



REQUEST FOR BOARD ACTION

ITEM NO. 7.

DATE OF MEETING: February 21, 2012

REQUESTED BY: Monique Baker, Tourism Director

SHORT TITLE: Resolution Authorizing Purchase Order to Phoenix Rising Advertising for the Design, Printing and Shipping of 35,000 Pender County Visitor's Guides in the Amount of \$11,896.50

BACKGROUND: The Visitor's Guides will be distributed to our Pender County tourism organizations & partners, NC Welcome Centers, inquiries and leads. Cape Fear Publications Distribution will distribute it to the Southeastern NC hotels, restaurants, and attractions. Funds are budgeted in 44-407000.

SPECIFIC ACTION REQUESTED: To adopt a resolution authorizing a purchase order to Phoenix Rising Advertising for the design, printing and shipping of 35,000 Pender County Visitor's Guides in the Amount of \$11,896.50

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.


Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that

a purchase order to Phoenix Rising Advertising for the design, printing and shipping of 35,000 Pender County Visitor's Guides in the Amount of \$11,896.50 is hereby authorized. The County Manager is authorized to execute any/all documents necessary to implement this resolution.

Budget Line Item: 44-407000

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS _____

YEA VOTES: Brown ___ Tate ___ Ward ___ Rivenbark ___ Williams ___

George R. Brown, Chairman

Date

ATTEST

Date

Micky Duvall
Pender County Manager
805 S. Walker St.
Burgaw, NC 28425

Re:
Bids

Pender County Tourism has received bids for the printing of 35,000 2012 Pender County Visitor's Guide. The bids will be presented to the Pender County Tourism Development Authority (TDA) Board on February 16th to be approved.

Phoenix Rising Agency did the design of the Visitor's Guide and their chosen printer, Earl Litho, came in at the lowest price. They will pay Earl Litho and the TDA will reimburse them for the printing cost as well as for the design and shipping costs. We respectively request that Phoenix Rising Agency be given the purchase order in the amount of \$11,896.50. (\$8654.00 of that is for printing and \$2345.50 is for design and shipping.)

Funding for this project will come from Tourism Development Authority Reserve Funds and Room Occupancy Tax (ROT).

<u>Company</u>	<u>Location</u>	<u>Printing Costs</u>
Phoenix Rising Agency/ Earl Litho	Wilmington NC/ Wisconsin	\$8654.00
Prestige Printers	Houston TX	\$10,208.00
Premier Graphics, Inc.	Atlantic Highlands NJ	\$11,409.00
PrintWorks	Wilmington NC	\$12,271.00

Thank you for your support of the Pender County Tourism Office and the Tourism Development Authority. If you have any questions, please do not hesitate to contact me.

Sincerely,

Monique Baker
Tourism Director
Pender County Tourism.



Quote

Date: 1/27/12

Client: Pender County Tourism

Description: Brochure

Size: 4" X 9" – 40 pages including cover

Stock: 80# Gloss Book

Colors: 4/C

Qty/Cost: 35,000 \$8,654.00 – 80#

Shipping: \$950 for inside delivery

HOURLY CHARGE TO CORRECT FILES AFTER IT IS AT THE
PRINTER \$125 PER HOUR.

Approved: _____

Date: _____

225 S. Water St.
Wilmington
North Carolina
28401
ph 910.763.7030
fax 910.772.3077

PRESTIGE PRINTERS
3560 LANG RD.
HOUSTON, TX 77092
TEL: 713-956-9727
FAX: 713-956-9730

ESTIMATE, # 12147620

From: JAY CHAE / email: ichae@prestigeprinters.com

Print Project Title: P Brochure

Contact Name: Cathey Luna

Contact Company Name: Phoenix Rising Agency

Contact Address: 225 S. Water Street

Contact City: Wilmington

Contact State: North Carolina

Contact Zip Code: 28401

Contact Phone: 910-763-700

Contact Fax: 910-772-3077

Contact Email: luna@bizec.rr.com

Date: 12-14-2011

Qty: 35000

Page: 36 page + cover

Color: 4cp + AQ cover

Ink coverage: Light to medium (extra for heavy coverage)

Bleed: Yes

Size: 8x9 flat, 4x9 finish

Bindery: Trim, saddle stitch 9

Stock: 80# gloss text,

Packing: Bulk pack in standard corrugated cartons

Proof: Electronic proof is included, low resolution color proof is \$ 5.00 (not color accurate) or \$10.00 per page on high resolution color proof (color accurate).
8.5x11 size.

File: please read this section carefully.

Total price is based on customer providing ready to print high resolution PDF (distilled not exported) in a single file with proper page sequence. Any intervention or converting to PDF from native file is extra charge at rate of \$60 per hour. It is recommended that customer provide us with a dummy of their project to insure job being done correctly.

Uploading file: www.prestigeprinters.com <<http://www.prestigeprinters.com>>

This job will run on our Heidelberg sheetfed press, higher quality printing than web press. All the work is done in Houston.

We reserve the right to provide 3% +, -

Price: \$ 10,208.00

Shipping is extra and estimated only , dock to dock ^ residential or liftgate

services slightly higher. There is \$5.00 fee per location for shipping multiple locations.

Mailing: We use local affiliates to handle mailing. Contact information will be provided.

Payment Terms: 50% down with the order and the balance due when job is complete. The job will be released when final payment is received. We accept WIRE TRANSFER & credit cards. For credit card payment, 2.5% bank fee will be applied for VISA and MC & 3% for American Express. All sales are final. No return or exchange.

Price is estimated only and it is subject to change. Taxes are extra. This quote is good for 30 days only. There is no return or refund. Estimated Turnaround is approximately 14 working days (extra charge for RUSH service) from customer approval + shipping. Large jobs or jobs with associated outside services may be longer. We are NOT responsible for delays in shipping once the job has been picked up from our dock.

When placing an order based on this quotation you are agreeing to the terms and conditions that are expressed on this quote.

Thank you.

Jay Chae
Prestige Printers
3560 Lang Rd.
Houston, TX 77092
Tel: 713-956-9727, Fax: 713-956-9730

Marianne Tendler
Premier Graphics, Inc,
Atlantic Highlands, NJ
www.premiergraphics.com <<http://www.premiergraphics.com>>

We appreciate the opportunity to bid on your project posted under bid #171855.
Our quote for this project is \$11,409.00 (shipping included). Please let me know
if there are any questions or further information needed. We hope to hear back
from you.

Original quote request

Subcategory: Newsletters, Flyers, Brochures (quantity under 5,000)

Bid #: 171855

Date Bid Submitted: 12/13/2011

Bid Due Date: 12/16/2011

Project Title: P Brochure

Schedule Required: 1/15/12

Contact Name: Cathey Luna

Contact Company: Phoenix Rising Agency

Contact Country: United States

Contact Address: 225 S. Water Street

Contact City: Wilmington

Contact State/Prov: North Carolina

Contact Postal Code: 28401

Contact Phone: 910-763-700

Contact Fax: 910-772-3077

Contact Email: luna@bizec.rr.com

Delivery Contact: Cathey Luna

Delivery Company: Phoenix Rising Agency

Delivery Country: United States

Delivery Address: 225 S. Water Street

Delivery City: Wilmington

Delivery State/Prov: North Carolina

Delivery Postal Code: 28401

Delivery Phone: 910-763-700

Delivery Fax: 910-772-3077

PRE-PRESS INFORMATION -- Newsletters, Flyers, Brochures

Software Program(s) Used (check all that apply): Illustrator, InDesign
Graphic Design Needed:: No
Artwork Provided: PDF
Proofs: Electronic Proofs

PRESS INFORMATION -- Newsletters, Flyers, Brochures (quantity under 5,000)

Frequency: One Time Printing
Quantity: 35000
Size Flat or Open: 8 X 9
Finished Size:: 4 X 9
Page Count: 40
Does Page Count include Covers? (covers are 4 pgs):: No
Cover Paper Stock: 80 lb. Coated White Text
Text Paper Stock: 80 lb. Coated White Text
Cover OUTSIDE Ink: 4-color process (CMYK)
Cover INSIDE Ink: 4-color process (CMYK)
Text Ink: 4-color process (CMYK)
Cover Coating: Varnish
1-Color Photo (halftone): No
2-Color Photos (duotone): No
4-Color Process Photos or Graphics in TEXT: Yes
Cover Bleeds: Yes
Text Bleeds: Yes

POST-PRESS INFORMATION -- Newsletters, Flyers, Brochures

Bindery/Folding: Saddle Stitched
Mailhouse Services Required: No
Packaging (select all that apply):: Bulk in Cartons, Skid Packed
Additional Comments: (none)

Marianne Tendler
Premier Graphics, Inc,



Estimate

5317 WRIGHTSVILLE AVE.
 WILMINGTON, NC 28403
 910.452.7777 P
 910.452.7888 F
 ID#26-0432643
 WWW.PRINTWORKS123.COM

No. **E#4971**

Date 1/31/2012

Customer P.O. No.

PHOENIX RISING AGENCY
 208 S. FRONT STREET UNIT #1
 WILMINGTON NC 28401
 PHONE: 910-763-7030
 FAX: 910-772-3077

QUANTITY	DESCRIPTION	AMOUNT
35,000	35,000 - 40 page brochure (36+4 cover) 4/4 - 8x9 flat/ 4/9 folded / Cover 80# Gloss Insides Gloss 80# text / Saddlestitch 9"way (Includes delivery to your specified destination within NC)	12,271.00
<p>All invoices are due at time of presentation unless you have met the requirements for a 30-day charge account. All account invoices are due 30 days from presentation. A 1.5% finance charge will be added per month after 30 days.</p> <p>***Any estimates are good for 30 days. Please call us if you have any questions.***</p>		<p>SUBTOTAL 12,271.00</p> <p>TAX</p> <p>SHIPPING</p> <p>TOTAL 12,271.00</p>