



CITY of NOVI CITY COUNCIL

**Agenda Item T
September 11, 2011**

SUBJECT: Approval to award the Photography contract to Princeton Studios for sport leagues and special events.

SUBMITTING DEPARTMENT: Parks, Recreation and Cultural Services *YEM*

CITY MANAGER APPROVAL: *[Signature]*

BACKGROUND INFORMATION:

Each year over 2,000 children participate in Parks, Recreation and Cultural Services sport leagues. This service provides participants the opportunity to purchase individual and team pictures. Photography services are also utilized at large special events like Fire Up Fest, Light Up The Night, and Daddy/Daughter Dance. *All fees incurred are the responsibility of the individual participants. There is no cost to the City.*

The current contract with TSS Photography expires August 2011. A comprehensive proposal package was developed and included product pricing, delivery costs, staff information, service details, and percentage of sales dedicated to Novi Parks, Recreation and Cultural Services.

After reviewing the proposals from Princeton Studios, TSS Photography, Doriguzzi Photographic, Photographic Impressions, JL Photo, and Geskus Photography, the staff recommends signing a comprehensive contract with **Princeton Studios**. They offer some of the most reasonable prices for our participants, do not charge for delivery, offer 15% of revenue to Novi Parks, Recreation and Cultural Services, and are willing to donate staff time to photograph special events. They are also the only business that is owned and operated in the City of Novi. Customer and staff member satisfaction levels were also considered.

RECOMMENDED ACTION: Approval to award the Photography contract to Princeton Studios for sport leagues and special events.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Fischer				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Staudt				
Council Member Wrobel				

CITY OF NOVI
TEAM/LEAGUE PHOTOGRAPHY BID TABULATION

8/17/11 3:00 pm

	Princeton Studios	Photographic Impressions	JL Photo
Package A	\$7	\$15	\$15
Package B	\$10	\$20	\$20
8x10 Team Photo	\$8	\$13	\$8
5x7 Team Photo	\$5	\$11	\$7
Trading Cards	\$12 (8)	\$19 (16)	\$16 (8)
Individual Poster	\$10 (10"x18")	\$20 (8"x10")	\$20 (16" x20")
Individual Photo Button	\$5 (2)	\$9 (2)	\$6 (1)
Individual 8x10	\$10	\$13	\$9
Individual 5x7	\$10 (2)	\$11 (1), \$17 (2)	\$9 (2)
Coach Team Photo	N/C	N/C	N/C
Delivery (days)	14 days	3-4 wks	14 days
Deliver direct to participants?	yes	mail to coach or a designated parent for distribution	yes
How deliver above?	Face to face with coach	mail to coach/team mom	mail
Cost to deliver?	N.C.	N/C	\$3.00 per order
How many teams/individual pictures per hour?	25	4 teams/60 players per hour	20 teams per hour
How many photographers on staff, or sent per team?	dependent on picture schedule	depends on number needed to run smoothly	2 staff member per team
How many photographer breaks?	None	1/2 hr. break after 4 hours	0
Types of Payments Accepted	Cash Credit Card Check Debit Card	Cash, Credit Card, Check	Cash Credit Card Check Debit Card
Do you provide staff for taking orders & money on site?	yes	yes	yes
Are you willing to take pictures before individual games vs. one day?	yes, but we prefer a picture day	yes	yes
Do you provide & distribute a letter to teams regarding pictures & signups at the beginning of the season?	yes	yes	yes
Are you willing to take photos at our special events? (ie Daddy/Daughter dance)	we would welcome the opportunity	yes	yes
If so, what is cost	Depends on the pictures needed and quantity of photos	prices based on team order form	Special event packages available. No cost for City for set up.
Administrative Fee Novi Parks will receive per order or % of gross sales	15% of all revenue	15%	10% gross sales

CITY OF NOVI
TEAM/LEAGUE PHOTOGRAPHY BID TABULATION

8/17/11 3:00 pm

	Geskus Photography	TSS Photography	Doriguzzi Photographic
Package A	\$18	\$8	\$15 *
Package B	\$28	\$10	\$20 *
8x10 Team Photo	\$12	\$5	\$10 *
5x7 Team Photo	\$8	\$4	\$7.50 *
Trading Cards		\$16 (8)	\$10 (8)
Individual Poster	\$20 (10"x18")	\$12 (11"x14")	\$20 (10"x20")
Individual Photo Button	\$10 (2)	\$5 (1)	\$5 (1)
Individual 8x10	\$12	\$5	\$10 *
Individual 5x7	\$12 (2)	\$5 (2)	\$10 (2) *
Coach Team Photo	N/C	Free	NC **
Delivery (days)	2 weeks	14-21	10 or less *
Deliver direct to participants?	yes	yes	yes
How deliver above?	mail	face to face or mail	Mail *
Cost to deliver?	\$3.00 per package	\$4	\$9.95 per order *
How many teams/individual pictures per hour?	12	as many as needed	45 "/hour (4-5 teams)
How many photographers on staff, or sent per team?	2-3	15 on staff	2/team
How many photographer breaks?	none	None	1 (lunch)
Types of Payments Accepted	Cash Credit Card Check Debit Card	Cash Credit Card Check Debit Card	Cash Credit Card Check Debit Card **
Do you provide staff for taking orders & money on site?	yes	yes	yes **
Are you willing to take pictures before individual games vs. one day?	yes	yes	yes **
Do you provide & distribute a letter to teams regarding pictures & signups at the beginning of the season?	yes	yes	yes **
Are you willing to take photos at our special events? (ie Daddy/Daughter dance)	yes	yes	yes
If so, what is cost	price list attached	see additional offerings	\$10/unit **
Administrative Fee Novi Parks will receive per order or % of gross sales	20%	10%	20% gross sales

* see voluntary alternates



cityofnovi.org

**CITY OF NOVI
PROPOSAL FORM**

TEAM/LEAGUE PHOTOGRAPHY

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof:

<u>LEAGUE</u>	<u>ESTIMATED NUMBER OF PLAYERS (ANNUALLY)</u>	<u>TEAMS</u>	<u>SEASON</u>
Fall/Spring Soccer	1400	150	Oct/Apr
Soffball/T-Ball/Coach Pitch	300	30	Jun
Basketball	600	75	Nov/Jan
Volleyball	140	20	Nov/Jan
Lacrosse	75	3	Apr

The above numbers are estimates based on overall past enrollments, not a guarantee on the number of orders or participants for this year.

DESCRIPTION: Color photos with matte finish

PACKAGE A:	1	5" x 7" Team Photo	
	1	3-1/2" x 5" Individual Photo	
	8	Wallets	\$ <u>7.00</u>
PACKAGE B:	1	8" x 10" Team Photo	
	2	5" x 7" Individual Photo	
	4	Wallets	\$ <u>10.00</u>

ADDITIONAL OPTIONS:

8" x 10" Team Photo	\$ <u>8.00</u>
5" x 7" Team Photo	\$ <u>5.00</u>
Trading Cards (Quantity <u>8</u>)	\$ <u>12.00</u>
Individual Poster (Size <u>10</u> x <u>18</u>)	\$ <u>10.00</u>
Individual Photo Button (Quantity <u>2</u>)	\$ <u>5.00</u>
Individual 8" x 10"	\$ <u>10</u>
Individual 5" x 7" (Quantity <u>2</u>)	\$ <u>10</u>

Novi Parks gives each coach/sponsor a complimentary 8" x 10" team photo. \$ NC

Please attach any voluntary alternates (other packages or individual items you offer) on a separate sheet.

princeton studios

22829 Heslip Drive Novi, Michigan 48375 (248) 374-8040

Additional Packages

Package 1	1 Personalized Digital Memorymate 2 Specialized Sports Magnets 4 wallet size photos	\$15.00
Package 2	1 Personalized Digital Memorymate 2 Specialized Sports Magnets 8 All Star Cards	\$25.00
Package 3	1 Personalized Digital Memorymate 2 Specialized Sports Magnets 8 All Star Cards 1 8X10 Magazine Cover 1 10X18 Photo poster	\$35.00
2 2 ½ X 3 ½ personalized magnets		\$5.00
5 Personalized Game Day Tickets		\$5.00
1 Dry Erase Memo Board / Dry Erase Pen		\$7.50

How many days from the date the pictures are taken to the date when they are delivered? 14 Days

Are you willing to deliver the completed photos directly to the participants? Yes

If so, how will the photos be delivered to the participants? (Face to face, mail) Face to face with coach

If so, what is the cost to deliver directly to participants? N.C.

How many teams/individual pictures per hour? 25

How many photographers on staff / or sent per team? dependant on picture schedule

How many photographer breaks do you take? None

Types of payments accepted:

Cash Check
 Credit card Debit card

Do you provide staff for taking orders and money on site on the day the pictures are taken? Yes

Are you willing to take pictures before individual games vs. one day? **Yes but we prefer a picture day**

Do you provide and distribute a letter to teams regarding pictures and picture sign-ups at the beginning of the season? Yes

Are you willing to take photos at our special events? (i.e. Daddy / Daughter Dance) **We would welcome the opportunity Depends on the pictures needed and the quantity of photographs**

Administration Fee Novi Parks will receive per order or % of gross sales 15%

How else might you compensate the City of Novi (beyond or instead of the administrative fee above)? (i.e. guaranteed amount, in-kind donations/services, etc)

As a Novi business and residents of Novi it is in our interest to do all we can to enhance our own Parks and Recreation Department. We are compensating the City 15% of all revenue. All team pictures, digital memory mates and All Star Cards have the City of Novi Logo . Because of our close proximity to City Hall and Parks and Recreation and the Ice Arena we are ready and able to provide our services to the City at a minutes notice.

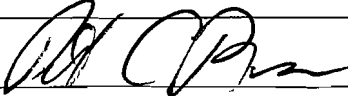
Please attach your customer service philosophy and policy.

Please attach your cancellation policy.

References: Municipal/school

1. Company Name Lakes Area Youth Soccer (36 years)
Address 5030 Meadowbrook Dr
City, State Zip West Bloomfield, Michigan 48322
Contact Person Franci Silver
Phone number 248-788-7595
2. Company Name Royal Oak Hockey Association (14 years)
Address 1403 Lexington Boulevard Royal Oak MI 48073
City, State Zip Royal Oak, Michigan
Contact Person Bruce Taylor
Phone number 248-808-5674
3. Company Name CW3 (11 years)
Address P.O. Box 794
City, State Zip Walled Lake, MI 48390
Contact Person Amy Grzymkowski
Phone number 248.676.8180

Bid submitted by:

Company (Legal Registration) Princeton Studios
Address 22829 Heslip Drive
City Novi State Michigan Zip 48375
Telephone 248.374.8040 Fax 248.374.8040
Representative's Name (please print) Peter Battin
Representative's Title Owner
Representative's Signature 
E-mail Peter@Rainbowlab.net
Date August 17, 2011

princeton studios

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Customer Service Policy and Philosophy

Our customer service philosophy and policy is very simple. Keep the customer happy. In this case we have multiple customers, the parents of the athletes as well as the City of Novi. When there has been an occasional error in an order and we are contacted usually the pictures are printed while the customer is on the phone. The customer is given the option to come to the lab to pick-up the pictures immediately or we will mail them that day. By quickly resolving these types of problems the City does not need to get involved.

Cancellation Policy

Emergencies do come up. If P & R were to have to cancel we would work with them to find a date that would be acceptable to both parties. If we had to cancel, we would contact P & R as soon as possible to see if an alternate date might be possible, if not, we would be there ready to photograph at the agreed upon time and location.
