

## **Request for Proposals**

### **Valdosta-Lowndes County Parks & Recreation Authority Program Guide Design and Print May 17, 2017**

#### **Project Purpose**

The Valdosta-Lowndes County Parks & Recreation Authority (VLPRA) is soliciting proposals for design and printing services for two separate program guides; each one is produced once a year. The guides are the Spring/Summer Magazine and the Fall/Winter Magazine.

The term of the contract will be for one year (two program guides) from the date of contract with the possibility of a (1) year renewal at the end of the initial term of the Agreement.

All bidders are welcome to pose questions to VLPRA Marketing and Public Relations Director, Jessica Catlett at [jcatlett@vlpra.com](mailto:jcatlett@vlpra.com). All questions must be submitted via email NO LATER than June 5<sup>th</sup>, 2017 at 5:00 PM EDT. Emailed questions must contain the subject line: "Program Guide Bid Question". Mrs. Catlett will copy and paste the questions (senders will remain anonymous) into one email and send it to all bidders by June 7<sup>th</sup>, 2017 at 5:00PM barring unforeseen circumstances.

**All proposal submissions must be received via mail, emailed, or hand delivered as sealed bid no later than Thursday, June 15<sup>th</sup> at 5:00 PM EDT to the Valdosta-Lowndes County Parks & Recreation Authority. VLPRA has the right to reject any and all bids and to re-advertise this proposal. VLPRA will select the lowest responsible bidder.**

**Bid opening date: 9:30 AM EDT on Friday, June 16<sup>th</sup>, 2017. Your presence is not required at bid opening. The successful contractor will be notified by Monday, June 19<sup>th</sup> at 3:00 PM EDT.**

#### **Submit proposal to:**

Valdosta-Lowndes County Parks & Recreation Authority Attn: Jessica Catlett  
P.O. Box 1746 Valdosta, GA 31603

OR Hand Deliver to 1901 N. Forrest Street, Valdosta, GA 31601

OR Email to: [jcatlett@vlpra.com](mailto:jcatlett@vlpra.com) Please clearly state "Program Guide Bid Proposal 2017" in subject line.

## **Scope of Services**

The selected bidder will be responsible for designing and printing two separate magazine-style program guides. Text content will be submitted to designer via Microsoft Word. Photos will be submitted in high res .jpg format via email or Dropbox. Extremely limited use of stock photos may be necessary. A limited number of ad designs may be included in the content. Maximum ten ads, with a two-proof approval process for each. All bidders must provide three (3) work samples to be previewed when bidding. Links of samples online are sufficient.

**Quantity:** Please quote the following quantities: 1,500 & 2,500

### ***Paper & Ink:***

70# Glossy, four color, full bleeds inside and out.

### ***Process:***

Offset

**Size:** 8.5" x 11" overall trimmed

**Construction:** Tabloid-type book, saddle stitched left binding all sheets at fold; with even trimming.

**Length:** 36 pages including front and back covers

**Content & Artwork:** Designer will provide electronic files to printer via Dropbox, email, or similar format. Printer must supply VLPRA or the Graphic Design vendor any technical requirements necessary for quality printing. Content will be provided electronically either as native files (InDesign or other Adobe Based design program) or as high-res PDFs.

**Proofs:** The designer will work with VLPRA for a minimum three-proof approval process for each page and a final three-proof process for the entire book. The selected bidder may supply VLPRA with one hardcopy for approval prior to printing.

**Packing/Delivery:** The printer will box and ship to VLPRA's physical address to zip code 31601 or hand deliver to same zip code. Your bid price should include all charges for packing and delivery. All prices must be F.O.B. delivered to VLPRA at zip code 31601. This location does not have a dock.

**Service Turnaround:** The selected bidder will be given up to ten (10) business days to create and send the initial physical proof to VLPRA (if necessary) and another 10 business days to print, box and ship finished copies to VLPRA (not counting shipping time).

**VLPRA requires pricing to remain firm for the duration of the initial term of**

**the contract. Failure to hold firm pricing for the initial term of the contract will be sufficient cause for VLPRA to declare quote non-responsive. c Unless otherwise noted, quoted prices will remain firm for one additional year. If a percentage decrease or increase will be a part of this quote, please note this with an explanation.**

The selected firm will be responsible for the design and layout of the VLPRA program guide as well as printing. With input from the VLPRA Marketing & PR Director, the Consultant will:

**1. Manage production of the 2 guides as described in the Project Purpose.**

- a. The designer is responsible for creating the original initial design template, and responsible for the layout of each program guide twice a year.
- b. With guidance from the Marketing & PR Director, the designer will need to incorporate specific content in the initial template and be flexible with the dynamic content that changes with each program guide produced.

**2. Develop a yearly production schedule including a three (3) proof process for each guide and established deadlines for final deliverables.**

- a. Work jointly with the Marketing & PR Director to develop a comprehensive plan for VLPRA outlining target goals, including design deadlines and projected print dates, for implementation both immediately upon award of contractual services, and for the year. VLPRA staff must have these deadlines in advance in order to plan their programming and event schedules around the design process.
- b. The selected designer must comply fully with the deadlines/timelines set in place. The release dates of these brochures are based upon registration dates that are advertised and marketed to the public in advance. VLPRA must use the established timelines to ensure proper review of the product content prior printing of the guides and ensure that registration dates as advertised are not met. Failure of selected designer to fully comply with the established timeline and deadlines shall be an act of default and may result in termination of the agreement.

**3. Submit final design in both native files if requested and in PDF design files to the VLPRA Marketing and PR Director.**

- a. The printer will require proper advance notice of the date they will be receiving the files for print. VLPRA asks that the printer be notified no later than 3 weeks prior to set distribution date. The printer's requirement shall be shown by the designer as part of the yearly production schedule.
- b. The PDF files are given to VLPRA for its use. These digital files are required to be received, by the VLPRA, based on a schedule necessary for posting on VLPRA's web site and advertised release of the printed brochures for registration by VLPRA participants. VLPRA must receive High-res PDFs, as well as original InDesign files (or other Adobe product file). Files must be able to be converted for web.
- c. Designer must provide a clickable version with the ability to attach hyperlinks for online access.

**4. The Work shall be considered a "work made for hire" and VLPRA shall, upon completion of said Work and payment in full of all monies due and owed to design/print firm, be the owner of all Work and the owner of the copyright of all Work, including, but not limited to, camera-ready copy, hard-copy, digital copy, and Internet web-ready copy, including all related materials produced pursuant to project, and may put them to any use desired by the VLPRA.**

#### **Schedule**

The selected designer should expect to begin work on or after June 19<sup>th</sup>, 2017. The actual schedule for this project will be finalized based on recommendations from the selected designer. The approved bidder will have a one (1) year contract containing the design and print of two (2) books with the option of a second year renewal.

#### **Deliverables**

A final product should include the following:

1. Two program guide print files sent to printer, two times per year in high res PDF files as well as native files (InDesign); a version of the guide with imbedded hyperlinks (provided) for clickable online access.
2. Final design files in InDesign and High Res PDF format. Also JPG images of cover designs.

3. Specific recommendations and examples as to how VLPRA can maximize their marketing opportunities by making measurable changes to the format/structure of the guides.
4. A complete detailed plan for implementation using deadline priorities as a basis.
5. The completed printed books in either 1,500 count or 2,500 count meeting all criteria listed above.

#### **Format and Quantity for Deliverables**

1. Three pdf proof processes, including final proof documents, deliverable by email.
2. Electronic versions of all final brochure documents.
3. Completed books with weight, color, and bleed specifics as mentioned above.
4. Additional deliverables as mutually agreed upon during the project.

#### **Additional Information**

1. Standard Services Contract - A professional services contract will be negotiated with the selected designer based on the proposed scope of work. The agreement must include the following provision: For the selected firm(s), VLPRA requires that the final approved contract for professional services specify that the design firm agrees to indemnify and hold VLPRA harmless from and against any and all claims, losses, liabilities, costs, expenses, charges, and damages arising from, or relating to, the contractual agreement, including but not limited to attorney's fees, with respect to any cause arising out of, resulting from, or in connection with (a) any breach by the design firm of any clause, condition or provision of the contract; (b) any breach or violation by the design firm of any applicable criminal or civil law; or (c) any other cause resulting from any act or failure to act by the design firm in accordance with the contract. The design firm shall promptly assume the defense with counsel approved by VLPRA of any claim, suit or action within the scope of this indemnification at its expense, upon being notified thereof.

2. Dissemination of Information – The signed contract with VLPRA will include the following requirement: “It is expressly agreed and understood that the Design/Print Firm shall not at any time publicly disseminate any information concerning the Project without prior approval from the OWNER (VLPRA Marketing & Public Relations Director OR the VLPRA Executive Director). Such approval will not be unreasonably withheld but may be given with certain stipulations, such as OWNER participation in the creation of the public product or

OWNER review and the option to refuse ultimate release of the final product should it fail to meet the OWNER's standards and goals. Public dissemination includes but is not limited to electronic, video, audio, photographic or hard copy materials serving as, in whole or part, professional papers or presentations, news releases, articles, or other media products, and/or Design/Print Firm's business collateral pieces."

3. Internet Documents - With the Internet serving as its primary communications vehicle, VLPRA is committed to making the information on [www.vlpra.com](http://www.vlpra.com) accessible to the widest variety of users, including those with disabilities. In this regard and in keeping with the Americans with Disabilities Act, it is expressly agreed and understood that the Contractor/Vendor will provide an HTML version of--and concurrently with its delivery of--any final report, brochure, or other written document required under the scope of this agreement. In addition, any graphics, photos, or other images part of the HTML file must be identified with an appropriate alternative text tag of no more than 32 characters. In order to meet US Justice Department standards for Internet accessibility, all materials--draft or final--intended for presentation on VLPRA's Web site must be provided to VLPRA in a manner and format compatible, consistent, and in compliance with all VLPRA technology standards, including but not limited to an HTML version of any PDF version and alternate text tags of no more than 34 characters for all graphics contained in the HTML version.

4. This Agreement may not be assigned, nor may its duties be delegated without the written consent of the other party hereto. VLPRA's approval of any delegation shall not release Contractor of an obligation under this Agreement.

5. This Agreement shall be governed by the laws of the State of Georgia. Proper venue for any action shall be Lowndes County, Georgia.

6. Neither party to this Agreement shall discriminate on any prohibited basis including race, color, gender, age, religion, political affiliation or national origin, against any employee, applicant for employment, or other members of the public.

7. Either party may terminate this Agreement upon default by the other party. A party shall be in default if such party (i.) fails to pay any sum payable hereunder within thirty (30) days after written notice that same is due and payable (ii) fails to perform or comply with any of the terms, conditions or responsibilities under this Agreement. Upon default by one party, the other may, at its option, terminate this Agreement.

8. Design/Print Firm agrees to pay all applicable taxes and license fees and to acquire all licenses and permits as required by Federal, State or local laws and ordinances; and further agrees to provide evidence of same to VLPRA upon demand.

9. VLPRA's agreement with the selected designer shall include the VLPRA

Standard Terms and Conditions as attached to this Request for Proposals.

10. The Valdosta-Lowndes County Parks & Recreation Authority requires compliance of every contractor and subcontractor with the Georgia Security and Immigration Compliance Act. No contract will be entered into by the VLPRA unless the successful bidder and all subcontractors comply with the Georgia Security and Immigration Compliance Act.

11. If it is the intention of the successful vendor that a third party perform any part of this contract, VLPRA reserves the right to know the identity of the third party before the contract is awarded and to work directly with the third party during the performance of the contract. The vendor receiving this contract, however, is responsible for meeting deadlines, fulfilling specifications and for the quality of the finished program guides.

### **Content and Format of Proposals**

The selection of the designer/printer for the Program Guide Project will be based on the following criteria:

1. A statement of the designer proposed methodology in accomplishing the Scope of Services.
2. A sampling of previously designed work and description of projects for which the bidder has provided similar professional services. Minimum of three samples of past jobs which demonstrate a history of successful work on similar projects.
3. A detailed submission addressing the items identified under Scope of Services above.
4. Proposed project schedule.
5. Detailed fees for design of each program guide (per page and total guide) and any initial set up fee per guide to include all design and print set up fees.
6. Client references. A minimum of three (3) references for jobs in a magazine format or 20+ pages with print of similar size and scope. Reference list must include company name, project description, email, phone & fax number, and contact name. If you are utilizing subcontractors, you must provide the same reference list for all subcontractors as well.

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