



CITY of NOVI CITY COUNCIL

**Agenda Item D
November 13, 2012**

SUBJECT: Approval of an agreement with Community Publishing and Marketing, a division of Printwell, Inc., to produce Novi Today, a quarterly publication, at no cost to the City of Novi.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations *sw*

CITY MANAGER APPROVAL: *[Signature]*

BACKGROUND INFORMATION:

Similar to the production of the three editions of a Novi Community Profile, through a partnership with a publishing firm, the City of Novi is looking to produce a new quarterly publication – Novi Today – at **no charge** to the City, with direct oversight of content by the Community Relations Office. A partnership of this nature was identified in the Mayor’s Exchange visit with Dublin, Ohio.

The publication will be used to supplement information shared in Engage!, including feature stories on topics of interest, economic development news, a Public Safety page, Road construction information, a Library section, and more. Similar to the Community Profile, Community Publishing and Marketing, will sell advertising to local businesses and generate the revenue to print and publish the magazine. The City will maintain 100% editorial control of the publication. The City retains all rights to refuse any advertising it deems unacceptable.

Community Publishing and Marketing will distribute the publication to every mailing address in Novi quarterly on February, May, August, and November 1st so as to not coincide with the distribution of Engage!.

Community Publishing and Marketing is a division of Printwell, Inc., the organization recently awarded the contract to print this year’s Annual Report Calendar.

RECOMMENDED ACTION: Approval of an agreement with Community Publishing and Marketing, a division of Printwell, Inc., to produce Novi Today, a quarterly publication, at no cost to the City of Novi.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Fischer				

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

AGREEMENT

Community Publishing and Marketing, a division of Printwell, Inc., whose primary office is located at 26975 Northline Road, Taylor, MI 48180

AND

City of Novi, whose primary office is located at 45175 West Ten Mile Road, Novi, Michigan 48375 do hereby agree to the following:

1. *The Publication.* Community Publishing and Marketing will produce the City of Novi "Community Quarterly" for the year 2013.

2. *Responsibilities.* Community Publishing and Marketing will research and write editorial copy, design, layout, shoot photography, print and bind and provide the City of Novi Community Quarterly in accordance with the terms and requirements of the attached and incorporated Exhibit A.

The City of Novi will provide Community Publishing and Marketing a letter of introduction for sales, to accompany a full-color sales flyer to be produced by Community Publishing and Marketing.

The City of Novi will have the opportunity to present editorial content to Community Publishing and Marketing in accordance with Exhibit A, and to approve full page proofs of the publication, including photography and advertisements, prior to publication. The City retains all rights to refuse any advertising that it deems, in its sole discretion, to be unacceptable.

3. *Specifications.* Community Publishing and Marketing shall comply with the requirements of Exhibit A with regard to the specifications for the publication.

4. *Costs.* There is no cost to the City; Community Publishing and Marketing acknowledges and understands that the income from advertising will cover the cost of producing the publication, and bears the risk that it does not.

5. *Timetable.* Community Publishing and Marketing will meet the timetable set forth in Exhibit A.

6. *Terms.* This Agreement is binding for the 2013 edition of the City of Novi Community Quarterly.

7. *Termination.* Either party may terminate this Agreement at any time on 60 days' notice.

CITY OF NOVI

COMMUNITY PUBLISHING AND MARKETING

Date: _____

Date: _____



MEMORANDUM

TO: CLAY PEARSON, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: NOVI TODAY – QUARTERLY PUBLICATION
DATE: NOVEMBER 1, 2012

To: Mayor and Council
A new free medium to connect with Novi Residents quarterly.
Victor

The City of Novi prides itself on using multiple mediums to communicate valuable information to the community, including a balanced mix of print and electronic tools. Recent National Citizen Survey results show community members rely heavily on the Engage! publication to receive information from the City of Novi.

Similar to the production of the Community Profiles in 2006, 2008, and 2012, through a partnership with a publishing firm, the City of Novi is looking to partner with a local printer, Printwell, to produce a new quarterly publication – Novi Today – at **no charge** to the City, with direct oversight of content by the Community Relations Office. Printwell was recently awarded the contract to print this year's Annual Report Calendar. A partnership of this nature was identified in the Mayor's Exchange visit with Dublin, Ohio.

The publication will be used to supplement information shared in Engage!, including feature stories on topics of interest, economic development news, a Public Safety page, Road construction information, a Library section, and more. Similar to the Community Profile, Printwell will sell advertising to local businesses and generate the revenue to print and publish the magazine. The City maintains 100% editorial control of the publication.

The distribution schedule for Novi Today would occur quarterly on February, May, August, and November 1st so as to not coincide with the distribution of Engage!.

I look forward to bringing this item before City Council for consideration on November 13th. If you have any questions, please let me know.



NOVI TODAY



*Official Quarterly Publication of
The City of Novi*

Reach your immediate target audience in an affordable, effective, glossy publication serving the City of Novi.

Mailed Quarterly on *February 1st, May 1st, August 1st and November 1st* to every home and every business in Novi. **27,000+ circulation** each quarter.



Ad sizes range from business card style to full page.



Novi Today will deliver important community information to it's residents.

Including:

- Economic Development News
- Business Opportunities
- Budget and Finance
- Tax Information
- Police and Fire
- Human Interest
- Letter from the Mayor
- Parks and Recreation
- Water Report
- Calendar of Events
- And More!

Where local businesses support the community and the community support's it's local businesses



Contact Scott at 248-225-6344 or scott@communitypublishing.com

Novi Today

Community Quarterly



Prepared by Scott Marx
Community Publishing and Marketing

City of Novi, Community Quarterly: “Novi Today”

Objective:

* To Provide the City of Novi with a Quarterly 4 color, glossy magazine style publication to keep its citizens and business owners up-to-date with news and information regarding:

- Parks and Recreation
- Fire and Police
- Library
- Business Opportunities
- Economic Development
- Community Activities
- Calendar of Events
- Human Interest Stories
- Construction Projects
- Water and Sewer

* To provide local businesses an affordable and effective way to deliver a message targeting their key consumer audience in their direct market.

* Community Publishing and Marketing will provide this service to Novi for no cost.

Responsibilities, Community Publishing and Marketing:

* Community Publishing and Marketing will prepare all materials necessary for selling advertising.

* Community Publishing and Marketing will design, compose, print, bind and mail copies of the publication to all homes and businesses 4 times in 2013 on the following dates chosen by the City of Novi: February 1, 2013, May 1, 2013, August 1, 2013 and November 6, 2013.

* Ad sales will be performed exclusively by Community Publishing and Marketing.

* In addition, Community Publishing and Marketing will provide an online PDF version to appear on both the Novi City and Community Publishing and Marketing websites.

* Community Publishing and Marketing will be responsible for selling all advertising to cover the costs of the publication and retain all proceeds.

Responsibilities, City of Novi:

* City of Novi will provide Community Publishing and Marketing with an endorsement letter supporting their efforts to sell advertising space in the publication.

* City of Novi agrees to assist Community Publishing and Marketing with key contacts in the business community.

* City of Novi agrees to provide Community Publishing and Marketing all required editorial content 5 weeks prior to each mail date.

* City of Novi will have the final approval on all design elements and layout of the magazine before it goes to print.

* The City of Novi reserves the right to refuse any advertising they may deem inappropriate.

Specifications:

* 8 3/8 x 10 7/8 Self Cover, 70 lb Gloss text, saddle stitched.

* Novi Today will be between 28 and 48 pages dependent upon ad sales. Novi will receive close to 1/2 these pages for editorial content.

* All advertising will be offered at full color.

* Rates are attached.

Credentials, Printwell:

* Printwell was started in 1983 and is one of the largest commercial printing operations in Michigan. Using sheet-fed, half-heatset web and full-heatset web, Printwell offers a wide range of high quality printing and promotional products and services.

* Printwell operates a 160,000 sq. ft production facility near Metro Airport.

* Printwell is the recipient of numerous domestic and international awards.

* Client list includes:

Detroit Tigers

Detroit Pistons

Michigan State Spartans

University of Michigan

General Motors

Ford

dbusiness Magazine

Patagonia Footwear

Detroit Red Wings

Detroit Magazine

Little Caesar's

Credentials, Scott Marx

*** Scott Marx is a professional sales executive with 20+ years of sales experience.**

*** Scott Marx has represented the Buick Open, NFL, NBA, NCAA, MLB and NHL as well as dozens of individual teams and events including the Detroit Lions, Detroit Tigers, U-M, MSU, Detroit Pistons, Detroit Red Wings, New York Yankees, Dallas Cowboys, Rose Bowl, Cotton Bowl, Great Lakes State Fair and more in print and sponsorship sales.**

*** Client list includes:**

Quicken Loans

General Motors

Ford

Chrysler

Life Lock

Domino's Pizza

Lincoln Mercury

Ace Hardware

Comerica Bank

Fifth Third

Metro Detroit Ford Dealer Group

Tom Holzer

Big Boy

Fathead

Dunham's

Casio

AT&T

Real Seafood

Absopure

Wolverine Worldwide

7/11

Detroit News

Summary:

Community Publishing and Marketing brings a wealth of printing and sales experience to "Novi Today" and will deliver a high quality and beneficial product to the City of Novi and it's residents. The City of Novi will benefit with a cost free yet high quality publication to deliver important news and information to it's residents each quarter. Local businesses will benefit with the ability to deliver a message right to their target audience in a "must read" informative publication.