



# Chicago Park District

## Legislation Details (With Text)

<b>File #:</b>	21-1317-0716	<b>Name:</b>	Contract Award - Flowers Communications Group
<b>Type:</b>	Action Item	<b>Status:</b>	Approved
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<b>Title:</b>	AUTHORIZATION TO ENTER INTO A CONTRACT WITH FLOWERS COMMUNICATIONS GROUP FOR VIDEO PRODUCTION SERVICES FOR THE CHICAGO PARK DISTRICT'S SOCIAL MEDIA AND WEB CONTENT, PROMOTIONAL MATERIALS, AND VISUALS FOR PUBLIC PRESENTATIONS SPECIFICATION NO. P-21001		
<b>Sponsors:</b>	Communication		
<b>Indexes:</b>	Contract Award-IFB, RFP, RFQ		
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<b>Attachments:</b>	1. P-21001 - Schedules and Certifications - Flowers Communications Group		

Date	Ver.	Action By	Action	Result
7/16/2021	1	Board of Commissioners	approved	Pass

### **AUTHORIZATION TO ENTER INTO A CONTRACT WITH FLOWERS COMMUNICATIONS GROUP FOR VIDEO PRODUCTION SERVICES FOR THE CHICAGO PARK DISTRICT'S SOCIAL MEDIA AND WEB CONTENT, PROMOTIONAL MATERIALS, AND VISUALS FOR PUBLIC PRESENTATIONS SPECIFICATION NO. P-21001**

To the Honorable Board of Commissioners of the Chicago Park District

#### **I. Recommendation**

It is recommended that the General Superintendent and CEO or his designee enter into a contract with Flowers Communications Group, for the purposes of providing video production services to the Chicago Park District. The contractor was selected pursuant to Request for Proposals ("RFP") through a target market search. No work may commence and no payment shall be made to vendor prior to the execution of a written agreement.

#### **II. Award Information**

**Company:** Flowers Communications Group  
303 East Wacker Drive, Ste. 1000  
Chicago, IL 60601

**Company Type:** Illinois Business Corporation

**Majority Interest:** D. Michelle Flowers 100%

**Contract Term:** One (1) year with three (3) additional one (1) year extension options.

**Contract Amount:** Not to exceed \$270,870 annually.

**Scope of Services:** The production of the CPD's video projects for web and social media content. The Awardee will produce up to six (6) videos each month that range from twenty seconds to three minutes in length for use on the Chicago

Park District's website and social media platforms, including Facebook, Instagram and the District's YouTube channel. Videos will highlight specific aspects of CPD's programs, events, facilities, and other themes.

**Affirmative**

**Action Goals:** The Minority and Women Owned Business Enterprise Participation for this contract include: 95% minority owned and 5% women owned. Flowers Communication Group ("FCG") is a City of Chicago certified MBE and WBE, and on this contract the MBE participation will be provided by FCG.

**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 as 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:** 2021  
**Source of Funds:** 001.8150.8150.623130.00001.01.01.00001

**IV. Procurement Information**

**Specification Number:** P-21001  
**Date Issued:** March 26, 2021  
**Number of Proposals Received:** Two (2)  
**Date Proposals Due:** May 10, 2021

Two (2) proposals were received on the due date. Accordingly, two (2) proposals were found by Purchasing to be both responsive and compliant.

The Evaluation Committee ("EC") was comprised of the five (5) voting members, all CPD staff. The EC began their evaluation of the proposals at their first meeting on May 19, 2021, where non-financial proposals were discussed. They met again on June 9, 2021 to discuss the financial proposals. The EC decided at the conclusion of their meeting on June 9, 2021 to send a request for Best and Final Offers. Purchasing received the Best and Final Offers on June 14, 2021, and the EC met on June 18, 2021. The EC concluded their evaluation and unanimously scored Flowers Communications Group the highest.

**V. Explanation**

The Chicago Park District requires video production services for the purpose of documenting and highlighting programs, facilities, events and people in the parks. Video content will be used to promote the Chicago Park District on social media platforms, the District's website as well as visuals for presentations and other specials projects.

Flowers Communications Group is a Chicago based company that has 30 years experience in providing a full range of marketing and creative services including video and social media production and strategies. Their clients include McDonald's, Miller Coors, AT&T, Nielsen, and others. Further, they have the resources and experienced staff required to provide the services required to the Chicago Park District including pre-production, production, and post-production for any project.

Therefore, it is in the best interest of the Chicago Park District to recommend the award of the contract for Video Production Services to Flowers Communication Group.

**VI. General Conditions**

1) *Conflicts:* The Agreement shall not be legally binding on the Chicago Park District if entered into in violation of the provisions of 50 ILCS 105, the Public Officer Prohibited Activities Act.

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 the agreement.

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.