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**ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
DECEMBER 11, 2014**

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

**PURCHASE OF VARIOUS PROMOTIONAL ITEMS AND APPAREL
OVERTURE LLC
BIENALI PROMOTIONS LLC
DISTRICT WIDE
MARKETING DEPARTMENT, OFFICE OF INSTITUTIONAL ADVANCEMENT
(RENEWAL OPTION)**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the issuance of purchase orders to Overture LLC and Bienali Promotions LLC to provide promotional items and apparel for job fairs, trade/vendor shows and to strengthen the brand of City Colleges of Chicago for an additional one (1) year period commencing no sooner than December 11, 2014 and continuing through December 11, 2015, at a total cost not to exceed \$290,000.

VENDORS: Overture LLC
595 North Lakeview Parkway
Vernon Hills, Illinois 60061

Bienali Promotions LLC
1811 St. Johns Avenue, Suite 201
Highland Park, Illinois 60035

USER: Office of Institutional Advancement, Marketing Department and District Wide

ORIGINAL TERM:

The original term commenced on December 12, 2013 and ended on December 11, 2014.

RENEWAL TERM:

The renewal term shall commence no sooner than December 12, 2014 and end on December 11, 2015.

SCOPE OF SERVICES:

The Marketing Department of the Office of Institutional Advancement is asking the Board to approve the issuance purchase orders to Overture LLC and Bienali Promotions LLC, to provide promotional items and apparel. The vendors will be providing CCC branded items such as bags, drinkware, apparel, writing instruments, padfolios and notebooks, athletic items, and other marketing materials to promote student enrollment and retention. Each vendor has agreed to

provide goods to the City Colleges of Chicago under the terms and conditions stated in the Sealed Bid.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Marketing Department of 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 use Overture LLC and Bienali Promotions LLC to provide promotional items and apparel as a tool to increase brand awareness for City Colleges of Chicago.

VENDOR SELECTION CRITERIA:

Pursuant to Board Report Number 32132, the Board approved the issuance of purchase orders to Overture LLC and Bienali Promotions LLC to provide promotional items and apparel. Specifications were prepared by District Procurement staff and Sealed Bid #RG1306 was publicly advertised on September 24, 2013. Sixteen (16) vendors were contacted and a pre-proposal conference was held on October 1, 2013. Five (5) companies responded to the bid with samples on October 7, 2013: 1) Overture LLC; 2) Bienali Promotions LLC; 3) Remred Business Class Promotional Products; 4) World of Promotions; and 5) Discovery Promotions and Merchandising.

All proposals were reviewed and evaluated by Procurement staff in accordance with the basis of award criteria listed in the sealed bid document. The Marketing Department of the Office of Institutional Advancement also evaluated the bids and selected Overture LLC, Remred Business Class Promotional Products, and Bienali Promotions LLC. All three (3) bidders demonstrated excellent turn-around time, percentage discount off catalogs pricing, acceptable samples and favorable references.

Based on the evaluation of all bids, staff recommended the acceptance of the proposal from Overture LLC, Remred Business Class Promotional Products, and Bienali Promotions LLC for the requested services.

The District has decided not to renew services with Remred Business Class Promotional Products for failure to comply with the District’s M/WBE plan.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the above recommendation and has determined the selected vendors are in compliance with the Board Approved Participation Plan.

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
Bienali Promotions 1811 St. Johns Ave., Ste. 201 Highland Park, IL 60035	WBE (Prime)	75	Direct	WBENC
Curtis Silkscreen 321 W. 79 th St. Chicago, IL 60620	MBE	21	Direct	CMSDC

DC Mad Hatter 600 E. Grand Ave. #8 Chicago, IL 60611	MBE	4	Direct	Cook County
Overture Premiums & Promotions 595 N. Lakeview Pkwy Vernon Hills, IL 60015	WBE (Prime)	75	Direct	WBENC
Suncoast Merchandizing Corp 6315 Bandini Blvd. Commerce, CA 90040	MBE	25	Direct	CMSDC

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: \$290,000

Charge to: Various Departments

Source of Funds: Education Fund

FY15: 540000-00003-0019011-80000

540000-00003-XX62200-30000

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

December 11, 2014 – Office of Institutional Advancement/Marketing Department