

31895
ADOPTED - BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
JUNE 6, 2013

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

TELEVISION COMMERCIAL PRODUCTION SERVICES
MOTHLIGHT PICTURES, INC.
OFFICE OF INSTITUTIONAL ADVANCEMENT
DISTRICT WIDE

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to execute an agreement with Mothlight Pictures, Inc. to provide television commercial production services for the District for the period from June 10, 2013 through June 30, 2014, with an option to renew for a one (1) year period at a total cost not to exceed \$200,000.

VENDOR: Mothlight Pictures, Inc.
3240 N. Lakewood Avenue
Suite 2
Chicago, Illinois 60657

USER: Office of Institutional Advancement

TERM:

The term of the agreement shall commence on June 10, 2013 and shall end on June 30, 2014, with an option to renew for an additional one (1) year period.

SCOPE OF SERVICES:

The scope of services to be delivered includes the following:

Creative Concept and Script Development

- Based on CCC branding guidelines and marketing messages, the vendor will develop creative concepts to present for approval and convert into television scripts ready for production.

Pre-Planning of Shoots

- Execute the pre-planning commercial production plan, including plan shoot locations, secure voiceover, possibly actor talent, shoot crew, including director of photography, and all camera, lighting and shooting equipment.

Production & Editing

- Provide professional edit and submit rough edit for approval before proceeding to final edit.

Post Production

- Secure and execute all color correction and audio to deliver contracted commercial products.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Office of Institutional Advancement has reviewed this request for service and has determined that it would be in the best interest of the District to work with Mothlight Pictures, Inc. to develop four, high-quality, professionally produced :30 second commercials. The commercials will be integrated with other advertising activities, such as radio, print, direct mail and digital marketing to generate, sustain and build upon prospective student leads interested in City Colleges of Chicago credit and adult education programs.

VENDOR SELECTION CRITERIA:

A public bid, #CJ1302, was prepared and publicly advertised on May 2, 2013 and emailed to twenty-two (22) companies. Five (5) bid responses were received from the following companies: 1) Freeman Productions; 2) Mothlight Pictures; 3) Rocket Productions; 4) SPI-TV Media Group; and 5) Video One Productions. The Office of Administrative and Procurement Services reviewed the bids and have deemed Freeman Productions as non-responsive, since it did not submit a submittal bid and completed signature forms.

All bids were reviewed, evaluated, and ranked by staff which included the Office of Institutional Advancement, Administrative and Procurement Services and MBE/WBE Contract Compliance. All bids were evaluated based upon the quality of the samples and the rate for the services provided.

Mothlight Pictures, Inc. although not the lowest responsive bidder, was selected based on its breadth and quality of work coupled with its creative and production documentation, which was ranked superior to all submitted and qualified bids.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the agreement referenced above and has determined that the firm has partially complied with the Board Approved Participation Plan.

MBE Vendor:

| | | |
|------------------------|----------------------|---------------------------|
| Juneteenth Productions | Direct Participation | Cook County Certification |
| 935 W. Chestnut | 26% | |
| Suite 410 | | |
| Chicago, IL 60642 | | |

WBE Vendor:

The Office of MBE/WBE Contract Compliance recommends a provisional WBE waiver pursuant to the Board Approved Participation Plan because the firm intends to contract with ChicagoEdit whose certification is pending with Cook County. Mothlight Pictures, Inc. has demonstrated due diligence in attempting to find a currently certified WBE to contract with in place of ChicagoEdit, but to no avail.

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 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 FY13 – FY14: \$200,000

Charge to: Office of Institutional Advancement/Marketing

Source of Funds: Office of Institutional Advancement/Marketing

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

June 6, 2013 – Office of Institutional Advancement