



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: November 4, 2019

MEMO TO: Jessica Vealitzek, Chair
Operations Committee

Agenda Item# 9.2

Terry Wilke, Chair
Finance 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 to Dreamworks Graphic Communications, LLC, of Glenview, Illinois, in the Contract Price of \$136,253.82.

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

FINANCIAL DATA: Funding for the eight-issue contract is included in the Public Affairs and Development Department budget (11314000-702100-42001). Funding for four issues (spring, summer, fall, winter 2020 issues) will be included in the Fiscal Year 2020 Budget in the amount of \$68,126.91. Funding for the remaining four issues of the contract (spring, summer, fall, winter 2021) will be included in the Fiscal Year 2021 Budget Proposal in the amount of \$68,126.91.

BACKGROUND: As our lead print communications tool, Horizons focuses on educating Lake County residents about the District's commitment to open space preservation, trails, wildlife habitat, nature and history education, facilities and amenities, accomplishments, fundraising efforts, and responsible use of tax dollars and referenda 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.

The giving envelope included in each issue of Horizons prompted \$31,924 in revenue for the Preservation Foundation from the spring 2018 issue through the fall 2019 issue.

Mailed to 32,300 subscribers each quarter, Horizons reaches the single largest audience of District supporters. By request, approximately 6,200 additional copies are distributed each quarter to forest preserve facilities, colleges, medical offices, businesses, realtors, municipalities, park districts, libraries, hotels, Visit Lake County, and various Chambers of Commerce.

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

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

The Horizons calendar pages promote all summer camps, environmental education, history, and Dunn Museum programs, bringing the District a total combined revenue of \$63,706 in 2018.

Preserve news pages are used to promote dog permits, picnic shelter rentals, golf gift cards, Independence Grove beach passes, summer concerts, marina rentals, Fox River boat slips, and Dunn Museum exhibitions, which all bring revenues to the District.

Bids were solicited for printing and distributing eight issues of Horizons (38,000 copies per issue; 304,000 total copies) beginning with the spring 2020 issue and ending after the printing of the winter 2021 issue. Bids were advertised in the *News Sun*. Specifications were reviewed by 18 vendors. Three vendors submitted bids. An optional pre-bid meeting was held on September 4 and attended by one vendor.

	<u>TOTAL BID</u>
Dreamworks Graphic Communications, LLC, Glenview, Illinois	\$136,253.82
Lake County Press, Inc., Waukegan, Illinois	\$152,396.80
K&M Printing Company, Inc., Schaumburg, Illinois	\$188,064.16

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:

1. Printing and Prepress	\$115,520.00
2. Postal Mail Preparation and Addressing	\$ 8,689.98
3. Multiples Preparation and Delivery	\$ 12,043.84
TOTAL Contract Price:	\$136,253.82 (<i>\$17,031.72/issue; approx. 44.8 cents/unit</i>)

The contract authorizes the Finance 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.

REVIEW BY OTHERS: Chief Operations Officer, Department Director, Public Affairs Manager, Purchasing Manager, Corporate Counsel.

STATE OF ILLINOIS)
) SS
COUNTY OF LAKE)

**BOARD OF COMMISSIONERS
LAKE COUNTY FOREST PRESERVE DISTRICT
REGULAR NOVEMBER MEETING
NOVEMBER 12, 2019**

MISTER PRESIDENT AND MEMBERS OF THE BOARD OF COMMISSIONERS:

Your **OPERATIONS COMMITTEE** and **FINANCE COMMITTEE** present herewith “A Resolution Awarding a Contract for Printing and Distribution of Horizons Quarterly Newsletter to Dreamworks Graphic Communications, LLC,” and request its approval.

OPERATIONS COMMITTEE:

Date: November 4, 2019 Roll Call Vote: Ayes: _____ Nays: _____
 Voice Vote Majority Ayes; Nays: 0

FINANCE COMMITTEE:

Date: 11-7-2019 Roll Call Vote: Ayes: _____ Nays: _____
 Voice Vote Majority Ayes; Nays: 0

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

**A RESOLUTION AWARDING A CONTRACT FOR
PRINTING AND DISTRIBUTION OF 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 purchase of work necessary to complete the Printing and Distribution of 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 September 12, 2019, 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	\$136,253.82
Lake County Press, Inc., Waukegan, Illinois	\$152,396.80
K&M Printing Company, Inc., Schaumburg, Illinois	\$188,064.16

WHEREAS, the District’s staff, the Purchasing Manager, the Director of Public Affairs and Development; the Operations Committee, and the Finance 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 a part of this Resolution by this reference.

Section 2: Award of Contract. The bid submitted by Dreamworks Graphic Communications, LLC is hereby accepted and a Contract for the Work in the amount of \$136,253.82 (the “Contract Price”) 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 Contracts only pursuant to and in accordance with the Contracts 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 _____, 2019

AYES:

NAYS:

APPROVED this _____ day of _____, 2019

Angelo D. Kyle, President
Lake County Forest Preserve District

ATTEST:

Julie Gragnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____