



Office of Mayor Miro Weinberger

MEMORANDUM

To: Interested Desktop Publishers/Designers
From: Olivia LaVecchia, Mayoral Communications Coordinator and Carolyn Felix, BTVStat Analyst
Date: November 12, 2018
Re: Invitation to bid on one or both elements related to the production of City's Annual Report and the first annual Equity Report

The City requests bids on the production of our 2018 Annual Financial Report as well as bids on the City's first-ever 2018 Equity Report. Respondents are invited to bid on either component or both components.

Bids are due in the Mayor's Office by 4:00 pm on THURSDAY, December 13, 2018. Design and production would occur in stages during the period from December 2018 through early February 2019.

The overall layout for the 2018 Annual Financial Report would be similar to last year's report – with similar fonts, design elements, and a similar cover (PDFs of the previous reports are located at <http://www.burlingtonvt.gov/Mayor/Annual-Reports/>). Bid specifications are attached. The report will be produced as one version/one volume, most copies bound in soft-cover. Twelve (12) copies will be hard bound with a somewhat different cover design. This year's Annual Financial Report is expected to be approximately 100 – 120 pages long.

The 2018 Equity Report is the inaugural report. It is envisioned as an 8 – 10-page removable insert, primarily built around visual representations of data related to population level indicators in the City of Burlington and City Department output metrics related to the population level indicators.

We ask that you include the design and creation of the cover in your bid. **We are again requesting a maximum, not-to-be-exceeded price for the total design and production job.**

Please contact Olivia LaVecchia at olavecchia@burlingtonvt.gov for questions about the Annual Report and Carolyn Felix at cfelix@burlingtonvt.gov if you have any questions.

Thank you.



Office of Mayor Miro Weinberger

Design/Desktop Production Specifications for the 2018 City of Burlington Annual Financial Report

You would be required to provide the printer the necessary production data in a usable format, such as a CD containing the layout of the report in a current version of InDesign or QuarkXPress or other program selected in coordination with the successful print bid respondent. Approximately 90 pages would be layouts of text and photos ready for output to film. Approximately 20 pages would be prepared from PDF files of financial statements produced by the Clerk/Treasurer's Office and our independent auditor, which you have positioned, adding page numbers and titles. The soft-cover edition would include cover photograph(s) or other visual images conceived in consultation Olivia LaVecchia and designed by you. The hard-cover edition would have a cover design that could be foil-stamped. All pages must be approved by the City.

The City would provide:

- Last year's layout in QuarkXpress on CD
- Text files in Microsoft Word via email
- Approximately 75 new photos (about one fourth to be scanned at a resolution to be coordinated with printer; photos to be enhanced using Photoshop or other program); approximately 15-20 of last year's photos (Department Head and City Councilor head shots) would be reused
- Data for 6-7 pie charts or graphs, which you would create
- Approximately 20 pages of financial statements, schedules, and notes supplied as hi-resolution PDF files to be imported and placed into designed page layout file
- Proofreading

Design/Desktop Production Specifications for the 2018 City of Burlington Equity Report

You would be required to provide the printer the necessary production data in a usable format, such as a CD containing the layout of the report in a current version of InDesign or QuarkXPress or other program selected in coordination with the successful print bid respondent. The Report is envisioned as an 8 - 10-page insert with visual images conceived in consultation with BTVStat Analyst Carolyn Felix, Interim Chief Innovation Officer Brian Lowe, or a representative from the Mayor's Office.

The City would provide:

- A draft template for feedback and orientation, outlining the connection between population level indicators and Department-specific metrics, as well as examples of the data visualizations (charts, graphs and infographics) desired.
- Data visualizations in a format that can be readily transferred and laid out by the designer in a way consistent with the City's goals and matching the designer's advice. The City could produce the data visualizations in Excel, PowerBi, R, ArcGIS, or other mutually agreed-upon platforms.
- Approximately 10 new photos to supplement the data visualizations; not all may be selected for use by the designer.
- Proofreading

Schedule:

Design and production would occur in stages during the period from December 2018 through early February 2019. The print respondent will need to begin production on or about February 1, 2019. The designer would — in regular consultation with Olivia LaVecchia on the Annual Financial Report and with Carolyn Felix on the Equity Report — finalize any design modifications for the Annual Financial Report or Equity Report and commence layout of reports' pages, with text and photos provided in weekly batches for the Annual Financial Report. Between mid-January and early February, financial statements produced by the Clerk/Treasurer's Office would be positioned and titled in the Annual Financial Report, and a Table of Contents for this financial material would be produced. The completed layout of both reports would be delivered to the printer by February 1, 2018.

Bids are due in the Mayor's Office by 4:00 pm on THURSDAY, December 13, 2018. Bids could be for either or both elements described above.

*In your bid, please provide a breakdown of costs, including per-hour costs for design and layout. **We are again requesting a maximum, not-to-be-exceeded price for the total design and production job.***

Since we are asking that the designer create the cover design again this year, as part of your proposal, please discuss your potential approach. Please also include appropriate samples of your work for our review; these will be returned at your request. Selection of the winning bidder will be based on a combination of price, design ability, and value.