



Chicago Park District

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Title: AUTHORIZATION TO PARTICIPATE IN COOK COUNTY CONTRACT 1390-13069 WITH CLARITY PARTNERS, LLC FOR WEBSITE IMPLEMENTATION, BRANDING AND GOVERNANCE

Sponsors: Chief Information Technology Officer, Information Technology

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Attachments: 1. Schedules A and B - Clarity

Date	Ver.	Action By	Action	Result
8/9/2017	1	Board of Commissioners	approved	Pass

**AUTHORIZATION TO PARTICIPATE IN COOK COUNTY CONTRACT 1390-13069
WITH CLARITY PARTNERS, LLC FOR WEBSITE IMPLEMENTATION, BRANDING AND
GOVERNANCE**

To the Honorable Board of Commissioners of the Chicago Park District:

I. Recommendation

It is recommended that an order be entered authorizing the General Superintendent and CEO or his designee to participate in Cook County contract 1390-13069 with Clarity Partners, LLC for Website Implementation, Branding and Governance Services for the Chicago Park District’s website and mobile application. Pursuant to Chapter XI, Section D, 7 of the Code of the Chicago Park District, the Director of Purchasing may participate in another governmental entity’s contract when doing so is in the best interest of the Chicago Park District. The contractor was selected pursuant to a Request for Proposals publicly advertised by Cook County. No work may commence and no payment shall be made to the contractor prior to the execution of a written agreement.

II. Award Information

Contractor: Clarity Partners, LLC
20 N. Clark Street, Suite 3600
Chicago, IL 60602

Company Type: Illinois Business Corporation

Majority Interests: David Namkung 51%
Rodney Zech 49%

Contract Period: The five (5) year initial term will expire on October 31, 2019. There are two (2), two (2) year extension periods available.

Authorized Amount: Not-to-Exceed \$300,000.00 for the initial contract term. If extension options are exercised, the annual Not-to-Exceed amount will be \$150,000.00.

Scope of Services: Web and Mobile Application Support Services.

Affirmative Action Goals: Clarity Partners is a City of Chicago certified Minority Owned Business Enterprise. Women Owned Business Enterprise participation for this contract includes 5% women owned.

Authorization: Authorize the General Counsel to include other relevant terms and conditions in the written Agreement. Authorize the General Superintendent to execute the Agreement and the Secretary to attest to the signing of the Agreement and keep an original copy of the agreement on file.

III. Budget and Financial Information

Budget Classification: Operating
Fiscal Year: 2017
Source of Funds: 001.8230.8230.623020.000001.01.01.00001

IV. Procurement Information

Cook County of Illinois (the "County") publicly advertised a Request for Proposals for Website Implementation, Branding and Governance on February 11, 2013. Section GC-39, "Cooperative Purchasing," of the County's contract with Clarity Partners permits the participation of other governmental entities in this contract upon the prior authorization from the County and the contractor. The Department of Purchasing submitted the request to participate in this contract to the Chief Procurement Officer of the County on July 31, 2017 and received her approval to proceed on August 7, 2017 (request and approval letters attached).

V. Explanation

Clarity will provide web hosting, support and maintenance services for the Chicago Park District's ("CPD") web site (www.chicagoparkdistrict.com) ("Site") and the CPD "My Chi Parks" Mobile Application ("App").

Clarity will support and maintain the newly re-platformed web site as well as the continued hosting and development of the Site as a vital marketing and communications tool. The Site continues to offer an enjoyable web presence which affords the opportunity for the public to conveniently access information about the CPD from a Site that is easy to navigate and attractive to view.

The new Site will allow the CPD to further enhance park workflow thru increased capability to integrate third party applications to address items, such as, Automation of various park services such as permit purchase, facilities reservation, league management, customer relations management and enhancing the bid processes.

Additionally, Clarity will support and maintain the mobile App and associated hosting. The App serves as an integral marketing asset that is used to engage the public with programs and events throughout the city.

Clarity has been providing application support services to Cook County since 2014. Additionally, Clarity has been providing web support services to the CPD since 2012. They have the experience, ability, and qualified personnel to provide the same level of service and support to the CPD. Additionally, Cook County is a significantly larger economy than the CPD, and the pricing they receive is better than what the CPD would receive if it advertised its own solicitation for these services. Therefore, it is in the best interest of the Chicago Park District to participate in Cook County's agreement with Clarity for Partners for Website Implementation, Branding, and Governance Services.

VI. General Conditions

1. *Conflicts*: No agreement authorized herein shall be legally binding on the Chicago Park District if entered into in violation of the provisions of the Public Officer Prohibited Activities Act, 50 ILCS 105/0.01 *et seq.*

2. *Ethics*: The Chicago Park District's Ethics Code, Chapter III of the Code of the Chicago Park District, shall be incorporated into and made part of all agreements authorized herein.

3. *Contingent Liability*: Any agreement lawfully entered into for a period of more than one year shall be executory only for the amounts for which the Park District may become liable in succeeding fiscal years pursuant to Section 17(i) of the Chicago Park District Act, 70 ILCS 1505/17(i). 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 budget.

4. *Economic Disclosure Statement ("EDS")*: Contractor has submitted a full and complete EDS prior to execution of the contract.