

# Printing Services Award

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MHBE Board Meeting  
May 17, 2021

Betsy Plunkett, Director, Marketing & Web Strategies  
Raelene Glasgow, Procurement Manager

# Background

Request for Proposal (RFP) for Printing Services posted Feb. 19, 2021 and closed April 6, 2021 (47 days)

- Questions were received from Corporate Communications Group in Upper Marlboro, MD and Art & Negative Graphics, Inc. in Lanham, MD
- Five firms attended virtual Pre-Proposal Conference on March 10, 2021.

The RFP requested printing of these items to support the agency's marketing efforts:

- Letterheads
- Signage
- Brochures
- Envelopes
- Fliers
- Posters
- Bookmarks
- Table Tents

# Procurement Summary

- MHBE intends to award the contract, with the Board's approval, to Art & Negative Graphics. The base period of the contract is from **July 1, 2021, to June 30, 2022**, with **two** optional one-year renewal until June 30, 2024. The total Not-to-Exceed amount is \$360,000 for the duration of the contract.
- Base year term for the period commencing July 1, 2021, and ending June 30, 2022 is for the Not-to-Exceed amount of \$120,000.

# Award Recommendation

The evaluation committee recommends awarding the Printing Services contract to Art & Negative Graphics, Inc.

- This vendor produced a strong technical proposal that demonstrated a deep and vast understanding and knowledge of what is required by MHBE's marketing department.
- The firm's impact in the Maryland community is very strong; most of their efforts are concentrated in the Maryland area.
- Art & Negative Graphics, Inc., met all of the requirements of the RFP. The company provided the strongest details on the timeline for work production, staffing plan, problem escalation plan and business capabilities. Their work was demonstrated in a variety of impressive samples. The company has maintained their clients for decades.

# Award Recommendation

- Art & Negative Graphics, Inc., fully met and exceeded all technical delivery expectations.
- Financial and technical proposals demonstrated to the evaluation panel the ability to provide the state the best value for the services requested.

# Request for Approval

MOTION: MHBE requests the Board's approval to execute the contract and award Art & Negative Graphics, Inc., the contract for one (1) one-year Not-to-Exceed base amount of \$120,000, with two (2) one-year optional renewals, for a total of Not-to-Exceed amount of \$360,000.

Base Term: July 1, 2021 – June 30, 2022 - \$120,000.00

Option Year 1: July 1, 2022 – June 30, 2023 - \$120,000.00

Option Year 2: July 1, 2023 – June 30, 2024 - \$120,000.00