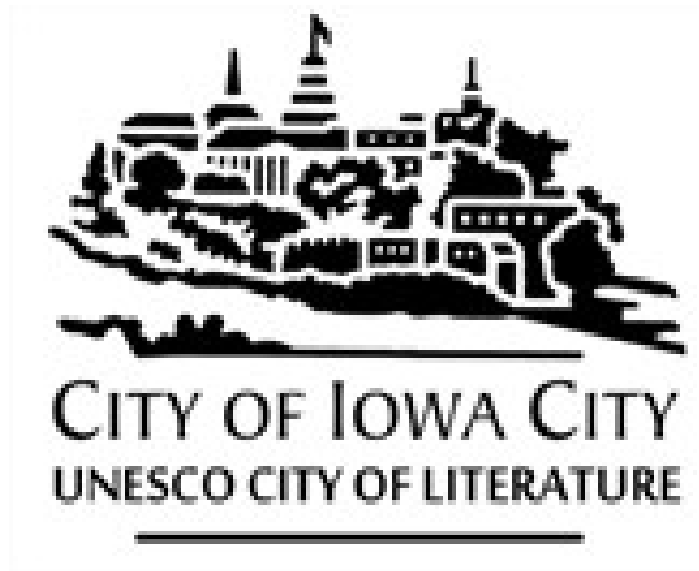




RFQ27-05

Design and Production of Interactive and Printable Activity Brochures for the City of Iowa City Parks and Recreation Department

Issue Date: 8/27/2026

Questions Deadline: 9/9/2026 12:00 PM (CT)

Response Deadline: 9/16/2026 02:30 PM (CT)

Purchasing

Contact Information

Contact: Mrs. Trina Surratt, Buyer II - Purchasing

Address: City Hall

410 E Washington Street

Iowa City, IA 52240

Phone: (319) 356-5076

Email: tsurratt@iowa-city.org

Event Information

Number: RFQ27-05
Title: Design and Production of Interactive and Printable Activity Brochures for the City of Iowa City Parks and Recreation Department
Type: Request for Quotation FY27
Issue Date: 8/27/2026
Question Deadline: 9/9/2026 12:00 PM (CT)
Response Deadline: 9/16/2026 02:30 PM (CT)
Notes: The City of Iowa City is seeking Quotations from qualified firms to provide:

Design and Production of Interactive and Printable Activity Brochures for the City of Iowa City Parks and Recreation Department

Quotations must be submitted online via Ion Wave. Faxed, emailed and hard copies of quotations will not be accepted. Questions: All questions and clarifications regarding this Request for Quotation will be accepted until Wednesday, September 9th at 12 p.m. (noon) CT by submitting your questions through Ion Wave. All questions must be submitted through Ion Wave to receive a response.

Bid Attachments

B - Gen Terms and Cond 7.6.2026.pdf

Appendix A - General Terms and Conditions

[View Online](#)

C - Wage Theft Policy Rev 03-2020.pdf

Appendix B- Wage Theft Policy

[View Online](#)

D - Contract Compliance Doc Rev June 2025.pdf

Appendix C- Contract Compliance

[View Online](#)

Requested Attachments

3 Digital Samples

(Attachment required)

Bid Attributes

1 No Contact Policy

A. Code of Silence:

No City Representative other than the contact listed under Contact Information should be contacted regarding this Request for Quote beginning with the issue date of the Request for Quote and ending with the issuance of the Purchase Order. Any contact initiated by the vendor or by a City representative, other than the Purchasing Division representative listed herein, concerning this Request for Quote is strictly prohibited.

Any such unauthorized contact may cause the disqualification of the vendor from the procurement transaction.

☐ Read and acknowledged.

(Required: Check if applicable)

2 Informal Solicitation - Request for Quote

A. This Request for Quote (RFQ) is an informal request and is not a competitive bid under Iowa Code Chapter 26 or other public bidding laws. It does not follow formal bidding rules.

B. By submitting a quote, the submitting Vendor agrees that the quoted pricing and terms will remain valid for at least 60 calendar days from the due date.

C. The City may accept or reject any quote and may waive minor issues or informalities.

D. Award, if made, will be to the vendor who provides the quote with the best combination of cost and quality that meets the needs of the City.

☐ Read and acknowledged.

(Required: Check if applicable)

3 Required Documents and Vendor Review Duty

From the Attachments tab, vendors must download and review the following documents:

- Appendix A – City of Iowa City General Terms and Conditions
- Appendix B – Wage Theft Affidavit (if annual services exceed \$25,000.00, requested by Purchasing after award)
- Appendix C – Contract Compliance Form (if annual services exceed \$25,000.00, requested by Purchasing after award)

Vendors are responsible for reviewing the entire Request for Quote, all posted Q&A responses, and any addenda. Q&A responses and addenda are part of the solicitation requirements.

☐ I have read and understand

(Required: Check if applicable)

4 Exceptions, Deviations, Substitutions, and Alternates

Deviations, exceptions, substitutions, or alternates must be submitted through the solicitation Q&A feature no later than the Q&A deadline.

Requests for material deviations that are included only in the submittal or attachments will not be reviewed or accepted.

The City will review timely Q&A requests and will issue any approved changes by addendum. Only deviations expressly approved by the City through addendum are allowed.

Unapproved material deviations may result in the quote being rejected as non-responsive.

By submitting a quote, the vendor agrees to meet all solicitation requirements except where the City has approved a deviation through addendum.

☐ I have read and understand.

(Required: Check if applicable)

5 Scope of Work

A. The City of Iowa City is seeking Quotes from qualified and experienced vendors to provide a fixed price for the Design and Production of Interactive and Printable Activity Brochures for the City of Iowa City Parks and Recreation Department per the terms, conditions, specifications, and pricing schedule contained herein. These activity brochures must be designed to meet ADA compliance requirements in digital form and printed form. The final brochures must be provided in an editable format that allows City staff to make future updates, be suitable for in-house printing, and be redesigned three times per year. Vendors are strongly encouraged to provide new ideas and alternatives for the formatting of these brochures. This includes ideas on how to reduce production costs. All new ideas and options will be considered in the decision to award this contract. Approximate costs for alternatives must be included with the vendor's submitted quote.

☐ Read and acknowledged.

(Required: Check if applicable)

6 Contract Award

A. The initial contract term will be for a period of approximately three (3) years. The contract start date will occur on the day the contract purchase order is issued to the awarded vendor and will be in effect thru November 10, 2029. Pricing shall be firm from the date stated on the contract purchase order. No price escalation will be allowed during the original term of the contract.

B. The parties will have the option to renew the contract for two (2) additional one year time periods upon mutual consent.

☐ Read and acknowledged.

(Required: Check if applicable)

7 Time of Performance

A. The delivery date for each season's digital guide shall be agreed upon by the vendor and appointed City liaison. Vague or indefinite terms such as "promptly," "without delay," "readily available," or similar language will not be accepted in lieu of a specific delivery date. Failure to meet established delivery commitments shall constitute just cause for termination of this contract.

☐ Read and acknowledged.

(Required: Check if applicable)

8 General Provisions

A. Professional workmanship must meet or exceed industry standards.

B. Vendors shall not affix their company label, name, or other identifying information on any City of Iowa City materials.

C. The successful vendor will be responsible for all acts, performance and payment of any subcontractor or secondary supplier that the vendor may engage for completion of the order.

D. The City is in no way restricted from ordering digital materials from other vendors as needed.

E. This contract may be extended to other Departments within the City of Iowa City by mutual written agreement between the Vendor and the City.

☐ Read and acknowledged.

(Required: Check if applicable)

9 Samples

A. The vendor must provide at least three (3) digital samples of similar publication(s) which they produce, with the Request for Quote. The City of Iowa City Recreation brochure cannot be included as a sample.

B. The samples must be furnished free of charge.

C. Samples will be evaluated to determine quality of work.

D. Failure to submit the requested sample shall be just cause for eliminating the vendor from further consideration for this award.

☐ Read and acknowledged.

(Required: Check if applicable)

Proposal Requirements

- A.** The Vendor is responsible for all costs related to the preparation and submission of the quote. The City will not reimburse Vendor for any such costs.
- B.** Vendors are required to meet all qualifications and specifications of this Request for Quote in order to be considered for award. If a vendor does not clearly demonstrate and provide documentation substantiating that they are compliant with the qualifications and specifications of this Request for Quote, they may be disqualified.
- C.** The format of the vendor's quote must be consistent with the format of the specifications listed.
- D.** The submission of a quote by the vendor implies vendor acceptance of the terms and conditions herein, unless otherwise stated.
- E.** The City is in no way restricted for ordering materials from other vendors as needed.
- F.** The City is not responsible for the vendor's failure to provide information and pricing on required items. The submitted pricing must include all the costs required to supply the goods included in this contract. Any costs not included in the vendor's submitted quote that are required to provide the specified products, will be the responsibility of the awarded vendor. These costs include, but are not limited to, labor, training and traveling (lodging and transportation) etc.
- G.** Responses may be rejected if the vendor fails to perform any of the following:
 - 1.) To adhere to one or more of the provisions established in this Request for Quote
 - 2.) To demonstrate competence, experience, and ability to provide the commodities and services described in this Request for Quote
 - 3.) To submit a response on or before the deadline and complete all required forms
 - 4.) To fulfill a request for an on-site demonstration and/or oral presentation at no cost to the City
 - 5.) To respond to a written request for clarification or additional information

☐ Read and acknowledged.

(Required: Check if applicable)

Specifications- Requirements for Digital Files

A. Specific Requirements for Digital Files:

The City of Iowa City Parks and Recreation Department would like to provide to clients a tri-annual (April, August, and November) digital Activity Guide. The number of pages may vary, but this proposal will be based upon an average of 36-44 pages per season.

- 1). Files must be editable by the City (Native File), single page; Font must be one available in Adobe Pro.
- 2). Files must be printer ready.
- 3). The full bleed design will require bleeds on all sides.
- 4). Files must be designed following the Americans with Disabilities Act (ADA) accessibility standards for digital print through our new website.
- 5). The final product must be in an accessible PDF format.
- 6). The final version of this activity guide must comply with ADA Section 508 and the most current Web Content Accessibility Guidelines (WCAG) for government organizations.
 - a. Text must be selectable
 - b. Creates a clear content structure
 - c. Add title and specific language
 - d. Add bookmarks
 - e. Add alt text to images. The City will provide the vendor with alt text for updated photos.
 - f. Caption videos and non-text content
 - g. Tag elements correctly
 - h. High contrast colors
 - i. Links and forms descriptive
 - j. Tables with correct structures
 - k. Use of all caps text must work for a screen reader

B. Composition and Layout:

- 1). The Iowa City Parks and Recreation Department will provide feedback on the layout of materials.
- 2). All logos and graphics must appear on all proofs in the correct location on the page.
- 3). The Iowa City Parks and Recreation Department Superintendent, or approved designee must approve all proofs for use in their brochures before the final product is accepted.
- 4). Full-color process throughout the activity guide.

C. Proofs:

- 1). Proofs must be provided in PDF form.
- 2). Proofs shall be submitted to the City appointed liaison.

D. Brands, Standards, Photos and Prepress: The Parks and Recreation Department has branding colors available.

Photos will be provided to the vendor from the Parks and Recreation Department. Vendor shall obtain Activity Guide content prepared by designated City Staff. The format will be Microsoft Word, Excel, or Canva. The Parks and Recreation Department has the discretion to ask for photos, colors, texts, logos, and layouts, etc. to be changed during the proofing process.

E. Estimated Schedule for Three (3) Seasonal Runs per Year by Parks and Recreation:

1). Estimated Production Schedule for 2026/2027:

The resulting contract is anticipated to begin **November 11, 2026**. At the time the new contract begins, production of the **Winter 2026/Spring 2027 Activity Guide** will already be underway under the City's existing contract.

Because the resulting contract will begin while the Winter 2026/Spring 2027 Activity Guide is in production, the successful vendor shall be responsible for ensuring the guide is completed in accordance with the City's established production schedule and requirements.

If the successful vendor is the current Activity Guide vendor, the vendor shall continue the work already in progress and fulfill all remaining obligations necessary to complete the Winter 2026/Spring 2027 Activity Guide. This includes, but is not limited to, incorporating Parks and Recreation edits, providing revised drafts, making final revisions, and delivering the completed Activity Guide in accordance with the established schedule.

If the successful vendor is not the current Activity Guide vendor, the City will coordinate the transition of the Winter 2026/Spring 2027 Activity Guide to the successful vendor, including the transfer of applicable files, materials, specifications, and other information necessary to complete the guide.

The **Summer 2027 Activity Guide** will be the first Activity Guide to be developed entirely under the resulting contract. The successful vendor shall be responsible for all aspects of production of the Summer 2027 Guide and all subsequent Activity Guides during the contract term, in accordance with the requirements and schedules established by Parks and Recreation.

a. Winter2026/Spring 2027 Guide (The anticipated schedule for the Winter 2026/Spring 2027 Guide is provided below for informational purposes only)

- 1). Content due from Parks and Recreation the second week of October 2026
- 2). Draft from vendor due to Parks and Recreation the fourth week of October 2026
- 3). First-round edits from Parks and Recreation to be submitted to the vendor mid-November 2026
- 4.) Updated draft from vendor due to Parks & Recreation the first week of November 2026
- 5.) Final edits from Parks and Recreation to be submitted to the vendor the second week of November 2026
- 6). Final Activity Guide due to Parks and Recreation the third week of November 2026 with Winter/Spring registration beginning mid-December 2026 and Winter/Spring activities beginning in January 2027

b. Summer 2027 Guide

- 1). Content due from Parks and Recreation to the vendor the second week of February 2027
- 2). Draft from vendor due to Parks and Recreation the third week of February 2027
- 3.) First-round edits from Parks and Recreation to be submitted to the vendor the fourth week of February 2027
- 4.) Updated draft from vendor due to Parks and Recreation the first week of March 2027
- 5). Final edits from Parks and Recreation to be submitted to the vendor the second week of March 2027
- 6). Final Activity Guide due from vendor to Parks and Recreation the third week of March 2027, with Summer registration beginning in mid-April 2027 and Summer activities beginning in June 2027

c. Fall 2027 Guide

- 1). Content due from Parks and Recreation to the vendor the second week of June 2027
- 2). Draft from vendor due to Parks and Recreation the third week of June 2027
- 3.) First-round edits from Parks and Recreation to be submitted to the vendor the fourth week of June 2027
- 4.) Updated draft from vendor due to Parks and Recreation the first week of July 2027
- 5). Final edits from Parks and Recreation to be submitted to the vendor the second week of July 2027
- 6). Final Activity Guide due to Parks and Recreation the third week of July 2027 with Fall registration beginning in mid-August and Fall activities beginning September 1, 2027

F. The estimated Production Schedule for 2027/2028 and 2028/2029 will be similar to the ones listed above.

☐ I have read and understand
(Required: Check if applicable)

1
2**Vendor Interviews and References**

During the evaluation process, the City of Iowa City may request an oral interview with vendors that appear to meet the City's requirements for this contract.

The City reserves the right to conduct planned interviews with individual vendors to better assess the competency of the vendor and vendor's designated project team members to provide the prescribed Scope of Services in a timely and satisfactory manner. Vendors selected to participate in an interview with the City will have the opportunity to discuss their qualifications, experience, services that they will provide for this contract, as well as the fee proposed. All such interviews will be conducted in Iowa City and shall be without cost to the City. The City of Iowa City reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the quote, and to discuss the vendor's qualifications.

The City of Iowa City reserves the right to obtain and consider information from other sources concerning a vendor such as the vendor's capability and performance under other contracts.

☐ Read and acknowledged.

(Required: Check if applicable)

1
3**Bonds, Surety, Insurance**

No bid bond or security is required for this bid.

☐ Read and acknowledged.

(Required: Check if applicable)

1
4**Pricing**

A. Complete your pricing information on the "Line Items" tab.

B. The City is not responsible for the vendor's failure to provide information and pricing on required items. The submitted pricing must include all of the costs required to perform the tasks of this contract. Any costs not included in the vendor's submitted quote that are required to perform the services under this contract, will be the responsibility of the awarded vendor. These costs include, but are not limited to, labor, materials, equipment, training, shipping, and travel, etc.

☐ Read and acknowledged.

(Required: Check if applicable)

1
5**Contract Modifications**

A. Any modifications to the contract will be done in the form of a contract amendment initiated by the City's Purchasing Division. The vendor will be asked to sign and return the amendment to the Purchasing Division within three (3) business days of it being sent to them. The vendor will be able to proceed with the requested contract change once both parties have signed the amendment and a contract change has been issued and emailed to them by the Purchasing Division.

B. The awarded vendor(s) are responsible for keeping an updated email address on file with the City's Purchasing Division in order to facilitate contract modifications, including but not limited to, requests for pricing, amendments to the contract, and requests for clarifications on invoices.

☐ Read and acknowledged.

(Required: Check if applicable)

1
6**Prohibited Interest**

Section 362.5 of the Iowa Code prohibits a City officer or employee from having an interest in a contract with the City, and certifies that no employee or officer of the City, which includes members of the City Council and City boards and commissions, has an interest, either direct or indirect, in this agreement, that does not fall within the exceptions to said statutory provision enumerated in Section 362.5.

Your firm shall identify any relationship that has existed, or presently exists with the City of Iowa City and its staff that may interfere with fair competition or may be a possible conflict of interest for either party. **If no relationship has existed or does not presently exist, the company must make this statement in the space provided below (companies are subject to disqualification on the basis of any potential for conflict of interest as determined by the City of Iowa City).**

(Required: Maximum 4000 characters allowed)

1
7**Liens, Unsatisfied Judgements, Disciplinary Actions**

Provide a list of any and all disciplinary actions, administrative proceedings, malpractice claims, liens, unsatisfied judgments, or similar legal or regulatory matters involving your company or its personnel within the past five (5) years. This includes both pending and resolved matters.

If there have been no such issues, you must clearly state: "There have been no disciplinary actions, administrative proceedings, malpractice claims, liens, or unsatisfied judgments involving our company or its personnel in the past five (5) years."

Do not respond with "N/A." Do not leave this section blank. A complete and accurate response is required for your quote to be considered responsive.

(Required: Maximum 4000 characters allowed)

1
8**Reference # 1 Information**

Include:

1. Business or institution's name and address
2. Description of service(s) performed and number of years your company has worked with the business or institution
3. Contact name

(Required: Maximum 1000 characters allowed)

1
9

Reference # 1 Phone number

Contact's phone number

ext: *(Required)*

2
0

Reference # 1 Email address

Contact's email address

(Required: Email address)

2
1

Reference # 2 Information

Include:

1. Business or institution's name and address
2. Description of service(s) performed and number of years your company has worked with the business or institution
3. Contact name

(Required: Maximum 1000 characters allowed)

2
2

Reference # 2 Phone number

Contact's phone number

ext: *(Required)*

2
3

Reference # 2 Email address

Contact's email address

(Required: Email address)

2
4

Reference # 3 Information

Include:

1. Business or institution's name and address
2. Description of service(s) performed and number of years your company has worked with the business or institution
3. Contact name

(Required: Maximum 1000 characters allowed)

2
5

Reference # 3 Phone number

Contact's phone number

ext: *(Required)*

2
6

Reference # 3 Email address

Contact's email address

(Required: Email address)

Bid Lines

1

The submitted pricing must include all costs require to perform the tasks of this contract, including, but not limited to, labor, materials, equipment, and travel. Exclusion of any costs for this contract will be the responsibility of your company.

(Line excluded from response total)

2

Winter 2026/ Spring 2027 Guide

Quantity: 1 UOM: Total price Price: \$ Total: \$

Supplier Notes: _____

- ☐ No bid
☐ Additional notes
(Attach separate sheet)

3

Summer 2027 Guide

Quantity: 1 UOM: Total Cost Price: \$ Total: \$

Supplier Notes: _____

- ☐ No bid
☐ Additional notes
(Attach separate sheet)

4

Fall 2027 Guide

Quantity: 1 UOM: Total Cost Price: \$ Total: \$

Supplier Notes: _____

- ☐ No bid
☐ Additional notes
(Attach separate sheet)

5

Winter 2027/ Spring 2028 Guide

Quantity: 1 UOM: Total Cost Price: \$ Total: \$

Supplier Notes: _____

- ☐ No bid
☐ Additional notes
(Attach separate sheet)

6

Summer 2028 Guide

Quantity: 1 UOM: Total Cost Price: \$ Total: \$

Supplier Notes: _____

- ☐ No bid
☐ Additional notes
(Attach separate sheet)

7

Fall 2028 Guide

Quantity: 1 UOM: Total Cost

Price: \$

Total: \$

Supplier Notes: _____

☐ No bid☐ Additional notes
(Attach separate sheet)

8

Winter 2028/ Spring 2029 Guide

Quantity: 1 UOM: Total Cost

Price: \$

Total: \$

Supplier Notes: _____

☐ No bid☐ Additional notes
(Attach separate sheet)

9

Summer 2029 Guide

Quantity: 1 UOM: Total Cost

Price: \$

Total: \$

Supplier Notes: _____

☐ No bid☐ Additional notes
(Attach separate sheet)

10

Fall 2029 Guide

Quantity: 1 UOM: Total Cost

Price: \$

Total: \$

Supplier Notes: _____

☐ No bid☐ Additional notes
(Attach separate sheet)

Supplier Information

Company Name:

Contact Name:

Address:

Phone:

Fax:

Email:

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature