



LAKE COUNTY FOREST PRESERVES
www.LCFPD.org

Preservation, Restoration, Education and Recreation

DATE: April 4, 2016

TO: Craig Taylor, Chair
Education, Cultural Resources and Public Affairs

Agenda Item#

9.5

S. Michael Rummel, Chair
Finance and Administrative Committee

FROM: Katherine Hamilton-Smith
Director of Public Affairs and Development

RECOMMENDATION: Recommend approval of a Resolution awarding a two-year contract for printing and distribution of eight issues of Horizons quarterly newsletter to Dreamworks Graphic Communications, LLC, of Glenview, Illinois, in the amount of \$123,535.68.

STRATEGIC DIRECTIONS SUPPORTED: Communications, Education and Outreach; Public Access and Connections; Leadership; Organizational Sustainability.

FINANCIAL DATA: Funding for the eight-issue contract will be included in the District Public Affairs Department budget proposals (11314000-702100-42001). Funding for four issues (fall 2016–summer 2017) will be included in the District Fiscal Year 2016–2017 Budget Proposal in the amount of \$67,240. Funding for the remaining four issues of the contract (fall 2017–summer 2018) will be included in the Fiscal Year 2017–2018 Budget Proposal in the amount of \$67,240.

BACKGROUND: As our lead print communications tool, Horizons focuses on educating Lake County residents about the District commitment to open space preservation, trails, wildlife habitat, nature and history education, accomplishments, fundraising efforts, and responsible use of referendum funds. Engaging editorial along with high-impact, full-color photography and design creates a tangible presence, and leaves the public with a positive perception of their Lake County Forest Preserves. Horizons is regularly used as an introduction and leave-behind piece for constituents and potential donors. It also serves as a catalyst and engagement piece for Preservation Foundation giving initiatives.

Mailed to 33,550 subscribers each quarter, Horizons reaches the single largest audience of District supporters. By request, approximately 8,500 additional copies are distributed each quarter to medical facilities, retail outlets, corporations, real estate agents, municipalities, park districts, libraries, hotels, restaurants, the Great Lakes Naval Station, Visit Lake County, and various Chambers of Commerce.

The content in each issue helps drive readers to the District website, e-newsletters, and social media outlets such as Facebook, Twitter and Flickr where they can find additional resources and become further engaged with the District mission.

The Horizons calendar of events, special exhibitions list, and news items are used to sell permits and promote education programs and events, golf tee times and gift cards, summer camps, Independence Grove beach passes, summer concerts and marina rentals, Fox River boat slips, and Lake County

Discovery Museum and Ryerson exhibits and events. Feature articles cover a variety of reader-requested topics on nature and wildlife, preserve and facility amenities, and the history of Lake County.

Bids were solicited for printing and distributing eight issues of Horizons (336,000 total copies; 42,000 copies per issue), beginning with the fall 2016 issue and ending after the printing of the summer 2018 issue. Bids were advertised in the *News Sun*. Specifications were reviewed by 23 vendors. Six vendors submitted bids. An optional pre-bid meeting was held on February 11 and attended by one vendor.

	<u>TOTAL BID</u>
Dreamworks Graphic Communications, LLC, Glenview, Illinois	\$123,535.68
Lake County Press, Inc., Waukegan, Illinois	\$135,383.20
Graphic Arts Studio, Inc., Barrington, Illinois	\$137,638.32
Haapanen Brothers, Inc., Gurnee, Illinois	\$138,823.28
Yorke Printe Shoppe, Lombard, Illinois	\$148,545.92
Cardinal Color Group, Itasca, Illinois	\$151,890.08

Staff recommends that Dreamworks Graphic Communications, LLC, Glenview, Illinois, be determined to be the lowest responsible bidder. Based on its review, staff has concluded that this bidder meets all of the project specifications and has provided evidence of its ability to successfully fulfill this contract. This bidder is the current printing contractor for Horizons.

The Dreamworks Graphic Communications, LLC eight-issue contract bid is itemized as follows:

• Printing and Pre-press	\$ 108,480.00
• Postal Mail Preparation and Addressing	\$ 7,999.84
• Multiples Preparation and Delivery	\$ 7,055.84
TOTAL Contract Price:	\$ 123,535.68 (<i>\$15,441.96/issue; approx. 36.8 cents/unit</i>)

The contract will authorize the Finance and Administrative Committee, during annual preparation of the Fiscal Year Budget, to approve any additional copies needed to meet public demand, or required changes needed for mail and multiples preparation according to the price list for printing, and other variable items included in the original bid proposals submitted by the printers.

REASON FOR RECOMMENDATION: Committee recommendation and Board approval are required in accordance with the District Purchasing Policy.

REVIEW BY OTHERS: Executive Director, Chief Operations Officer, Director of Finance, Public Affairs Manager, Purchasing Manager, and Corporate Counsel.

PRESENTER: Katherine Hamilton-Smith

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

**A RESOLUTION AWARDING A CONTRACT FOR
PRINTING AND DISTRIBUTION OF THE HORIZONS QUARTERLY NEWSLETTER
TO DREAMWORKS GRAPHIC COMMUNICATIONS, LLC**

WHEREAS, the Lake County Forest Preserve District (the "District") has advertised in the *News Sun* for sealed bids for the Printing and Distribution of the Lake County Forest Preserves Horizons Quarterly Newsletter (the "Work"); and

WHEREAS, all sealed bids were received and opened by the District at its General Offices, 1899 West Winchester Road, Libertyville, Illinois, on February 22, 2016, at 10:00 a.m.; and

WHEREAS, bids were received in the following amounts from the following bidders:

	<u>TOTAL BID</u>
Dreamworks Graphic Communications, LLC, Glenview, Illinois	\$123,535.68
Lake County Press, Inc., Waukegan, Illinois	\$135,383.20
Graphic Arts Studio, Inc., Barrington, Illinois	\$137,638.32
Haapanen Brothers, Inc., Gurnee, Illinois	\$138,823.28
Yorke Printe Shoppe, Lombard, Illinois	\$148,545.92
Cardinal Color Group, Itasca, Illinois	\$151,890.08

WHEREAS, the District staff; the Purchasing Manager; the Director of Public Affairs and Development; the Education, Cultural Resources and Public Affairs Committee; and the Finance and Administrative Committee have reviewed the bids and recommend that the Board of Commissioners find Dreamworks Graphic Communications, LLC, to be the lowest responsible bidder and award a contract for the Work to Dreamworks Graphic Communications, LLC (the "Contract"); and

WHEREAS, the Board of Commissioners hereby finds that Dreamworks Graphic Communications, LLC, is the lowest responsible bidder for the Work;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois, **THAT**:

Section 1: Recitals. The recitals set forth above are incorporated as part of this Resolution by this reference.

Section 2: Award of Contract. The bid submitted by Dreamworks Graphic Communications, LLC, in the amount of \$123,535.68 (the "Contract Price") is hereby accepted and a Contract for the Work is hereby awarded to Dreamworks Graphic Communications, LLC.

Section 3: Execution of Contract. The Executive Director of the District is hereby authorized and directed to execute the Contract for the Work in the amount of the Contract Price.

Section 4: Payments. The Treasurer shall make payments under the Contract only pursuant to and in accordance with the Contract Terms.

Section 5: Effective Date. This Resolution shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this _____ day of _____, 2016.

AYES:

NAYS:

APPROVED this _____ day of _____, 2016.

Ann B. Maine, President
Lake County Forest Preserve District

ATTEST:

Julie Gragnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____