



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL** **DATE: JUNE 7, 2022**

**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT** **WARD: ALL**

**SUBJECT: SECOND AMENDMENT TO THE SERVICE AGREEMENT FOR DESIGN, PRINT, AND DISTRIBUTION OF THE EXPLORE RIVERSIDE / PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT ACTIVITY GUIDE, WITH THE SAUCE CREATIVE SERVICES, CORP., IN THE AMOUNT OF \$213,218.31 FOR THE TERM OF JUNE 20, 2022 – JUNE 19, 2023; AND CHANGE ORDER AUTHORITY OF 15% IN THE AMOUNT OF \$31,982.75 FOR TOTAL CONTRACT AMOUNT OF \$245,201.06**

## **ISSUE:**

Approve the second amendment to the Service Agreement with The Sauce Creative Services, Corp. to design, print, and distribute the Explore Riverside / Parks, Recreation and Community Services Department Activity Guide in the amount of \$213,218.31 for the term of June 20, 2022 through June 19, 2023; and change order authority of 15% in the amount of \$31,982.75 for a total contract amount of \$245,201.06.

## **RECOMMENDATIONS:**

1. Approve the second amendment to the Service Agreement with The Sauce Creative Services, Corp. to design, print, and distribute the Explore Riverside / Parks, Recreation and Community Services Department Activity Guide and flip book for the term of June 20, 2022, through June 19, 2023, in the amount of \$213,218.31 and 15% change order authority in the amount of \$31,982.75 for a total contract amount of \$245,201.06; and
2. Authorize the City Manager, or his designee, to execute all necessary documents to implement the Services Agreement

## **BACKGROUND:**

The Explore Riverside / Parks, Recreation and Community Services Department Activity Guide is a joint publication between the City of Riverside's Office of Communications and Parks, Recreation and Community Services Department (PRCSD). The Explore Riverside / PRCSD Activity Guide (Activity Guide) is an award-winning and nationally recognized publication.

On March 30, 2018, PRCSD posted Request for Proposal for the Design and/or Printing and

Distribution of the Activity Guide, RFP No. 1808. The City received five responses from the following qualified bidders:

	COMPANY	LOCATION
1	The Sauce Creative Services	Monrovia, CA
2	Southwest Offset Printing	Gardena, CA
3	SCNG Printing	Anaheim, CA
4	Geographics	Riverside, CA
5	PM Group	Lake Forest, CA

Staff from the Office of Communications, Finance, and PRCSD performed a competitive review process and interviews based on proposer background, qualifications, methodology, references, and cost. The Sauce Creative Services, Corp. was selected as the most qualified bidder.

On June 5, 2018, City Council approved the agreement between The Sauce Creative, Corp and the PRCSD for a three-year term ending June 19, 2021.

On June 20, 2021, the PRCSD entered into the first amendment to the agreement for a one-year term ending June 19, 2022

### **DISCUSSION:**

The award-winning Activity Guide reflects current print industry standards and provides a state-of-the-art publication that encourages readership and participation in PRCSD parks, programs, and activities. The modern, aesthetically pleasing, full-color, environmentally-friendly publication received the highest honor of an Award of Excellence from the California Park and Recreation Society for Print Publication. The magazine reflects the high standards set for the City and successfully attracts readers and participants to be a part of innovative programs, events, and activities.

In January 2022, The Sauce Creative, Corp. informed PRCSD marketing staff of increased printing costs due to the increase and short supply of paper. The printing industry has experienced, not only increased costs of paper, but difficulty obtaining paper. Due to the difficulties the cost to produce the activity guide has increased from the original agreement amount of \$145,105.38 to \$213,218.31.

The PRCSD recommends entering into the final amendment of the agreement with The Sauce Creative, Corp, to continue to provide design, print and distributions services of the Activity Guide.

The City's Marketing Officer concurs with the recommendation.

The Purchasing Manager concurs that the recommendation to award is in compliance with Purchasing Resolution 23812.

### **STRATEGIC PLAN ALIGNMENT:**

The naming request supports City **Strategic Priority 1 – Arts, Culture and Recreation** and specifically **goal 1.2**, to “Enhance equitable access to arts, culture and recreational service offerings and facilities.”

This action aligns with each of the Cross-Cutting Threads as follows:

1. **Community Trust** – The Activity Guide provides the community with information on accessing recreational services and events offered throughout the community.
2. **Equity** – 118,000 copies of the Activity Guide are distributed to households city-wide, enhancing accessibility to programming, services, and events.
3. **Fiscal Responsibility** – The distribution of the Activity Guide contributes to revenue generation by connecting the community to PRCSD programming and activities.
4. **Innovation** – The distribution of the Activity Guide provides access to activities, events and services that address the changing needs of the community.
5. **Sustainability & Resiliency** – The Activity Guide promotes educational opportunities for the community.

### **FISCAL IMPACT:**

The fiscal impact to the General Fund is \$213,218.31 and 15% change order authority in the amount of \$31,982.75 for a total contract amount of \$245,201.06. Appropriations are included in the Department's Budget submissions for Fiscal Year 2022/23 presented to the City Council for approval and will be budgeted in the General Fund, as follows:

<b>Department</b>	<b>Account</b>	<b>Account Name</b>	<b>Amount</b>
PRCSD	5200000-425610	Outside Printing Services	138,591.90
City Manager	1140000-453051	Outlook	74,626.41
<b>Total</b>			<b>213,218.31</b>
		15% Change Order	31,982.75
<b>Grand Total</b>			<b>245,201.06</b>

Prepared by:	Pamela M. Galera, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/Treasurer
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Phaedra A. Norton, City Attorney
 Attachments:	 Agreement