



City of Satellite Beach
Support Services Department
565 Cassia Blvd.
Satellite Beach, Florida 32937
Phone (321) 773-4407
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May 11, 2017

Request for Proposals

The City of Satellite Beach will be receiving sealed bids at the Office of the City Clerk, Satellite Beach City Hall, 565 Cassia Blvd., Satellite Beach, FL 32937 for:

Newsletter Publication Services RFP No. 16/17-05

This request is for a qualified firm to provide newsletter publication services, primarily for the printing and mailing of the City's *Beachcaster* bi-monthly publication.

Bid Due Date: 2:00 p.m. on May 25, 2017

Office of the City Clerk, Satellite Beach City Hall, 565 Cassia Blvd., Satellite Beach, FL 32937

Scope of Work

The selected firm shall have the ability to perform and carry out in a professional manner the services necessary to complete the assigned project. On a bi-monthly basis, the City prepares the *Beachcaster* newsletter using Microsoft Publisher and will submit a fully-formatted document to the selected vendor for printing and mailing. The current version of the newsletter covers May-June 2017, and can be viewed, along with previous versions, on the following website:

http://www.satellitebeach.org/residents_visitors/beachcaster.php

1. Quantity

The City is requesting 5,250 copies bi-monthly, including 100 copies to be delivered to City Hall for distribution. The 5,250 is a number based on estimating the number of residential properties in the City. Vendors are required to create and use a list of all City residential property addresses, and to mail the *Beachcaster* to all City residences. The City is also considering the possibility of expanding the mailing to include businesses as well, so vendors should be aware that an increase in copies may be requested in the future.

Periodically the City may decide to issue a Special Edition *Beachcaster*, in addition to the bi-monthly edition.

2. Cover and Insert Specifications

Vendors are asked to provide pricing for the Primary and Alternate Bids, below:

Primary Bid should include the following:

Material: 60# White

Printed Sides: Two

Ink Colors: Colors on Front and Back Page (outside only), Black and White all interior pages

Alternate Bid should include the following:

Material: 60# White

Printed Sides: Two

Ink Colors: Colors on all pages, including Front and Back Page

Insert Specifications

Material: #60 White

Ink Colors: Black

Flats: 1 (1 Flat = 4 Pages)

Page Total: 8 pages, 2/1 (Double sided)

Finished Size: 8.5 X 11

Soft Folded: 8.5 X 5.5

3. Binding, Art, and Formatting

Newsletter shall be stapled or adhered to at the spine.

City will provide "print ready art". On the included pricing sheets, vendors shall include price per hour for order requiring typesetting/graphic services in the bid.

Printing costs shall include basic formatting with the City providing the content for the publication in a manner acceptable by both the bidder and City.

4. Delivery and Schedule

Bidder shall handle mail preparation and mailing of the publication.

Vendors will be expected to complete the printing and mail-out process between 5 and 7 days after receipt of the document from the City.

Additional Instructions:

Vendors shall use the included pricing sheet to provide the costs of completing this project.

The bid response shall also include written confirmation from the Vendor that they will comply with all aspects of the Scope of Work, and shall include a written explanation of any deviations from the Scope of Work.

Submittal Information

1. Bid submittal

Request for Proposals documents may be obtained by accessing the City of Satellite Beach website at www.satellitebeach.org/business/bids.php, RFP No. 16/17-05 section entitled Newsletter Publication Services.

Mark the document **RFP No. 16/17-05 Newsletter Publication Services** on the lower left-hand corner of the front of the envelope and mail or hand deliver to the Office of the City Clerk, City of Satellite Beach, City Hall, 565 Cassia Blvd., Satellite Beach, FL 32937 in a sealed envelope.

Three (3) original hard copy bid proposals PLUS one electronic version (CD, flash drive) must be submitted no later than 2:00 p.m. on May 25, 2017, at which time the names of the firms submitting bids will be read out loud.

2. Information and Clarification

For information concerning the scope of work or bidding procedures, contact Assistant City Manager Suzanne Sherman (321) 773-4407 Ext. 225 or via email: ssherman@satellitebeach.org. It is the bidder's responsibility to request clarification on any aspects of the bid prior to bidding.

The deadline for questions from vendors is May 18, 2017. All questions must be submitted to Suzanne Sherman, Assistant City Manager, using the above contact information. If questions are received, an Addendum with answers will be posted on May 19, 2017.

Any changes to the scope of work as a result of vendor questions (if received) will be issued via Addendum that will be posted on May 19, 2017 on the City's website at www.satellitebeach.org/business/bids.php, RFP No. 16/17-05 section entitled Newsletter Publication Services.

3. Selection of Vendor

The evaluation committee meeting will be held on Monday, May 29, 2017. If needed, vendor presentations will be held on Tuesday, May 30, 2017. Bids will be evaluated based upon the following criteria:

- Lowest overall price (60 points)
- Responsiveness to the Scope of Work (30 points)
- Number and scope of conditions attached to the bid (10 points)

Upon award of the contract to the responsible bidder, the awarded vendor shall carry on the services and adhere to the contract during any disputes or disagreements which may arise between the vendor and the City.

The City reserves the right to reject any and all bids.

The City reserves the right to modify the scope of work and negotiate pricing with the selected contractor if it is deemed in the best interest of the City of Satellite Beach.

4. Request for Bids Schedule

The chart below provides a summary of the scheduled calendar of events with important dates and times related to this Request for Bids process. Dates are subject to change by the Assistant City Manager or designee, at their sole discretion. If it is necessary to change these dates/times prior to the proposal due date, the change will be announced via an addendum.

Action:	Date:
RFP Released	May 11, 2017
Deadline for Questions by Respondents*	May 18, 2017 @ 5:00 p.m., Local Time
City Response to Questions Issued*	May 19, 2017
Bid Due Date and Time	May 25, 2017 @ 2:00 p.m., Local Time
Evaluation Committee Meeting	May 29, 2017, 11:00 a.m.
Vendor Presentations*	May 30, 2017, 9:00 a.m.
Recommendation to Council	June 7, 2017

(*if applicable)

5. Termination/Cancellation Clause

The City shall have the right to unilaterally cancel, terminate or suspend this Contract, in whole or in part, if the City deems performance has not been satisfactory.

PRICING SHEET

NOTE: THE CITY OF SATELLITE BEACH RESERVES THE RIGHT TO ACCEPT/REJECT ALL OR A PORTION OF THE BID.

Printing (5,250 Copies)

\$ _____

Please confirm if you can provide a three year rate guarantee Yes
 No

(If No, please specify how long the rate is guaranteed: _____)

Typesetting/Graphic Services

Price per Hour \$ _____

Please confirm if you can provide a three year rate guarantee Yes
 No

(If No, please specify how long the rate is guaranteed: _____)

Mail Preparation and Mailing (5,250 Copies)

\$ _____

(Provide current cost, it is understood that postage costs may change in the future.)

Please specify any additional fees/charges that may be requested:

Date: _____

Name of Company: _____

Phone Number: _____

Name of Preparer: _____

Signature of Preparer: _____