



## Legislation Text

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**File #:** 19-0458, **Version:** 1

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### **PROPOSED CONTRACT AMENDMENT**

**Department(s):** Office of the General Superintendent

**Vendor:** Performance Media, Northbrook, Illinois

**Request:** Authorization for the Forest Preserves of Cook County (the "Forest Preserves") to extend and increase a contract with Performance Media

**Good(s) or Service(s):** Advertisement sales, printing, and distribution of seasonal brochures

**Original Contract Period:** 11/14/2017 - 11/30/2019

**Proposed Contract Period Extension:** 12/1/2019 - 11/30/2020

**Total Current Contract Amount Authority:** \$140,000.00

**Original Approval:** 11/14/2017

**Previous Increase(s):** N/A

**This Increase Requested:** \$70,000.00

**Estimated Fiscal Impact:** FY 2019 \$20,000.00, FY 2020 \$50,000.00

**Accounts:** Advertising and Promotional Services 51001.520610

**Contract Number(s):** 17-10-201

#### **Concurrences:**

The Chief Financial Officer and Interim Chief Attorney have approved this item.

The contract-specific MWBE goal for this contract was set to zero.

**District(s):** Districtwide

**Summary:** On 11/14/2017 the Forest Preserves of Cook County Board of Commissioners approved a contract with Performance Media to pursue advertising in, print and distribute the Forest Preserves' quarterly events brochure. Performance Media was deemed by a selection committee as the most qualified of the two (2) responding firms to an RFP from the Forest Preserves for these services.

Up to 320,000 brochures are distributed county-wide annually to more than 300 locations and are also given to the public at hundreds of community events throughout the year. These brochures help market the Forest Preserves' nature centers, activities, and educational programming, most of which are free, as well as promote the natural amenities that are available to the public throughout the Forest Preserves.

The Forest Preserves will open a new RFP for these services in 2020.