

32010
ADOPTED - BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
SEPTEMBER 4, 2013

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

PURCHASE OF VARIOUS PROMOTIONAL ITEMS AND APPAREL
(RENEWAL OPTION)
OFFICE OF INSTITUTIONAL ADVANCEMENT - MARKETING
DISTRICT WIDE

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the issuance of purchase orders to Primo Designs, Remred Business Class Promotional Products Group and Overture LLC, to provide promotional items and apparel for job fairs, trade/vendor shows and to strengthen the brand of City Colleges of Chicago for a three month period from September 12, 2013 through December 11, 2013, at a total cost not to exceed \$60,000.

VENDORS: Primo Designs
2417 North Grand Avenue E Suite B
Springfield, Illinois 62702

Remred Business Class Promotional Products
4500 Oakton
Skokie, Illinois 60076

Overture LLC
595 North Lakeview Parkway
Vernon Hills, Illinois 60061

USERS: Office of Marketing and Communications
District Wide

ORIGINAL TERM:

The original term commenced on May 12, 2011 and ended on May 11, 2012.

FIRST RENEWAL TERM:

The first renewal term commenced on September 12, 2012 and will end on September 11, 2013.

SECOND RENEWAL TERM:

The second renewal term shall commence on September 12, 2013 and will end on December 11, 2013.

SCOPE OF SERVICES:

In Board Report 30991, adopted on May 12, 2011, the Board approved the issuance purchase orders to Primo Designs, Remred Business Class Promotional Products and Overture LLC, to provide

promotional items and apparel. Each vendor has agreed to continue to provide goods to the City Colleges of Chicago under the same terms and conditions as the previous term.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Office of Marketing and Communications has reviewed this request for services and has determined that it would be in the best interest of the District to continue to use Primo Designs, Remred Business Class Promotional Products and Overture LLC to provide promotional items and apparel and as a tool to increase brand awareness for City Colleges of Chicago. A new Student Government Association online store for all of the colleges has been created to make promotional purchases easier and faster for the students. Also, due to more needs for recruitment and branded materials for enrollment, there is a need to increase the FY14 spending.

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, a percentage discount off catalogs pricing, acceptable samples and good references.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the request for renewal and has determined the vendors have complied with the Board Approved Participation by scheduling the following M/WBE utilization for the renewal period:

Primo Designs

MBE Vendor:

Creative Promotional Solutions 1700 E. 56 th St. Chicago, IL 60637	Direct participation 25%	CMS certification
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WBE Vendor:

Discovery Promotions 3108 S. Rte. 59 Naperville, IL 60564	Direct participation 7%	City certification
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Overture Premiums and Promotions

MBE Vendor:

Suncoast Merchandising Corp. 6315 Bandini Blvd. Commerce, CA 90040	Direct participation 25%	NMSDC certification
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WBE Vendor:

Overture Premiums and Promotions (Prime)
595 N. Lakeview Pkwy
Vernon Hills, IL 60015

Direct participation
75%

WBDC certification

Remred

MBE Vendor:

Discovery Promotions
3108 S. Rte. 59
Naperville, IL 60564

Direct participation
25%

City of Chicago certification

WBE Vendor:

DARD
912 Custer
Evanston, IL 60202

Direct participation
10%

WBDC certification

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 2, Section 2.7.4(b) of the Board Bylaws.

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 FY14: \$60,000

Charge to Department: Various

Source of Funds: Education Fund and GA Funding

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

September 4, 2013– Office of Institutional Advancement - Marketing