

**REQUEST FOR PROPOSAL
KEEPING POSTED NEWSLETTER
PRINTING AND MAILING SERVICES
VILLAGE OF GURNEE, ILLINOIS**

DATED: December 12, 2024

DUE: January 10, 2025

**VILLAGE OF GURNEE, ILLINOIS
REQUEST FOR PROPOSAL
KEEPING POSTED COMMUNITY NEWSLETTER
DECMEBER 2024**

I. PURPOSE OF REQUEST

The Village of Gurnee ("Village") is requesting fixed price proposals for professional printing and mailing services for the Village's Keeping Posted newsletter. The Village's needs are outlined in the following Request for Proposal ("RFP"). The selected firm will be issued a two (2) year contract with the option to renew, which will be at the discretion of the Village.

II. TIME SCHEDULE

The Village anticipates the following timeline:

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| Issue RFP | Thursday, December 12 th , 2024 |
| Deadline for Submittal of RFP's | Friday, January 10 th , 2025 |
| Village Board Meeting for Approval | Monday, February 3 rd , 2025 |
| Notify Firm | Tuesday, February 4 th , 2025 |

III. BACKGROUND INFORMATION

The Village of Gurnee is located in central Lake County approximately 38 miles north of the City of Chicago and eight miles west of Lake Michigan. The Village covers thirteen and a half square miles. The Village provides a traditional mixture of municipal services including policing, fire and emergency medical services, street and utility system maintenance, engineering, zoning, building safety and administrative services.

The Village is seeking to contract with a professional printer to provide printing and mailing services for its *Keeping Posted* newsletter. This full color newsletter is currently published five times a year around major Village events. As this publication is a primary means of regular communication with many segments of the public, the Village places a high importance on the reliable production and mailing of the newsletter.

Files are currently created in Adobe InDesign or Canva and uploaded to the printer in InDesign and some may be in a PDF format. The printer manages all production and mailing functions and bills the Village for those services. The process of printing and production (including mailing) occurs typically in no less than seven business days.

The Village seeks a vendor capable of delivering high-quality, cost-effective, and timely printing services. This RFP outlines the scope of work, submission requirements, and evaluation criteria. Vendors are invited to submit proposals demonstrating their ability to meet or exceed the Village's requirements.

IV. VILLAGE OF GURNEE CONTACT PERSON

The contractor's principal contact with the Village of Gurnee will be Austin Pollack, Assistant to the Village Administrator. The direct line to Austin Pollack is (847) 599-7514. He may also be by e-mail at apollack@village.gurnee.il.us

V. INSTRUCTIONS TO PROPOSERS

- A. All proposals should be sent to:

**Attn: Austin Pollack
Village of Gurnee
325 N. O'Plaine Road
Gurnee, IL 60031**

- B. All proposals must be in a sealed envelope and clearly marked "RFP – Keeping Posted Newsletter".
- C. All proposals must be received by 12:00 p.m. CST on Friday, January 10th, 2025 by email and physically delivered to the Village. An authorized representative must be present to accept the proposal in person. No faxed or telephone proposals will be accepted.
- D. Proposals should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. will be accepted. However, emphasis should be on completeness and clarity of content.
- E. Bidders are specifically prohibited from contacting any officer of the Village, elected or otherwise, regarding this proposal aside from the appointed contact person. Any bidder found to have contacted any other official or officer of the Village regarding this proposal shall be automatically disqualified from consideration.
- F. Village staff from the Administration Department will forward a recommendation to the Gurnee Village Board. The Village Board will then approve or deny the recommendation at the regular meeting to be held Monday, February 3rd, 2025. The Village will notify all participating companies of either the acceptance or denial of their bid on Tuesday, February 4th, 2025.

VI. PROPOSAL SUBMISSION REQUIREMENTS

The following information is to be submitted as part of the proposal. Two (2) copies of the proposal are to be provided. Other material may be attached as deemed appropriate, including documents related to any special features or services offered by the bidder. However, the proposal is to be organized as follows:

- A. **Letter of Introduction:** The bidder shall include in this letter at least the following information:
- A general overview of the bidder's company.
 - The bidder's experience with similar projects.
 - The names of the individuals who will be assigned to work on this project and their areas of responsibility.
- B. **Proposal Form**
- C. **References:** The bidder shall provide at least three (3) references with contact names, addresses, telephone numbers and e-mail addresses if available. Governmental references are preferred though not required.

- D. Samples of Work:** A minimum of three (3) samples must be submitted with your response to this RFP, preferably newsletters from other organizations or work for other municipalities.

VII. SELECTION CRITERIA

- A. Proposals will not be evaluated solely on cost. **The Village will award the contract based on the proposal that is in the best interest of the Village regardless of cost.** RFPs shall be evaluated on the requirement factors and specifications best serving the Village's overall operational needs at a cost-beneficial price. The Village of Gurnee reserves the right to reject any or all proposals and to waive any informality or technicality in the interest of the Village.

IV. COMPENSATION

- A. Payment by the Village for services rendered shall only be made after the services have been successfully performed. The successful contractor shall submit to the Village an itemized statement containing the cost of materials, labor and other miscellaneous charges. Payment shall be made only after the invoice is approved by an authorized Village representative and is subject to approval by the Gurnee Board of Trustees prior to final payment. Any disputes arising from either the invoiced amount or the performance of services shall be mediated prior to final payment.

V. TERMS AND CONDITIONS.

- A. **Right to Reject Any and All Proposals:** The Village reserves the right to reject any and all proposals and to waive minor irregularities in any proposal.
- B. **Clarification of Information:** The Village reserves the right to request clarification of information submitted and to request additional information from any proposer.
- C. **Right to Award Contract to Next Most Qualified Contractor:** The Village reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.
- D. **Withdrawal of Proposals:** Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the Village, the services described in the attached specifications, or until one or more of the proposals have been approved by the Village administration, whichever occurs first.
- E. **Contract Resulting:** The contract resulting from acceptance of a proposal by the Village shall be in a form supplied or approved by the Village Board and shall reflect the specifications in this RFP.
- F. **Amendments to Scope of Services:** The Village may elect to amend the scope of services of the contract at any time. If any order causes an increase or decrease in the cost of or

time required for the performance of any part of the work under the contract, an equitable adjustment shall be made in the contract price or delivery schedule, or both, and the contract shall be modified in writing accordingly. However, the successful bidder is not obligated to comply with any order unless and until the parties reach agreement as to an equitable adjustment, and same shall be reflected as an amendment to the contract.

- G. **Continuation of Contract:** The continuation of any financial obligation beyond the Village's current fiscal year (May 1 through April 30) is subject to and contingent upon sufficient funds being appropriated, budgeted or otherwise made available by the Village. The Village may terminate the entire contract or portions thereof and the contractor waives any and all claims for damage, effective immediately upon receipt of notice, if for any reason the Village's funding is not appropriated or is withdrawn or limited.
- H. **Unforeseeable Circumstances:** In the event of any unforeseen circumstances which significantly delay the publication of the newsletter, the Village shall be eligible for a discount on the cost of printing services for the delayed edition to be negotiated between the Village's representative and printer's agent following mailing of the edition. In the event of any unforeseen circumstances which prevent the publication or mailing of the newsletter, the Village shall not be liable for any costs incurred by the printer in the preparation of the impacted edition.
- I. **Costs Incurred:** The Village of Gurnee will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal.

VII. SCOPE OF SERVICES: The Village desires to enter into an agreement with a single printing company to provide the services outlined below. Bidders are requested to bid on all packages presented below as they are written. Any proposed additions, deviations or modifications to these specifications will be considered provided that they are itemized and explained separately (see Proposal Form). The Village intends to utilize these printing specifications but may elect from time to time to add or remove features or otherwise modify the package specifications.

A. Printing Specifications for Keeping Posted:

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|--------------------|--|
| Quantity | Approximately 16,100 per issue, depending on post office routing |
| Paper Stock | 100# Silk Text |
| Artwork | To be created in Adobe InDesign and provided in the InDesign File. Also some or all page may be created in Canva and provided in PDF format. Printer is responsible for resolving all InDesign errors, linking all links and images, and getting the file to final pdf form. |
| Revisions | 3 sets of unlimited revisions |
| Color | CMYK |
| Photos | Unlimited |
| Pages | 8 pages, 4 sheets double-sided, each 8.5x 11, binded as current style |

B. *Printing Specifications for Keeping Posted* +:

| | |
|--------------------|--|
| Quantity | Approximately 32,600 per issue, depending on post office routing |
| Paper Stock | 80# Silk Text |
| Artwork | To be created in Adobe InDesign and provided the in InDesign File. Also some or all page may be created in Canva and provided in PDF format. Printer is responsible for resolving all InDesign errors, linking all links and images, and getting the file to final pdf form. |
| Revisions | 3 sets of unlimited revisions |
| Color | CMYK |
| Photos | Unlimited |
| Pages | Estimate 16 pages, 8 sheets double-sided (In, pages dependent on community partners, each 8.5x 11, binded as current style |

- C. The Village has the right to cancel any issue as well as to modify the number of pages.
- A. *Additional Services:* The successful vendor shall be responsible for getting the file to final pdf print form, printing, collating and folding of the newsletter. This includes but is not limited to linking all links and images, resolving InDesign errors and ultimately getting the file to the final form for the Village's approval.
- D. *Newsletter Mailing Specifications:* The successful vendor shall be responsible for mailing all newsletters at bulk rate (ECRWSS) to specified routes within the Village through the Gurnee Post Office using the Village's bulk mail permit. All newsletters must be bundled and delivered in such a manner as to qualify for the bulk mail rate. Remaining newsletters (overs) are to be delivered to Village Hall between 8 a.m. and 4 p.m. Monday through Friday on the same day as delivery to the Gurnee Post Office.

**VILLAGE OF GURNEE
REQUEST FOR PROPOSAL
KEEPING POSTED COMMUNITY NEWSLETTER**

PRINTING PROPOSAL FORM

| Publication | Cost Per Issue | Proposed Modifications (If Any)* |
|--------------------|-----------------------|---|
| Keeping Posted | | |
| Keeping Posted + | | |

* Per the scope of services, proposed modifications, additions or deletions from the specifications detailed in each package will be considered but must be explained, itemized and detailed **separately** from the proposed cost of each package.