



Legislation Text

File #: 17-0409, **Version:** 1

PROPOSED CONTRACT

Department(s): Office of the General Superintendent / Communications

Vendor: Performance Media, Northbrook, Illinois

Request: Authorization for the Forest Preserve District of Cook County (the "Preserves") to enter into and execute

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

Contract Value: Not to Exceed \$140,000.00

Contract period: 11/14/2017 - 11/30/2019

Estimated Fiscal Impact: FY 2017 \$20,000.00; FY 2018 \$50,000.00; FY 2019 \$70,000.00

Accounts: Advertising & Promotional Services 510001 520610

Contract Number(s): 17-10-201

Concurrences:

The Chief Financial Officer has approved this item.

District(s): Districtwide

Summary: The Preserves develops a quarterly events brochure. Up to 320,000 brochures are distributed county-wide annually to nearly 300 locations and are also given to the public at hundreds of community events throughout the year. These brochures help market the Preserves' nature centers, activities, educational programming and other amenities which are mostly free to the public.

Subject to final review and approval of the Preserves' legal department, the Preserves now seeks to enter into a contract to purchase printing services for the seasonal brochures. To offset costs, the Preserves will be adding paid advertisements to its seasonal brochures. The two-year contract will offset current production expenses with a revenue sharing model generated by the money procured from advertisers. All advertisements will follow the Preserves' advertising policies and guidelines. All Preserves related content will remain under the direction of the Director of Communications.

This RFP was solicited on the Preserves' website resulting in two responses. Performance Media was deemed most qualified by the selection committee and selected to obtain advertisements, as well as print and distribute all brochures.