

Lions Roar Newsletter Bid

Crystal Miranda
Community Relations Director
City Council Meeting
November 19, 2024

Summary

- Question
 - **City Council is being asked to consider authorizing staff to award a Bid and provide direction on the Lions Roar Newsletter.**
- Options
 - Recommended:
 1. Approve.
 2. Allow limited editions and pages.
 - Denial
 - Other
- Declaration
 - This is a City Council discretion.

Purpose / Background

- The City of Leon Valley has created and distributed a City Newsletter since the early 1960's.
- The Lion's Roar is produced six times a calendar year and includes factual and informative City news.
- City Council advised staff to seek updated bid proposals.
- City created and advertised a Request for Proposals on August 8, 2024.
- Proposals were due September 12, 2024, and one company submitted by the deadline.* (*another bid was received after the posted deadline and was incomplete)

Background

- RFP posted in The Echo, City website, and sent directly to potential vendors.
- Current numbers
 - 3,021 mailed
 - 400 COLV & Apartments

Lions Roar			
20 pages	\$6,987		
16 pages	\$5,819.00		
12 pages	\$5,196.00		
8 pages	\$3,997.72		
4 pages	\$3,300.68		
inserts	\$1,637.05		
Total Cost (Miscellaneous)	\$26,937.02		

Fiscal Impact

Bid Results:

Edition size	Year 1	Year 2	Year 3
16-page	\$5,819.00	\$5,935.38	\$ 6,054.09
12-page	\$5,196.00	\$5,299.92	\$ 5,405.92
8-page	\$3,997.72	\$4,077.67	\$ 4,159.23
4-page	\$3,300.68	\$3,366.69	\$ 3,434.02

Special Editions	Year 1	Year 2	Year 3
4-page	\$3,300.68	\$3,366.69	\$ 3,434.02
8-page	\$3,997.72	\$4,077.67	\$ 4,159.23
12-page	\$5,196.00	\$5,299.92	\$ 5,405.92

Price per additional 250 issues: \$ 358.10

Price per additional insert: \$ 1,637.05 8.5 x 11 printing 4/4 includes hand inserting

Price per additional fee(s): \$ To Be Determined
(specify items and cost)

* Prices based on current postal rates and will need to be adjusted with USPS rate increases.



Recommendation

- City Council Discretion