



DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

Department of Purchasing
Nicole Westmoreland, MBA, Purchasing Agent
813/794-2221 Fax: 813/794-2111
727/774-2221 TDD: 813/794-2484
352/524-2221 email: nwestmor@pasco.k12.fl.us

May 6, 2014

MEMORANDUM

TO: Honorable School Board Members

FROM: Nicole Westmoreland, MBA, Purchasing Agent *NW*

SUBJECT: RFP 13-081-SB Wiregrass Ranch High School Yearbooks
RFP 13-083-SB JW Mitchell High School Yearbooks
Second Year Renewal
Walsworth Publishing

On April 16, 2013, official action was taken to award RFP # 13-081-SB Wiregrass Ranch High School Yearbooks and RFP 13-083-SB J.W. Mitchell High School to Walsworth Publishing. The first year of RFP 13-081-SB will be expiring on June 30, 2014 and RFP 13-083-SB will be expiring on June 20, 2014. These are three-year contracts (renewable annually) based upon mutual consent of the parties.

Considering services have been satisfactory, Walsworth was contacted to determine their willingness to enter into the second year of the contracts noted above. As such, they have agreed in writing (attached) to enter into the second year.

It is my recommendation at this time to enter into the second year of the contracts with Walsworth Publishing. The contract period for RFP 13-081-SB Wiregrass Ranch High School Yearbooks will be July 1, 2014 through June 30, 2015 and RFP 13-083-SB J.W. Mitchell High School Yearbooks will be June 21, 2014 through June 20, 2015.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

NW/sb
Attachments

Date/Time: April 30, 2014 09:42:00
(813) 794-2000 • (352) 524-2000 • (727) 774-2000 • www.pasco.k12.fl.us



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RFP RENEWAL REQUEST

RFP TITLE: WRHS Yearbooks

Yes, I agree to renew RFP# 13-081-SB WRHS Yearbooks under the same terms and conditions as the existing agreement. The second year period shall be from July 1, 2014 through June 30, 2015.

No, I do not agree to renew RFP# 13-081-SB.

COMPANY NAME: Walsworth Publishing Company

SIGNATURE: Adam Livesay

TYPED NAME AND TITLE: Adam Livesay - Sales Representative

TELEPHONE (WITH AREA CODE): (813) 230-2812

FAX NUMBER (WITH AREA CODE): (407) 831-0588

E-MAIL: yearbookcentral@walsworth.com

DATE: 4-26-14

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE EMAIL BACK TO: mvelez@pasco.k12.fl.us

DISTRICT SCHOOL BOARD OF PASCO COUNTY

ATTENTION: **Monica Velez**
PURCHASING DEPARTMENT
20430 GATOR LANE
LAND O' LAKES, FL 34638
(813) 794-2222 (PHONE)
(813) 794-2111 (FAX)



DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

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352/ 524-2221 e-mail: nwestmor@pasco.k12.fl.us

RFP RENEWAL REQUEST

RFP TITLE: JWMHS Yearbooks

Yes, I agree to renew RFP# 13-083-SB JWMHS Yearbooks under the same terms and conditions as the existing agreement. The second year period shall be from June 21, 2014 through June 20, 2015.

No, I do not agree to renew RFP# 13-083-SB.

COMPANY NAME: Walsworth Publishing Company

SIGNATURE: Adam Livesay

TYPED NAME AND TITLE: Adam Livesay - Sales Representative

TELEPHONE (WITH AREA CODE): (813) 230-2812

FAX NUMBER (WITH AREA CODE): (407) 831-0588

E-MAIL: yearbookcentral@walsworth.com

DATE: 4-26-14

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE EMAIL BACK TO: mvelez@pasco.k12.fl.us

DISTRICT SCHOOL BOARD OF PASCO COUNTY

ATTENTION: Monica Velez

PURCHASING DEPARTMENT

20430 GATOR LANE

LAND O' LAKES, FL 34638

(813) 794-2222 (PHONE)

(813) 794-2111 (FAX)

District School Board of Pasco County Bid Recommendation

RFP Title	Yearbooks-Wiregrass Ranch High School		Number of Vendors Notified	118
RFP Number	13-081-SB		Number of Proposals Distributed	15
Date Solicited	March 6, 2013		Number of Vendors Proposing	4
Date Opened	April 2, 2013		Number of Formal "No Bid" Responses	0
Date Board Presentation	April 16, 2013		Funding Source	School Internal Funds
Total Savings	Estimated \$1068.75		Grand Total of RFP	Estimated \$40,000

Recommendation:

Recommend acceptance of RFP from Walsworth as noted on the attached tabulation sheet as the best, responsive and responsible proposal receiving the highest number of points.

Term of Contract:

This is a three year contract, renewable annually by mutual agreement of both parties. The first year of the contract will commence on July 1, 2013 and continue through June 30, 2014.

Notations and Exceptions:

This RFP was awarded upon the following point criteria: Total Price (10), Add-Ons (10), References (15), Educational Resources/Website (15), Samples (15), and Workshop Options (5).

The grand total of the RFP was determined by adding the recommended vendor's base price with the anticipated add-ons.

Savings were calculated by subtracting the awarded vendor's base price from the average price of all submittals.

Offers from the vendors listed herein are the only offers received timely as of the specified opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

Proposals Evaluated By:

Jimmy DuBose, Assistant Principal
Da'Ondra Martin, Yearbook Adviser
1 Parent – Name on file in Purchasing
3 Students - Names on file in Purchasing

Recommendation Prepared By:

Monica Velez, Interim Buyer Assistant

Reviewed and Authorized By:

Michael J. Woodall, CPPO, Purchasing Agent



District School Board
of Pasco County

APR 16 2013

Board Approved

DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: April 2, 2013 @ 2:30 PM			Balfour	Entourage Yearbooks	Jostens	Walsworth Publishing Company 1511 Druid Road Maitland, FL 32751
RFP TITLE: Yearbooks - Wiregrass Ranch High School			10707 66th Street N. # 9	745 Alexander Road	3601 Minnosota Drive, #400	
RFP #: 13-081-SB			Pinellas Park, FL 33782	Princeton, NJ 08540	Minneapolis, MN 55435	
BOARD MEETING: April 16, 2013						
ITEM#	Units	DESCRIPTION				
Category A	600	Base Price: (10 point Max)	\$35,124.00	\$36,102.00	\$35,882.00	\$36,595.00
			\$6,952 for InDesign and PhotoShop			
			\$42,076.00			
		Total Points for Base Price	8.53	9.94	10.00	9.81
Category B		Add-ons: (10 point Max)				
	per copy	1. Cost of additional copies (after the 600 specified)	\$26.35	\$58.32	\$60.00	\$28.00
Deduct	per copy	2. Credit for reduction in quantity of yearbooks	-\$26.35	-\$62.29	-\$30.00	-\$28.00
Deduct	per page	3. Credit for reduction in 8 color pages	-\$1,000.00	-\$2.00	-\$600.00	-\$1,600.00
	per page	4. Cost for 8 additional color pages	\$1,523.00	\$2.00	\$1,000.00	\$1,600.00
	1 line	5. Cost for lines of personalization	\$3.40	\$4.95	\$4.00	\$4.10
	per icon	6. Cost for Icons	\$3.35	\$1.00	\$2.00	\$3.00
	per cover	7. Cost for plastic protective covers	\$1.18	\$2.00	\$1.00	\$1.16
	per section	8. Cost for autograph sections	\$0.59	\$2.00	\$0.60	\$1.65
	per copy	9. Direct sales to students/parents cost	\$1.00	\$0.00	\$1.00	\$1.00
	per hour	10. Company Graphic Artist	\$72.00	\$30.00	\$45.00	\$50.00
	per copy	11. Current events insert cost – sewn into book	\$2.20	\$2.50	\$2.00	\$1.60
	per copy	12. Current events insert cost – tape insertion	\$2.20	\$2.50	\$2.00	\$1.60
	per copy	13. Spine copy/decoration (school design cover)	\$0.00	\$0.00	\$0.00	\$0.00
	per copy	14. Spine copy/decoration (company design cover)	\$0.00	\$0.00	\$0.00	\$0.00
	per copy	15. Back cover decoration charge	\$0.00	\$0.00	\$0.00	\$0.00
	per copy	16. Additional silkscreen color applied	\$1.17	\$2.85	\$0.75	\$0.75
	per copy	17. Additional foil – stamp color applied	\$1.17	\$2.00	\$0.97	\$0.95
	per copy	18. Foil – stamp die charge (if new die)	Quote Required	\$0.00	\$0.25	Quote Required
	per copy	19. Embossing	\$1.27	\$0.00	\$1.40	\$0.95
	per copy	20. Embossing die charge (if new die)	Quote Required	\$0.00	\$0.25	Quote Required
	per copy	21. Metalique/metalay application	\$2.97	\$1.50	\$1.40	\$0.95
	per copy	22. Rounding and Backing	\$0.00	\$0.00	\$0.40	\$0.00
	per copy	23. Four color printed cover	\$0.83	\$0.00	\$0.00	\$0.00
	per copy	24. Mylar lamination for printed cover	\$0.00	\$0.00	\$0.00	\$0.00
	per copy	25. Company – design die cut end-sheets	\$0.00	\$1.50	\$0.58	\$0.00
	per copy	26. Company – design embossed end-sheets	\$0.00	\$3.50	\$0.58	\$0.00
	per copy	27. Company – design foil – stamped end-sheets	\$0.00	\$1.50	\$0.58	\$0.00
	per copy	28. Different front & back end-sheet designs	\$1.01	\$0.00	\$2.00	\$0.00
	per copy	29. Four color process end-sheets, same design front and back	\$0.66	\$0.00	\$1.10	\$0.00
		Total for Add-ons # (1-17, 19, 21-29):	\$618.00	\$53.83	\$497.36	\$61.71
		Total points for Add-ons:	0.87	10.00	1.08	8.72

District School Board
of Pasco County

APR 16 2013

Board Approved

DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: April 2, 2013 @ 2:30 PM			Balfour	Entourage Yearbooks	Jostens	Walsworth Publishing Company
RFP TITLE: Yearbooks -Wiregrass Ranch High School			10707 66th Street N. # 9	745 Alexander Road	3601 Minnosota Drive, #400	1511 Druid Road
RFP #: 13-081-SB			Pinellas Park, FL 33782	Princeton, NJ 08540	Minneapolis, MN 55435	Maitland, FL 32751
BOARD MEETING: April 16, 2013						
ITEM#	Units	DESCRIPTION				
Category C		References: (15 point Max)	14.75	15.00	14.35	15.00
Category D		Educational Resources/Website: (15 point Max)	11.33	6.17	13.17	12.83
Category E		Samples: (15 point Max)	8.67	7.75	12.67	13.33
Category F		Workshop Options (5 point Max)	4.17	2.33	4.08	4.33
Total Points: (70 point Max)			48.32	51.19	55.35	64.03

District School Board
of Pasco County

APR 16 2013

Board Approved

District School Board of Pasco County Bid Recommendation

RFP Title	Yearbooks-JW Mitchell High School	Number of Vendors Notified	150
RFP Number	13-083-SB	Number of Proposals Distributed	14
Date Solicited	February 26, 2013	Number of Vendors Proposing	3
Date Opened	March 18, 2013	Number of Formal "No Bid" Responses	0
Date Board Presentation	April 16, 2013	Funding Source	School Internal Funds
Total Savings	Estimated \$ 3,557	Grand Total of RFP	Estimated \$50,000

Recommendation: Recommend acceptance of RFP from Walsworth as noted on the attached tabulation sheet as the best, responsive and responsible proposal receiving the highest number of points.

Term of Contract: This is a three year contract, renewable annually by mutual agreement of both parties. The first year of the contract will commence on June 21, 2013 and continue through June 20, 2014.

Notations and Exceptions:

This RFP was awarded upon the following point criteria: Total Price (10), Add-Ons (10), References (15), Educational Resources/Website (15), Samples (15), and Workshop Options (5).

The grand total of the RFP was determined by adding the recommended vendor's base price with the anticipated add-ons.

Savings were calculated by subtracting the awarded vendor's base price from the average price of all submittals.

Offers from the vendors listed herein are the only offers received timely as of the specified opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

Proposals Evaluated By:

Jessica Schultz, Assistant Principal, JW Mitchell High School
 Sabrina Schmitz, Yearbook Adviser, JW Mitchell High School
 2 Students from JW Mitchell High School - Names on file in Purchasing

Recommendation Prepared By:

Stephanie Bunford, CPPB, Buyer

Reviewed and Authorized By:

Michael J. Woodall, CPPO, Purchasing Agent



District School Board
of Pasco County

APR 16 2013

Board Approved

DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: March 18, 2013 @ 2:30 PM		Balfour	Herff Jones Yearbooks	Walsworth Publishing Company
RFP TITLE: Yearbooks -JW Mitchell Ranch High School		10707 66th Street N. # 9	305 Church Street	1511 Druid Road
RFP #: 13-083-SB		Pinellas Park, FL 33782	Safety Harbor, FL 34695	Maitland, FL 32751
BOARD MEETING: April 16, 2013				
Category A	Base Price: (10 point Max)	\$45,894.00	\$50,827.70	\$46,500.00
		\$6,952 InDesign and Photoshop		
		\$52,846.00		
	Total Points for Base Price	8.80	9.15	10.00
Category B	Add-ons: (10 point Max)			
	per copy 1. Cost of additional copies (after the 800 specified)	\$29.09	\$36.85	\$20.00
Deduct	per copy 2. Credit for reduction in quantity of yearbooks	-\$29.09	-\$36.85	-\$20.00
Deduct	per page 3. Credit for reduction in 8 color pages	-\$1,000.00	-\$825.00	-\$1,560.00
	per page 4. Cost for 8 additional color pages	\$1,523.00	\$825.00	\$1,560.00
	1 line 5. Cost for lines of personalization	\$3.75	\$3.55	\$3.00
	per icon 6. Cost for Icons	\$3.35	\$2.45	\$2.00
	per cover 7. Cost for plastic protective covers	\$1.18	\$0.82	\$1.16
	per section 8. Cost for autograph sections	\$0.59	\$0.73	\$0.82
	per copy 9. Direct sales to students/parents cost	\$1.00	cost of book plus surcharge	\$1.00
	per hour 10. Company Graphic Artist	\$72.00	\$28.00	\$35.00
	per copy 11. Current events insert cost – sewn into book	\$2.20	\$2.20	\$2.00
	per copy 12. Current events insert cost – tape insertion	\$2.20	\$2.35	\$2.00
	per copy 13. Spine copy/decoration (school design cover)	\$0.00	\$0.00	\$0.00
	per copy 14. Spine copy/decoration (company design cover)	\$0.00	\$0.00	\$0.00
	per copy 15. Back cover decoration charge	\$0.00	\$0.00	\$0.00
	per copy 16. Additional silkscreen color applied	\$1.05	\$0.73	\$0.75
	per copy 17. Additional foil – stamp color applied	\$1.05	\$0.96	\$0.95
	per copy 18. Foil – stamp die charge (if new die)	Quote Required	Depends on detail	Quote Required
	per copy 19. Embossing	\$0.75	\$0.00	\$0.95
	per copy 20. Embossing die charge (if new die)	Quote Required	Depends on detail	Quote Required
	per copy 21. Metalique/metalay application	\$2.65	\$1.46	\$0.95
	per copy 22. Rounding and Backing	\$0.00	\$0.00	\$0.00
	per copy 23. Four color printed cover	\$0.69	\$0.00	\$0.00
	per copy 24. Mylar lamination for printed cover	\$0.00	\$0.00	\$0.00
	per copy 25. Company – design die cut end-sheets	\$0.00	\$0.00	\$0.00
	per copy 26. Company – design embossed end-sheets	\$0.00	\$0.00	\$0.00
	per copy 27. Company – design foil – stamped end-sheets	\$0.00	\$0.00	\$0.00
	per copy 28. Different front & back end-sheet designs	\$0.84	\$0.00	\$0.00
	per copy 29. Four color process end-sheets, same design front and back	\$0.50	\$0.00	\$0.00
	Total for Add-ons # (1-8, 10-17, 19, 21-29):	\$615.80	\$43.25	\$49.58
	Total points for Add-ons:	0.70	10.00	8.72

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DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: March 18, 2013 @ 2:30 PM		Balfour	Herff Jones Yearbooks	Walsworth Publishing Company
RFP TITLE: Yearbooks -JW Mitchell Ranch High School		10707 66th Street N. # 9	305 Church Street	1511 Druid Road
RFP #: 13-083-SB		Pinellas Park, FL 33782	Safety Harbor, FL 34695	Maitland, FL 32751
BOARD MEETING: April 16, 2013				
Category C	References: (15 point Max)	14.75	14.15	15.00
Category D	Educational Resources/Website: (15 point Max)	7.50	7.75	14.25
Category E	Samples: (15 point Max)	9.50	5.00	13.75
Category F	Workshop Options: (5 point Max)	2.75	2.25	5.00
Total Points: (70 point Max)		44.00	48.30	66.72

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