



CITY OF NOVI CITY COUNCIL
JANUARY 27, 2025

SUBJECT: Approval of contract award to Accuform Printing & Graphics to design, produce and distribute Engage three times per year in the amount of \$62,964.00 annually for one year, with the option for two renewals.

SUBMITTING DEPARTMENT: Community Relations

KEY HIGHLIGHTS:

- Shifting to three additions of Engage annually will save the City \$47,000 in printing costs
- While the printer is responsible for soliciting and securing advertising for each publication, the City retains full editorial control.
- Nearly 80 percent of Parks program registrations come through the Engage Magazine.

FINANCIAL IMPACT

	FY 25/26	FY 26/27	FY 27/28
EXPENDITURE REQUIRED	\$ 90,000	\$ 90,000	\$ 90,000
BUDGET			
1. Community Newsletter (Engage) (101-725.00-888.500)	\$63,000	\$63,000	\$63,000
2. Printing and Publishing (101-725.00-900.000)	\$27,000	\$27,000	\$27,000
APPROPRIATION REQUIRED	\$0	\$0	\$0
FUND BALANCE IMPACT	\$0	\$0	\$0

BACKGROUND INFORMATION: :

For more than a decade, the City of Novi has produced the Engage magazine to market Parks, Recreation & Cultural Services programming, as well as City events/services services and Library happenings.

In 2019, the City contracted with Accuform Printing & Graphics to enhance the Engage publication, share Novi stories and provide advertising opportunities to local business partners. We have seen continued support of the publication by our Novi community. The current magazine is printed and mailed at annual cost of approximately \$110,000 for five editions (not including postage).

In November, the City placed an RFP seeking a vendor to design, produce and distribute the Engage magazine three times per year. The chosen proposal received was submitted by Accuform Printing & Graphics. Accuform's proposal includes a 75% cost share by the City of the \$27,984.00 per edition, equating to \$20,988.00 per issue. The total annual printing cost to the City, which include design, layout, printing, perfect binding and mail route sorting equals \$62,964.00. The City of Novi will determine editorial themes and content of the magazine.

Each magazine is to be no fewer than 60 pages of which no more than 30% will be devoted to advertising. All advertising and solicitation will be the sole responsibility of the contractor. The City of Novi retains the right to approve and/or reject sponsors or advertisers and has full editorial control of the magazine.

The new magazine cycle would begin with a Spring/Summer 2025 edition in late April and continue every four or so months throughout the year. The Winter 2026 edition will include the Novi Chamber of Commerce Directory on the reverse back cover, utilizing no more than 36 pages.

The City of Novi will be responsible for the postage which will be approximately \$9,000 an issue, for a total of \$27,000 annually. Under this new recommended contract, the City would send three Engage Publications to approximately 33,000 recipients in Novi for an approximate total of \$89,964.00 (inclusive of postage). This figure does not take into account the payback to the City from our Engage Library partner, which will be approximately \$7,000.

Past products with Accuform have been completed on time, of superior quality and delivered with quality customer service. It is with high confidence they are recommended to continue production of Engage.

RECOMMENDED ACTION: Approval of contract award to Accuform Printing & Graphics to design, produce and distribute Engage three times per year in the amount of \$62,964.00 annually for one year, with the option for two renewals.