



CITY of NOVI CITY COUNCIL

Agenda Item E
July 18, 2011

SUBJECT: Approval of a one-year contract renewal to University Lithoprinters, Inc. for design and printing of the Annual Calendar in the amount \$21,000.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL: 

EXPENDITURE REQUIRED	\$ 21,000 (approximate)
AMOUNT BUDGETED	\$ 25,000
APPROPRIATION REQUIRED	N/A
LINE ITEM NUMBER	101-295.00-888.000

BACKGROUND INFORMATION:

In July 2009, City Council awarded contracts to University Lithoprinters, Inc, for the printing of the annual calendar. The organization has successfully completed the first and second year contracts and as the option for one additional renewal.

With a distribution of 30,000 (all mailboxes, copies at the Library, State of the City Address, Homeowner Leaders Breakfast, etc.), the annual calendar is one of the most widely distributed printed publications utilized to share the entire Novi "story." The calendar proves not only an effective means of communicating year-long important happenings and initiatives, but is also an invaluable source for receiving feedback. In 2008, the City of Novi added an "Opinion Card" in the calendar, providing the opportunity to share feedback. The Community Relations Office received 102 opinion cards from the 2011 annual calendar, with 89 respondents either strongly agreeing or somewhat agreeing they are "pleased with the overall direction the City of Novi is taking," and 38 and 30, respectively, agreeing that the "City of Novi government listens to citizens" and "Would recommend Novi as a place to live." Additionally, 28 respondents requested to be added to e-newsletters and four citizens sent feedback requiring follow-up.

Staff is satisfied with the performance of University Lithoprinters, Inc., including the quality of the publication, customer service, timeliness of production, and willingness to work together to enhance the product and reduce costs.

RECOMMENDED ACTION: Approval of a one-year contract renewal to University Lithoprinters, Inc. for design and printing of the Annual Calendar in the amount \$21,000.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Fischer				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Staudt				
Council Member Wrobel				

Walsh, Sheryl

From: Marilyn Bealafeld <mbealafeld@ulitho.com>
Sent: Tuesday, July 12, 2011 2:40 PM
To: Morianti, Sue; Walsh, Sheryl
Subject: 2012 City Calendar and Annual Report

Dear City of Novi,

Thank you for the opportunity to once again produce the City of Novi Calendar and Annual Report. We are happy to continue the contract and look forward to working with Sheryl on this project.

Best,

Marilyn

Marilyn Bealafeld
University Lithoprinters, Inc.
734-973-9414

5-27-09

Company name University Lithoprinters



ORIGINAL

CITY OF NOVI
REVISED PROPOSAL FORM

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof according to the attached terms and conditions.

PRINTING SERVICES - SPECIALTY PUBLICATIONS

1. Annual Report Calendar

Quantity: 30,000 (once annually) + 1000 extra pull out maps

Design and printing \$ 21,100 total

Postage (28,000) \$.320 to .337 per piece \$ 8960.00 to 9486.00 total

Production/delivery time 10 DAYS

2. Enhance Senior Newsletter

Quantity: 10,000 (four issues annually)

* Design and printing \$ 2620.00 total

Postage (9,400) \$.346 to .496 per piece \$ 3252.00 to 4662.00 total

Production/delivery time 5 to 7 DAYS

→ option for glue binding # 2365.00

4. Engage! Community Program/Recreation Guide

Quantity: 30,000 (three issues annually)

Design and printing \$ 28,910.00 total

Postage (28,000) \$.393 per piece \$ 10,990.00 total

Production/delivery time 10 to 12 DAYS

Printing Rush Charges

\$ 65.00 per hour to
\$ 250.00 per hour.

See comments