



Request for Proposal

Activity Guide Design and Print

Cameron Park Community Services District

2502 Country Club Drive
Cameron Park, CA 95682
www.cameronpark.org
530.677.2231

Board of Directors

Margaret Mohr, President
Monique Scobey, Vice President
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Jill Ritzman, General Manager

Issued: January 24, 2019

Submittal Deadline: February 22, 2019

Project Overview

The Cameron Park Community Services District (District) is seeking a qualified graphic artist and/or printing business to design and print Activity Guides. The District is seeking a “new, fresh look” for the Activity Guide, and is open to any and all ideas for print colors, paper and length. An Activity Guide is a traditional yet effective publication created by local park and recreation agencies across the country. The District is interested in ideas for linking this traditional print publication to District’s website & social media outlets for a broader distribution, costs savings and additional content.

Description of the District Activity Guide (current publication)

Currently, the District Activity Guide is published three times a year (mid-April, mid-August, and mid-December) and distributed to all Cameron Park residents and local businesses. The Activity Guide contains information on District classes, events, services and trips/tours and has a broad audience including young families to older adults. It also includes facility rental opportunities, District park information and directions on how to register for classes. The size of the Guide may vary from 16 to 32 pages. The current Activity Guide may be viewed on the website at: https://www.cameronpark.org/wp-content/uploads/2018/12/CPCSD_WSpring2019-final.pdf. A copy of the Activity Guide may be picked up in the District office or mailed upon request.

Project Objectives & Scope of Services

The District seeks a graphic artist and/or printing business that has the knowledge, experience and capability to design and/or print three Activity Guides per year. Work tasks will include:

- Working with District staff to design three Activity Guides per year.
- Printing and assembling approximately up to 45,000 Activity Guides annually, mid-April, mid-August and mid-December. Specific quantity depends upon the season.
- Delivering printed Activity Guides to the distribution center of District’s choice (in El Dorado County) three times a year.
- Providing an electronic copy of each Activity Guide to the District.

The District is also requesting ideas on cost-saving measures including, but not limited to:

- Type of paper, folding and binding
- Messaging and content
- Layout designs, suggestions resulting in fewer pages
- Linking messaging to social media and/or District website

The District would prefer to have proposals for all elements of the RFP, but will consider proposals for specifically the graphic design portion, or specifically the printing portion.

Project Proposals

Proposals shall include the following elements, organized in the following order. Please submit three printed and one electronic proposal.

1. Cover Letter

All proposals must include a cover letter submitted on the artist's/business's letterhead containing the signature and title of the person who is authorized to commit the business to a potential contract with the District. The cover letter should express the artist's/business's interest.

2. Qualifications

Demonstrate the artist's/business's qualifications with the following information:

- References - List contact information and dates of service from three clients; preference for clients who have received similar services to this RFP.
- Resumes of individuals who would be assigned to this project; describe each staff's role in the project.

3. Cost-Saving Measures

Ideas on ways to save costs on publishing and distributing Activity Guides, and the estimated value of those cost saving measures.

4. Sample of a "New Look"

- A four-page sample District Activity Guide, including front/back covers and two pages from the inside to demonstrate a "new look."

5. Costs

- Hourly rate(s) of the Graphic Artist(s)
- Itemized printing costs including: type of paper, binding, folding and printing. Costs shall be based on a 20-page Activity Guide (District's current format).

NOTE: District staff acknowledges that the costs of publishing the Activity Guide depends greatly on the design and printing of the specific publication, and a "new look" will dictate these costs. The cost request will assist the District in comparing costs from printing companies.

Proposals must include requirements stated above and elsewhere in this Request for Proposal (RFP). Disregarding these requirements may result in disqualification of the proposal. All proposal materials must be placed in a sealed package clearly marked with:

Name of the Artist/Business
Response to Request for Proposal
Activity Guide
Attention: Jill Ritzman, General Manager

Proposals may be mail to:

Cameron Park Community Services District
Attention: Jill Ritzman, General Manger
2502 Country Club Drive
Cameron Park, CA 95682

It is the responsibility of the respondent to ensure that proposals are received by the deadline on Page 1. Proposals or modifications will not be accepted via email. Questions regarding the proposal can be directed to Jill Ritzman, General Manger, jritzman@cameronpark.org or phone 530.350.4651. Responses to questions will be made within 24 hours and posted on the District website for viewing by other respondents. Staff will not respond to questions within 48 hours of the deadline.

Selection Procedure

Responses will be evaluated in terms of qualifications, experience, design, and cost. A review of responses will be made by a selection committee. Interviews will be conducted with the top candidates. The General Manager will negotiate a contact with the preferred artist/business. If an agreement cannot be negotiated that is acceptable, the General Manager will negotiate with the next best-qualified respondent. Proposers will be contacted the week of February 25 whether or not they have been selected for an interview.

Direct questions regarding the RFP via email to Jill Ritzman, General Manager, jritzman@cameronpark.org or phone 530.350.4651.