



Kenton County School District | It's about ALL kids.

Issue Paper

DATE:

May 28, 2021

AGENDA ITEM (ACTION ITEM):

Consider/Approve awarding the Photography and Yearbook RFP as indicated on the attached tabulation, for the period of August 1, 2021, through July 31, 2022, with three (3) optional mutually agreed upon contract extensions.

APPLICABLE BOARD POLICY:

Fiscal Management 04.32 AP.I

HISTORY/BACKGROUND:

An advertisement was posted to the KCS D website on May 5, 2021, to accept sealed bids for Photography and Yearbook services. Sealed bids were publicly opened and read via a Google Meets meeting on May 19, 2021, at 2:00 PM.

FISCAL/BUDGETARY IMPACT:

None

RECOMMENDATION:

Approval to award the Photography and Yearbook RFP as indicated on the attached tabulation, for the period of August 1, 2021, through July 31, 2022, with three (3) optional mutually agreed upon contract extensions.

CONTACT PERSON:

Cinda Roberts, Purchasing Agent

A handwritten signature in cursive script, appearing to read 'Cinda Roberts', written over a horizontal line.

Principal/Administrator

A handwritten signature in cursive script, appearing to read 'David Lloyd', written over a horizontal line.

District Administrator

A handwritten signature in cursive script, appearing to read 'h', written over a horizontal line.

Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.

Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent's mailbox.

KENTON COUNTY BOARD OF EDUCATION
PHOTOGRAPHY AND YEARBOOKS 2021-2022 RFP

OPTION1-PHOTOGRAPHY

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCIEVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
TOTAL POSSIBLE POINTS	45.00	25.00	20.00	10	100
JOSTENS	N/A*	17.75	17.50	N/A**	<u>35.25</u>
LIFETOUCH	0.00	11.75	7.50	3.67	<u>22.92</u>
STRAWBRIDGE	45.00	21.25	18.00	7.5	<u>91.75</u>

*JOSTENS DID NOT BID OPTIONS B THROUGH E. JOSTENS PHOTOGRAPHY PRICING WAS NOT EVALUATED.

OPTION 2- YEARBOOKS

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCIEVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
POSSIBLE POINTS	45.00	25.00	20.00	10	100
BALFOUR	38.80	19.75	17.25	10	<u>85.80</u>
HERFF JONES	0.00	16.75	14.25	N/A	<u>31.00</u>
JOSTENS	33.76	22.00	17.50	9	<u>82.26</u>
LIFETOUCH	N/A	11.00	7.50	N/A	<u>18.50</u>
STRAWBRIDGE	45.00	17.75	14.25	10	<u>87.00</u>

*LIFETOUCH DID NOT BID HIGH SCHOOL YEARBOOKS. LIFETOUCH YEARBOOK PRICING WAS NOT EVALUATED.

OPTION 3- PHOTOGRAPHY & YEARBOOK

	PRICING	PERCEIVED QUALITY OF SERVICE	PERCIEVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
TOTAL POSSIBLE POINTS	45.00	25.00	20.00	10	100
JOSTENS	16.83	19.75	17.50	9	<u>63.08</u>
LIFETOUCH	0.00	11.38	7.50	3.67	<u>22.55</u>
STRAWBRIDGE	45.00	19.50	16.13	8.75	<u>89.38</u>

NOTE**: REFERENCES WERE NOT CONTACTED FOR VENDORS THAT WERE MORE THAN 10 PTS AWAY FROM THE LEAD BIDDER

Recommendation: The Kenton County Board of Education award to Strawbridge Studios to provide Photography and Yearbook services as indicated in the highlighted cells. Awarding Option C gives the district an additional 10% discount with Strawbridge.

**KENTON COUNTY BOARD OF EDUCATION
PHOTOGRAPHY BID TABULATION**

		Lifetouch Studios		Jostens		Strawbridge	
Item Description	Quantity	Unit Price	Total	Unit Price	Total	Unit Price	Total
OPTION A-Fall/Spring Student Portraits							
PACKAGE A	406	\$ 14.99	\$ 6,085.94	\$ 10.00	\$ 4,060.00	\$ 3.75	\$ 1,522.50
PACKAGE B	1,416	\$ 29.99	\$ 42,465.84	\$ 20.00	\$ 28,320.00	\$ 7.00	\$ 9,912.00
PACKAGE C	1,724	\$ 29.99	\$ 51,702.76	\$ 40.00	\$ 68,960.00	\$ 8.00	\$ 13,792.00
PACKAGE D	1,665	\$ 59.99	\$ 99,883.35	\$ 60.00	\$ 99,900.00	\$ 12.50	\$ 20,812.50
ADD-ON OPTIONS							
Name & Year Printed in lower right corner	100	\$ 14.99	\$ 1,499.00	\$ -	\$ -	\$ 5.00	\$ 500.00
Basic Retouching	100	\$ 14.99	\$ 1,499.00	\$ -	\$ -	\$ 6.00	\$ 600.00
1-8"X10"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
2-5"X7"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
4-3"X5"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
8-2"X3"	100	\$ 14.99	\$ 1,499.00	\$ 10.00	\$ 1,000.00	\$ 4.00	\$ 400.00
Digital File Download	100	\$ 14.99	\$ 1,499.00	\$ 25.00	\$ 2,500.00	\$ 15.00	\$ 1,500.00
Class Composite Picture (5" x 7")	200	NO BID		NO BID		\$ 3.50	\$ 700.00
Class Composite Picture (8" x 10")	200	\$ -	\$ -	NO BID		\$ 6.50	\$ 1,300.00
TOTAL OPTION A			\$ 210,630.89		\$ 207,740.00		\$ 52,239.00
OPTION B-HIGH SCHOOL PROM & HOMECOMING							
PACKAGE A	100	\$ 38.00	\$ 3,800.00	NO BID		\$ 20.00	\$ 2,000.00
PACKAGE B	100	\$ 28.00	\$ 2,800.00	NO BID		\$ 18.00	\$ 1,800.00
PACKAGE C	100	\$ 16.00	\$ 1,600.00	NO BID		\$ 12.00	\$ 1,200.00
ADD-ON OPTIONS							
1-8"X10"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
2-5"X7"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
4-3"X5"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
8-2"X3"	100	\$ 12.00	\$ 1,200.00	NO BID		\$ 8.00	\$ 800.00
TOTAL OPTION B			\$ 13,000.00				\$ 8,200.00
OPTION C-SPORTS PICTURES							
PACKAGE A	350	37.00	\$ 12,950.00	NO BID		\$ 17.00	\$ 5,950.00
PACKAGE B	350	37.00	\$ 12,950.00	NO BID		\$ 20.00	\$ 7,000.00
PACKAGE C	350	45.00	\$ 15,750.00	NO BID		\$ 20.00	\$ 7,000.00
PACKAGE D	350	45.00	\$ 15,750.00	NO BID		\$ 25.00	\$ 8,750.00
PACKAGE E	350	24.00	\$ 8,400.00	NO BID		\$ 12.00	\$ 4,200.00
PACKAGE F	350	18.00	\$ 6,300.00	NO BID		\$ 10.00	\$ 3,500.00
INDIVIDUAL OPTIONS							
Photo Keychain	50	NO BID		NO BID		\$ 5.00	\$ 250.00
3 1/2" Button	50	16.00	\$ 800.00	NO BID		\$ 5.00	\$ 250.00
Magnet	50	16.00	\$ 800.00	NO BID		\$ 7.00	\$ 350.00
Retouching	50	7.00	\$ 350.00	NO BID		\$ 6.00	\$ 300.00
Name & Year on Wallets	100	6.00	\$ 600.00	NO BID		\$ 6.00	\$ 600.00
Digital Download	100	0.00	\$ -	NO BID		\$ 20.00	\$ 2,000.00
TOTAL OPTION C			\$ 74,650.00				\$ 40,150.00
OPTION D-SENIOR CLASS COMPOSITES							
DIXIE HEIGHTS HIGH SCHOOL		\$ -		NO BID		\$ -	
SIMON KENTON HIGH SCHOOL		\$ -		NO BID		\$ -	
SCOTT HIGH SCHOOL		\$ -		NO BID		\$ -	
TOTAL OPTION D							
OPTION E-SENIOR PICTURES							
Yearbook Sitting Fee	1,100	0.00	\$ -	NO BID		\$ 10.00	\$ 11,000.00
PACKAGE A	300	22.49	\$ 6,747.00	NO BID		\$ 19.00	\$ 5,700.00
PACKAGE B	300	14.99	\$ 4,497.00	NO BID		\$ 29.00	\$ 8,700.00

Item Description	Quantity	Lifetouch Studios		Jostens		Strawbridge	
		Unit Price	Total	Unit Price	Total	Unit Price	Total
PACKAGE C	300	29.99	\$ 8,997.00	NO BID		\$ 39.00	\$ 11,700.00
PACKAGE D	300	74.99	\$ 22,497.00	NO BID		\$ 59.00	\$ 17,700.00
ADD-ON							
Name & Year Printed in lower right corner	100	N/A		NO BID		\$ 8.00	\$ 800.00
Basic Retouching		N/A		NO BID		\$ -	\$ -
1-8"X10"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
2-5"X7"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
4-3"X5"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
8-2"X3"	50	14.99	\$ 749.50	NO BID		\$ 15.00	\$ 750.00
Digital File Download	50	0.00	\$ -	NO BID		\$ 50.00	\$ 2,500.00
TOTAL OPTION E			\$ 45,736.00				\$ 61,100.00
TOTAL - All Pictures			\$ 344,016.89		\$ 207,740.00		\$ 161,689.00
TOTAL PRICING SCORE			0.00		N/A		45.00
Both			0%		3%		10%
TOTAL WITH DISCOUNT			\$344, 016.89		N/A		\$146,520.10

REFERENCES				
	REF 1	REF 2	REF 3	TOTAL
TOTAL POINTS POSSIBLE	10	10	10	10.00
JOSTENS	N/A	N/A	N/A	N/A
LIFETOUCH	3	5	3	3.67
STRAWBRIDGE	9	6		7.50

	Perceived Quality of Service-WRITE-UP				SCORE
TOTAL POINT POSSIBLE	25	25	25	25	25
JOSTENS	10	20	20	21	17.75
LIFETOUCH	8	12	10	17	11.75
STRAWBRIDGE	23	25	20	17	21.25

	Perceived Quality of Product-SAMPLES				SCORE
TOTAL POINT POSSIBLE	20	20	20	20	20
JOSTENS	12	20	20	18	17.5
LIFETOUCH	5	12	10	3	7.5
STRAWBRIDGE	19	20	15	18	18

	PRICING	PQS	PQP	REFERENCES	TOTAL
SCORE	45	20.00	25	10.00	100
LIFETOUCH	0	11.75	7.5	3.67	22.92
STRAWBRIDGE	45	21.25	18	7.50	91.75

THE KENTON COUNTY BOARD OF EDUCATION YEARBOOK BID TABULATION

PRICING

Balfour										Heff Jones										Jostens										Lifetouch										Strawbridge									
EST. QTY. (AVG. PURCHASED OVER LAST 3 YRS)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)	BASE PRICE PER BOOK	TOTAL BASE PRICE	PRICE FOR EXTRA PAGES (4 PAGE MINIMUM)	PRICE PER EACH CURRENT EVENTS INSERT (SEWN IN)	PRICE PER EACH CURRENT EVENTS INSERT (WITH ADHESIVE STRIP)	PRICE PER BOOK OF OVERRUN (OVERRUN NOT TO EXCEED 5% OF THE ORDER QUANTITY SPECIFIED)							
DIXIE HEIGHTS HIGH SCHOOL	450	\$ 35.30	\$ 16,355.00	\$250.00	\$ -	\$ -	\$ 15.00	\$ 45.30	\$ 20,885.00	\$ 300.00	\$ 2.20	\$ 2.35	\$ 30.00	\$ 39.88	\$ 17,950.50	\$ 60.00	\$ -	\$ -	\$ 15.65	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	\$ 30.00	\$ 13,500.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 13,500.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 13,500.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00		
SCOTT HIGH SCHOOL	300	\$ 44.25	\$ 13,368.00	\$250.00	\$ -	\$ -	\$ 18.00	\$ 82.04	\$ 18,612.00	\$ 300.00	\$ 2.20	\$ 2.35	\$ 30.00	\$ 44.56	\$ 13,368.00	\$ 80.00	\$ -	\$ -	\$ 22.28	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	\$ 30.00	\$ 9,000.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 9,000.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 9,000.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00		
SIMON KENTON HIGH SCHOOL	625	\$ 35.80	\$ 22,375.00	\$250.00	\$ -	\$ -	\$ 15.00	\$ 35.93	\$ 22,458.47	\$ 300.00	\$ 2.20	\$ 2.35	\$ 30.00	\$ 36.66	\$ 24,787.50	\$ 60.00	\$ -	\$ -	\$ 19.83	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	NO BID	\$ 30.00	\$ 18,750.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 18,750.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00	\$ 30.00	\$ 18,750.00	\$ 0.35	\$ 2.00	\$ 2.00	\$ 2.00	\$ 30.00		
TOTAL			\$ 52,088.00					\$ 61,453.47					\$ 66,105.00							\$ -							\$ 41,250.00																						

Discount for Photography & Yearbook Award	<u>N/A</u>	<u>N/A</u>	<u>0.03</u>	<u>N/A</u>	IF DUAL AWARD	MINUS 10%
	<u>\$80,046.25</u>	<u>\$143,616.47</u>	<u>N/A</u>	<u>\$73,767.00</u>		\$73,350.89 65.00
POINTS CUT OF POSSIBLE 45:	38.80	0.00	33.78	N/A		

Perceived Quality of Service					Perceived Quality of Product					REFERENCES						
	ADVISOR 1	ADVISOR 2	ADVISOR 3	ADVISOR 4	SCORE	ADVISOR 1	ADVISOR 2	ADVISOR 3	ADVISOR 4	SCORE	REF 1	REF 2	REF 3	TOTAL		
TOTAL POINT POSSIBLE	25	25	25	25	TOTAL POINT POSSIBLE	20	20	20	20	20	Balfour	10	10		10	
Balfour	22	23	18	18	18.75	19	20	15	15	17.25	Heff Jones	N/A	N/A	N/A	82.50	
Heff Jones	15	16	15	16	16.75	16	16	10	11	14.25	Jostens	8	9	10	8	
Jostens	19	23	25	21	22	Jostens	16	20	20	14	17.5	Lifetouch	N/A	N/A	N/A	82.00
Lifetouch	10	14	10	10	11	Lifetouch	5	12	5	8	7.5	Strawbridge	10	10	10	25
Strawbridge	21	23	10	17	17.75	Strawbridge	16	16	5	16	14.25					

YEARBOOKS OVERALL SCORE					
	PRICING	PERCEIVED QUALITY OF SERVICE	PERCEIVED QUALITY OF PRODUCT	REFERENCES	TOTAL SCORE
TOTAL POSSIBLE POINTS	45.00	25.00	20.00	10	100
Balfour	38.90	19.75	17.25	10	82.50
Heff Jones	0.00	16.75	14.25	N/A	31.00
Jostens	33.75	22.00	17.50	9	82.25
Lifetouch	N/A	11.00	7.50	N/A	18.50
Strawbridge	45.00	17.75	14.25	10	87.00