



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

ITEM No.:
EE-18.

MEETING DATE: 2020-04-21 10:00 - Regular School Board Meeting

AGENDA ITEM: ITEMS

CATEGORY: EE. OFFICE OF STRATEGY & OPERATIONS

DEPARTMENT: Procurement & Warehousing Services

Special Order Request
 Yes No

Time

Open Agenda
 Yes No

TITLE:
 Recommendation to Approve Second Renewal and Second Amendment with Additional Spending Authority - 57-003E - TV Viewership Measurement Service

REQUESTED ACTION:
 Approve the Second Renewal and Second Amendment to the above agreement with additional spending authority. Contract Term: December 21, 2016 through June 30, 2021; Four (4) Years, Seven (7) Months; User Department: Broward Education Communications Network (BECON); Additional Requested Amount: \$35,000; New Award Amount \$175,000; Awarded Vendor(s): Rentrak Corporation; Small/Minority/Women Business Enterprise Vendor(s): None.

SUMMARY EXPLANATION AND BACKGROUND:
 This contract is utilized as a measurement tool to gather data on the number of households tuned to specific broadcast stations in real-time, allowing for BECON to generate reports on precise audience measurements for specific programs or dayparts.
 This Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction Goal 2: Safe & Supportive Environment Goal 3: Effective Communication

FINANCIAL IMPACT:
 The estimated financial impact to the District will be \$35,000. The contract award amount was for \$140,000. The request is to increase the spending authority by \$35,000 bringing the new contract value to \$175,000. The funding source is BECON's operating budget. The financial amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)
 (1) Executive Summary (2) Financial Analysis Worksheet (3) Agreement

BOARD ACTION:
APPROVED
 (For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name: Rick Reynolds	Phone: 754-321-1010
Name: Mary C. Coker	Phone: 754-321-0501

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
 Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature
 Maurice Woods
 4/13/2020, 5:30:24 PM

Approved In Open Board Meeting On:

APR 21 2020

By: 
 School Board Chair

SECOND AMENDMENT TO AGREEMENT

~~THIS SECOND AMENDMENT TO AGREEMENT~~ is made and entered into this 21st day of April, 2020, by and between

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
(hereinafter referred to as "SBBC"),
a body corporate and political subdivision of the State of Florida,
whose principal place of business is
600 Southeast Third Avenue, Fort Lauderdale, Florida 33301

and

RENTRAK CORPORATION
(hereinafter referred to as "VENDOR"),
having its principal place of business at
7700 Northeast Ambassador Place, Portland, Oregon 97220

WHEREAS, SBBC and VENDOR entered into an Agreement on December 21, 2016 (hereafter "Agreement"); and

WHEREAS, the Agreement is for SBBC to subscribe to VENDOR's Station View Essentials reporting system, a product in VENDOR's Essentials Business Intelligence Suite, which provides location television stations with a transactional tracking and reporting system for television programming and advertising; and

WHEREAS, on May 7, 2019 the parties executed a First Amendment to exercise the first renewal option extending the original Agreement through June 30, 2020; and

WHEREAS, the parties mutually desire to amend certain provisions of the Agreement through this Second Amendment to Agreement (hereafter "Second Amendment").

NOW, THEREFORE, in consideration of the premises and of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1.01 **Recitals**. The parties agree that the foregoing recitals are true and correct and that such recitals are incorporated herein by reference.

1.02 **Term of Agreement**. The term of the Agreement is hereby extended from July 1, 2020 through June 30, 2021, unless terminated earlier pursuant to Section 3.05.

1.03 **Cost of Services.** SBBC shall pay VENDOR for services rendered under this Second Amendment a lump sum payment of Thirty-Five Thousand Dollars and 00/100 Cents (\$35,000) per year due thirty (30) days after issuance of a proper invoice.

1.04 **Order of Precedence among Agreement Documents.** In the event of conflict between the provisions of the Agreement and the provisions contained herein, the provisions of the following documents will take precedence in this order:

- a) Second Amendment to Agreement; then
- b) First Amendment to Agreement; then
- c) Agreement.

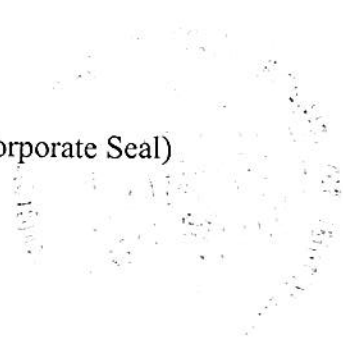
1.05 **Other Provisions Remain in Force.** Except as expressly provided herein, all other portions of the Agreement remain in full force and effect.

1.06 **Authority.** Each person signing this Second Amendment on behalf of either party individually warrants that he or she has full legal power to execute this Second Amendment on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions contained in this Second Amendment.

IN WITNESS WHEREOF, the parties hereto have made and executed this Second Amendment to Agreement on the date first above written.

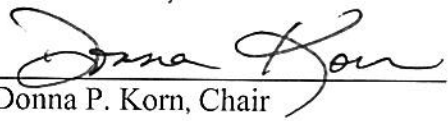
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(Corporate Seal)




FOR SBBC:

THE SCHOOL BOARD OF BROWARD
COUNTY, FLORIDA

By 
Donna P. Korn, Chair

ATTEST:


Robert W. Runcie, Superintendent of Schools

Approved as to Form and Legal Content:



Digitally signed by Maya A. Moore
Reason: Second Amendment_
Rentrak Corporation
Date: 2020.02.10 14:38:15 -05'00'

Office of the General Counsel

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FOR VENDOR:

(Corporate Seal)

ATTEST:

RENTRAK CORPORATION

By *Gregory Fink*
Gregory Fink

Title: Chief Financial Officer

, Secretary

-or-

Natasia Veon
Witness

Wagner
Witness

STATE OF Virginia
COUNTY OF Fairfax

The foregoing instrument was acknowledged before me this 11th day of February, 2020 by Greg Fink of Comscore, Inc. on behalf of the corporation/agency. He/She is personally known to me or produced driver's license as identification and did first take an oath.

My Commission Expires: 7/31/2021

(SEAL)



Janet E. Overvold
Signature – Notary Public

Janet E. Everly Overvold
Printed Name of Notary

7581090
Notary's Commission No.