

## **COMMITTEE OF THE WHOLE – DECEMBER 6, 2011**

### **CONTRACT AWARD – T11-494**

### **PRINT PRODUCTION OF CITY PUBLICATIONS: RECREATION AND CULTURE**

#### **Recommendation**

The Commissioner of Community Services, in consultation with the Directors of Recreation and Culture and the Purchasing Services Department, recommends:

1. That the Contract T11-494, Print Production of City Publications: Recreation and Culture, for the print production of Recreation and Culture publications, be awarded to Pointone Graphics Inc., in the amount of \$82,397.34 (including HST) for one (1) year effective January 1, 2012, with an option to renew for two (2) additional one (1) year terms at the discretion of the City; and,
2. That the Mayor and City Clerk be authorized to sign all documentation necessary to complete the contract.

#### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan.

#### **Economic Impact**

Funds to undertake the required contract are included in the Recreation and Culture base operating budget. The print production of Recreation and Culture publications is a continuation of the publications printed in previous years. The implementation of T11-494 will cost \$82,397.34 (including HST).

#### **Communications Plan**

The City of Vaughan advertised and issued T11-494, Print Production of City Publications: Recreation and Culture, on Bidding, OPBA website and by invitation on November 2, 2011 with a closing date of November 16, 2011. The bid opportunity was also advertised on the City Web Page on November 5, 2011. The successful bidder will be advised of Council's decision.

#### **Purpose**

The purpose of this report is to obtain Council's authorization to enter into a one (1) year contract effective January 1, 2012 with an option to renew for two (2) additional one (1) year terms with Pointone Graphics Inc. for the print production of Recreation and Culture publications.

#### **Background - Analysis and Options**

The City of Vaughan advertised and issued T11-494, Print Production of City Publications: Recreation and Culture, on Bidding, OPBA website and by invitation on November 2, 2011 with a closing date of November 16, 2011. The bid opportunity was also advertised on the City Web Page on November 5, 2011. The bidders had the option to bid in part or in whole:

*Part A - print production of Doors Open & Culture Days Brochures (estimated quantity: 84,000)*

This brochure details some of Vaughan's most historically, culturally, architecturally and environmentally significant buildings that open their doors to the public free-of-charge as part of

Doors Open Ontario; and free cultural activities, performances and tours offered by cultural groups, organizations and individual artists as part of the nationally celebrated Culture Days. These brochures are bundled with the distribution of the Fall & Winter Recreation Guide to all Vaughan households via an external distribution contractor in July.

*Part B - print production of City Playhouse Theatre Brochures (estimated quantity: 100,000)*

This brochure features the season's playbill comprised of community and professional productions, as well as the City Playhouse Academy courses, delivered by industry professionals. These brochures are bundled with the distribution of the Fall & Winter Recreation Guide to all Vaughan households via an external distribution contractor in July.

*Part C - print production of Events Tri-Brochures (estimated quantity: 94,000)*

This brochure promotes Winterfest, Canada Day and Concerts in the Park events to all Vaughan households and businesses. Brochures are distributed annually in January through Canada Post.

*Part D - print production of Events Bi-Brochures (estimated quantity: 94,000)*

This brochure promotes Canada Day and Concerts in the Park events to all Vaughan households and businesses. Brochures are distributed annually in May through Canada Post.

*Part E - print production of Summer Camps Brochures (estimated quantity: 12,000)*

This brochure promotes all summer camp programs opportunities, for ages 3 to 17, at recreation facilities across Vaughan. Brochures will be available at community centres, libraries and City Hall in March.

Twenty-one (21) bidders picked up the tender documents and sixteen (16) bids were received from:

<b>Bidder</b>	<b>Bid (incl. HST)</b>
Pointone Graphics Inc.	\$ 82,397.34
In-House Print & Graphics	\$ 87,763.71
Star Web Printing Ltd.	\$ 94,193.41
HD Printing	\$ 94,938.08
Skylar Media Group	\$ 97,134.80
Millenium Printing	\$ 99,278.41
Precision Graphics	\$ 100,384.68
Sun Printing	\$ 103,013.84
Ironstone Media	\$ 104,053.11
Willow Printing Group Ltd.	\$ 106,513.80
Commercial Print Craft Ltd.	\$ 106,762.40
St. Joseph Communications	\$ 113,496.07
Northview Print & Copy	\$ 114,661.10
Minuteman Press	\$ 126,650.40
The Data Group of Companies	\$191,911.92
Reverb	non-compliant

The lowest bid was received from Pointone Graphics Inc.

The print production of Recreation and Culture publications is a continuation of the publications printed in previous years. In the event that there are changes to the programs, services and events offered in Vaughan, the City reserves the right to adjust the quantities required.

This contract does not include the bi-annual print production of the Recreation Guide. The publications listed in contract T11-494 require specialty paper based short-runs, whereas the process used to print the Recreation Guide consists of a large-run web offset process similar to that which is used to print newspapers. The contrast in processes most often results in a different set of suitable bidders, therefore the contract for the print production of the Recreation Guide is issued separately from the publications listed in contract T11-494.

The Active Together Master Plan identifies communications and social marketing as a key objective in promoting active lifestyles. The print production of Recreation and Culture publications will continue to reinforce and cultivate awareness about the Recreation and Culture programs, services and events available in Vaughan.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:  
Service Excellence – Providing service excellence to citizens.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

None.

### **Conclusion**

Awarding Tender T11-494, Print Production of City Publications: Recreation and Culture for a one (1) year term effective January 1, 2012, with an option to renew for two (2) additional one (1) year terms, with Pointone Graphics Inc. for the print production of Recreation and Culture publications will continue to reinforce and cultivate awareness about the Recreation and Culture programs, services and events available in Vaughan.

### **Attachments**

None.

### **Report Prepared By**

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Respectfully submitted,

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