



Consent Item

RE: 2020 Ballwin Life Magazine Printing Project

Department/Program: Administration – Community Publications

Explanation:

We distributed a Request for Proposals from printing companies for the upcoming 2020 Ballwin Life Magazine printing project. We requested pricing for four publications to be mailed in February, May, August, and November of 2020. The bid tabulation is attached and shows a number of options explored by staff, including an increase in paper quality (Option #2).

We budgeted \$36,000 for the 2020 project. The budgeted cost for the 2019 project was \$40,000. Recently, staff restructured the Ballwin Life Magazine which included making more efficient use of space to reduce page count and production costs. This has allowed us to pursue utilizing a new gloss paper (Option #2) to put out a higher-quality product for our residents and business owners.

Furthermore, we anticipate some of these costs being offset by advertisements. Similar to previous years, we will be accepting advertisements for the 2020 Ballwin Life Magazines. In 2019, we expect to bring in an estimated \$14,450 in advertisement revenue for the City. We are estimating a similar advertisement revenue for 2020.

Recommendation:

Four companies submitted bids. Staff recommends awarding a one-year contract for the 2020 calendar year to Messenger Printing Group. This company provided the lowest bid for Option #2, which will total approximately \$34,978 for the four issues.

Submitted By: Kennedy Robinson

Date: 10/08/19