:37 PM

Hi Darrellyn,

Here's some of the list pricing for these products:

1. Dog: \$3974.65
2. Cat: \$5651.37
3. Butterfly: N/A
4. Guitar*: \$1642.96
5. Coffee Cup*: \$1458.66

A couple of caveats as well: I don't currently have pricing available for any of our butterfly designs, and the designs we have on file don't match the one you shared exactly. The Guitar and Coffee Cup designs we have on file aren't an exact match for the ones you shared either.

I also don't have pricing available for the Color Wave at this time either, but I'd expect that one to come in somewhere above \$5,000. If you'd like updated pricing and designs for these, I can have my design team at this to their work queue. It will likely take several weeks for them to put together preliminary designs.

Let me know if you need anything else.

Thanks!

Erik Olson-Williams

He/Him

Inside Sales Representative,

Dero



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Direct: 651.789.4206

erik.olson-williams@dero.com

www.dero.com

From: Foley Main Street <info@foleymainstreet.com>

Sent: Thursday, February 15, 2024 9:19 AM

To: Olson-Williams, Erik <Erik.Olson-Williams@dero.com>

Subject: Re: Custom Rack Request from Dero Bike Rack Company

You don't often get email from info@foleymainstreet.com. [Learn why this is important](#)

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- Corporate IT

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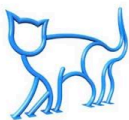
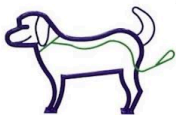
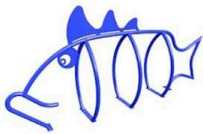
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Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Fri, Feb 16, 2024 at 2:40 PM

Thank you Erik
This is what i needed :)
Have a great weekend

Darrellyn
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Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Tue, Mar 12, 2024 at 1:31 PM

Hi Erik,

We are narrowing down our choices -
can you get me prices for the following?
Of course we have a meeting tomorrow morning :) the coffee cup, dog, cat and guitar are still in the running - did you find a butterfly?

Thank you!





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Olson-Williams, Erik <Erik.Olson-Williams@dero.com>
To: Foley Main Street <info@foleymainstreet.com>

Tue, Mar 12, 2024 at 2:07 PM

Hi Darrelyn,

List pricing for these designs is as follows:

- Guitar: \$1,642.96
- Balloon: \$1,983.43
- Mad Biker: \$2,384.38
- Music Note (Eighth Note): \$1,552.50

Please let me know if you need anything else.

Thanks!

Erik Olson-Williams

He/Him

Inside Sales Representative,

Dero



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Crystal, MN 55429

Direct: 651.789.4206

erik.olson-williams@dero.com

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From: Foley Main Street <info@foleymainstreet.com>

Sent: Tuesday, March 12, 2024 1:32 PM

To: Olson-Williams, Erik <Erik.Olson-Williams@dero.com>

Subject: Re: Custom Rack Request from Dero Bike Rack Company

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Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Wed, Mar 13, 2024 at 7:47 AM

fantastic!
Thank you!
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Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Thu, Feb 6, 2025 at 9:57 AM

Hi Erk
Bike racks are back on the table -
Could you please give me an updated quote on the same bike racks?
Thank you!
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Olson-Williams, Erik <Erik.Olson-Williams@dero.com>
To: Foley Main Street <info@foleymainstreet.com>, "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Thu, Feb 6, 2025 at 12:47 PM

Good afternoon, Darrelyn

Erik is out of the office for the rest of the week, but he'll be back Monday to help you with your project.

Thank you for your patience in advance.

Thank you!

MacLayne Casey

Sales Supervisor / Analyst



5522 Lakeland Ave North, Suite 700

Crystal, MN 55429

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MacLayne.Casey@dero.com

www.dero.com

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Olson-Williams, Erik <Erik.Olson-Williams@dero.com>
To: Foley Main Street <info@foleymainstreet.com>

Mon, Feb 10, 2025 at 3:27 PM

Hi Darrelyn,

I just wanted to follow up with you to let you know that the pricing information I provided to you last year appears to still be accurate.

Please let me know if there's anything else you need.

Thanks!

Erik Olson-Williams

He/Him

Inside Sales Representative,

Dero



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Foley Main Street <info@foleymainstreet.com>
To: "Olson-Williams, Erik" <Erik.Olson-Williams@dero.com>

Mon, Feb 10, 2025 at 3:52 PM

Thank you, Erik!

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