



PROJECT NO. 2017-1
REQUEST FOR PROPOSAL (RFP)

For the

Design, Advertising Sales, Production, Printing, and Distribution of the City of Port Colborne's 2018 & 2019 Spring/Summer & Fall/Winter Community Leisure Guides and 2018 & 2019 Visitors' Guides.

CLOSING DATE: Friday, January 5, 2018 at 3:00 pm Local Time
Attn: Ashley Grigg, City Clerk

1) Introduction

This request for proposal (RFP) applies to all design, advertising, production and distribution for the City of Port Colborne's Community Services 2018 & 2019 Spring/Summer and Fall/Winter Community Leisure Guides and 2018 & 2019 Visitors' Guides. Proposals can be submitted for one year (2018) and/or two years (2018/2019). Each proposal will be evaluated separately. Proposals may outline provisions of ONE or ALL elements.

2) Project Elements

The project will be awarded to one proponent based on the project elements described below. The successful proponent will be required to incorporate Port Colborne's existing branding strategy into any design, while maintaining a professional appearance throughout and utilizing images and content supplied by the contractor and the City. The successful proponent may sub-contract as much of the project as necessary.

2.1 Concept Development and Graphic Design

Concept development and graphic design services for both the Community Services Leisure Guides and Visitor's Guides will include front and back covers, matching interior accents and a magazine-styled layout. The successful proponent will be required to supply finished files in PDF and INDD format.

Proposals must include a rough outline of a theme for the design of the publication (which will remain the property of the designer/company pending execution of a partnership agreement).

2.2 Advertising Sales

The successful proponent will be required to conduct sales of advertisements to local and regional businesses and/or tourism oriented businesses to appear in the Guide. Design work for advertisers may also be required.

Proposals must include rate card with the submission to ensure advertising is reasonable for local businesses. Proposals must have the opponent's guarantee that businesses or organizations that may be perceived as offensive or partisan will not be solicited or provided the opportunity to advertise in the Guide. Proposals must also guarantee that no single advertiser or group of advertisers be promised any location in the Guides nor will ads be placed together based on organization or location. The City will have the final decision on where said advertisements are located throughout the Guide.

2.3 Production & Pricing

The successful proponent will be required to produce and print the Guides. Production will include incorporating City-supplied editorial content into the magazine format. Photography in the guide will include images supplied by the City. The successful proponent should also have access to a library of parks, recreation and tourism-oriented, print ready photography should the City's selection not be extensive enough.

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Proposals must include a similar publication printed on the same presses that the Guides are proposed to be printed on.

2.4 Delivery

The successful proponent will be required to deliver the Community Services Leisure Guides to all residents of the City (via postal code or newspaper). An over-run supply of printed guides will also be required and delivered to a City facility.

The successful proponent will be required to deliver all printed Visitors' Guides to a City facility.

The City's drop-off location does not include a loading bay.

3. Design & Layout – Minimum Standards

3.1 Community Services Leisure Guides

Produced twice annually, Spring/Summer & Fall/Winter the guide will incorporate a detailed and complete listing of opportunities provided by, but not limited to: the Vale Health and Wellness Centre, YMCA, Parks, Beaches, Facilities and Trails, Special Events, Marina, Golf Courses, the Algoport Skate & BMX Park, Community Groups, Minor Sports Associations, Service Clubs, as well as programs offered by the City of Port Colborne. The minimum standards for each Guide is:

- Produced magazine size: 8.5 inches x 11 inches, portrait format
- Page count: no less than 44 (excluding cover)
- Cover paper weight: 80 lb glossy
- Inside paper weight: standard newsprint
- Colour: full colour throughout
- Editorial to Advertising ratio: 60 % editorial; 40% advertising
- Number of copies: 12,000 (approx.)
- Delivery: Spring/Summer – mid/late March ; Fall/Winter – early September

Overall length of the guide is at the discretion of the City of Port Colborne.

3.2 Visitors' Guides

Produced annually, the minimum standards for each Guide is:

- Produced booklet size: 7.5 inches by 5.25 inches, landscape format
- Page count: 60 (excluding cover)
- Cover paper weight: 80lb glossy
- Inside paper weight: 44lb
- Colour: full colour throughout
- Editorial to Advertising ration: 60% editorial; 40% advertising
- Number of copies: 20,000
- Delivery: Early May

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4. Added-value Services

Proposals should also identify ways that proponents can add value to this project using existing products and services offered by the proponent. The total value of the added-value services should be identified on Attachment "A".

Examples of added-value services include:

- Distribution of select number of Visitors' Guides to tourism information centres in Niagara.
- On-line hosting of Leisure Guides and Visitors' Guides in "digital flip book" format.
- Port Colborne advertisements (parks, recreation, tourism) in Southern Ontario publications (print or on-line).
- Editorial about Port Colborne (parks, recreation, or tourism) in Southern Ontario publications (print or on-line).

5. Fees and Payment Schedule

It is anticipated that the revenue from sales of advertisements in the Guide(s) will largely offset the costs of design, production and delivery of the Guide. Any costs that the proponent expects the City to cover much be identified on Attachment "A". Full payment for each year will be made within 30 days of delivery of the Guide(s).

6. Submission

Proponents are requested to adhere strictly to the instructions concerning submission. The following policy regarding the submission and opening procedures will be applicable:

ONE (1) copy of the Proposal must be sealed and submitted to:

Ashley Grigg, City Clerk on the First Floor, City Hall
66 Charlotte Street, Port Colborne, Ontario, L3K 3C8

By the following date and time:

Friday, January 5, 2018 at 3:00 pm local time

Proposals received later than the time specified will not be accepted, regardless of the posted seal date. Proposals must be plainly marked to reveal the contents and the submitters name and address. Proposals received after this time will be unopened and returned.

Proposals shall be submitted in envelopes with the information on the front as shown in Attachment "C", as follows:

- o Envelope 1 – Proposal including all items identified in Section 2 and 4
- o Envelope 2 – Proposal Costing Form - *Attachment "A"*

If you wish clarification of specifications, do not use the envelopes submitted as it will not be opened prior to the project opening.

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The proposal must be legible, written in ink, or typewritten. Any form of erasure, strikeout or overwriting must be initialled by the proponent's authorized signing officer.

Key Contacts for inquiries regarding this RFP are as follows, and must be submitted **by email only**, and directed to the attention of:

Karen Walsh
Administrative Assistant
Email: edoadmin@portcolborne.ca

City staff may clarify any aspect of a proposal submission with the proponent at any time after the proposal has been opened. Any such clarification will not alter the proposal and will not be constituted as a negotiation or renegotiation of the proposal. The Corporation of the City of Port Colborne is not required to clarify any part of a proposal. Any clarification of a proposal by a proponent shall not be effective until confirmation has been delivered in writing.

It will be the responsibility of the proponent to clarify any details in question before submitting their proposal.

Any proponent finding discrepancies or omissions in the documents or having any doubts concerning the meaning or intent of any part thereof, should immediately request clarification. Written instructions or explanations will then be sent to all proponents in the form of addenda to the RFP documents.

Proponents may, reasonably in advance of the closing date and time, inquire into and seek clarification of any requirements of this RFP. Inquiries must be directed to the attention of:

Karen Walsh
Administrative Assistant
Email: edoadmin@portcolborne.ca

► **No inquiries will be taken on the Closing Date.**

Responses, if not already addressed in the proposal, will be addressed in the form of addendum, if required. No oral interpretations will be effective to modify any provisions of the proposals.

1. Proposal Evaluation

All proposals will initially be reviewed and assessed based on non-cost criteria. Subsequently, some proposals may be further assessed incorporating costs before a preferred proposal is determined. See *Attachment "B"* for Evaluation Sheet.

2. Confidentiality

The City of Port Colborne will treat all proposals as confidential. The City will comply with the Municipal Freedom of Information and Protection of Privacy Act, and its retention by-law pursuant

to the Municipal Act, in respect of all proposals. All reports approved by the Council of the City of Port Colborne will become public information. These reports will not include proposal documents. The City will retain all copies of all proposals successful or otherwise, and they will be destroyed in accordance with the City's Retention By-Law.

3. Informal/Incomplete Proposals

Proposals may be rejected as informal/incomplete for any of the following:

- a) Late
- b) Incorrect Fee/Schedule Breakdown document
- c) Incorrect/Missing envelopes
- d) Incomplete documentation
- e) Missing/Incomplete Addendum
- f) Proposal not signed and/or sealed
- g) Proposal completed in pencil
- h) Erasures, overwriting or strikeouts not initialed
- i) Proposals submitted by fax or email

4. Acceptance Or Rejection Of Proposals

The City of Port Colborne reserves the right to discuss any and all proposals, to request additional information from the consulting teams and to accept or reject any or all proposals, whichever is in the best interest of the City.

All proposals may be subject to an evaluation process.

An award will be made to the firm, which in the opinion of the City, is best qualified to meet the City's requirements. The City will not be required to justify its decision to those firms not selected. The City will not be liable for any costs incurred by the proponents in the preparation of their proposals.

The City may at any time by notice in writing to the proponent suspend or terminate the Services or any portion thereof at any stage of the undertaking. Upon receipt of such written notice, the proponent shall perform no further Services other than those reasonably necessary to close out the proponent's Services. In such event the proponent shall be paid by the City for all services performed and for all disbursements incurred pursuant to this Agreement and remaining unpaid as of the effective date of such termination.

If the City is in default in the performance of any of the City's obligations set forth in this Agreement, then the proponent may, by written notice to the City, require such default be corrected. If, within thirty (30) days of receipt of such notice, such default shall not have been corrected the proponent may immediately terminate this Agreement. In such event the proponent shall be paid by the City for all services performed and for all disbursements incurred pursuant to this Agreement and remaining unpaid as of the effective date of such termination.

Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

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This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a response to a RFP, or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of the City in its sole discretion to do so.

The City reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties, or if new provincial/federal regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, the City in its sole discretion reserves the right to limit the period of negotiation to sixty days after which time funds may be unencumbered.

5. RFP Schedule

Submission of Proposals	January 5 2018
Staff Review Proposals	January 8 2018
City Council and/or Staff awards contract	January 22 2018
Project Start-up	January 23 2018

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ATTACHMENT "A"

PROPOSAL COSTING

Proposals can be submitted for one year (2018) and/or two years (2018 and 2019). Each proposal will be evaluated separately.

ONE YEAR (2018) – Community Services Leisure Guides	
Price	\$
HST	\$
Total Price	\$
Added-value Total	\$
ONE YEAR (2018) – Visitors' Guides	
Price	\$
HST	\$
Total Price	\$
Added-value Total	\$

TWO YEAR (2018 and 2019) – Community Services Leisure Guides			
	2018	2019	Total
Price	\$	\$	\$
HST	\$	\$	\$
Total Price	\$	\$	\$
Added-value Total	\$	\$	\$
TWO YEAR (2018 and 2019) – Visitors' Guides			
	2018	2019	Total
Price	\$	\$	\$
HST	\$	\$	\$
Total Price	\$	\$	\$
Added-value Total	\$	\$	\$

Submitted by: _____

Company: _____

Address: _____

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Telephone: _____

Email: _____

Signature: _____

Date: _____

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ATTACHMENT "B"

PROPOSAL EVALUATION

PROPONENT PROPOSAL EVALUATION SHEET

Criteria	Score (1-5)	Weighting Factor	Subtotal Score	Final
Ability to complete task (track record)		10%		
Ability to sell advertising		10%		
Existing infrastructure for delivery of finished product		20%		
Cost effectiveness		30%		
Added value		30%		

Notes:

- **Cost score will show maximum (150) for lowest cost and pro-rated proportionally to highest cost (to a value of up to 1.5 times of low cost). No points will be awarded for costs exceeding 1.5 times of low cost.**

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ATTACHMENT "C"

ENVELOPE SUBMISSION INFORMATION

Envelope #1

**Ashley Grigg
City Clerk
66 Charlotte Street
Port Colborne, ON
L3K 3C8**

a) PROPOSAL

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PROPONENT: _____

Envelope #2

**Ashley Grigg
City Clerk
66 Charlotte Street
Port Colborne, ON
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a) PROPOSAL COSTING

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