

**TO:** James L. App, City Manager  
**FROM:** Julie Dahlen, Director, Library and Recreation Services  
**SUBJECT:** Award Contract for Publication of the Activity Guide for the City of Paso Robles  
Department of Library and Recreation Services  
**DATE:** December 17, 2013

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**NEEDS:** For the City Council to consider awarding a contract to the Paso Robles Press for the design, production and distribution of the Library and Recreation Services Activity Guide.

**FACTS:**

1. The Department of Library and Recreation Services provides a seasonal Activity Guide to the community three times per year.
2. The City's 3-year contract with Paso Robles Press to design, produce and distribute the Activity Guide expires at the end of 2013.
3. In mid-October, the City issued a Request for Proposals for Activity Guide production for the years 2014 through 2016.
4. Organizations submitting proposals were Eric Gouldsberry Art Direction, Lake Tahoe Media Group and Paso Robles Press.
5. Proposals were evaluated and scored based on the stated RFP criteria and fees.
6. Paso Robles Press met all criteria and included a fee which was significantly lower than the other proposals.

**ANALYSIS & CONCLUSION:** The City completed a Request for Proposals process to produce the Activity Guide for the Department of Library and Recreation Services for the next three years. Of the three proposals received, Paso Robles Press submitted the most responsive bid.

**POLICY REFERENCE:** Purchasing and Payment Procedures Manual 2009.

**FISCAL IMPACT:** Paso Robles Press fee: \$4,667 per issue @ 3 issues per year = \$14,001 per year.

**OPTIONS:**

- a. Adopt Resolution No. 13-XXX awarding a 3-year contract to Paso Robles Press for the design, production and distribution of the Library and Recreation Services Activity Guide; or
- b. Amend, modify, or reject the above option.

Attachments

- 1) Paso Robles Press Proposal for Paso Robles Activity Guide
- 2) Resolution 13-XXX

# Paso Robles Press

YOUR HOMETOWN NEWS

829 10th Street, Paso Robles CA  
805.237.6060 | fax 805.237.6066  
www.pasoroblespress.com

## PROPOSAL FOR PASO ROBLES ACTIVITY GUIDE

Date: November 15, 2013  
Customer: Paso Robles Library & Recreation Services  
Telephone: 805 237-3993  
Term: 3 year(3 Magazine per year) - Net 30

### PROPOSAL

The Paso Robles Press proposes the following for the upcoming Activity Guide for the years 2014, 2015, and 2016.

1. The proposed Activity guide will follow the design directions of the Paso Robles Library and Recreation Services.
2. We will distribute 20,000 copies via US Mail reaching all the homes in Paso Robles.
3. We will provide 2,000 copies for the Paso Robles Library & Recreation Services at Centennial Park.
4. We will provide 1,000 copies for the Library at 100 Spring Street.
5. We will host an online edition and embed on our website.
6. To make it easier for the City of Paso Robles we will disperse the payments equally over all three editions. This would be \$4,667 per issue in comparison to the \$7,000 per issue twice a year.
7. All pages will be printed on #38 gloss #3 paper.
8. We will pay for a professional photographer to shoot the front cover when requested.
9. We will provide custom design elements similar to the redesign of the Winter 2013 edition.
10. We will handle advertising sales to offset the printing, design and mailing costs.

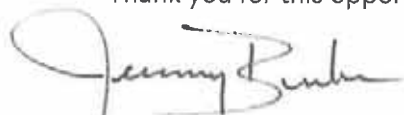
Thank you for this wonderful opportunity. The Paso Robles Press has produce this for the city for over 10 years. The newest re-design of the guide included the new standards of printing at our cost and we are happy to work diligently to make the Paso Robles Library & Recreation Services shine in the eyes of the citizens.

In addition to this years approval the Paso Robles Press will donate \$80,000 in advertising over the course of two years to help raise funds for the Rec Foundation Downtown Playground Fundraiser.

#### Staff

Jeremy Burke - Publisher - 10 Years publishing. Over 60 magazine launched.  
Mike Lyon - Illustrator, Web Designer, Graphic Design  
Brad Koyak - Ad Director and Marketing Specialist  
Sheri Potruch - Advertising Sales

Thank you for this opportunity,



Jeremy Burke  
Publisher  
Paso Robles Press

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
TO AWARD CONTRACT FOR THE PUBLICATION OF THE ACTIVITY GUIDE FOR THE CITY  
OF PASO ROBLES DEPARTMENT OF LIBRARY AND RECREATION SERVICES

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WHEREAS, the Department of Library and Recreation Services provides a seasonal Activity Guide to the community three times per year; and

WHEREAS, the City's 3-year contract with Paso Robles Press to design, produce and distribute the Activity Guide expires at the end of 2013; and

WHEREAS, in mid-October, the City issued a Request for Proposals for Activity Guide production for the years 2014 through 2016; and

WHEREAS, organizations submitting proposals with Eric Gouldsberry Art Direction, Lake Tahoe Media Group and Paso Robles Press; and

WHEREAS, proposals were evaluated and scored based on the stated RFP criteria and fees; and

WHEREAS, Paso Robles Press met all criteria and included a fee which was significantly lower than the other proposals

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles, to award a 3-year contract to Paso Robles Press for the design, production and distribution of the Library and Recreation Services Activity Guide.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 17<sup>th</sup> day of December, 2013 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

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Duane Picanco, Mayor

ATTEST:

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Caryn Jackson, Deputy City Clerk