



## Legislation Text

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**File #:** 18-0208, **Version:** 2

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### **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.