

Meeting Date: 02/24/15

Agenda Item 9

REQUESTED COMMISSION ACTION:

Consent Ordinance Resolution Consideration/Discussion Presentation

SHORT TITLE Approval to award Bid E-10-15, Printing and Mailing Trade Winds Magazine, to the low bidder, Colonial Press International, for an annual open-end contract, at an estimated cost of \$43,452.98 per year.

Summary of Purpose and Why:

Bid E-10-15 was issued to establish an annual, open-end contract for the printing and mail preparation of the Trade Winds magazine. Bid award is recommended to the low bidder, Colonial Press International, at the unit prices bid. The contract period is one year, commencing upon award by the Commission, with contract renewal possible as stated in the bid specifications. Based on the printing and mail preparation prices quoted by the low bidder, the annual expenditure for printing and mail preparation of the Trade Winds magazine may total \$43,452.98. City Commission approval of this contract award is requested.

- (1) Origin of request for this action: staff
- (2) Primary staff contact: Sandra King, Public Communications Director 954 786-4527
- (3) Expiration of contract, if applicable: n/a
- (4) Fiscal impact and source of funding: As needed, from budgeted funds in account 001-1035-510.46-50
General Fund/Public Communications Office/Special Services.

DEPARTMENTAL COORDINATION	DATE	DEPARTMENTAL RECOMMENDATION	DEPARTMENTAL HEAD SIGNATURE
Public Communications	<u>2/13/15</u>	<u>Approve</u>	<u>Sandra King</u>
General Services	<u>2/13/15</u>	<u>APPROVE</u>	<u>[Signature]</u>
Finance	<u>2/13/15</u>	<u>Approve</u>	<u>[Signature]</u>
Budget	<u>2-13-15</u>	<u>Approve</u>	<u>[Signature]</u>

[Signature]

City Manager

[Signature]

ACTION TAKEN BY COMMISSION:

<u>Ordinance</u>	<u>Resolution</u>	<u>Consideration</u>	<u>Workshop</u>
1 st Reading	1 st Reading	Results:	Results:
_____	_____	_____	_____
2 nd Reading	_____	_____	_____
_____	_____	_____	_____

MEMORANDUM

Purchasing #15-042
February 12, 2015

To: Dennis W. Beach, City Manager

Through: Otis J. Thomas, General Services Director *OT*

From: Jeffrey English, Purchasing Agent *JE*

Subject: Award Bid E-10-15, Printing and Mailing Trade Winds Magazine

Contract Need/Background

Bid E-10-15 was issued to establish an annual contract for the printing and mailing of the Trade Winds magazine. Trade Winds will be produced and distributed two times each year. The selected vendor will print the magazine and prepare the magazines for mailing including addressing and delivering to the Post Office. The Public Communications Director recommends the contract be awarded to Colonial Press International, the low bidder.

Attached you will find copies of the memorandum and the bid award recommendation form submitted by the Public Communications Director, the bid tabulation, and bid solicitation document.

Bidders List

The Bidders List was created by using companies suggested by the requesting department, companies that have responded to prior bids, companies that have requested their names be placed on the Bid List, and companies from appropriate listings in other source books.

Number of firms obtaining the solicitation	37
Number of firms submitting responsive bids	1

Advertising

The Bid was advertised in the Sun Sentinel, and notices were sent to bid notice agencies throughout the nation. Bid notices are also posted on the City's web page.

The total annual value of this contract based on the printing and mailing preparation prices per thousand, and the estimated quantity of copies per issue to be produced, is \$43,452.98. Costs will be charged to budgeted funds in account 001-1035-510.46-50, General Fund/Public Communications/Special Services.

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Award Recommendation

It is recommended that a one-year contract award be made to the low bidder, Colonial Press International, at the unit prices bid. The contract period will be one (1) year, commencing upon award by the Commission. The contract may be renewed for four (4) additional one-year periods, subject to the terms and conditions contained in the bid specifications.

/je
enclosures

cc: file



MEMORANDUM

Public Communications Office

February 7, 2015

TO: Otis Thomas, General Services Director

FROM: Sandra King, Public Communications Director

SUBJECT: Tradewinds Bid Award Recommendation

I am recommending the bid submitted by Colonial Press International for printing and labeling the Tradewinds Magazine. The lowest bidder, Solo Printing Inc., was non-responsive. The second low bidder, Colonial Press International, has been recommended for this project.

In order to make the process more efficient and reduce costs, we have reduced the weight of the paper stock which has allowed us to add four additional pages with no additional cost.

The Tradewinds Magazine will be printed two times per year. The lowest bid submitted by Colonial Press International will consist of 44 pages printed in full color at a cost of \$20,691 per issue. Over 57,000 copies of each issue will be direct mailed to every residence in Pompano Beach. In addition to residences, businesses have now been added to the mailing list. An additional 3,000 copies of Tradewinds Magazine are distributed to City Hall and all community centers throughout the City.

BID AWARD RECOMMENDATION FORM

From: Purchasing Division Jeff English Date 1/28/15

To: Public Information Department Attn.: Sandra King

Subject: Bid No. E-10-15 Item/service: Printing and Mailing Tradewinds Magazine

Attached is the Bid Tabulation for subject item/service requisitioned by your department. Please complete this form in order that proper presentation and recommendations may be made to the City Commission for its approval, as appropriate. Your response should be typed. Please return this form to the Purchasing Division within three weeks of receipt.

This form must be accompanied by a memorandum explaining the item/service to be purchased, what it will be used for, stating that it is either a replacement or an additional item, and any other pertinent information which might be requested by the City Commission. This memo should also contain a detailed justification if you are rejecting a low bidder (see below).

1. SOURCE OF FUNDS:

Budgeted Code: 001-1035-510.46-50

Title: Repair and Maintenance/Special services

2. RECOMMENDATION:

(a) Which bidder do you recommend?

Colonial Press International

(b) Is the recommended bid the lowest bid received?

Yes X No

Note: If you recommend award to other than the low bidder detailed justification must be furnished for rejection of all lower bids, in an accompanying memorandum.

(c) If references were required, were they checked?

Yes No Not applicable for this bid X

Signature: 

Date: 2/1/15

Title: Public Communications Director
(Department Head)

CITY OF POMPANO BEACH -- BID TABULATION

Bid #: E-10-15 Title: Printing and Mailing Trade Winds Magazine

Date 01/16/15

Bidder:	Colonial Press International 3690 50th Street Miami, FL 33142	Solo Printing, Inc. 7860 N.W. 66 Street Miami, FL 33166
Printing Trade Winds, per thousand:	\$344.85	
Per issue of 60,000 copies:	\$20,691.00	
Per year, two issues:	\$41,382.00	
Mailing Trade Winds, per thousand:	\$17.07	
Per issue of 57,000 copies:	\$972.99	
Per year, two issues:	\$1,945.98	
One time charge, initial creation of mailing list:	\$125.00	
TOTAL ANNUAL COST:	\$43,452.98	
Price for adding pages to the magazine, in increments of 4 pages, per issue, price per thousand:	\$53.42	
Brand/description of paper:	Cover: Orien Gloss, Text: Escanaba Gloss	
Addendum	yes	
Notes:	total corrected for tabulation	Vendor failed to meet material description requirements, and is therefore non-responsive.