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**ADOPTED- BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
MAY 12, 2011**

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

**PURCHASE OF VARIOUS PROMOTIONAL ITEMS AND APPAREL
DISTRICT WIDE
MARKETING AND COMMUNICATIONS**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees approves the issuance of purchase orders on an as needed basis for various promotional items and apparel for job fairs, trade/vendor shows and to strengthen the brand of City Colleges of Chicago for a period of 1 year beginning May 12, 2011 through May 11, 2012 for a total amount not to exceed \$252,000.00.

VENDORS: Primo Designs
2417 N Grand Ave. E
Suite B
Springfield, IL 62702

Remred Business Class Promotional Products
4500 Oakton
Skokie, IL 60076

Overture LLC
595 N Lakeview Parkway
Vernon Hills, IL 60061

USER: Office of Marketing and Communications
District Wide

TERM:

The term of each contract shall commence on May 12, 2011 and shall end on May 11, 2012, with an option to extend for an additional four 1 year periods for each contract.

SCOPE OF SERVICES:

The City Colleges of Chicago is interested in obtaining the most competitive pricing on various promotional items and apparel for use District-wide to include logos, Centennial Celebration items, recruiting and marketing materials and any brand change materials.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Office of Marketing and Communications has determined that promotional marketing and advertising tools will increase brand awareness of City Colleges of Chicago.

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement staff and bid #MWJ1103 was publicly advertised on March 3, 2011. Thirty-nine (39) vendors were contacted. Ten (10) companies responded to the bid with

samples on March 24, 2011: 1) Authentic Promotions.com; 2) Creative Promotional Products; 3) Lamination Services, Inc. d/b/a LSI; 4) Overture Premiums & Promotions; 5) Primo Designs; 6) Silk Screen Express, Inc.; 7) World of Promotions; 8) World Emblem International; 9) Remred Business Class Promotional Products; and 10) Discount Printed Promos USA.

The Marketing and Communications Department evaluated the bids and selected Primo Designs, Overture Premiums & Promotions and Remred Business Class Promotional Products. All three (3) bidders demonstrated excellent turn-around time, percentage (%) discount off catalogs pricing, acceptable samples and good references.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the above responses and Primo Designs, Overture Premiums & Promotions, and Remred Business Class Promotional Products are in compliance with the Board Approved Participation Plan.

Primo Designs

WBE: Discovery Promotions 3108 S Route 59 Naperville, Illinois 60564	Direct participation	City certification
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MBE: Creative Promotional Solutions 1700 E 56 th Street Chicago, Illinois 60637	Direct participation	CMS certification
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Overture Premiums and Promotions

MBE: DARD 912 Custer Evanston, Illinois 60202	Direct participation	City certification
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WBE: Overture Premiums and Promotions 595 N Lakeview Parkway Vernon Hills, 60015	Direct participations	WBDC certification
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Remred

MBE: Discovery Promotions 3108 S Route 59 Naperville, Illinois 60564	Direct participation	City certification
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WBE: DARD 912 Custer Evanston, Illinois 60202	Direct participation	City certification
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GENERAL CONDITIONS:

Inspector General- It shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General's authority under Article II, Section 2.6.4(b) of the Board Rules for Management and Government.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board’s Ethics Policy adopted January 7, 1993, and as amended by the Board.

FINANCIAL:

Total shall not exceed \$252,000.00

Charge To: Various College Departments

Source of Funds: Education and Grants Fund

FY12: 00003-540000: \$252,000

Primo Designs - \$84,000

Remred Business Class Promotional Products - \$84,000

Overture Premiums & Promotions - \$84,000

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

May 12, 2011– Office of Marketing and Communications-District Office