



Request For Bids
Professional Services Contract
Development and Production of City of Helena Publications
RFB ID: 11122021

Statement of Purpose:

The City of Helena, Alabama is hereby posting this request for proposal for professional services to develop and produce a monthly newsletter and digital version posted online. The City of Helena will accept proposals from qualified publication development and production firms that specialize in providing newsletter development.

The City of Helena will consider bid packages from qualified firms. Any firm or bid package which is found not in compliance with the Request For Bid specifications and requirements will be disqualified from the bid. Bids shall be sealed and delivered to the Office of the City Clerk located at 816 Highway 56 East, Helena, AL 35080 or mailed to P.O. Box 613 Helena, AL 35080 no later than 10:00am (central time), Friday, December 10, 2021.

All bids must comply with Alabama State Law, including but not limited to, Ala, Code (1975) 41-16-50 et seq. and provide all documentation of enrollment in the e-verify Program pursuant to Ala. Code 31-13-9. All bid information must be typed or printed in black ink. Bids shall be clearly marked "sealed bid". Along with the bid name, number and date of opening listed on the outside of the bid package.

Scope of Service:

City publications should tell the story of Helena. They allow the city to communicate with our citizens, providing consistent messaging while assisting us in projecting a positive image for the city and creating a sense of community.

The qualifying firm must be able to provide all services including, but not limited to advertising sales, publishing, magazine and/or newsletter development, layout, graphic arts & design, printing & production of copies, mailing services, writing, article development, photography, online publishing and marketing services as required. The services of the successful firm shall include, but not limited to the development, production, publishing, online posting and mailing of the monthly newsletter for the City of Helena. Contract term will be defined as 3 years and/or 36 months with 1 annual renewal possible and upon annual approval.

Qualifications of Firm:

1. Proven ability to publish a monthly magazine according to a pre-set schedules and timelines.
2. Monthly Publication sent to all Helena residents, with additional copies for advertisers and the city.
3. Annual Publication to be sent to all Helena residents, with additional copies for retailers and the city.
4. Ability to publish articles from publications online and through social media channels throughout the month to create a consistent source of online news and information for our citizens.

Content Requirements:

Include, but not limited to the following:

1. Each issue will prominently display the City of Helena logo.
2. Each issue of the magazine will be identified as the "Official Publication of the City of Helena."
3. Each issue of the magazine will contain the current City of Helena leadership team, community board members and city employees.
4. Each issue will include a Letter from the Mayor of Helena
5. Each Council member (5) to submit one 600 word or less article per year.
6. City related news, pictures, and content.
7. Focus stories on: Helena businesses, civic groups, and people.
8. Education – Public Safety, update on Helena Elementary, Intermediate, Middle, and High Schools.
9. Community events and projects.
10. Reports/updates from city boards, groups, etc. including, but not limited to: Helena Arts Council, Library Board, Historical Commission, Beautification Board, Helena Teen Council, Helena Market Days, and non-religious affiliated civic organizations

Bid Qualifications:

1. Statement and qualifications and experience
2. Number of years engaged in business
3. Fully describe your company and experiences
4. History of successful and stable company operations for at least one (1) year
5. List past and present projects similar to this RFB within the State of Alabama and provide copies of recent similar publications
6. Include names and qualifications of personnel to be assigned to managing this proposed agreement
7. The firm is currently licensed, insured and authorized to conduct business in the City of Helena. Please attach a copy of all licenses and insurances.
8. Development, implementation, and production plan for the monthly newsletter.

Any questions may be addressed to the City of Helena City Clerk, Amanda Traywick at 205.663.2161.

Submission:

Bid packages shall be sealed with one (1) master copy and six (6) additional copies, and delivered to:

The City of Helena
 Attn: Amanda Traywick, City Clerk
 816 Highway 52 East
 Helena, AI 35080

All bid proposals must be received no later than the posted deadline of December 10, 2021 at 10:00am (central time). Bid packages submitted after the posted date and time will not be accepted. Bid packages must be sealed and clearly marked with the Bid #, title, and the date of bid opening. Proposals may not be withdrawn for a period of (30) days after the closing date. The City of Helena reserves the right to reject any and all bids. Please make sure that each item is included within your bid package. Failure to provide a complete package of submittals may result in disqualification from the bid process.

Bid Option 1

| Item Description | Unit | Quantity | Item Cost |
|--|----------|----------------|-----------|
| Annual Publication <ul style="list-style-type: none"> • Minimum pages: 52 • 60# Gloss TXT/80# Gloss Cover – Price with Aqueous soft touch • 8.25 x 10.75" publication size • Printing: 4 color process throughout with bleed • Quote with: "Perfect Bind" Finish • PROOF: PDF Proof with each publication • AD ratio: 50/50 | Lump Sum | 1 (Annual) | \$ |
| Monthly Publication <ul style="list-style-type: none"> • Minimum pages: 52 • 60# Gloss TXT/80# Gloss Cover – Price with Aqueous soft touch • 8.25 x 10.75" publication size • Printing: 4 color process throughout with bleed • Quote with: "Perfect Bind" Finish | Lump Sum | 12 (Annual) | \$ |

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| <ul style="list-style-type: none"> • PROOF: PDF Proof with each publication • AD ratio: 50/50 | | | |
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Total Option 1 Lump Sum Bid \$ _____

Bid Option 2

| Item Description | Unit | Quantity | Item Cost |
|---|----------|----------------|-----------|
| Annual Publication <ul style="list-style-type: none"> • Minimum pages: 52 • 60# Gloss TXT/80# Gloss Cover – Price with Aqueous soft touch • 8.25 x 10.75" publication size • Printing: 4 color process throughout with bleed • Quote with: "Perfect Bind" Finish • PROOF: PDF Proof with each publication • AD ratio: 50/50 | Lump Sum | 1 (Annual) | \$ |
| Monthly Publication <ul style="list-style-type: none"> • Minimum pages: 52 • 60# Gloss TXT/80# Gloss Cover – Price without Aqueous soft touch • 8.25 x 10.75" publication size • Printing: 4 color process throughout with bleed • Quote with: "Saddle Stitch" Finish • PROOF: PDF Proof with each publication • AD ratio: 50/50 | Lump Sum | 12 (Annual) | \$ |

Total Option 2 Lump Sum Bid \$ _____

Bidder Name

Authorized Business Representative Name

Date of Submission

Authorized Business Representative Signature

REQUEST FOR BIDS
PROFESSIONAL SERVICES CONTRACT
DEVELOPMENT AND PRODUCTION OF CITY OF HELENA PUBLICATIONS

DATE OF RELEASE: Friday, November 12, 2021

DATE OF CLOSING: Friday, December 10, 2021 10:00 am

RFB ID: 11122021