
FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WORLD POLICE AND FIRE GAMES COMMEMORATIVE BOOK

RECOMMENDATION:

1. THAT Council approve in principle the concept of publishing a book, as described in the report.

REPORT

The Finance and Civic Development Committee, at its meeting held on 2010 April 22, received and adopted the *attached* report seeking Council's approval in principle for the concept of publishing a WPFG coffee table book for resale. The cost for the proposed book is outline in the attached report.

Respectfully submitted,

Councillor Dan Johnston
Chair

Councillor Nick Volkow
Vice Chair

Councillor Colleen Jordan
Member

Copied to:	City Manager Deputy City Manager Director Finance
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TO: CHAIR AND MEMBERS
FINANCE AND CIVIC DEVELOPMENT
COMMITTEE

DATE: 2010 April 13

FROM: DEPUTY CITY MANAGER

SUBJECT: WORLD POLICE & FIRE GAMES COMMEMORATIVE BOOK

PURPOSE: To seek Committee approval in principle for the concept of publishing a WPFG coffee table book for resale

RECOMMENDATION:

1. **THAT** the Committee give approval in principle to the concept of publishing a book as described in the report.

REPORT**PROPOSAL:**

To publish a World Police & Fire Games commemorative coffee table book for the purpose of retailing the book to the WPFG family which includes the participants, volunteers, guests and spectators. This family is in excess of 40,000 people. The book would also be available for sale through the City to the general public.

HISTORY:

Prior to the commencement of the 2009 World Police and Fire Games event the Chair of the Games Board was contacted by Dr. Paul Wright, a former orthopedic surgeon, who had retired from practicing medicine in Burnaby and enrolled in the Photography Program at Langara College. Dr. Wright has always had a passion for the art of photography and has now begun a new career as a professional photographer. Dr. Wright requested that consideration be given to permitting his former classmates and new students within the Langara College Photography Program to photograph all facets of the event. He felt it would be a wonderfully unique opportunity for the students to learn and experience the expected role of a photographer at a large sporting event. Upon agreement plans were put in place to accommodate the students and ensure they had every opportunity to access the venues and activities that encompassed the Games.

To: Finance and Civic Development Committee
From: Deputy City Manager
Re: WORLD POLICE & FIRE GAMES
COMMEMORATIVE BOOK

2010 April 13Page 2

When discussing Dr. Wright's proposal one of the possibilities considered for the end product of the student's work was a book that would contain and display a selection of their photographs.

Dr. Wright highly recommended Christopher Morris as the person to supervise the students. Mr. Morris has been taking pictures for twenty-five years and has worked with many magazines on documentary and portrait assignments. He has shot assignments for Maclean's, Time, Newsweek, Hello, The New York Times, The Times of London, The Observer, Der Spiegel, Stern, and many other newspapers and magazines from around the world. Mr. Morris also contributes to Corbis and Redux, photo agencies with many international clients. As well as being a photographer, he teaches photojournalism at Langara College and Vanarts.

The students were paid a small honorarium to cover expenses and under the supervision of Christopher Morris were turned loose during the event to perform tasks that may be expected of them during their chosen career.

Upon the conclusion of the Games the photographs were collected and submitted to the City. The quality of work done by the students was superb. Everyone who has viewed the pictures has been very complimentary of the work that the students completed (a sample will be available for Committee Members to view at the meeting). The quality of the photos and the community acceptance of the event led to the decision to proceed with this proposal to publish a commemorative coffee table book.

PLAN

The plan is to have the City of Burnaby publish a 100-200 page coffee table book which would be sold by the City for a price between \$40.00 - \$45.00 (shipping and handling costs are extra).

The costs for publishing a 200 page book include a one time design cost of \$25,000.00 and a printing cost of \$17.85 per book for a quantity of 5,000 books. Printing an initial run of 5,000 books would cost approximately \$22.85 per book. The only other cost is for the minor narration required which Mr. Brian Pound has agreed to complete for an honorarium to cover his costs and time. Packing and storage is included in the Hemlock Printers quotation. A copy of both the design and printing quotations are attached.

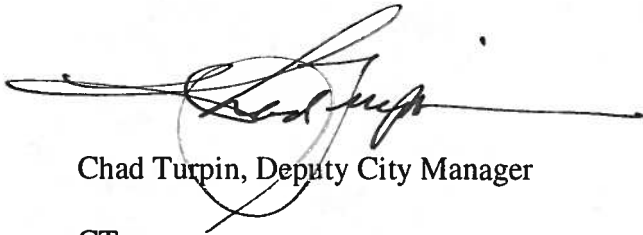
One time design costs	25,000
Printing 5,000 copies	89,250
Shipping, handling, other	<u>5,750</u>
	120,000
Sales at \$40	<u>200,000</u>
Potential return	<u>80,000</u>

To: Finance and Civic Development Committee
From: Deputy City Manager
Re: WORLD POLICE & FIRE GAMES
COMMEMORATIVE BOOK
2010 April 13Page 3

An advance from the Gaming Funds reserve in the amount of \$120,000 is requested. The net proceeds from the sale of the books would be deposited into a City of Burnaby General Revenue Account (Souvenirs for Resale) after repaying the Gaming Funds reserve.

CONCLUSION

This proposal is being submitted for the Committee's consideration and if deemed worthy of proceeding with would result in a further report to Council. The significant costs for producing such a book are normally in obtaining the subject matter. The City already has the material and this greatly enhances the opportunity to have a financially successful project.



Chad Turpin, Deputy City Manager

CT:ww

Copied to: City Manager
Director Finance
City Clerk



Q U O T A T I O N

March 26, 2010

CITY OF BURNABY

6161 Deer Lake Avenue
Burnaby BC V5G 1M2

E-mail: wendy.wilson@burnaby.ca

Fax #: 604-294-7529

ATTENTION: WENDY WILSON

HEMLOCK
PRINTERS LTD.
7050 BULLER AVENUE
BURNABY
BRITISH COLUMBIA
CANADA V5J 4S4
TEL: 604 438 2456
FAX: 604 439 1692
www.hemlock.com

Dear Wendy,

We are pleased that you have called on Hemlock to prepare this proposal and trust you will find our specifications consistent with your requirements. We hope we can be of service and extend our pledge of "Integrity in Colour" to you.

EST #: PL153224R1 2009 WPGF BOOK - 200 PAGES PLUS ENDSHEETS AND CASE COVER

PART 1: CASE COVER

Page Size: 9.25" x 12.25" (b.e.)
Ink: Litho'd 4C process ink one side.
Coverage: Medium
Stock: 80lb Productolith Gloss Cover 10% PC FSC Mixed mounted to 120 pt. board

PART 2: 200 PAGES

Page Size: 9" x 12" (b.e.)
Ink: Litho'd 4C process ink throughout.
Coverage: Medium
Stock: 100lb Arbor Plus Dull Text 30% PCW FSC Mixed
Mill order: Please contact your sales representative for an accurate delivery date

PART 3: END SHEETS

Page Size: 9" x 12" (b.e.)
Ink: Not printed
Stock: 100lb Cougar Opaque Text 10% PC White FSC Mixed
Prepress: Print compliant PDF files supplied to Hemlock Printers' specifications as stipulated on our website at <http://pdf.hemlock.com>; we output to contract colour proofs and low-resolution imposition proofs.
Finishing: Case cover film laminated on outside with 1.5 mil gloss film, debossed one 5" x 5" image area on front cover and one 0.75" x 5" image area on spine, text page Smythe sewn and case bound
Squared back with head/tail bands
Packing: Packed in individual corrugated mailers.
Fulfillment: Hemlock to store all books on site, provide distribution and mailing services through a Hemlock developed website that a City or Burnaby administrator would be in control of. Each order will be packed and shipped based on web order given.

****Storage, fulfillment and website maintenance for online orders is included in this quote for 1 year from the date of the order. After 1 year, a charge of \$25 per skid and annual website maintenance may be applicable.

Shipping: FOB Our plant

Option: Retail shipping quotes for customers to choose when ordering the book from the City's website. The information will be relayed to the website administrator and the order is then sent to Hemlock for distribution.

- 1) Shipments within Canada: Expedited parcel service via Canada Post
 - Next day, up to 7 days + \$6.32-\$9.73 range (actual costs)
 - On time delivery guarantee and delivery confirmation
 - Coverage up to \$100
 - Suggestion for one flat price for shipping anywhere in Canada \$15



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I N T E G R I T Y I N C O L O U R



- 2) Shipments within the USA: Xpresspost USA
 - 3, 4 & 5 day deliveries \$21.05 - \$25.45 range (actual costs)
 - On time delivery guarantee
 - Delivery confirmation
 - Coverage up to \$100
 - Suggestion for one flat price for shipping to be combined with Canada for \$15 and call it North American shipping option.

- 3) International shipments: Canada Posts Surface delivery
 - 4 - 6 week delivery \$27.60 - \$40.15 range (actual costs)
 - Coverage up to \$100
 - Suggestion is to offer a flat price of \$25 to make this enticing for orders outside of North America.

QUANTITY	PRICE PER BOOK
5,000	\$17.85
7,500	\$15.35
10,000	\$14.00

OVERRUN NOT TO EXCEED 5%

Terms & Conditions of Sale: As stipulated on our website <http://www.hemlock.com>
Unless otherwise specified, shipments are quoted via regular ground service. Special delivery services (lift gate, inside delivery) will incur additional charges.
The preceding prices are subject to sales tax where applicable and paper availability. Prices are valid for 30 days and are subject to escalation in materials and labour after that date. We trust the above meets with your approval and thank you for the opportunity of presenting our quotation.

Yours truly,
HEMLOCK PRINTERS LTD.

A handwritten signature in black ink, appearing to read "Eric Kouwenhoven".

Eric Kouwenhoven
Account Executive
Direct Line: 604-439-5051
Email: eric@hemlock.com



ATOMIC EYE DESIGN

TARGETED DESIGN STRATEGIES

PROPOSAL

CLIENT: City Of Burnaby - World Police & Fire Games - Commemorative Coffee Table Book

DATE: March 23/10

JOB DESCRIPTION: WPF Commemorative Coffee Table Book - 2010

DETAILS: Professional fees for conceptual development, design and production of:
SPECIAL NOTE: all estimates reflect current knowledge of project parameters.
A more detailed estimate may be required upon further discovery.

PROJECT LIST:

1. 2009 World Police and Fire Games Coffee :: Commemorative Coffee Table Book :: \$25,000

- based on 100 page layout :: 4 page cover
- this is to include research, concept creation and presentation of initial design comps.
- recommendations for photography (where required).
- design and production of final print ready file and screen ready pdfs where required
- file will be authored in Adobe InDesign for compatibility and flexibility.

- to include all "concept" development and previsualizing "layouts".
- to include design and concepts for all covers.
- coordinating all required outside vendor liaising :: printing, pre-press and photography.

ASSUMPTIONS: + all creative is to include concept creation and presentation of initial design comps, including recommendations for photography and or illustration (where required).
+ to include vendor liaising and print management where required.
+ all estimate are base on project parameters as discussed in preliminary meetings.
Any significant changes will require a revised estimates.
+ all costs do not include printing - print quotes will be provided separately.
+ Estimate does not reflect Copy writing, if required quotes will be provided separately.

PROFESSIONAL FEES TOTAL INVESTMENT: \$25,000
payment schedule: ++ 50% deposit (+ GST) (or payment schedule) required upon acceptance of this proposal and balance will be progress billed.



ATOMIC EYE DESIGN

TARGETED DESIGN STRATEGIES

PROPOSAL

CRITICAL PATH_timeline : CRITICAL PATH

TIMELINE/Phases of Development

Delivery Goal :: TBD

Atomic Eye Design estimates development time, based on the projects as described by the client, to be approximately 8 -12 weeks.

Hemlock Printers estimates timeline for printing to be 2 - 2.5 weeks.

[week 1 - 3]

- Research, concept creation and presentation of initial design comps, including recommendations for photography (where required).
- client agrees to overall creative direction and design.
- Clients approves photography and/or original art.
- GOAL: problem solving and solidifying client objectives.

[week 4 - 7]

- Concept finalization, client meets and signs off all necessary work back milestones
- Changes in budget and/or schedules are also agreed upon.
- GOAL: finalizing all key components.

[week 8 -10]

- Design and Production, deliver as completed
- GOAL: deliver final BROCHURE

[week 10 - 12]

- Printing and bindery
- GOAL: Deliver- Files off to printer

Please sign below to indicate your acceptance of this proposal and return to Atomic Eye Design.

authorized client representative*

date

JAY BASSAN
atomic eye design

date



terms and conditions

Estimates

The fees and expenses reflect estimates obtained at time of this proposal. Final fees and expenses shall be shown when invoice is rendered. The Client's approval shall be obtained for any increases in fees or expenses that exceed the original estimated by 10% or more.

Changes

The Client shall be responsible for making additional payments for changes (requested by the Client) in the original assignment. However, no additional payment shall be made for changes required to conform to the original assignment description. The client shall offer the Designer the first opportunity to make changes.

Expenses

Unless otherwise indicated in the "Payment", the Client shall reimburse the Designer for all expenses arising from this assignment.* All reimbursable and out-of-pocket expenses incurred, including file preparation, stock photography, service bureau output, or production of mechanics, are billed separately.

Cancellation

In the event of cancellation of this assignment, ownership of all copyrights and original artwork shall be retained by the Designer, and all design fees and expenses incurred shall be paid in full.

Ownership of Artwork

The Designer retains ownership and copyright of all artwork unless other noted in "Rights of Usage".

Releases

The Client shall indemnify the Designer against all claims and expenses, including reasonable attorney's fees, due to uses for which no release was requested in writing or for uses which exceed authority granted by release.

Modifications

Modifications of the Agreement must be written, except that the invoice may include, and the Client shall pay, fees or expenses that were orally authorized in order to progress promptly with the work.

Time for Payment

All invoices are payable within 15-30 days of receipt. The grant of any license of right of usage is conditioned on receipt of full payment. All payment due upon receipt of invoice(maximum of 30 days)
5% interest will be incurred on account over 30 days

Termination

Termination may be effected by either party (client or contractor) on 30 days written notice and the contracting team shall attempt to finish work in progress. In the event of termination by client, an interim bill will be submitted from the contracting team plus an amount equal to 10% of the balance of the project.

Rights of Usage

Unlimited usage, copyright and ownership retains with THE CITY OF BURNABY.
The grant of any license of right of usage is conditioned on receipt of full payment.

authorized client representative* date
City Of Burnaby

JAY BASSAN date
atomic eye design