



REQUEST FOR PROPOSAL

Professional Services Contract Development and Production of the City of Helena Newsletter.

DATE OF RELEASE: February 13, 2017 at 8:00am (cst)
DATE OF CLOSING: March 13, 2017 at 1:00pm (cst)
SUBMISSION: City of Helena
ATTN: Amanda Traywick, City Clerk
P.O. Box 613
Helena, AL 35080
(205) 663-2161
RFP ID: #021313MN

STATEMENT OF PURPOSE:

The City of Helena, Alabama is hereby posting this request for proposal for professional services to develop and produce a monthly newsletter and digital version posted online. The City of Helena will accept proposals from qualified publication development and production firms that specialize in providing newsletter development with the contract beginning in May of 2017 or after 30 days notice proposal accepted. The qualifying firm must be able to provide all services including, but not limited to: advertising sales, publishing, magazine and/or newsletter development, layout, graphic arts & design, printing & production of 7,000-9,000 copies, mailing services, writing, article development, photography, online publishing and marketing services as required. The services of the successful firm shall include, but not limited to: the development, production, publishing, online posting and mailing of the monthly newsletter for the City of Helena. All firms must meet all minimum bid specifications, requirements, terms and conditions listed within this request for proposal. Artistic design, production, and proposed cost to the City of Helena are prime considerations for this contract. Any firm or proposal which is found not in compliance with the RFP specifications and requirements will be disqualified from the bid. Bids shall be sealed and delivered to the office of the City Clerk located at 816 Highway 52 East, Helena, AL 35080 or mailed to P.O. Box 613, Helena, AL 35080 no later than 1:00pm (cst), March 27th, 2017. All bids must comply with Alabama State Law, including but not limited to, Ala.Code (1975) 41-16-50 et seq. and 31-13-9 et seq. and provide documentation of enrollment in the E-Verify Program pursuant to Ala. Code 31-13-9. All bid information must be typed or printed in black ink. Bids shall be clearly marked "sealed bid", along with the bid name, number, and date of opening listed on the outside of the bid package.

I. **TERMS & CONDITIONS**

A. CONTENT REQUIREMENTS: Include, but are not limited to the following.

1. City related news, pictures, and content.
2. Mayor and City Council updates and information.
3. Focus stories on: Helena businesses, civic groups, and people.
4. Education – Public Safety, update on Helena Elementary, Intermediate, Middle, and High Schools.
5. Community events and projects.
6. Reports/updates from city boards, groups, etc. including, but not limited to: Helena Arts Council, Library Board, Historical Commission, Beautification Board, Helena Teen Council, Helena Market Days, and non religiously affiliated civic organizations such as (but not limited to) Helena Belles, Helena Business & Professional Association, Lions Club, Kiwanis, etc.
7. The bid prices must include a minimum of (24) pages printed on 70 lbs. gloss text with a minimum of 6,000 copies and a maximum of 10,000 copies per month.
Other additional printing options will be considered but must be presented as additional options and not as the primary bid.
8. The newsletter should be held in the highest standards and follow all federal State and local law including an environment free of sexual harassment.
9. Acknowledgement by Publisher of receipt of City items, Attribution of writer and photographer for articles submitted

B. SCORING CRITERIA: Will be based on the following scale.

1. Cost to the City of Helena - 40%
2. Advertising Cost - 15%
3. Layout & Design - 15%
4. Qualifications - 15%
5. Overall Proposal - 15%

C. CONTRACT TERM:

6. The proposed contract term is defined as (3) years and/or (36) months, with (1) annual renewal permissible and upon annual approval.
7. The client and/or contractor may cancel the contract at any time with a minimum of (30) day notice to either party.

D. SUBMISSION:

1. Proposals shall be sealed with (1) master copy and (6) additional copies, and delivered to:

The City of Helena
ATTN: Amanda Traywick, City Clerk
816 Highway 52 East
Helena, AL 35080.

2. All bid proposals must be received no later than the posted deadline of March 13th 2017, at 1:00pm (cst). Proposals submitted after the posted date and time will not be accepted. Proposal packages must be sealed and clearly marked with the Bid #, title, and the date of bid opening. Proposals may not be withdrawn for a period of (30) days after the closing date. The City of Helena reserves the right to reject any and all proposals.

II. BID RESPONSE CONTENT.

Each bid must use the following format, providing a response to each line item, and include attachments within their proposal.

A. QUALIFICATIONS: Please provide confirmation and a response to each item listed below.

1. Statement of qualifications and experience.
8. Number of years engaged in business. Any other names the company has done business under including DBA
9. Fully describe your company and experiences as it relates to advertising sales, marketing, graphic arts & design, print layout, production of printed materials, article development, online publishing and photography.
10. History of successful and stable company operation for a period of at least (1) year.
11. List of past and present contracts similar to this RFP within the State of Alabama with accompanying contact information for references.
12. Include names and qualifications of personnel to be assigned to managing this proposed agreement. (Principal, Sales Manager, Marketing Manager, Graphic Designer, etc.)
13. The firm is currently licensed, insured, and authorized to conduct business in the City of Helena, Shelby County, and the State of Alabama.
14. Please attach a copy of all licenses and insurance.

B. PRICE QUOTE:

1. All inclusive prices for development, layout & design, printing, and mailing services.

(24) Page Newsletter: _____

(36) Page Newsletter: _____

(48) Page Newsletter: _____

Welcome Home to Helena, Alabama Special Edition for New Residents _____

2. Proposed cost to the City of Helena for postage:
(24) Page Newsletter: _____
(36) Page Newsletter: _____
(48) Page Newsletter: _____

3. Advertising rates: A list of all rates and options.
* The maximum advertising ratio requirements allowed by the City of Helena for each newsletter produced must comply with the following:
(24) Page Newsletter: 55% advertising/45% content.
(36) Page Newsletter: 60% advertising/40% content.
(48) Page Newsletter: 65% advertising/35% content.
NOTE: A (60) Page Newsletter: 70% of advertising/30% content – will only be allowed for an all inclusive price with no cost to the City of Helena. Other proposed options for advertising and content ratios may be considered if the firm chooses to include other options within this proposal.

4. Bonus consideration will be made to any bid response which includes the following:
 - a. A no cost solution for the City of Helena - proposal to provide all services, delivery, and postage with no cost to the City.
 - b. A profit offer to the City of Helena based on the production of the newsletter.
 - c. Advertising discounts offered to City of Helena businesses.

C. SERVICES: Please provide confirmation and a response to each item listed below.

15. Please provide a proposed editorial calendar developed for 12 months, including specific production schedules and editorial deadlines. (Space deadline, materials deadline)
16. Provide a proposed conceptual design for each issue.
17. Provide sample copies of the proposed newsletter layout.

D. BUSINESS INFORMATION: Please provide a response to the following.

18. General business information, past experience in newsletter, graphic design & layout, printing, and production services.
19. Development, implementation, and production plan for the monthly newsletter.

Please ensure that each item is included within your proposal package. Failure to provide a complete package of submittals may result in disqualification from the proposal process.

Business Name

Authorized Business Representative Name (Print)

Authorized Business Representative Signature

____/____/____
Date of Submission

Sworn to and subscribed before me on this _____ day of _____, 2017.

Notary Public

My Commission Expires On: ____/____/____

(Please stamp certified Notary Public Seal)