



TO: Mayor and Council
FROM: Keith Lee, Director of Finance
RE: Legal Organ for Notices and Advertisements, RFP13-149-C
DATE: June 26, 2013

The City of Roswell issued a Request for Proposals (RFP) #13-149-C for Legal Organ for Legal Notices and Advertisements on May 8, 2013. The purpose of the RFP was to solicit proposals for a local area newspaper to provide for the placement of legal notices and advertisements for a term of one year with a one year extension. The RFP contained a detailed Description of Requirements, which required the offer to provide the following:

- Number of years in business;
- Publishing schedule;
- National Advertisers;
- Area of Coverage and Circulation/Distribution/Access in Roswell;
- Section where Legal Notices and Advertisements will be placed; and
- Billing procedure and other information.

On Wednesday, May 29, 2013, the City received proposals in response to the RFP from the following three (3) firms ("Offerors"):

- Daily Report
- Neighbor Newspapers (Roswell Neighbor)
- Appen Media Group (Alpharetta Roswell Revue & News)

The proposals were examined for administrative compliance with the solicitation submittal instructions, with compliance issues to be documented. No administrative compliance issues were noted.

Background

Legal Notices and Advertisements are required for Budget Hearings, Zoning Hearings, Public Notices and other City business. The City currently contracts with Neighbor Newspapers (Roswell Neighbor) for Legal Notices and Advertisements. The current contract is for \$10 per column inch and the City has expensed \$27,000 for FY 2013 with Neighbor Newspapers.

Evaluation

Evaluation of proposals was conducted by an Evaluation Committee composed of the following representatives:

- Kay Love
- Alice Wakefield
- David Davidson
- Keith Lee

The proposals were evaluated based on the requirements listed in the Description of Requirements and attached is a summary of the submittals, listed by offeror. The offerors were ranked based on the responses provided in the offeror's proposal.

Recommendation

Based on the assessment of proposals described herein, it is the Evaluation Committee's conclusion that the proposal submitted by Neighbor Newspapers (Roswell Neighbor) had the highest ranking of the proposals submitted and represents the best value to the City and should be awarded a contract for Legal Notices and Advertisements for \$10.00 per column inch.