



CITY of CALABASAS
CITY COUNCIL AGENDA REPORT

DATE: **SEPTEMBER 10, 2024**

TO: **HONORABLE MAYOR AND COUNCILMEMBERS**

FROM: **ERICA L. GREEN, COMMUNITY SERVICES DIRECTOR**

SUBJECT: **AUTHORIZE AND AWARD A CONTRACT TO THE SAUCE CREATIVE SERVICE CORP. FOR THE DESIGN, PRINTING AND MAILING OF THE TRI-ANNUAL RECREATION BROCHURE IN THE AMOUNT OF \$172,575.92 FOR TWO YEARS**

MEETING DATE: **SEPTEMBER 25, 2024**

SUMMARY RECOMMENDATION:

That the City Council authorize and award a contract to The Sauce Creative Services Corp. for the design, printing and mailing of the tri-annual Recreation Brochure for two years in the amount of \$172,575.92.

BACKGROUND:

For over two years, The Sauce Creative Services Corp. has handled the design, printing, and mailing of the Recreation Brochure. With the current contract approaching its end, the Community Services Department issued a Request for Proposals to identify qualified vendors to continue these services.

DISCUSSION/ANALYSIS:

The objective of outsourcing the Recreation Brochure is to leverage specialized expertise in design, printing, and mailing to produce a high-quality, visually appealing, and well-distributed publication that effectively communicates community services and events to residents. By outsourcing, the City benefits from:

- **Professional Expertise:** Engaging experts who specialize in graphic design, layout, and publication production ensures a polished, creative, and engaging brochure.
- **Resource Efficiency:** Outsourcing allows the city to focus internal resources on core activities and programs, rather than managing the detailed logistics of brochure production.
- **Cost-Effectiveness:** It may be more cost-effective to contract with a professional firm for design, print, and mailing services rather than maintaining in-house staff and equipment for these functions.
- **Innovation:** Outside vendors, like The Sauce Creative Services Corp., bring fresh, creative approaches to design and marketing, ensuring the brochure remains engaging and up-to-date.
- **Timeliness and Distribution:** Outsourcing streamlines the process, ensuring timely production and distribution of the brochure to the community.

This ensures that the Recreation Brochure is a standout, community-engaging publication that reflects the city’s programs and services in the best possible light.

The Community Services Department issued a Request for Proposal (RFP) on August 8, 2024, to ensure continued high-quality services for this project. Two proposals were received and reviewed.

VENDOR	BID TOTAL	NOTES
The Sauce Creative Services Corp	\$172,575.92 (2 years)	Includes, sales tax, permit fees, and 10% paper cost increases per year
Advantage Mailing LLC	\$82,812.65 (2 years)	Company does not provide design services. Does not include design, tax, postage or permit fees. Includes paper cost increases per year.

After evaluating the proposals, The Sauce Creative Services Corp. was selected as the most qualified vendor. Their innovative approach to design, paired with their expertise in printing and mailing, continues to align with the goals of the City of Calabasas in delivering informative and visually engaging materials to the public. The contract will be awarded for the period of two years and the option to extend for four additional one-year terms.

FISCAL IMPACT/SOURCE OF FUNDING:

The funding for the service comes from the approved Fiscal Year (FY) 24-25 and FY 25-26 Community Services Department printing/advertising budget.

REQUESTED ACTION:

That the City Council authorize and award a contract to The Sauce Creative Services Corp. for the design, printing and mailing of the tri-annual Recreation Brochure for two years in the amount of \$172,575.92.

ATTACHMENTS:

A. Professional Services Agreement