



City of West Allis

Resolution: R-2019-0045

File Number: R-2019-0045

Sponsor(s): Administration & Finance Committee

Final Action:

JAN 15 2019

Resolution relative to accepting the proposal of Quad/Graphics for producing and distributing four (4) quarterly City Newsletters in 2019 for a total sum not to exceed \$54,596.68.

WHEREAS, the Purchasing Division has reported that it duly advertised a request for proposal for producing and distributing the City's "It's Your City" newsletter for the Communications Department of the City of West Allis, and the proposals received as shown on the attached bid report were reasonable; and

WHEREAS, the Communications Department has determined that the "It's Your City" newsletter is an important instrument in keeping the citizens and businesses of the City of West Allis informed of issues and events that are important to our neighborhoods and the city; and

WHEREAS, the Communications Department has included \$45,000 for printing the newsletter, and \$25,000 for distributing the newsletter in the 2019 Budget, totaling \$70,000; and

WHEREAS, the Common Council deems it to be in the best interests of the City of West Allis that the proposal of Quad/Graphics be accepted.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the City of West Allis that the proposal, dated November 30, 2018, submitted by Quad/Graphics for producing four (4) quarterly City newsletters, 32,200 copies of each newsletter at a cost of approximately \$8,093.50 each quarter, for a sum of \$32,374.00, with funding provided by the Communications Fund, with the purchase being charged to Account No. 260-8201-517.55-02, Printing, Out-Sourced; and also for distributing via U.S. mail four (4) quarterly City newsletters to 31,100 residences and businesses in West Allis at a cost of approximately \$5,555.67 each quarter, for an annual sum of \$22,222.68, with funding provided by the Communications Fund, with the purchase being charged to Account No. 260-8201-517.51-01, General Supplies-Postage; for a total sum not to exceed \$54,596.68, all in accordance with RFP #18-029, be and is hereby accepted.

BE IT FURTHER RESOLVED that the Purchasing Division be and is hereby authorized to enter into a contract for the aforesaid production and distribution services.

PCSD#18-029
ADMORDRES\2019\AFR2019.4

ADOPTED JAN 15 2019

APPROVED 1/17/19



Steven A. Braatz, Jr., City Clerk



Dan Devine, Mayor