

31357
ADOPTED - BOARD OF TRUSTEES COMMUNITY COLLEGE
DISTRICT NO. 508
MARCH 1, 2012

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

MARKETING AND BRANDING SERVICES
LIMEGREEN ENTERTAINMENT GROUP, LLC
OFFICE OF INSTITUTIONAL ADVANCEMENT

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to extend the agreement with the Limegreen Entertainment Group, LLC, to manage and support the District-wide graduation with all seven colleges for the period from March 1, 2012 through May 25, 2012, at a total cost not to exceed \$60,000 approved per Board Report 30888 adopted on February 11, 2011.

VENDOR: Limegreen Entertainment Group, LLC (Limegreen)
344 North Ogden Avenue #3E
Chicago, Illinois 60607

USERS: District Office
Daley College
Harold Washington College
Kennedy-King College
Malcolm X College
Olive-Harvey College
Truman College
Wright College

TERM:

The term of this agreement shall commence on March 1, 2012 and shall end on May 25, 2012.

SCOPE OF SERVICES:

Limegreen will serve as the chief project manager of all day-of-event logistical details for City Colleges of Chicago (CCC) Commencement 2012, including:

- Support and execution of event decisions made within the parameters of the facility agreement.
- Support CCC staff with counsel and coordination of all commencement details and report progress to CCC leadership regularly and on a timely basis.
- Report and judiciously manage the budget of all day-of-event logistics and other facility needs, including staging and VIP guest and speakers management.
- Plan, reserve, manage, produce and coordinate delivery of all in-stadium creative elements from signage, lighting, talent and other production needs for pre-event, the commencement and post-event activities.
- Coordinate the filming by WYCC and online streaming of commencement ceremonies.

- Serve as production manager for the day-of-event, including pre-event, commencement and post-event activities
- Work with CCC staff to coordinate use and assignment of volunteers

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement staff and a Request for Proposal (RFP) #MWJ1014 was publicly advertised on July 28, 2010. Fifteen (15) vendors were contacted and a pre-proposal conference was held on August 4, 2010. Seven (7) firms responded to the RFP on August 19, 2010: 1) Carolyn Grisko & Associates, Inc.; 2) Lopez-Martin & Associates; 3) Hodge Schindler Integrated Communications; 4) Blue Daring; 5) Flowers Communications Group; 6) LimeGreen Entertainment Group LLC.; and 7) PACO Communications, Inc.

All 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.

The evaluation criteria outlined in RFP #MWJ1014 included:

- 1) Qualifications and experience of the firm
- 2) Qualifications and experience with similar services for educational institutions
- 3) The firm's proposed plan of action for execution of services,
- 4) Fees in relation to the scope of services
- 5) M/WBE Compliance

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.

Based on the evaluation scoring and oral presentations, the staff recommended 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.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Office of Institutional Advancement has reviewed this request for services and has determined that it would be in the best interest of the District to work with Limegreen Entertainment Group, LLC, to develop a plan and agreement to ensure City Colleges of Chicago 2012 commencement is professionally serviced.

DELIVERABLES:

The vendor will deliver a fully developed and executed commencement management plan, which will include pre-event, event and post-event activities.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the request for extension and Limegreen Entertainment Group LLC remains in compliance with the Board Approved Participation Plan.

MBE Vendor:

Flowers Communications Group Direct Participation City Certification
303 E. Wacker Dr.
Chicago, IL 60601

WBE Vendor:

Beaman Inc.
d/b/a Beaman Public Relations Direct Participation City certification
737 N. Michigan
Chicago, IL 60606

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 - The Board’s Ethics Policy adopted January 7, 1993, as amended from time to time, shall be incorporated into and made a part of the agreement.

FINANCIAL:

Total: \$60,000

Charge to: Academic Affairs

Sources of Funds: Education Fund

Unrestricted Fund

FY12: 00003-0000113-00028-75006-530000: \$60,000

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

March 1, 2012 – Office of Institutional Advancement & Academic Affairs