



BID REQUEST FOR

***ANNUAL PRINTING AND MAILING OF LAKE CLARKE
SHORES MONTHLY NEWSLETTER***

*Town of Lake Clarke Shores
1701 Barbados Road
Lake Clarke Shores, Florida 33406*

JUNE 13, 2008

**PROPOSAL NAME: ANNUAL PRINTING AND MAILING OF LAKE CLARKE SHORES
MONTHLY NEWSLETTER**

The Town of Lake Clarke Shores is currently seeking proposals from qualified and interested firms to provide Printing and Mailing Services for our monthly newsletter. Proposals shall be sealed and plainly marked on the outside of the envelope: **Annual Printing of LCS Monthly Newsletter**. Proposals must be received on or before 11:00 AM (Local Time) on July 23, 2008 at the office of the Town Clerk, 1701 Barbados Road, Lake Clarke Shores, Florida 33406. Any proposal received after the specified time will not be considered.

All proposals will be opened in the Town Council Chambers at 11:00 on July 23, 2008.

All proposals not submitted on the required forms will be subject to rejection. Forms are available in the Town Clerk's office during normal Town business hours 7:00 AM to 4:00 PM. Proposals must be signed in the space(s) provided on the Proposal Form(s). The Proposals shall include all information requested on the form(s).

It is agreed by the Bidder that the signing and delivery of the Proposal represents the Bidder's acceptance of the terms and conditions of the Specifications.

The Town of Lake Clarke Shores reserves the right to reject any or all Proposals, in whole or in part, with or without cause, to waive any informalities and technicalities, and to award the Contract on such coverage and terms it deems will best serve the interest of the Town. Criteria utilized by the Town of Lake Clarke Shores for determining the most responsible Bidder includes, but is not limited to, cost, whether the bidder meets the Town of Lake Clarke Shores' published Specifications, the Bidder's experience, skill, ability, financial capacity, previous performance, and any other factor which could reasonably be asserted as being relevant to successful performance.

Any questions regarding the Bid Specifications and process should be directed to Ms. Freda DeFosse at (561) 964-1515 ext. 15.

INSTRUCTIONS TO BIDDERS

SPECIFICATIONS

All sections of the Town's Specifications and all supplementary documents are essential parts of the Town's contract and requirements occurring in one area are deemed as though occurring in all.

BOND REQUIREMENTS

N/A

TERM

The term of the contract will be for one year beginning with the September 2008 edition of the newsletter (work on which begins in mid-August). Should the Town elect to extend the Contract beyond August of 2009, a separate Notice to Proceed and Amendment to this Agreement shall be executed.

PREPARATION OF PROPOSALS

Only one proposal from any individual firm, corporation, organization or agency under the same or different name shall be considered. Should it appear to the Town that any Bidder is interested in more than one proposal, all proposals in which such Bidder has interest will be rejected.

Any deviation from the Specifications must be explained in detail; otherwise, it will be considered that the proposal is in strict compliance with the Specifications and the successful Bidder will be held responsible for meeting the Specifications. Any exceptions or clarifications to any section of the Specifications shall be clearly indicated on a separate sheet(s) attached to the Proposal Form and shall specifically refer to the applicable specification paragraph and page.

A Bidder is expected to fully inform himself as to the requirements of the Specifications and failure to do so will be at his own risk. A Bidder shall not expect to secure relief on the plea of error.

QUALIFICATIONS OF BIDDERS

The Town reserves the right to make such investigations as it may deem necessary to establish the competency and financial ability of any Bidder to perform the work.

RECEIPT AND OPENING OF PROPOSALS

All Proposals must be submitted in a sealed envelope, addressed, and mailed or delivered as stated in the Request for Proposal. Any Bidder may withdraw his proposal either personally, or by telegraphic or written communication at any time prior to opening of the proposal. All proposals must be in the possession of the Town Clerk's office at the time previously specified.

The Bidder shall submit his proposal on the form furnished along with all information indicated on the form. The Bidder shall enter the company name wherever the Proposal Form so indicates and shall sign the Proposal Form wherever the Proposal Form so indicates. Unsigned proposals will be considered incomplete.

CONSIDERATION OF PROPOSALS AND AWARD CONTRACT

The Town of Lake Clarke Shores reserves the right to reject any or all proposals, in whole or in part, with or without cause, to waive any informalities and technicalities, and to award the Contract on such coverage and terms it deems will best serve the interest of the Town. Criteria utilized by the Town of Lake Clarke Shores for determining the most responsible Bidder includes, but is not limited to, cost, whether the Bidder meets the Town of Lake Clarke Shores' published Specifications, the Bidder's experience, skill, ability, financial capacity, previous performance, and any other factor which could reasonably be asserted as being relevant to successful performance.

CONFLICT OF INTEREST

The award hereunder is subject to the provision of State Statutes and Town Ordinances.

The Bidder, by affixing his signature to the Proposal Form, declares that the proposal is made without any previous understanding, agreement, or connections with any Town official or persons, firms, or corporations making a proposal on the same items and without any outside control, collusion or fraud. By signing the Proposal, the Bidder further declares that no Town Council Member, other Town officer, or Town employee directly or indirectly owns more than five (5) percent of the total assets or capital stock of the Bidder entity, nor will directly or indirectly benefit by more than five (5) percent from the profits or emoluments of this contract.

LEGAL REQUIREMENTS

Federal, State, County and local laws, ordinances, rules and regulations that in any manner affect the items covered herein apply. Lack of knowledge by the Bidder will in no way be a cause for relief from responsibility.

1. Vendors doing business with the Town are prohibited from discriminating against any employee, applicant for employment or client because of race, creed, color, ancestry, religion, national origin, sex, or age with regard to, but not limited to the following: Employment practices, rates of pay or other compensation methods and training selection.
2. The obligations of the Town under this award are subject to the availability of funds lawfully appropriated for this purpose.
3. This Request for Proposal shall be included and incorporated into the final award.

BIDDER'S RESPONSIBILITY

Each Bidder is required, before submitting his or her proposal, to carefully examine the Proposal Specifications and to completely familiarize him or herself with all of the terms and conditions that are contained within this document. Ignorance on the part of the Bidder will in no way relieve him or her of any of the obligations and responsibilities that are a part of this Proposal.

PUBLIC RECORDS LAW

In conformance with the Florida Public Records law, all proposal documents or other material submitted by the Bidder in response to this request, other than any financial statements submitted, shall upon proposal opening be available for public inspection by any person.

CODE OF ETHICS

If any Bidder violates the Code of Ethics of the State of Florida with respect to this proposal, such Bidder may be disqualified from performing this work and future work for the Town.

ADDENDA

Addenda issued by Town prior to the bid opening shall be binding as if written into the Specifications. Bidder shall acknowledge receipt of the same as indicated on the Proposal Form.

PROPOSAL SPECIFICATIONS

ANNUAL PRINTING AND MAILING OF LAKE CLARKE SHORES MONTHLY NEWSLETTER

SCOPE OF SERVICES

1. DESIGN

Monthly design to include two color comprehensive layout to produce newsletter including all art direction, production supervision, out-of-pocket expenses to produce newsletter, proofs for client review, client AA's, new proof and final pre-press production. Two color layout (actual colors utilized may change on a monthly or quarterly basis at client discretion).

2. PRINTING

11" x 17" folds to 8½" x 11" then to 5½" x 8½" – two color newsletter on 70# bond paper.

3. DIRECT MAILING

Successful bidder will be responsible for the mailing (not including postage) of the newsletter to approximately 1550 addresses each month. Addresses supplied by client to printer in MS Excel format. CASS Certification of Town supplied list, inkjet names, bar code for page discount, sort, tray and deliver to Summit Blvd. Post Office.

4. PROVIDE PDF'S FOR USE ON TOWN WEBSITE

Successful bidder must supply the Town, via e-mail, each month with individual page PDF's of each newsletter for posting on its website.

REQUESTED INFORMATION

General description of your firm's organization, experience, services, and staff.

A list of current clients, with contact person and telephone number, with particular emphasis on monthly publications.

Minimum of two current samples of this type, or similar, publication produced by your firm.

SELECTION PROCEDURE

All submittals will be analyzed for completeness, cost effectiveness, experience and references by Town staff. A recommendation will be made to Town Council for approval.

The Town of Lake Clarke Shores reserves the right to reject any and all proposals and to waive any informality in submittals.

PROPOSAL FORM

In completing the information questions below, if additional space is needed, attachments to this form are acceptable.

() Individual
() Corporation

() Partnership
() Other (Specify)

Name of Organization _____
(Or Individual)

Address _____ City _____ State _____

Telephone Number _____ Tax I.D. # _____

Business Address _____ City _____

State _____ Zip Code _____ E-Mail _____

Design \$ _____ Printing \$ _____ Direct Mail \$ _____

Total Monthly Cost to Design, Print and Mail (excluding postage)
Lake Clarke Shores Newsletter \$ _____

PRICES SET FORTH ABOVE ARE FIRM PROPOSALS FOR ONE YEAR AND ARE NOT SUBJECT TO PRICE ADJUSTMENT EXCEPT AS DEFINED IN THE INSTRUCTIONS TO BIDDERS.

ATTEST:

BIDDER:

Print Name

Print Name

Signature

Signature

Title

Title

Date

Date