



City of Alvin

NOTICE  
**REQUEST FOR PROPOSALS**

**GRAPHIC DESIGN  
PRINTING  
DISTRIBUTION SERVICES  
CITY OF ALVIN PUBLICATIONS**

The City of Alvin is accepting sealed competitive proposals from qualified printing/graphic design companies to provide professional graphic creation and design to include a branding initiative for publications city wide, authorship, printing, mailing and distribution services for the following City of Alvin publications:

- Bi-annual City Newsletter
- 3x Year Parks & Recreation Adventure Guide (Spring, Summer, Fall)
- Graphic design of advertisements and event flyers
- Annual Budget
- CAFR Covers/Tabs
- Convention and Visitors Bureau Visitor Guides
- Business cards

Sealed proposals clearly labeled Proposal for Graphic Design/Printing Services will be received until Tuesday, August 6, 2019 at 2:00 p.m. at the Alvin City Hall, Attn: Dixie Roberts, City Secretary, 216 W. Sealy, Alvin, Texas. To receive a copy of this Request for Proposal (RFP) or for information concerning this RFP, including specific requirements, please visit [www.alvin-tx.gov/citysecretary/biddinginformation](http://www.alvin-tx.gov/citysecretary/biddinginformation) or contact Dixie Roberts, City Secretary, at 281-388-4255 or [droberts@cityofalvin.com](mailto:droberts@cityofalvin.com). Proposal Instructions and Specifications are attached.

The City of Alvin reserves the right to reject or accept any proposal or to waive any irregularities in any proposal deemed to be in the best interest of the City of Alvin and reserves the rights to negotiate with any or all firms submitting proposals.

Dixie Roberts  
City Secretary

## INSTRUCTIONS/INFORMATION TO PROSPECTIVE CONTRACTORS

1. **EXAMINATION OF REQUEST FOR PROPOSALS:** A copy of this Request for Proposal will be available on the City's website, [www.alvin-tx.gov](http://www.alvin-tx.gov).
2. **PROPOSAL SUBMISSION:** Proposals shall be complete and submitted in a sealed envelope to the Alvin City Hall, Attn: City Secretary, 216 West Sealy, Alvin, Texas 77511, received by Tuesday, August 6, 2019, at 2:00 p.m., and clearly labeled Proposal for Design/Printing Services.
3. **PREPARATION OF PROPOSALS:** All proposals for the work shall be made only on the Proposal/Specifications form attached to this Request for Proposals and shall be complete with a price for each and every item named in the Proposal/Specifications section of the form. All proposals must be signed by an authorized official. Proposals that contain omissions, erasures, alterations, or additions, conditional or alternate bids, or that contain irregularities of any kind may be rejected. Bidders are required to provide a minimum of two references for similar types of work on a separate sheet of paper attached to their proposal. Bidders are advised to carefully review the Specifications and attach with their proposal the additional items required.
4. **ALTERNATE / MULTIPLE PROPOSALS:** The specifications describe the design/printing services that the City feels are necessary to provide high quality printed publications to communicate information to the residents and businesses of the community. It is not the desire or intent of the City to eliminate or exclude any company from submitting a proposal because of minor deviations, or changes that may be deemed an improvement to the level of service provided.

Prospective contractors wishing to submit a proposal on items they believe are equivalent or necessary to providing satisfactory printing services, but do not comply with the specifications, are requested to submit an alternate proposal. Such alternate proposals must be clearly indicated as such, and deviations from the applicable specifications are to be clearly noted. The proposal must be accompanied by complete specifications for the items offered or deviation proposed. Prospective contractors wishing to submit a secondary proposal must submit it as an alternate proposal. Only one proposal per sealed envelope shall be accepted.

The City shall be the sole and final judge, unequivocally, as to whether any substitute is of an equivalent or better quality or is necessary for providing satisfactory printing services.

5. **BASIS OF AWARD:** The City of Alvin is seeking fixed price quotations to provide the specified graphic design/printing services for a period of 12 months. Generally, the contract award shall be made to the lowest qualified bidder based on the best combination of overall lowest rates and overall level of service for the 12-month period, as determined by the City to provide the best combination of price and value to the City. Other factors such as quality and quantity of work will also be considered when awarding the contract.

The City of Alvin reserves the right to reject or accept any proposal, in whole or part, or to waive any irregularities in any proposal deemed to be in the best interest of the City of Alvin.

6. **INSURANCE:** If this Proposal is accepted, Bidder proposes, and agrees, that Bidder shall provide certificates of insurance, and copies of policies if requested.

7. **INDEMNIFICATION:** If this Proposal is accepted, Contractor proposes, and agrees, that the Contractor shall indemnify, save harmless, and defend the City against all damages, liability, claims, losses, and expenses (including attorneys' fees) that may arise, or be alleged to have arisen, out of or in connection with Contractor's performance of, or failure to perform, the Work or any part thereof.
8. **COMPLIANCE WITH LAWS:** The Work, and all of its components, shall be provided, performed, and completed in compliance with, and Contractor agrees to be bound by, all applicable federal, state, and local laws, orders, rules, and regulations, as they may be modified or amended from time to time, any statutes prohibiting discrimination because of, or requiring affirmative action based on, race, creed, color, national origin, age, sex, or other prohibited classification; and any statutes regarding safety or the performance of the Work.
9. **QUALIFICATIONS OF PROPOSING CONTRACTOR:** The prospective Contractor must be satisfactory to the City from the standpoint of such matters as experience, length of time in business, reliability, and demonstrated ability to provide the services required by the specifications. A qualified Contractor must satisfy the following requirements:
  - a. Maintain a permanent place of business.
  - b. Have adequate personnel and equipment to perform the services in an expeditious and competent manner.
  - c. Have satisfactorily furnished services of similar size and scope for a period of at least 12 months.
  - d. Provide no less than two references for services of similar size and scope.
10. **EXECUTION OF CONTRACT/CONTRACTOR STATUS:** The successful Contractor shall execute the contract in accordance with the Instructions/Information to Prospective Contractors document, and the Proposal/Specifications document as accepted by the City, furnish the necessary insurance certificates, and commence work by January 1, 2020.
11. **TERM OF THE CONTRACT:** The term of this Contract shall be one year, commencing on January 1, 2020, and ending on midnight on December 31, 2020. The City of Alvin will have the option to renew these services for two additional two-year periods upon mutual consent and agreement of both parties at least 90 days prior to the expiration of the service contract.
12. **INVOICE/PAYMENT:** Invoices shall be submitted to the City of Alvin Department Contact used for each publication at 216 West Sealy, Alvin, Texas 77511.
13. **TAX EXEMPTION:** The City of Alvin, a municipal corporation is exempt from applicable State and local taxes on the purchase and delivery of supplies directly to the City.
14. **CANCELLATION:** The City of Alvin reserves the right to terminate the services at any time during the term of the contract upon receipt of a 30-day written notice to the Contractor.
15. **DEFAULT:** In the case of default of the Contractor, the City reserves the right to terminate the contract and purchase similar services in the open market, charging against the Contractor any excess costs the City incurs thereby.

16. **QUESTIONS:** All questions must be submitted in writing, via e-mail to Dixie Roberts, City Secretary, [droberts@cityofalvin.com](mailto:droberts@cityofalvin.com), no less than two (2) business days prior to the scheduled due date of the response.

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## PROPOSAL/SPECIFICATIONS

Name of Contractor \_\_\_\_\_ (“Contractor”)

Principal Business Address \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone Number \_\_\_\_\_

Date \_\_\_\_\_ Email Address \_\_\_\_\_

The undersigned is authorized to execute this Proposal to the City of Alvin and to bind the Contractor to its terms and conditions.

Signature of Officer, Partner, or Sole Proprietor \_\_\_\_\_

Print Name and Title \_\_\_\_\_

To: City of Alvin  
216 West Sealy  
Alvin, Texas 77511

Attn: Dixie Roberts, City Secretary

This Proposal/Specifications document, inclusive, of the Instructions/Information to Prospective Contractors, when accepted and signed by an authorized signatory of the City of Alvin, shall become a contract binding upon the City and the Contractor.

**INTRODUCTION:** The services required under this agreement shall be for quality graphic design and/or authorship and/or printing of projects and specs as listed below, for a twelve-month term. Once the City issues approval of each final publication, printing and distribution of the final publication must be made within a timeframe specified to ensure that the publications are delivered and/or distributed to meet the deadlines of time sensitive information in said publications. Copies of each publication listed can be viewed in the Office of the City Secretary upon request (excluding the City Newsletter, as this will be a new publication).

The City of Alvin is requesting proposals for graphic design, authorship, printing, mailing, and distribution services for the following publications:

- **City Newsletter** – (2x year)  
authorship, graphic design, sale of advertisements, printing and distribution
- **Parks & Recreation Adventure Guide** (3x year - Spring Summer and Fall)  
authorship, graphic design, printing and distribution
- **Graphic Design Advertisements/Flyers** (as needed)  
graphic design and printing
- **Annual Budget** (1x year)  
graphic design of cover and printing

- **CAFR Covers** (1x year)  
graphic design of cover and printing
- **Convention and Visitors Bureau Visitor Guides** (as needed)  
graphic design and printing
- **Business cards** (as needed)  
graphic design and printing

The contract is for a period of 12 months following acceptance by the City. The City of Alvin will have the option to renew these services with the selected Contractor for two additional two-year periods, upon mutual consent and agreement of both parties, and any adjustment in quantities that may be required, at least 90 days prior to the expiration of the service contract.

### **OVERALL REQUIREMENTS:**

Each publication shall comply with the requirements and specifications listed below:

**Alvin Newsletter** - NEW 2x year publication. To include the following:

- Comprehensive graphic creation and design of new publication to include City branding efforts
- Editorials – to include interviews for authorship of articles for each publication. Article outline will be submitted by the City for use to create articles for each publication
  - ♦ to include at least 8 articles per publication
- Photography as needed to compile pictures for use in publication
- Cover + 24 pages, standard 8.5x11, full color on matte or gloss finish. Include price difference between gloss/matte finish, 80# paper
- 9,000 total printed copies:
  - ♦ 8,250 printed copies distributed to U.S. post office addressed to Alvin residences
  - ♦ 250 printed copies delivered to City Hall
  - ♦ 500 printed copies distributed around town to various literature racks and waiting areas throughout Alvin
- Electronic file for electronic disbursement

**Alvin Parks & Recreation Adventure Guide** - 3x year publication (Spring, Summer, and Fall). This guide includes upcoming Parks and Recreation events – no editorials. To include the following:

- Comprehensive graphic creation and design of each publication to include City branding efforts
- Electronic files for electronic disbursement
- Spring Edition
  - ♦ Cover (includes 4 pages) +20 pages, standard 8.5x11, full color on matte finish, 80# paper;
  - ♦ 12,500 total printed copies
  - ♦ 150 printed copies delivered to the Parks & Recreation Department
  - ♦ Bundled in stacks of 25 and distributed to Alvin ISD elementary schools
- Summer Edition
  - ♦ Cover (includes 4 pages) + 28 pages, standard 8.5x11, full color on matte finish, 80# paper
  - ♦ 15,000 total printed copies
  - ♦ 150 printed copies delivered to Parks & Recreation Department
  - ♦ Bundled in stacks of 25 and delivered to Alvin ISD elementary schools

- Fall Edition
  - ♦ Cover (includes 4 pages) +16 pages, standard 8.5x11, full color, matte finish, 80# paper
  - ♦ 12,500 total printed copies
  - ♦ 150 printed copies delivered to the Parks & Recreation Department
  - ♦ Bundled in stacks of 25 and delivered to Alvin ISD elementary schools

**Graphic Design Advertisements/Flyers** – as needed

- Graphic design of advertisements for use in various publications/magazines
- Graphic design of event flyers to include printing 8.5x11, single sided, 60# paper, black and white print
- Copy of electronic file to use for electronic disbursement

**Annual Budget** (1x year)

- Graphic design and creation of cover for annual budget
- 40 printed copies of a 340 page, 8.5x11 document provided in Microsoft Publisher format from the City, printed on 8.5x11 Soporset 70#paper, double sided, no-bleed color
- 40 laminated covers, 8.5x11, full bleed color, single-sided, 80# Hammermill cardstock, 10 mil lamination, trimmed
- 40 backings, 8.5x11, no-bleed color, single-sided, 80# Hammermill cardstock, 10 mil lamination, trimmed
- 40 sets of (11 tabs per set) mylar coated tabs with black text on one side
- Assembled - black coil binding

**CAFR Covers** (1x year)

- Graphic design and creation of cover for annual CAFR
- 40 front covers, 8.5x11, full-bleed color, single sided, 80# Hammermill cardstock, 10 mil lamination, trimmed
- 40 cardstock back covers, 8.5x11, blank 80# Hammermill cardstock, 10 mil lamination, trimmed
- 40 sets of (3 tabs per set) mylar coated tabs with black text on one side

**Convention and Visitors Bureau Visitor Guides** – as needed

- Comprehensive graphic creation and design of visitor guide to include City branding efforts
- Booklet: 8.5” X 5.5” Cover = 4, Inside = 8, full color, 80LB Gloss Book
- Photography as needed to compile pictures for use in guide
- 3,000 total printed copies:
  - ♦ 1,500 printed copies delivered to City Hall
  - ♦ 1,500 printed copies distributed around town to various attraction racks, hotels, visitor centers, and other cities.
- Electronic file for electronic disbursement

**City Business cards** – as needed

- Graphic design of standard 3.5x2 rectangular business card, 14 pt cardstock, uncoated, printed black lettering with some color
- Boxes of 250 each

## PRICING SHEET

**Alvin Newsletter – 2x year**

Price PER publication:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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**Adventure Guide – SPRING**

Price PER publication:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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**Adventure Guide – SUMMER**

Price PER publication:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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**Adventure Guide – FALL**

Price PER publication:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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\_\_\_\_\_

**Parks & Recreation Flyers**

Price Design PER Flyer:     \$ \_\_\_\_\_  
Price printing single sided:     \$ \_\_\_\_\_  
Price printing double sided:     \$ \_\_\_\_\_

Notes:  
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**Annual Budget**

Price PER publication including  
all specs listed:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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**CAFR Covers/Tabs**

Price for all specs listed:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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**CVB Visitors Guides**

Price PER publication:     \$ \_\_\_\_\_  
  \$ \_\_\_\_\_  
  \$ \_\_\_\_\_

Notes:  
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