



Legislation Text

File #: 21-0534, **Version:** 1

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 a contract with Performance Media

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

Original Contract Period: 11/14/2017 - 11/30/2019, Board Approved Extension (11/19/2019) 12/1/2019 - 11/30/2020; Administrative Extension 12/1/2020 - 11/30/2021

Proposed Contract Period Extension: 12/1/2021 (retroactive) - 4/30/2022

Total Current Contract Amount Authority: \$210,000.00

Original Approval: \$140,000.00

Previous Increase(s): \$70,000.00

This Increase Requested: N/A

Estimated Fiscal Impact: N/A

Accounts: Advertising and Promotional Services 510001.520610

Contract Number(s): #74000003260 issued under Project #17-10-201

Concurrences:

The Chief Financial Officer has approved this item. Final amendment is subject to legal review and approval.

Minority- and Women-owned Business Enterprise goals are not applicable for this amendment as there is no increased fiscal impact.

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 event guide. 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. On 11/19/2019, the Forest Preserves of Cook County Board of Commissioners extended this contract by one (1) year and increased the contract amount by \$70,000.00.

Due to COVID-19 public health restrictions closing in-person events and drop-off locations to distribute the printed quarterly guide, the Forest Preserves ceased publication after Spring 2020 and has not resumed since. With the regular return of Forest Preserves in-person events, including more recent resumption of large-scale events, an extension of this contract at the existing value would allow the Forest Preserves to publish one issue (Spring 2022) while opening a new RFP in 2022 for these services for ongoing publication.

In a typical year, up to 320,000 quarterly guides are distributed county-wide annually to nearly three hundred (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, educational programming and other amenities, which are mostly free to the public.