



OFFICE OF THE CITY CLERK

COMMISSION MEMORANDUM

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Rafael E. Granado, City Clerk

DATE: September 15, 2020

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING FUNDING AND AN EXPENDITURE IN AN AMOUNT NOT TO EXCEED \$33,000 FOR THE PUBLIC PURPOSE OF INFORMING AND EDUCATING THE VOTERS OF THE CITY OF MIAMI BEACH REGARDING THE BALLOT QUESTIONS IN THE CITY'S SPECIAL ELECTION ON NOVEMBER 3, 2020, WHICH WILL BE HELD IN CONJUNCTION WITH THE GENERAL ELECTION, IN ORDER TO ACHIEVE A MORE INFORMED ELECTORATE VOTE. ***Revised Estimate.***

ANALYSIS:

The Office of the City Clerk has just been notified by the Office of Marketing and Communications that the Voter's Guide will require 48 pages, instead of the originally anticipated 36 pages. As such, the expenditure request has increased by \$4,000. The additional pages, were required by the complexity of the questions, the inclusion in the Voter's Guide of a description of the COVID-19 safety measures that will be implemented to keep voters and poll workers safe, and the insertion of instructions and information on the new secured ballot drop boxes for Vote-by-Mail ballots.

The revised fort-eight (48) page Voter's Guide is:

Printing – 48-page voter's guide/saddle stich (staples)	\$21,688.00
Mailing List & Prep Cost	\$3,133
Approximate Postage:	\$7,000
Translation (Spanish)	\$1,000
Total	\$32,821
Rounded up to the nearest thousand	\$33,000.00

These funds are available from the already budgeted Elections Account.

See attached Exhibit.



Doral Digital Reprographics, Corp

5701 NW 79th Avenue
Doral, FL 33166
PH: 305-704-3194
FAX: 305-704-3195

Estimate

Date	Estimate #
9/15/2020	25848

Name / Address
Nina Montoya, MBA Office Associate IV Parks & Recreation Department 1701 Meridian Avenue, Suite 401, Miami Be

Project	Requested by
Magazine Printing and Mai...	Dean

Qty	Description	Cost	Total
25,819	MAILING LIST	0.0617	1,593.00T
25,819	DIRECT MAIL PREP, PRINTING, SORTING AND TAKING TO USPS - The City will provide the Postage or we will pay for it and we will bill them for the cost.	0.05965	1,540.00T
26,000	OPTION 1: 48 PAGES + COVER Final Size: 8.5 x 11 100lb Gloss Cover 80.00 Gloss Text 4/4 CMYK SADDLE STICHTED	0.83415	21,688.00T
	7 to 12 Business Days from Printing to Mailing		
	DeanChambersII@miamibeachfl.gov; TonyaDaniels@miamibeachfl.gov; MelissaBerthier@miamibeachfl.gov		
		Subtotal	\$24,821.00
		Sales Tax (0.0%)	\$0.00
		Total	\$24,821.00

**** PLEASE NOTE ****

Prices are valid for up to 30 days from the date of this estimate.
Custom Artwork is non-refundable. No exceptions.