



Legislation Text

File #: 16-0138, **Version:** 1

PROPOSED CONTRACT AMENDMENT

Department(s): General Office

Vendor: WYCC PBS Chicago, Chicago, Illinois

Request: Authorization for the Forest Preserve District of Cook County to extend and increase contract

Good(s) or Service(s): Production, advertisement and marketing of a one-hour documentary

Original Contract Period: 11/1/2014 - 11/1/2015 with a sixty (60) day administrative approved extension from 11/2/2015 - 12/31/15

Proposed Contract Period Extension: 1/1/2016, retroactive - 7/1/2016

Total Current Contract Amount Authority: \$170,000.00

Original Approval: 10/7/2014, \$170,000.00

Previous Increase(s): N/A

This Increase Requested: \$14,000.00

Estimated Fiscal Impact: FY 2016 \$14,000.00

Accounts: Other Professional Services, 01-6217

Contract Number(s): 10-15-001

Concurrences:

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

Summary: This one-hour documentary outlines a great partnership between public television and the Forest Preserves of Cook County the ("Preserves") with a focus on highlighting the history, offerings, centennial milestone and the Next Century Conservation Plan.

Celebrating the visionary success of one of the largest and oldest forest preserves in the United States in a story with great value. Capturing the important work critical to the preservation of Cook County's natural resources will also be coupled with the enhanced message that focuses on the rich history, educational value, health benefits and recreational pleasure that the Preserves provide for people of all ages.

Content developed for interactive kiosks will provide visitors with the opportunity to learn more about the Preserves. The educational component beyond the broadcast will be repackaged as educational resource for teachers, support for classroom curriculum and educational collateral that can be shared with area libraries to engage a greater audience.

As a broadcast reaching almost 1.4 million viewers a week through a four state area of Illinois, Indiana, Michigan and Wisconsin, a marketing and advertising campaign developed simultaneously. The broadcast will also provide the opportunity to kick-off an external campaign that builds greater community awareness about the Preserves.

This amendment provides for additional production services for music, sound bites, placement of archival footage and photographs, script and fact checking changes.