

CITY OF HELENA
Post Office Box 613
Helena, Alabama 35080

OFFICE OF CLERK

Project: City Newsletter

Proposal Request Posted: January 8, 2013

Proposals to be Opened: January 22, 2013, 1:00pm

To Whom It May Concern:

Bids shall be sealed and delivered to the Office of the Clerk in the City Hall, City of Helena, Alabama, prior to the above specified date and time. Bids shall be publicly opened at the date and time specified above or as soon as practicable thereafter.

To be considered by the City, a bid must comply with Alabama law, including, but not limited to, Ala. Code (1975) §§41-16-50 et seq. and 31-13-1 et seq., and provide documentation of enrollment in the E-Verify program pursuant to Ala. Code §31-13-9.

All bidders must use the bid form provided by the City for the project. This Bid Cover Sheet should be completed and submitted with the bid. Bids completed in pencil will not be accepted. Bids should be clearly marked "SEALED BID" and indicate on the outside of the envelope the project for which the bid is submitted and the date of bid opening. The City reserves the right to require a bid bond, in which case specific information shall be provided with the request for bids.

The City reserves the right to utilize life cycle cost analysis in determining the lowest responsible bidder, in which case specific information shall be provided with the request for bids.

The City reserves the right to accept or reject any or all bids and to waive formalities.

Mark Hall, Mayor

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BIDDER _____ TELEPHONE _____

ADDRESS _____ EMAIL _____

CITY _____ STATE __ ZIP _____

BID AMOUNT (AS PER SPECIFICATIONS) \$ _____

Note: MUNICIPALITIES ARE EXEMPT FROM STATE SALES TAX

This bid must be signed below by bidder's principal/officer/agent and notarized:

<p>Auth. Signature: _____</p> <p>Name: _____</p> <p>Title: _____</p>	<p>Sworn to and subscribed before me on this ____ day of _____, 20__.</p> <p>_____</p> <p>Notary Public</p> <p>My Commission Expires:</p>
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REQUEST FOR PROPOSAL
CITY NEWSLETTER
January 2013

The City of Helena is currently accepting proposals for the design and printing of a City Newsletter.

The City's requirements are set out in **Appendix A**.

The City will accept proposals on the following:

1. Professional services related to the graphic design, printing and distribution of a monthly newsletter for the City of Helena, for a minimum of six and maximum of twelve months beginning February, 2013, with two one year extensions at the option of the City of Helena.

Artistic Design and costs are prime consideration for the city contract.

Contact Information:

Please direct any questions and all correspondence regarding this RFQ to:

City of Helena
Attn: Amanda Traywick, City Clerk
Post Office Box 613
Helena, AL, 35080
Email: Amanda@cityofhelena.org

Proposal Due Date:

All proposals must be received at Helena City Hall by 1:00pm January 22, 2013.

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1. Scoring Criteria

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Section One: Instructions

General Expectations

All proposals shall be legibly typed and comply in all regards with the requirements of this RFP.

All proposals must be signed in ink in the blank spaces provided herein. If a firm or partnership makes the proposal, the name and address of the firm or partnership shall be shown together with the names and addresses of the members. If a corporation makes the proposal, an authorized official must sign it in the name of said corporation.

Sealed proposals must be submitted, bearing on the outside the name and address of the proposing party, the name of the project for which the proposal is submitted and the time and date of the proposal opening. If the proposal is forwarded by mail, the proposal must be enclosed in a sealed package addressed to:

City of Helena Attn: Amanda Traywick, City Clerk, 816 Highway 52, Helena, AL, 35080.

The City of Helena reserves the right to solicit additional information or proposal clarification from vendors, or any one vendor, should the City deem such information necessary.

The City of Helena reserves the right to reject any and all proposals/bids, to waive informalities or irregularities in the proposal submission process, and to negotiate further with any proposing parties. Any disputes, or interpretations, will be resolved by the City of Helena and will be final.

Any material supplied by a Proposing Party that may be considered confidential, to the extent it is allowed under Public Records Law, must be so marked with statutory exemption asserted.

Terms of Contract

The successful proposing party or parties of this process will do all work; furnish all materials, tools, and equipment, to design, print, and distribute a monthly newsletter as set out in Appendix A.

The City reserves the right to reject any and all proposals/bids which are inconsistent with regards to service, experience and compliance to specifications. The City accepts no responsibility for expenses incurred in the proposal preparation and presentation. Such expense is to be borne exclusively by the proposing party.

The contract will be for twelve (12) months with two twelve (12) month renewal options in the City's discretion.

The contract can be cancelled by the City of Helena with a 30 day written notice.

Schedule

Requests for Proposals opening will be at **1:00pm January 22, 2013**, or as soon as practicable thereafter. All submitted packets must arrive at Helena City Hall prior to this time in order to be considered. Proposals must arrive in a sealed and clearly labeled enclosure.

Copies Required

Each proposal must include one (1) digital copy, one (1) signed original and six (6) copies, for a total of seven (7) printed, for submission. Bidder should also submit a printed mockup of the proposed newsletter for review.

Official Contact

Proposals are due no later than **1:00pm on January 22, 2013**. Each proposal should be sealed and addressed to:

City of Helena Attn: Amanda Traywick, City Clerk, 816 Highway 52, Helena, AL, 35080

Any questions should be directed to:

City of Helena Attn: Amanda Traywick, City Clerk, 816 Highway 52, Helena, AL, 35080 or
Amanda@cityofhelena.org

Section Two: Selection Process

Selection Committee

The review and selection of valid and on-time proposals will be done by the Mayor and city council. Upon approval of proposal by City Council, they will then authorize the Mayor to commence final contract negotiations and contract execution, or reject the bids.

Withdrawal

A proposal already received may be withdrawn from consideration by the City of Helena only if the proposing party furnishes the City with a written notice that the proposal is withdrawn prior to the time stated for the opening of the proposals.

Section Three: Request for Proposals Form

Proposal Response

Submitted By:

Contact:

Address:

Daytime Phone: () Fax: ()

Date:

The undersigned, through the formal submittal of this proposal/bid response, declares that they have examined all related proposal documents and read the instruction and conditions, and hereby proposes to supply materials and services for the design and installation of product/services (as specified), in accordance with the proposal documents herein.

The Proposing party, by their signature below, hereby represents as follows:

(a) That no Councilmember, official, officer, agency or employee of the City of Helena is financially interested directly or indirectly in this proposal or the compensation to be paid hereunder, and that no representation, statement or statements, oral or in writing, of the City, its Council, officers, agents, or employees had induced them to enter into this proposal and the papers made a part hereof by its terms;

(b) That this proposal is made without connection with any person, firm or corporation submitting a proposal for the same service, and is in all respects, fair and without collusion or fraud.

The names of the principal contacts of the organization submitting this proposal, or of the partnership, or of all persons interested in this proposal as principals are as follows:

Name Title

Name Title

Name Title

(If Sole Proprietor or Partnership)

In witness hereto, the undersigned has set his (its) hand this ____ day of _____, 20__.

Name of Firm

Authorized Signature of Proposing Party

(If Corporation) In witness whereof the undersigned corporation has caused this instrument to be executed by its duly authorized officers this ____ day of _____, 20__.

Name of Corporation

By

Title

Please answer the following questions regarding your organization and proposal. Please be as specific as possible.

1. Credentials:

a. In one page or less, describe and explain your organization.

b. Please list three (3) references and their contact information, that you have similar contracts with or have served and include dates of service. Additionally, please ensure that of those, two (2) references are from government, public or nonprofit organizations. The City of Helena reserves the right to contact any and all references listed as well as any other entities that your organization does business with.

2. **Pricing Information:** Please use the form attached to the bid package to indicate your bid.

3. **Expectations the Proposing Party would have for the City of Helena:** Please outline any and all expectations, being as specific as possible, your organization would have for the City of Helena should your proposal be chosen.

4. **Any additional information in which the proposing party could enhance their efforts to be the successful vendor:** Indicate any additional areas, offers or services that would prove to be of benefit to the City of Helena and enhance your proposal. This may include additional products or services your organization offers.

5. **Insurance:** The Successful Bidder(s) shall provide proof of general liability insurance prior to beginning any work.

6. **Compliance:** The Successful Bidder(s) must comply with all local, state and federal laws.

7. **Equipment Compatibility Limitations:** Bidders should inform the City in their proposal of any limitations on compatibility of installed materials or lighting system management.

Section Five: Scoring Criteria

Artistic Design	50 Points
Pricing	25 Points
Overall Proposal	25 Points

Section Six: RFQ Advertisement

Direct Mailed to:

-

Website:

The City of Helena is currently accepting proposals for the graphic design, printing and distribution of a monthly City newsletter.

The city will be accepting a turnkey solution that conforms to the specifications set out in the bid packet. The bid package can be downloaded and viewed at:

<http://www.cityofhelena.com/online-services/document-center/active-rfps/>

Bids are due no later than **1:00pm January 22, 2013** at Helena City Hall. Interested parties can obtain bid packets and further information from Helena City Hall by calling 205-663-2161 or emailing Amanda@cityofhelena.org.

APPENDIX A

REQUIREMENTS FOR CITY NEWSLETTER PROPOSAL

Requirements

1. Bidder will provide professional service related to editorial content, design layout, photography, advertising, proofreading and quality control at no charge to the city.
2. Bidder must supply samples of design layout proposed, paper and printing quality to assist in determining artistic, production and editorial quality.
3. Bidder will provide all design, layout, editorial content, printing and sorting pursuant to USPS guidelines at no charge to the City.
4. Bidder will allow 55% space for city-related news and 45% space for advertising. The advertising revenue will be retained by the Bidder as sole compensation for the design, layout and editorial content, and printing of the newsletter. Advertising sales and collections shall be the sole responsibility of the Bidder. Failure to abide by the percentage of advertising verses copy could result in cancellation of the contract.
5. Unless otherwise requested, bidder will print and mail bi-monthly. The cost of mailing will be borne by the City.
6. Bidder to provide an alternate of the cost of the mailing to be absorbed by the Bidder.
7. Bidder will provide printing on 70 lbs. gloss text or comparable quality. It is anticipated that 250 copies per month shall be provided directly to the City, a digital copy will be provided to the City, and approximately 9,000 per month will be bundled for mail delivery.
8. Bidder shall provide pricing in this proposal for a 24 page and 32 page newsletter.
9. Bidder to provide a price list of proposed rates for advertising in the City of Helena newsletter. Upon acceptance of the contract by the City of Helena, Bidder agrees to maintain pricing structure as provide in this proposal. Advertising rates may be reviewed on contract renewal.
10. Bidder to specify in proposal the timing of the newsletter distribution and will be expected to hold to that schedule through the contract term....i.e. newsletter will be in home the first of the month, the 15th of the month, etc. Failure to timely fulfill the distribution timeline could result in cancellation of the contract.

Proposal Response Cover Submittal

(Must Accompany all Bids)

Submitted By:

Contact:

Address:

Daytime Phone: ()

Fax: ()

Date:

The undersigned, through the formal submittal of this bid response, declares that they have examined all related proposal documents and read the instruction and conditions, and hereby proposes to supply materials and services as specified in Appendix A, in accordance with the proposal documents herein.

The Proposing party, by their signature below, hereby represents as follows:

(a) That no Councilmember, official, officer, agency or employee of the City of Helena is financially interested directly or indirectly in this proposal or the compensation to be paid hereunder, and that no representation, statement or statements, oral or in writing, of the City, its Council, officers, agents, or employees had induced them to enter into this proposal and the papers made a part hereof by its terms;

(b) That this proposal is made without connection with any person, firm or corporation submitting a proposal for the same service, and is in all respects, fair and without collusion or fraud.

The names of the principal contacts of the organization submitting this proposal, or of the partnership, or of all persons interested in this proposal as principals are as follows:

Name Title

Name Title

Name Title

(If Sole Proprietor or Partnership)

In witness hereto, the undersigned has set his (its) hand this ____ day of _____, 20__.

Name of Firm

Authorized Signature of Proposing Party

(If Corporation) In witness whereof the undersigned corporation has caused this instrument to be executed by its duly authorized officers this __ day of _____, 20__.

Name of Corporation

By

Title

BID RESPONSE FORM

Bids should be presented in substantially the following format:

Description	
Copies of Design Layout Sample and Printing Quality:	7 Copies, and 1 Digital Copy