

**AUTHORIZE A NEW AGREEMENT WITH VERA CREATIVE, INC. FOR EARLY CHILDHOOD  
MARKETING SERVICES**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Authorize a new agreement with Vera Creative, Inc. to provide Early Childhood Marketing services to the Office of Early Childhood Education at an estimated annual cost of \$250,000.00 for the one (1) year term. Vendor was selected on a non-competitive basis. This item was presented to the Single/Sole Source Committee on October 21, 2021 and approved by the Chief Procurement Officer. Prior to approval as a Single Source, the item was published on the Procurement website on October 21, 2021 found here: [cps.edu/procurement](http://cps.edu/procurement). The item will remain on the Procurement website until December 15, 2021. This process complies with the independent consultant's recommendations for single source procurements and the Board's "Single/Sole Source Committee Charter." A written agreement for Vendor's services is currently being negotiated. No services shall be provided by Vendor and no payment shall be made to Vendor prior to the execution of their written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

Contract Administrator :     Simpkins, Morgan A. / 773-553-2280

**VENDOR:**

- 1)     Vendor # 19127  
       VERA CREATIVE, INC.  
       833 W. CHICAGO STE 200  
       CHICAGO, IL 60642  
       Cristina Vera  
       312 342-2280

Ownership: 100% - Cristina Vera

**USER INFORMATION :**

Project  
Manager:     11385 - Early Childhood Development - City Wide  
  
              42 West Madison Street  
  
              Chicago, IL 60602  
  
              Mckinily, Leslie  
  
              773-553-2010

PM Contact:

11360 - Early Childhood Development

42 West Madison Street

Chicago, IL 60602

Stokes, Bryan C.

773-553-2010

**TERM:**

The term of this agreement shall commence on January 1, 2022 and shall end December 31, 2022. This agreement shall have two (2) options to renew for periods of twelve (12) months each.

**EARLY TERMINATION RIGHT:**

The Board shall have the right to terminate this agreement with 30 days written notice.

**SCOPE OF SERVICES:**

Vendor will implement a campaign to help CPS meet their PreK enrollment goals. CPS is looking ahead to give parents advance notice of application launch date, school options and application process. The marketing campaign will launch in January to increase awareness and momentum leading up to the application launch and will continue throughout the year to boost enrollment citywide and in communities targeted by CPS. Vendor will actively participate in working groups with key stakeholders at CPS that know the PreK program strengths, struggles and vision best. The approach will be both strategic and agile to meet parents where they gather.

**DELIVERABLES:**

Vendor will provide marketing services for the Chicago Early Learning campaign including branding, design and creation of materials and stakeholder engagement.

**OUTCOMES:**

Vendor's services will result in increased visibility of the campaign and an increase in applications and enrollment.

**COMPENSATION:**

Vendor shall be paid as follows: Estimated annual costs for the one (1) year term are set forth below:  
\$125,000, FY22  
\$125,000, FY23

**REIMBURSABLE EXPENSES:**

Vendor shall be reimbursed for the following expenses: None

**AUTHORIZATION:**

Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize Chief of Early Childhood Development to execute all ancillary documents required to administer or effectuate this agreement.

**AFFIRMATIVE ACTION:**

Pursuant to the Remedial Program for Minority and Women-Owned Business Enterprise Participation in Goods and Services contracts, (M/WBE Program), this contract is in full compliance as the Prime vendor has committed to the participation goals of 30% MBE and 7% WBE.

**LSC REVIEW:**

Local School Council approval is not applicable to this report

**FINANCIAL:**

Fund 370 Office of Early Childhood Education, Unit 11360

\$125,000.00 FY22

\$125,000.00 FY23

Not to exceed \$250,000.00 for the one (1) year term.

Future year funding is contingent upon budget appropriation and approval.

**CFDA#:** Not Applicable

**GENERAL CONDITIONS:**

Inspector General - Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness - The Board's Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics - The Board's Ethics Code adopted May 25, 2011 (11-0525-PO2), as amended from time to time, shall be incorporated into and made a part of the agreement.

Contingent Liability - The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:




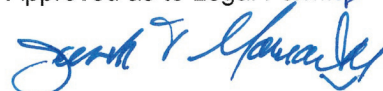
CHARLES E. MAYFIELD  
Interim Chief Procurement Officer

Approved:



PEDRO MARTINEZ  
Chief Executive Officer

Approved as to Legal Form: 



JOSEPH T. MORIARTY  
General Counsel