



## Legislation Details

---

|                      |  |                      |                            |              |   |
|----------------------|--|----------------------|----------------------------|--------------|---|
| <b>File #:</b>       | 18-0208                                      | <b>Version:</b>      | 2                          | <b>Name:</b> | Marj Halperin Consulting, Chicago, Illinois |
| <b>Type:</b>         | Contract Amendment                           | <b>Status:</b>       | Approved                   |              |   |
| <b>File created:</b> | 4/3/2018                                     | <b>In control:</b>   | FPD Board of Commissioners |              |   |
| <b>On agenda:</b>    | 4/24/2018                                    | <b>Final action:</b> | 4/24/2018                  |              |   |
| <b>Title:</b>        | APPROVAL TO EXERCISE CONTRACT RENEWAL OPTION |                      |                            |              |   |

Department(s): General Office

Vendor: Marj Halperin Consulting, Chicago, Illinois

Request: Authorization for the Forest Preserve District of Cook County (the "Forest Preserves") to exercise a one (1) year contract extension option and an increase of the Marj Halperin Consulting contract

Good(s) or Service(s): Media and public relations consulting services for the Forest Preserves

Original Contract Period: 5/10/2016 - 5/9/2018

Proposed Contract Period Extension: 5/10/2018 - 5/9/2019

Total Current Contract Amount Authority: \$180,000.00

Original Approval: \$180,000.00

Previous Increase(s): N/A

This Increase Requested: \$90,000.00

Estimated Fiscal Impact: FY 2018 \$60,000.00, FY 2019 \$30,000.00

Accounts: Advertising and Promotions 51001.520610, Professional Services 51001.520830

Contract Number(s): RFP 16-20-305

Concurrences:

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

The Vendor has met the Minority and Women Business Enterprise Ordinance Provisions.

District(s): Districtwide

Summary: The Forest Preserves would like to exercise the one (1) year extension option to allow, Marj Halperin Consulting to support various communications initiatives in the effort to raise the public profile of the Forest Preserves as they relate to the goals outlined in the Next Century Conservation Plan, per contract. The communications consultant will work with the Communications Department to strategize, assist and execute events, public relations, media relations, crisis communications, overall messaging needs and other communications needs as directed. Marj Halperin Consulting was selected via a competitive process.

**Sponsors:**

**Indexes:** (Inactive) ARNOLD RANDALL, General Superintendent

**Code sections:**

**Attachments:**

| Date      | Ver. | Action By                  | Action  | Result |
|-----------|------|----------------------------|---------|--------|
| 4/24/2018 | 2    | FPD Board of Commissioners | approve | Pass   |