

**AUTHORIZE THE FIRST RENEWAL AGREEMENT WITH VERA CREATIVE, INC. FOR EARLY
CHILDHOOD MARKETING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize the first renewal 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 for the one (1) year renewal term. A written document exercising this option is currently being negotiated. No payment shall be made to, and no services shall be provided by, Vera Creative, Inc. during the option period prior to execution of the written document. The authority granted herein shall automatically rescind in the event a written document is not executed within 90 days of the date of this Board Report. Information pertinent to this option 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

ORIGINAL AGREEMENT:

The original Agreement (authorized by Board Report 21-1215-PR1) in the amount of \$250,000.00 was for a term commencing January 1, 2022 and ending December 31, 2022 with the Board having two (2) option(s) to renew for twelve (12) months each. The original agreement was awarded on a non-competitive basis pursuant to Board Rule 7-6. This item was presented to the Sole/Single Source Committee and approved by the Chief Procurement Officer.

OPTION PERIOD:

The term of this agreement is being renewed for one (1) year commencing January 1, 2023 and ending December 31, 2023.

OPTION PERIODS REMAINING:

There is one (1) option period for twelve (12) months remaining.

SCOPE OF SERVICES:

Vendor will implement a campaign to help CPS meet PreK enrollment goals. CPS is looking ahead to give parents advance notice of application launch date, school options and the 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 targeted communities designated 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, 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 agreement term are set forth below:
\$125,000 FY23
\$125,000 FY24

AUTHORIZATION:

Authorize the General Counsel to include other relevant terms and conditions in the written option document. Authorize the President and Secretary to execute the option document. Authorize the Chief of Early Childhood Development to execute all ancillary documents required to administer or effectuate this option 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 11385
\$125,000 FY23
\$125,000 FY24
Not to exceed \$250,000 for the agreement 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:



PATRICIA HERNANDEZ
Acting Chief Procurement Officer

Approved:



PEDRO MARTINEZ
Chief Executive Officer

Approved as to Legal Form: 



JOSEPH T. MORIARTY
General Counsel