

MACOMB COMMUNITY COLLEGE
14500 Twelve Mile Road, Warren, MI 48088

ACTION REPORT: Authorization to Purchase

ITEM: Macomb Center for the Performing Arts
2016-2017 Season Brochure

Itemized below is a tabulation of bids solicited and received for printing and mailing services of the Macomb Center for the Performing Arts (MCPA) 2016-2017 Season Brochure. The bid amounts are based on specifications that were solicited and received for this annual promotional piece.

An invitation to bid was sent directly to eleven printers that have done work for the college in the past. The bid was also posted to the Bid for MI public website that reaches vendors from across the country. Because of the custom nature of the printed piece many printers chose not to submit a bid due to the fact they may not have the right sized equipment that would enable them to offer a competitive price.

<u>VENDOR</u>	Net with Mailing Quantity - 525,000 <u>BID</u>
Printwell Inc. (Taylor, MI)	\$52,592
Extend Your Reach (Lansing, MI)	\$71,968
Monarch Printing (Michigan City, MI)	No Bid
Graphics East (Roseville, MI)	No Bid
United Graphics (Mattoon, IL)	No Bid
Rogers Printing Inc. (Ravenna, MI)	No Bid

This expenditure will be from the General Fund. Department rationale for the MCPA 2016-2017 season brochure is on the reverse side.

RECOMMENDATION OF ADMINISTRATION:

That the Board of Trustees approve the bid for the Macomb Center for the Performing Arts 2016-2017 season brochure in the amount of \$52,592 to Printwell Inc. of Taylor, Michigan, the lowest bidder meeting college specifications.

Vice President for Business
April 19, 2016

USER DEPARTMENT RATIONALE FOR THE PRINTING AND MAILING
SERVICES OF THE MACOMB CENTER 2016-2017 SEASON BROCHURE

ONE-TIME PRINTING FOR THE FOLLOWING ITEM:

Macomb Center 2016-2017 Brochure

JUSTIFICATION:

The Macomb Center Brochure is the primary marketing and promotional tool for the Center. The brochure is primarily responsible for revenue generated from ticket sales during the season. In addition, this brochure is one of Macomb Community College's major community enrichment publications that is mailed to all residents of Macomb County and to regional residents who purchased tickets at Macomb Center during the past two years.

TARGET AUDIENCES & MARKETING INTENT:

While directly marketed to Macomb County, the Center's target audience also includes the tri-county area, business and visitors. The Center continues to serve as a link between the community and the academic division of the college through attendance at the Center.



Christine Guarino
Director of Cultural Affairs,
Macomb Center for the Performing Arts
April 4, 2016