



### Agenda Item Details

Meeting	May 21, 2019 - Regular School Board Meeting 6:00 PM Board Room
Category	D. Consent - Executive Services
Subject	2. Approval of Expenditure for ITN No. N177293RC - Branding
Type	Action (Consent)
Fiscal Impact	Yes
Dollar Amount	350,000.00
Budgeted	Yes
Budget Source	The estimated expenditure of \$350,000.00 will be funded from budgeted Schools/Department funds. This agenda item is specifically for the approval of the expenditure. Funds will only be expended within the existing resources of the applicable location.
Recommended Action	Approval of the estimated expenditure for ITN No. N177293RC for branding, awarded to Priority Marketing of Fort Myers, Florida, in the amount of \$350,000.00, for the third year of the base contract period of June 6, 2019 through June 5, 2020, pursuant to the same terms and conditions as previously approved by the Board. Approval authorizes the Superintendent to execute all related documents.
Goals	Become a Model Continuous Improvement Organization.

Invitation to Negotiate No. N177293RC is for branding. Services include 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 a three-year period, beginning June 6, 2017 through June 5, 2020, with renewal options for two 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 third year of the base contract period of June 6, 2019 through June 5, 2020, pursuant to the same terms and conditions as previously approved by the Board.

**SDLC Board Approved**  
**Agenda Item No: D.2**  
**Date: 5/21/19**