



**CITY OF PLANO  
COUNCIL AGENDA ITEM**

<b>CITY SECRETARY'S USE ONLY</b>				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		11/28/11		
Department:		Purchasing		
Department Head		Diane Palmer-Boeck		
Agenda Coordinator (include phone #): <b>Sharron Mason - Ext. 7247</b>				
<b>CAPTION</b>				
Bid No. 2011-283-C for a one (1) year contract with three (3), one (1) year City optional renewals for Printing Services for the Leisure Catalog to be utilized by the Parks and Recreation Department in the estimated annual amount of \$73,700 and authorizing the City Manager to execute all necessary documents.				
<b>FINANCIAL SUMMARY</b>				
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR:	<b>2011-12</b>	<b>Prior Year (CIP Only)</b>	<b>Current Year</b>	<b>Future Years</b>
				<b>TOTALS</b>
Budget		0	86,000	0
Encumbered/Expended Amount		0	0	0
This Item		0	-73,700	0
BALANCE		0	12,300	0
<b>FUND(s): RECREATION REVOLVING FUND</b>				
<b>COMMENTS:</b> Approval of this agenda item will permit Parks & Recreation staff to award a bid from DFW Printing to produce the City of Plano's annual Leisure Guide. The remaining balance may be used for other professional services related to marketing Plano's recreational opportunities. <b>STRATEGIC PLAN GOAL:</b> Promoting recreational opportunities offered by the City of Plano to residents relates to Financially Strong City with Service Excellence and Great Neighborhoods - 1st Choice to Live.				
<b>SUMMARY OF ITEM</b>				
Staff recommends the bid of DFW Printing Co., Inc. in the estimated annual amount of \$73,700 be accepted as the lowest responsive, responsible bidder meeting specification, and conditioned upon timely execution of any necessary contract documents. This will establish a one (1) year contract with three (3) City optional one (1) year renewals for printing services for the leisure catalog.				
List of Supporting Documents: Memo and Recap			Other Departments, Boards, Commissions or Agencies	

# Memorandum

**Date:** November 14, 2011

**To:** Sharron Mason, Sr. Buyer

**From:** K'Ann Parham, PARD Technology Manager

**Subject: Bid No. 2011-283-C**

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After reviewing and evaluating all bids for bid number 2011-283-C (Printing Services for the Leisure Catalog), DFW Printing Co., Inc. was the lowest responsive, responsible bidder. The department recommends the award of this bid to DFW Printing Co. Inc. in the amount of \$73,700. DFW Printing is a Plano based company and has printed the Leisure Catalog with great success and cooperation over the last four years.

The cost of the catalog comes out of the Recreation Revolving Fund (not the General Fund) which revenue is generated by class registrations. If the City does not award this bid, our *Leisure* catalog would not be able to be printed, mailed and given out to 55,000 citizens four times a year. Thus the marketing of our classes would be significantly reduced resulting in fewer registrations. This would impact the Recreation Revolving Fund in a negative manner.

If you need any additional information, please ask.

**CITY OF PLANO**  
**BID NO. 2011-283-C**  
**Printing Services for the Leisure Catalog**

**BID RECAP**

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**Bid opening Date/Time:** September 16, 2011 at 3:00 pm

**Number of Vendors Notified:** 1534

**Vendors Submitting "No Bids":** 4

**Bids Evaluated Non-Responsive to Specifications:** 0

**Number of Bids Submitted Responsive to Bid:** 2

DFW Printing Co., Inc.	\$73,700.00
MailMax Direct	\$107,124.00

**Recommended Vendor:**

DFW Printing Co., Inc.	\$73,700.00
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*Sharron Mason*

*November 16, 2011*

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Sharron Mason  
Sr. Buyer

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Date