



AMENDMENT TO EXTEND MARKETING SERVICES CONTRACT



STATE OF CONTRACT

- 2017 entered into a 4 yr contract with Creative Noggin
 - 3 yr initial term
 - 1 yr renewal
- Total value of contract for 4 yrs is \$2,600,000 (\$650,000/year)
- Currently working to release RFP
 - Scheduled to award in late August/September
 - Creates gap in services
- Asking board to amend contract to additional year with Creative Noggin

RATIONALE

- Represents no new monies nor increase in budget
 - Incremental \$650,000 is already budgeted for upcoming fiscal
- Eliminates gap in service
 - New contract to expire June 30 2022
- Continue to proceed with RFP
- Approach addresses following:
 - Eliminates gap in service
 - Allows tenured/experienced agency to translate strategic goals into communication objectives/plans
 - Creates opportunity for agency on-boarding

RECOMMENDATION

Board Review/Input

Pre-K 4 SA Staff recommends the Board approve amending the Creative Noggin contract to increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00, and extending the contract to June 30, 2022.