

THE SCHOOL DISTRICT OF LEE COUNTY, FLORIDA

Date: May 8, 2018 Section: Consent Action Item

Subject: Approval of Expenditure for ITN No. N177293RC - Branding

Item No: IV. E. 4. Presenter(s): Dr. Angela J. Pruitt
Mrs. Lauren Stillwell
Mr. Fredrick B. Ross

SCHOOL BOARD ACTION

Strategic Plan:

Goal: 4. Become a Model Continuous Improvement Organization.

Background Information:

ITN No. N177293RC is for Branding. The ITN includes creating a District brand, communication of the District's brand, preparing District staff to deliver the District's message, leveraging technology to reach all stakeholders and recruitment advertising. On June 6, 2017, this ITN was awarded to Priority Marketing of Fort Myers, Florida, for three years beginning June 6, 2017 through June 5, 2020, with renewal options for three additional one year periods, upon the written agreement of the vendor and the District. It is recommended the Board approve the estimated expenditure of \$350,000.00, for the second year of the base contract, for the period of June 6, 2018 through June 5, 2019, pursuant to the same terms and conditions as previously approved by the Board.

Fiscal Impact:

The estimated expenditure of \$350,000.00 will be funded from budgeted Department and School funds. This agenda item is specifically for the approval of the expenditure. Funds will only be expended within the existing resources of the applicable locations.

The action requested is within the current budget allocated to the department or area: _____ Yes _____ No QJR N/A

Superintendent's Recommendation:

I recommend Board approval for the estimated expenditure of \$350,000.00, for ITN No. N177293RC for Branding to Priority Marketing of Fort Myers, Florida, for the period of June 6, 2018 through June 5, 2019, pursuant to the same terms and conditions as previously approved by the Board. Approval authorizes the Superintendent to execute all related documents.

SDLC Board Approval
Agenda Item No: IV.E.4
Date: 5/8/18

Approved: Budget: QJR

Attorney: [Signature]