

**31581**  
**ADOPTED - BOARD OF TRUSTEES COMMUNITY**  
**COLLEGE DISTRICT NO. 508**  
**SEPTEMBER 13, 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**  
**(Amendment to Board Report 31357)**  
**(RATIFICATION)**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes an amendment to Board Report 31357 adopted on March 1, 2012, to increase the amount allocated to pay Limegreen Entertainment Group, LLC to manage and support the District-wide graduation for the period from March 1, 2012 through May 25, 2012, by \$1,138.92.

**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 began on March 1, 2012 and ended on May 25, 2012.

**SCOPE OF SERVICES:**

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

- Supported and executed of event decisions made within the parameters of the facility agreement.
- Supported CCC staff with counsel and coordination of all commencement details and reported progress to CCC leadership regularly and on a timely basis.
- Reported and judiciously managed the budget of all day-of-event logistics and other facility needs, including staging and VIP guest and speakers management.

- Planned, reserved, managed, produced and coordinated delivery of all in-stadium creative elements from signage, lighting, talent and other production needs for pre-event, the commencement and post-event activities.
- Coordinated the filming by WYCC and online streaming of commencement ceremonies.
- Served as production manager for the day-of-event, including pre-event, commencement and post-event activities
- Worked with CCC staff to coordinate use and assignment of volunteers

Per Board Report 31357, the original amount approved to pay Limegreen for these services was \$60,000. The additional cost of \$1,138.92 includes the rental of heaters for tents during the City Colleges of Chicago commencement ceremony.

**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 additional services and has determined that it was in the best interest of the District to work with Limegreen Entertainment

Group, LLC, to include the rental of heaters for the tents to ensure City Colleges of Chicago 2012 commencement was professionally serviced.

**DELIVERABLES:**

The vendor delivered a fully developed and executed commencement management plan, which included 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 303 E. Wacker Dr. Chicago, IL 60601	Direct Participation 25%	City Certification
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**WBE Vendor:**

Beaman, Inc. d/b/a Beaman Public Relations 737 N. Michigan Chicago, IL 60606	Direct Participation 7%	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.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

**FINANCIAL:**

**Total FY13 (Unrestricted Fund): \$1,138.92**

**Charge to:** Marketing  
**Sources of Funds:** Education Fund

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**

**September 13, 2012 – Office of Institutional Advancement**