



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JUNE 5, 2018

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARDS: All

SUBJECT: SERVICES AGREEMENT FOR DESIGN, PRINTING, AND DISTRIBUTION OF EXPLORE RIVERSIDE / PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT ACTIVITY GUIDE, WITH THE SAUCE CREATIVE SERVICES CORP OF MONROVIA, CALIFORNIA, IN THE ANNUAL AMOUNT OF \$145,105.38, FOR A THREE YEAR TERM WITH THE OPTION TO EXTEND FOR TWO ADDITIONAL ONE YEAR TERMS – RFP NO. 1808

ISSUE:

Approve a Services Agreement with The Sauce Creative Services Corp from Monrovia, California, to design, print, and distribute the tri-annual Explore Riverside / Parks, Recreation and Community Services Department Activity Guide and flip-book in the annual amount of \$145,105.38 for a three year term with the option to extend for two additional one year terms.

RECOMMENDATIONS:

That the City Council:

1. Approve the Services Agreement with The Sauce Creative Services Corp to design, print, and distribute the tri-annual Explore Riverside / Parks, Recreation and Community Services Department Activity Guide and flip book for a three year term with the option to extend for two additional one year terms, with an annual contract price of \$145,105.38; and
2. Authorize the City Manager, or his designee, to execute all necessary documents to implement the Agreement and to extend the Agreement for two additional one year terms.

BACKGROUND:

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

On March 30, 2018, PRCSD posted Request for Proposal (RFP) No. 1808 for the Design and/or Printing and Distribution of the Explore Riverside / PRCSD Activity Guide. 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 of the proposals and conducted interviews to determine the most qualified vendor based on background, qualifications, methodology, references, and cost. The Sauce Creative Services Corp was selected as the most qualified bidder.

DISCUSSION:

The award-winning Explore Riverside / PRCSD 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 look, aesthetically-pleasing, full-color, environmentally-friendly publication recently 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. The City's Marketing Officer concurs with the recommendation. The Purchasing Manager concurs that the recommendation to award is in compliance with Purchasing Resolution 23256.

FISCAL IMPACT:

The fiscal impact of the Explore Riverside / PRCSD Activity Guide is \$145,105.38 annually. The cost includes design, printing and distribution of 354,000 guides. The City Manager's Offices and PRCSD jointly issue the Explore Riverside / PRCSD Activity Guide publication and will share costs associated with its publication. PRCSD will cover \$93,743.23 from Account No. 5200000-425610, and City Manager's Office will cover \$51,362.15 from Account No. 1140000-453051. The ongoing annual expenditure is included in the operating budgets for PRCSD and the Office of Communications.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
Approved by: Al Zelinka, FAICP Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. RFP Award Recommendation
2. Services Agreement with The Sauce Creative Services Corp