



Staff Report

Report Title: 2023 Discovery Guide Printing

Prepared By: Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Dec. 19, 2022

Report Number: BED-2022-12-57

File Number:

D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Council hereby approves report number BED-2022-12-57, prepared by Michelle Goetz, Manager of Strategic Initiatives; and further grants pre-budget approval for the amount of \$5,000; and further, approves entering into an agreement with Dollco Print Solutions Group to secure printing costs for April 2023; and further, approves the 2023 ad rates as described in this report.

Background:

The 2023 Discovery Guide is being prepared in-house by our Communications Coordinator, Business & Economic Officer and I; the Discovery Guide Team. The guide will be ready for print in April 2023.

Annually, the team requests pre-budget approval for the Discovery Guide to cover the costs of printing after ad sales. We typically sell \$9,000-\$10,000 in ads for each publication and require pre-budget approval to cover the additional printing costs.

Discussion:

In preparation for the 2023 Discovery Guide, the Discovery Guide Team reached out to multiple printing companies to obtain quotes to print 7500, full colour copies of the guide. We required this information to set our 2023 ad rates to ensure printing costs would be covered by ad sales. Through this process, we had 3 companies provide quotes to print the guide:

- Dollco Print Solutions Group \$13,936 + \$708 Delivery
- Rose Printing \$18,666 + \$1028 Delivery
- Innovative \$21,233.75 + Delivery (fee not included in quote)

The Team would like to accept the quote from Dollco and enter into an agreement with Dollco to lock in our printing costs until April 2023. The printing industry continues to be impacted by the cost and availability of paper, we are concerned that if we don't accept this quote and lock it in now, the cost of the publication may increase before we go to print in April 2023.

The Team has followed the purchasing policy requirements; we received 3 quotes for the project and are recommending moving forward with the lowest quote. We've received great feedback from other publishers in the area that have worked with Dollco in the past.

We are expecting our costs to create the Discovery Guide will increase by a minimum of 21% this year due to the increase in printing costs. In order to offset that cost, we are recommending increasing our ad rates by 10%. The new ad rates will be:

Ad Size	2022	2023
Full Page	\$535	\$599
Inside Cover	\$585	\$649
Back Cover	\$635	\$699
½ Page	\$399	\$449
¼ Page	\$269	\$299
1/8 Page	\$139	\$159

In comparison to other publications in the area the prices are still very reasonable.

Financial Impacts:

The Team is requesting pre-budget approval for the Discovery Guide Project in the amount of \$5,000.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant, accessible community.

Respectfully Submitted By:

Michelle Goetz, Manager of Strategic Initiatives

Report Approved By:

Mary Rose Walden, Chief Administrative Officer