

THE SCHOOL DISTRICT OF LEE COUNTY, FLORIDA

Date: June 6, 2017 Section: Consent Action Item

Subject: Approval to Award ITN No. N177293RC - Branding

Item No: IV. E. 3. Presenter(s): Dr. Angela J. Pruitt
Dr. Denise Carlin
Ms. Susan M. Malay

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. It is recommended that the award be made to Priority Marketing of Fort Myers, Florida, as indicated on the attached tabulation sheet. This ITN will be effective 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, at the estimated expenditure for the first year of \$350,000.00. Twenty one vendors were notified of the ITN; three vendors submitted a responsive proposal; four vendors submitted a no bid and 14 vendors did not respond.

Fiscal Impact:

The estimated expenditure for the first year of \$350,000.00 will be funded from budgeted Human Resources and Executive Services Department funds. This agenda item is specifically for the approval to award the ITN. 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 KL N/A

School Board Approved
Agenda Item No: IV.E.3
Date: 06/06/17

Approved: Budget: KL

Attorney: SBM

Superintendent's Recommendation:

I recommend Board approval to award ITN No. N177293RC for Branding to Priority Marketing of Fort Myers, Florida, as indicated on the attached proposal tabulation. The ITN will be effective for the period of June 6, 2017 through June 5, 2020, at the estimated expenditure of \$350,000.00, for the first year, with renewal options for three additional one year periods, upon the written agreement of the vendors and the District. Approval authorizes the Superintendent to execute all related documents.