



RFP #:	<u>FY20-151</u>	Tentative Board Meeting Date*:	<u>FEBRUARY 19, 2020</u>	
RFP Title:	<u>SCHOOL PICTURES (EXCLUDES SENIOR PORTRAITS)</u>	# Notified:	<u>226</u>	# Downloaded: <u>16</u>
For:	<u>VARIOUS SCHOOLS</u>	# of Responses Rec'd:	<u>12</u>	# of "No Bids": <u>0</u>
	(School/Department)	RFP Opening Date :	<u>NOVEMBER 4, 2019</u>	
Fund:	<u>PARENTS AND GUARDIANS</u>	Advertised Date:	<u>OCTOBER 7, 2019</u>	

POSTING OF RFP RECOMMENDATION/TABULATION: RFP Recommendations and Tabulations will be posted in the Procurement & Warehousing Services and www.Demandstar.com on **FEBRUARY 3, 2020 @ 3:00 pm** and will remain posted for 72 hours. Any person who is adversely affected by the decision or intended decision shall file a notice of protest, in writing, within 72 hours after the posting of the notice of decision or intended decision. The formal written protest shall be filed within ten (10) days after the date the notice of protest is filed. Failure to file a notice of protest or failure to file a formal written protest shall constitute a waiver of proceedings under this chapter. Section 120.57(3)(b), Florida Statutes, states that "The formal written protest shall state with particularity the facts and law upon which the protest is based." Saturdays, Sundays, state holidays and days during which the District is closed shall be excluded in the computation of the 72-hour time period provided. Filings shall be at the office of the Director of Procurement & Warehousing Services, 7720 West Oakland Park Boulevard, Suite 323, Sunrise, Florida 33351. Any person who files an action protesting an intended decision shall post with the School Board, at the time of filing the formal written protest, a bond, payable to The School Board of Broward County, Florida, (SBBC), in an amount equal to one percent (1%) of the estimated value of the contract. Failure to post the bond required by SBBC Policy 3320, Part VIII, Purchasing Policies, Section N, within the time allowed for filing a bond shall constitute a waiver of the right to protest.

(*) The Cone of Silence, as stated in the ITB / RFP / RFQ / HARD BID, is in effect until it is approved by SBBC. The Board meeting date stated above is tentative. Confirm with the Purchasing Agent of record for the actual date the Cone of Silence has concluded.

RECOMMENDATION TABULATION

IN ACCORDANCE WITH SECTION 5.0 OF THE RFP FY20-151, PROPOSALS RECEIVED WERE REVIEWED AND SCORED BY AN EVALUATION COMMITTEE CONSISTING OF:

- TODD LA PACE – DIRECTOR/OFFICE OF SCHOOL PERFORMANCE AND ACCOUNTABILITY
- MARIETTA DE ARMAS – PRINCIPAL OF TARAVELLA HIGH SCHOOL
- MARK HOWARD – PRINCIPAL OF HALLANDALE HIGH SCHOOL
- JAMES NEER – PRINCIPAL OF MONARCH HIGH SCHOOL
- ANNE MARIE RICHARDS – ADVOCACY AND COMPLIANCE COORDINATOR

THE EVALUATION COMMITTEE HAS RECOMMENDED THAT THE PROPOSERS LISTED BELOW BE RECOMMENDED FOR APPROVAL BY THE SCHOOL BOARD. A MINIMUM SCORE OF 70 POINTS OR HIGHER IS REQUIRED TO BE CONSIDERED FOR AWARD AND THESE PROPOSERS HAVE MET OR SUPRASSED THAT THRESHOLD.

- ❖ FOX-MAR PHOTOGRAPHY, INC.
- ❖ LIFETOUCH NATIONAL SCHOOL STUDIOS INC.
- ❖ MUNOZ STUDIO INC.
- ❖ REK CUT PHOTOGRAPHIC, INC. D/B/A LEONARD'S
- ❖ STRAWBRIDGE STUDIOS, INC.
- ❖ **WESTON PHOTORAPHY SCHOOL PORTAITS, INC.**

IT IS RECOMMENDED THAT FOR REASON(S) STATED ON THE ATTACHED ITB/RFP REJECTION SHEET, THE BIDS REFERENCED BE REJECTED FOR NOT COMPLYING WITH ITB/RFP REQUIREMENTS.

SBBC INTENDS TO RE-RELEASE THE RFP TO ALLOW VENDORS WHO DID NOT MEET THE REQUIREMENTS TO PARTICIPATE.

THIS AWARD WILL BE CONTIGENT UPON THE SUCCESSFUL COMPLETION OF WRITTEN AGREEMENTS WITH THE ABOVE RECOMMENDED PROPOSERS.

CONTRACT PERIOD: FEBRUARY 21, 2020 THROUGH DECEMBER 31, 2022

By: *Karlene Grant* Date: 2-3-2020
(Purchasing Agent)

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender expression, national origin, marital status, race, religion, sex or sexual orientation. Individuals who wish to file a discrimination complaint, may call the Executive Director, Benefits & EEO Compliance at 754-321-2150 or Teletype Machine (TTY) at 754-321-2158.

Individuals with disabilities requesting accommodations under the Americans with Disabilities Act (ADA) may call the Equal Educational Opportunities (EEO) at 754-321-2150 or Teletype Machine (TTY) at 754-321-2158.



FY20-151
BID REJECTIONS

1. **REJECT PROPOSAL FROM DANDY PHOTOGRAPHY LLC**

VENDOR DID NOT INCLUDE IN THEIR PROPOSAL, THE STATEMENT AS INSTRUCTED IN SECTION 4.2.2, AND THEREFORE DID NOT MEET THE MINIMUM REQUIREMENTS.

AS STATED IN SECTION 4.2

MINIMUM ELIGIBILITY: IN ORDER TO BE CONSIDERED FOR AWARD AND TO BE FURTHER EVALUATED, PROPOSER MUST MEET OR EXCEED THE FOLLOWING CRITERIA AS OF THE OPENING DATE OF THE PROPOSAL. **FAILURE TO PROVIDE OR CLEARLY STATE THE INFORMATION REQUESTED BELOW WILL RESULT IN DISQUALIFICATION OF PROPOSAL.** THE PROPOSER IS RESPONSIBLE FOR PROVIDING THE FOLLOWING INFORMATION IN ITS RESPONSE. THE PROPOSER MUST ALSO INCLUDE A STATEMENT OF ACKNOWLEDGEMENT FOR EACH ITEM BELOW.

4.2.2 PROPOSER MUST PROVIDE A STATEMENT THAT PROPOSER’S COMPANY HAS BEEN IN THE BUSINESS OF TAKING SCHOOL PICTURES FOR AT LEAST TWO (2) YEARS.

2. **REJECT PROPOSAL FROM ICONIC GROUP, INC. DBA GRADIMAGES**

VENDOR DID NOT PROVIDE PRICING FOR THE PACKAGES USED TO SCORE ALL PROPOSALS AS INSTRUCTED IN THE RFP. VENDOR PROVIDED PRICING FOR THE GRADUATION AND PANORAMIC PACKAGES WHICH WAS NOT THE BASIS OF THE EVALUATION OF THE PROPOSALS.

AS STATED IN SECTION 4.4.3.1

YOUR COMPANY IS NOT REQUIRED TO PROVIDE ALL SCHOOL CATEGORIES, NOR ALL PACKAGE CATEGORIES (DANCE, GRADUATION, CLUB/TEAM/GROUP/ORGANIZATION, ETC.) WITHIN EACH SCHOOL CATEGORY, **BUT YOU MUST SUBMIT PRICING FOR THE INDIVIDUAL AND COMMEMORATIVE SETS OF PACKAGES** WITHIN THE SCHOOL CATEGORY OR CATEGORIES FOR WHICH YOU WANT TO BE CONSIDERED.

3. **REJECT PROPOSAL FROM CADY STUDIOS, LLC**

VENDOR VIOLATED THE CONE OF SILENCE BY DISCUSSING THE RFP WITH A SCHOOL PRIOR TO SCHOOL BOARD APPROVAL OF THE ITEM, AS DEFINED BY RFP CONDITIONS BELOW.

AS STATED IN GENERAL CONDITION 7.45

ANY PROPOSER, OR LOBBYIST FOR A PROPOSER, IS PROHIBITED FROM HAVING ANY COMMUNICATIONS (EXCEPT AS PROVIDED IN THIS RULE) CONCERNING ANY SOLICITATION FOR A COMPETITIVE PROCUREMENT WITH ANY SCHOOL BOARD MEMBER, THE SUPERINTENDENT, ANY EVALUATION COMMITTEE MEMBER, OR ANY OTHER SCHOOL DISTRICT EMPLOYEE AFTER PROCUREMENT AND WAREHOUSING SERVICES RELEASES A SOLICITATION TO THE GENERAL PUBLIC. ALL COMMUNICATIONS REGARDING THIS SOLICITATION SHALL BE DIRECTED TO THE DESIGNATED PURCHASING AGENT UNLESS SO NOTIFIED BY PROCUREMENT AND WAREHOUSING SERVICES. THIS “CONE OF SILENCE” PERIOD SHALL GO INTO EFFECT AND SHALL REMAIN IN EFFECT FROM THE TIME OF RELEASE OF THE SOLICITATION UNTIL THE CONTRACT IS AWARDED BY THE SCHOOL BOARD. FURTHER, ANY VENDOR, ITS PRINCIPALS, OR THEIR LOBBYISTS SHALL NOT OFFER CAMPAIGN CONTRIBUTIONS TO SCHOOL BOARD MEMBERS OR OFFER CONTRIBUTIONS TO SCHOOL BOARD MEMBERS FOR CAMPAIGNS OF OTHER CANDIDATES FOR POLITICAL OFFICE DURING THE PERIOD IN WHICH THE VENDOR IS ATTEMPTING TO SELL GOODS OR SERVICES TO THE SCHOOL BOARD. THIS PERIOD OF LIMITATION OF OFFERING CAMPAIGN CONTRIBUTIONS SHALL COMMENCE AT THE TIME OF THE “CONE OF SILENCE” PERIOD FOR ANY SOLICITATION FOR A COMPETITIVE PROCUREMENT AS DESCRIBED BY SCHOOL BOARD POLICY 3320, PART II, SECTION GG AS WELL AS SCHOOL BOARD POLICY 1007, SECTION 5.4 – CAMPAIGN CONTRIBUTION FUNDRAISING. **ANY VENDOR OR LOBBYIST WHO VIOLATES THIS PROVISION SHALL CAUSE THEIR PROPOSAL (OR THAT OF THEIR PRINCIPAL) TO BE CONSIDERED NON-RESPONSIVE AND THEREFORE BE INELIGIBLE FOR AWARD.**



FINAL SCORE TABULATION SHEET (Revised)

Bid No:	FY20-151
Title of Bid:	School Pictures (Excludes Senior Portraits)
Purchasing Agent Name:	Karlene Grant
Bid Opening Date:	November 4, 2019
Evaluation Meeting:	November 12, 2019

Proposer's Name	Total Score	Recommended for Award
Cady Studios, LLC	74	✓
Fox-Mar Photography, Inc.	72	✓
Lifetouch National School Studios Inc.	77	✓
Munoz Studio Inc.	75	✓
Rekcut Photographic, Inc. d/b/a Leonard's	70	✓
Strawbridge Studios, Inc.	82	✓
Weston Photography School Portraits, Inc.	79	✓

SCORE DETAILS
(Revised)

Bid No:	FY20-151
Title of Bid:	School Pictures (Excludes Senior Portraits)

Evaluators	James Neer	Mark Howard	Mary De Armas	Todd La Pace	Average Points
Qualifications & Experience - Maximum Points: 20					
Cady Studios, LLC	18	18	16	19	18
Fox-Mar Photography, Inc.	20	19	20	18	19
Lifetouch National School Studios Inc.	19	18	20	19	19
Munoz Studio Inc.	18	17	20	18	18
Nick's Photo Studio of Broward LLC	18	19	20	19	19
Rekcut Photographic, Inc. d/b/a Leonard's	19	19	20	18	19
RS Photography, LLC d/b/a TSS Photography	19	18	20	18	19
Smile Time Photography	18	16	20	18	18
Strawbridge Studios, Inc.	20	18	20	19	19
Weston Photography School Portraits, Inc.	19	18	20	19	19
Scope of Work - Maximum Points: 45					
Cady Studios, LLC	42	42	45	44	43
Fox-Mar Photography, Inc.	43	45	45	43	44
Lifetouch National School Studios Inc.	42	44	45	44	44
Munoz Studio Inc.	42	45	45	43	44
Nick's Photo Studio of Broward LLC	42	44	45	44	44
Rekcut Photographic, Inc. d/b/a Leonard's	42	44	45	41	43
RS Photography, LLC d/b/a TSS Photography	42	45	45	44	44
Smile Time Photography	41	44	45	44	44
Strawbridge Studios, Inc.	42	45	45	44	44
Weston Photography School Portraits, Inc.	43	44	45	43	44
Cost of Services - Maximum Points: 20					
Cady Studios, LLC	Per RFP, this section scored by PWS. See PWS Evaluation Score Worksheet for more details.				13
Fox-Mar Photography, Inc.					9
Lifetouch National School Studios Inc.					14
Munoz Studio Inc.					13
Nick's Photo Studio of Broward LLC					3
Rekcut Photographic, Inc. dba Leonard's					8
RS Photography, LLC d/b/a TSS Photography					0
Smile Time Photography					3
Strawbridge Studios, Inc.					19
Weston Photography School Portraits, Inc.					1
S/M/WBE - Maximum Points: 15					
Cady Studios, LLC	Per RFP, this section scored by PWS. See PWS Evaluation Score Worksheet for more details.				0
Fox-Mar Photography, Inc.					0
Lifetouch National School Studios Inc.					0
Munoz Studio Inc.					0
Nick's Photo Studio of Broward LLC					0
Rekcut Photographic, Inc. d/b/a Leonard's					0
RS Photography, LLC dba TSS Photography					0
Smile Time Photography					0
Strawbridge Studios, Inc.					0
Weston Photography School Portraits, Inc.					15

GRAND TOTAL - Maximum Points: 100

Cady Studios, LLC	74
Fox-Mar Photography, Inc.	72
Lifetouch National School Studios Inc.	77
Munoz Studio Inc.	75
Nick's Photo Studio of Broward LLC	66
Rekcut Photographic, Inc. d/b/a Leonard's	70
RS Photography, LLC d/b/a TSS Photography	63
Smile Time Photography	65
Strawbridge Studios, Inc.	82
Weston Photography School Portraits, Inc.	79