



a world class African city



City of Johannesburg
Johannesburg Development Agency

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16th November 2009

Dear Sir / Madam,

REQUEST FOR PROPOSALS: DEVELOPMENT OF A BOOK ILLUSTRATING TEN YEARS OF INNER CITY REGENERATION 2000 to 2010

BACKGROUND

The Johannesburg Development Agency is a wholly owned entity of the City of Johannesburg, whose mandate is to deliver successful capital expenditure projects in areas in decay, thereby regenerating and creating thriving precincts on behalf of the City. Since its inception in 2001 the JDA has delivered numerous multimillion rand developments on behalf of the City. Documentation of these developments and the rationale behind these plays a critical knowledge management role as well as the need to disseminate this institutional knowledge to the members of the public through pictures and copy. The JDA has regularly captured images of these developments, many available in Hi-Res.

Areas to be covered, but in no way exclusive are:

- Constitution Hill
- Hillbrow, Berea and Yeoville
- Braamfontein
- Doornfontein (End Street Mall)
- Newtown & Diagonal Street
- Pageview
- China Town
- Nelson Mandela Bridge
- Fashion District
- Transport Square
- Ellis Park
- Bertrams
- The BRT in the Inner City

JDA requires a partnership with a publisher is prepared to partner with ourselves in the production of this book. The JDA proposes to assist with funding through the purchase of 200 to 300 copies, however a minimum print run of 1, 000 books is required. The books cannot retail for more than R450. The

Building a better city

Directors

L. Vutula (Chairperson) A. Roriston L. Matlhape D. Lewis N. Lila D. Naidu P. Masilo L. Bethlehem (CEO) A. Goldsmith (Company Secretary)
Registration Number: 2001/005101/07

respondents must specify how many copies will be required of the JDA and at what price. Please specify the number of copies in the first print run, and the number of copies to be purchased by the JDA.

All respondents to this request for proposal should ideally quote on the following specifications to enable the JDA to compare similar products when selecting a partner for this project.

Size of Publication 280 x 280 mm
Hard and Soft Covers
Full Colour throughout
150 gsm art paper for text
30 gsm art laminated for dust jacket

The service provider will provide a submission which must include; detailed methodology – that includes experience of other similar products in the Johannesburg area, proposal for a proposed distribution channel and pricing schedule.

Bidders are expected to forward their company profile and three references will be required. Bidder will provide a detailed proposal for sales.

The quotation must be submitted on the letterhead of your business and can be delivered by hand not later than **Thursday, 3rd December 2009** at 12h00 to: **3 President Street, Bus Factory, Newtown**

The following conditions will apply:

- A valid Tax Clearance Certificate must be submitted
- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT.
- A firm delivery period must be indicated.
- If the price quoted is above R 30 000 inclusive of VAT), the quotation will be evaluated in terms of the 80/20 preference point system as prescribed in the Preferential Procurement Policy Framework Act (No 5 of 2000). For this purpose the Tax Clearance Certificate, Declaration of Interest and the BEE Forms are available on the JDA website under the Tenders Page.
- The successful provider will be the one scoring the highest point.

NB: No quotations will be considered from persons in the service of the stateⁱ

Failure to comply with these conditions may invalidate your offer.

Yours faithfully

Susan Monyai
Marketing Manager

Tel: 011 688 7867

Fax: 011688 7899

Email: monyais@jda.org.za

ⁱ * MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
 - (i) any municipal council;
 - (ii) any provincial legislature; or
 - (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.