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2005 YORK REGION VISITORS' GUIDE

The Planning and Economic Development Committee recommends the adoption of the recommendations contained in the following report, April 30, 2004, from the Commissioner of Planning and Development Services:

1. RECOMMENDATIONS

It is recommended that:

1. Lenmark Communications Ltd. be awarded the contract to design, produce and print the 2005 York Region Visitors Guide in the amount of \$104,445.00.
2. The Commissioner of Planning and Development Services be authorized to renew the contract annually for an additional two years (to 2007), subject to annual budget approval and subject to the Commissioner being satisfied with the performance of the contract in the preceding year.

2. PURPOSE

The purpose of this report is to obtain Regional Council approval to award Lenmark Communications Ltd., the contract to design, produce and print the 2005 York Region Visitors' Guide and to allow the Commissioner of Planning and Development Services to extend the contract on an annual basis to 2007 subject to the provisions of the purchasing by-law, continued budget approval for the program and a mutually satisfactory working relationship.

3. BACKGROUND

The Supplies and Services Branch released the Request for Proposals on Thursday, February 19, 2004 with a closing date of March 11, 2004. Proponents were notified of the proposal call through York Region Newspaper Group advertisements, the Electronic Tender network and via telephone from a bidder list prepared by staff.

4. ANALYSIS AND OPTIONS

Thirty-five (35) companies received the document. Four (4) companies sent Notices of "No Bid", twenty (20) companies did not respond and the following eleven companies provided project submissions:

- Craig Hanna Consulting Inc.
- Creative House
- Fusions Design Group

- Graphvs Advertising
- Jellybean Imaging Inc.
- L.M. Booth
- Lenmark Communications Ltd.
- Lief Communications
- Printway Printing and Graphic
- Raw Integrated Inc.
- Sabre Group Marketing

4.1 Evaluation Process

A team of four representatives from Supplies and Services, Planning and Development Services and Corporate Communications evaluated the individual proposals in a three-stage process according to the following criteria:

- Demonstrated experience and qualifications/personnel
- Relevant experience on similar projects
- References
- Responsiveness and completeness of the submission
- Demonstrated understanding of Regional requirements
- Proposed deliverables, including innovative solution(s) and value added components
- Ability to meet project timetable/deadlines
- Comprehensive approach and methodology
- Price

4.1.1 Stage 1

All the proposals were distributed to each member of the evaluation team for their individual review. Each proposal was evaluated on a “technical” basis with 80% of the rating and a “price” basis worth 20% of the final rating. The point system used in the evaluation was weighted based on the importance of each criterion. The higher rating was selected for technical ability as it is key that the proponent understand the Region’s requirements to produce a high quality Visitors’ Guide that would attract industry advertising and have a high customer appeal. The proponent must also demonstrate the ability to provide new ideas, solutions and cost saving measures that enhance the publication. The ranking for the price point was not considered as significant since paid advertising offsets the production costs. Proponents offering a lower price may not be able to demonstrate the creative and technical abilities required to produce a quality publication which in turn would not attract industry participation and the level of revenues from the project.

4.1.2 Stage 2

The evaluation team as a whole performed the secondary evaluation based upon the same point system as in Stage 1 in order to arrive at a consensus to determine a successful proponent. The results of the evaluation process were as follows:

Table 1
Evaluation Summary

Proponents	Technical Evaluation Score without Price	Total Weighted Score with Price	Total Price
Lenmark	67.0	78.2	\$104,445.00
Communications Ltd.			
Raw Integrated Inc.	64.0	74.0	\$117,155.00
Creative House	65.0	71.2	\$190,160.00
Fusion Design Group	55.0	69.0	\$83,950.00
Jellybean Imaging Inc.	48.0	61.9	\$84,307.00
Printway Printing and Graphic	45.0	60.9	\$73,589.00
Graphvs Advertising	52.0	60.0	\$146,876.00
Liefa Communications	45.0	55.3	\$113,330.00
Craig Hannah Consulting Inc.	41.0	48.6	\$154,728.00
Sabre Group Marketing	35.0	47.5	\$94,065.00
L.M. Booth	12.0	32.0	\$58,599.00

4.1.3 Stage 3

On March 31, and April 2, presentations/interviews were held with the top two proponents, Lenmark Communications Ltd. and Raw Integrated Inc. These proponents were chosen based upon their evaluation criteria scores and their ability to provide price submissions that fell within budgetary constraints. The purpose of these interviews was to allow the proponents to define their concept of the project and present their solutions and value added components to the evaluation committee.

4.1.4 Committee Recommendation

Based on the evaluation process outlined above and the recommendation of the Evaluation Committee, staff are recommending that the firm of Lenmark Communications Ltd. be awarded the contract to produce the 2005 York Region Visitors' Guide. Lenmark's proposal did not have the lowest price of the proposals submitted, but it did score more highly than any of the other submissions in the technical evaluations, and thus its weighted score with price represents the best choice for the project. Lenmark's submission did contain several suggestions that would enhance the publication and demonstrated an approach to maintain the Region's high quality of its tourism promotion literature.

4.2 Relationship to Vision 2026

Through the Region's tourism program, the Visitors' Guide supports the goals related to the "Arts, Heritage and Culture Opportunities" and the Vibrant Economy sections outlined in Vision 2026.

5. FINANCIAL IMPLICATIONS

The gross cost to design, produce and print a 64 page 2005 York Region Visitors' Guide is estimated to cost \$104,445.00 (including taxes) and funding for the project will be allocated in the 2005 Operating Budget. Staff attempts to achieve revenues from industry advertising each year in the Guide that offset production costs resulting in a net cost to the Region of approximately \$10,000. In previous years, the estimated net cost to the Region for the production of the 2004 and 2003 Visitors' Guides was \$5,515 and \$4,761 respectively.

6. LOCAL MUNICIPAL IMPACT

An effective consumer friendly Visitors' Guide plays an integral role in driving revenues into tourism establishment in all area Municipalities businesses. Increased tourism revenues generate positive economic impact by stimulating business growth, employment opportunities and ensures sustainability within the tourism related sector.

7. CONCLUSION

The Visitors' Guide is a key component and anchor of York Region's tourism promotional efforts for influencing consumer travel plans and for capturing the Region's share of tourism revenues. Lenmark Communications Ltd., were appointed in May 2002 to design and produce the 2002 Visitors Guide and have been approved on an annual basis to produce the 2003 and 2004 Guides. The 2002 and 2003 Guide produced by Lenmark Communications received an Ontario Economic Development "Certificate of Recognition" award from the Economic Developers Council of Ontario. The results of the RFP process quantifies that Lenmark Communications continues to provide a high quality publication in a timely fashion within budget.

The Senior Management Group has reviewed this report.