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ADOPTED - BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
SEPTEMBER 8, 2010

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
COUNTY OF COOK AND STATE OF ILLINOIS

Marketing and Branding Services
City Colleges of Chicago
Marketing and Public Relations

THE CHANCELLOR

REPORTS

that there is a need for City Colleges of Chicago to obtain the services of a firm to provide marketing and branding services for the Centennial Milestone Celebration beginning September 2011 and reinvention branding efforts; and

that specifications were prepared by District Procurement staff, a Request for Proposal (RFP) #MWJ1014 was publicly advertised on July 28, 2010 and fifteen (15) vendors were contacted. A pre-proposal conference was held on August 4, 2010; and

that seven (7) firms responded to the RFP on August 19, 2010: Carolyn Grisko & Associates, Inc., Lopez-Martin & Associates, Hodge Schindler Integrated Communications, Blue Daring, Flowers Communications Group, **LimeGreen Entertainment Group LLC.**, and PACO Communications, Inc.; and

that proposals were reviewed, evaluated and ranked by staff which included Marketing and Public Relations, Administrative Services, Office of Development, Office of Academic Affairs, the Chancellor's Office, Procurement, and MBE/WBE Contract Compliance; and

that the evaluation criteria outlined in RFP #MWJ1014 included: qualifications and experience of the firm, qualifications and experience with similar services for educational institutions, the firm's proposed plan of action for execution of services, fees in relation to the scope of services, and M/WBE Compliance; and

that the top three (3) highest ranked firms were selected to provide oral presentations: **LimeGreen Entertainment Group LLC.**, Flowers Communications Group and Carolyn Grisko & Associates, Inc; and

that based on the evaluation scoring and oral presentations, the staff recommends the acceptance of the proposal from the firms with the two highest ranking scores - **LimeGreen Entertainment Group LLC.** for its exceptional experience in higher education and large scale event production; and Flowers Communication Group for its experience in media relations and community relations in the Hispanic and African-American market and further recommends that both firms work with City Colleges of Chicago to provide marketing services for the Centennial Milestone Celebration and beyond in an amount not to exceed \$500,000 for a one (1) year period with an option to extend for three (3) additional one-year periods; and

that through branding, special events and stakeholder outreach, the scope of services to be provided include: 1) creation of a comprehensive City Colleges of Chicago Centennial Milestone Celebration for the year 2011; and 2) increase public awareness of the reinvention of City Colleges of Chicago through building a presence in the community and highlighting the importance of a post-secondary education; and

that the Office of M/WBE Contract Compliance reviewed the above proposal and **LimeGreen Entertainment Group LLC.** subcontracting with Sound Design a certified MBE and Beaman Inc. as a certified WBE; and Flowers Communication Group a certified MBE working with Hernandez and Garcia a certified WBE, are in compliance with the Board Approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the Chairman to enter into an agreement with **LimeGreen Entertainment Group LLC.** and Flowers Communications Group beginning September 8, 2010 through September 8, 2011 with an option to extend for three (3) one- year periods for a combined amount not to exceed \$500,000 for both firms, in accordance with RFP #MWJ1014 dated July 28, 2010.

FINANCIAL

\$500,000 – Education Fund – 00003-0015505-800000-**01212**-530000

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

September 8, 2010 –Marketing & Public Relations – District Office