



Office of Mayor Miro Weinberger

MEMORANDUM

To: Interested Desktop Publishers/Designers
From: Olivia LaVecchia, Mayoral Communications and Special Projects
Date: November 13, 2019
Re: Invitation to bid on production of City's 2019 Annual Report

The City requests bids on the design and production of our 2019 Annual Financial Report.

Bids are due in the Mayor's Office by 4:00 pm on THURSDAY, December 12, 2019.

Design and production would occur in stages during the period from December 2019 through early February 2020. The overall layout 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. Six (6) copies will be hard bound with a somewhat different cover design. I anticipate that this year's report will be approximately 115 pages long.

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 in the Mayor's Office at olavcchia@burlingtonvt.gov if you have any questions.

Thank you.



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Design/Desktop Production Specifications for the 2019 City of Burlington Annual Financial Report

You would be required to provide the printer with a CD containing the layout of the report in a current version of InDesign or QuarkXPress. Approximately 100 pages would be layouts of text and photos ready for output to film. Approximately 15 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 with 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
- 15 pages of financial statements, schedules, and notes supplied as hi-resolution PDF files to be imported and placed into designed page layout file
- Proofreading

Schedule:

Design and production would occur in stages during the period from December 2019 through early February 2020. The designer would — in regular consultation with Olivia LaVecchia — finalize any design modifications for the report and commence layout of report pages, with text and photos provided in weekly batches. Between mid-January and early February, financial statements produced by the Clerk/Treasurer's Office would be positioned and titled, and a Table of Contents for this financial material would be produced. **The completed layout would be delivered to the printer by February 1, 2020.**

Bids are due in the Mayor's Office by 4:00 pm on THURSDAY, December 12, 2019.

*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.

GENERAL CONDITIONS

1. All proposals and work completed must be performed in accordance with applicable rules, regulations, codes, and ordinances of local, state and federal authorities.
2. Pre-bid meetings are available to discuss these specifications by contacting the City Attorney. Any bids submitted prior to receipt of these specifications will be accepted automatically, but may be amended to comply with these specifications or to provide additional information, at the bidder's request.
3. Bids will be reviewed on a rolling basis as received, and the city reserves the right to discuss or negotiate any bid with any bidder prior to acceptance of the final bid.
4. The city intends to accept the bid it determines to be in the best interests of the city, based on the overall proposal, not exclusively on cost or any other specific factor. The city reserves the right to amend, modify, reject, negotiate, or accept any bid in whole or in part at its sole discretion. The city reserves the right to re-advertise for additional proposals and to extend the deadline for submission of the proposals. This Request for Bids in no way obligates the city to award a contract.
5. The city may consider a separate agreement with the successful bidder, or may separately contract with other parties, for specific, targeted lobbying activities on an issue or piece of legislation that requires more extensive services than the general monitoring and coordination services included in this Request.
6. The City of Burlington does not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, crime victim status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. The successful bidder must comply with these non-discrimination provisions.
7. Any party responding to this Request for Bids is acting in an independent capacity and not as an officer or employee of the city. Any party responding to this request for proposals will be required to indemnify, defend, and hold harmless the city, its officers, and employees from all liability and any claims, suits, expenses, losses, judgments, and damages arising as a result of the responding party's acts and/or omissions in the performance of the contract.
8. The selected party will be required to obtain insurance naming the city as an additional insured with minimum limits as set forth in the attached draft contract.
9. The city assumes no responsibility or liability for costs incurred by parties responding to this Request for Bids, or responding to any further requests for interviews, additional data, etc., prior to the issuance of the contract. Any costs incurred by any person or entity in preparing, submitting, or presenting a proposal are the sole responsibility of that person or entity. The city will not reimburse any person or entity for any costs incurred.
10. Any materials submitted to the city in response to this Request for Bids shall become the property of the city unless another arrangement is made by written agreement between the city and the responding party. The responding party may retain copies of the original documents.
11. Any and all records submitted to the City, whether electronic, paper, or otherwise recorded, are subject to the Vermont Public Records Act. The determination of how those records must be handled is solely within the purview of City. All records considered to be trade secrets, as that term is defined by

subsection 317(c)(9) of the Vermont Public Records Act, must be identified, as shall all other records considered to be exempt under the Act. It is not sufficient to merely state generally that a proposal is proprietary, contains a trade secret, or is otherwise exempt. Particular records, pages, and sections which are believed to be exempt must be specifically identified as such and must be separated from other records with a convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 317 of Title 1 of the Vermont Statutes Annotated.

12. A sample contract is attached, and the successful bidder will be expected to comply with this and Burlington's Standard Conditions (Attachment C).