From: Mayor

Subject: Proprietary Purchase of Tape Services from Midwest Tape LLC for the Municipality of Anchorage, Office of Economic & Community Development, Anchorage Public Libraries ($50,000)

Approval of this proprietary purchase with Midwest Tape LLC will provide Anchorage Public Libraries (APL) with digital video disks (DVDs) from over 650 vendors, including DVDs that are informational, educational, for entertainment, and those containing children's programming for a 12-month period. The contract will cover the period of March 1, 2008 through December 31, 2008, in the total amount not to exceed $50,000.

Midwest Tape LLC is an industry leader in this specific form of media. They were the first vendor of electronic media to broker a partnership with Online Computer Library Center, Inc. which is the APL's current provider of cataloging and interlibrary loan services. Midwest Tape LLC will provide a full Machine Readable Cataloging Record for every title offered. The service will include Variable Integrated Processing, a digitally reproduced cover with art and label placement allowing the media to be on the shelves and circulated in an efficient manner. Midwest Tape LLC is the only known vendor of electronic media that deals exclusively with public libraries and as such can provide this media less expensively, has more titles available, and can provide more specialized services to libraries than other known sources.

This proprietary purchase will provide the APL with free customized selection lists, created by collection development specialists, and delivery of media by release date of popular titles. The library will be able to obtain free order records, eliminating the need for manually entering titles into a library acquisition system. Midwest Tape LLC is the only vendor to offer a streamlined flow in concert with the library's acquisition system, supporting the libraries classification formats for cataloging and ordering materials.

Based upon the above information and attached Departmental Memorandum, it is recommended the Assembly approve this proprietary purchase agreement with Midwest Tapes LLC in an amount not to exceed $50,000.

Recommended by: Barton R. Mauldin, Purchasing Officer

Fund Certification: Sharon Weddleton, CFO

101-3838-5381-L12008-BY2008 - $42,000
(2008 Operating)
261-3838-53164G-531640-BY2004 - $8,000

Concur: Michael K. Abbott, Municipal Manager

Respectfully submitted: Mark Begich, Mayor
MUNICIPALITY OF ANCHORAGE
MEMORANDUM

DATE: February 7, 2008

TO: Barton R. Mauldin, Purchasing Officer

THROUGH: Karen Keller, Library Director

FROM: Laura Baldwin, Collection Development Coordinator, Library

SUBJECT: Sole source purchase of Midwest Tape services from March 1, 2008 to December 31, 2008

Midwest Tape is a full service supplier of DVDs and Music CDs to public libraries for over eighteen years. They are unique in the fact that they do business with only public libraries. They carry DVDs from over 650 vendors, including informational, educational, entertainment and children's products. Their Music CD catalog contains over 3000 labels and crosses all genres.

Midwest Tape is an industry leader as the sole source vendor who has brokered a partnership with OCLC, in order to provide a full MARC record for every title they offer, for the low price of $1.20 per title. Original cataloging can cost anywhere from $30-$100 per title. Midwest also offers Variable Integrated Processing (VIP), which includes digitally reproduced cover art and precise label placement, allowing the media to be on the shelves and circulating quickly.

Midwest Tape offers free customized selection lists, created by collection development specialists, and guaranteed delivery by release date of popular titles. In addition, the library can obtain free order records, eliminating the need for hand-entering titles into our acquisitions system. Midwest Tape has also entered into a unique partnership with SirsiDynix (the library's ILS) to offer a streamlined work flow, supporting 9xx ordering, Z39.50, X12 and EDIFACT ordering and electronic invoicing. They are the only vendor to offer these extensive services.

For all the above reasons, the library requests the approval of the attached requisition in the amount of $50,000.

Fund Certification:
101-5381-3838-LI2008-2008 $42,000 BY 2008
261-53164G-3838-531640-2004 $ 8,000 BY 2008
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