

**AUTHORIZE A NEW AGREEMENT WITH VERA CREATIVE, INC. FOR EARLY CHILDHOOD
MARKETING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize a new agreement with Vera Creative, Inc. to provide Early Childhood Marketing services to the Office of Early Childhood Education at an estimated annual cost of \$250,000.00 for the one (1) year term. Vendor was selected on a non-competitive basis. This item was presented to the Single/Sole Source Committee on October 21, 2021 and appnappnap bsite until December 15, 2021. This process complies with the independent consultant's recommendations for single source procurements and the Board's "Single/Sole Source Committee Charter." A written agreement for Vendor's services is currently being negotiated. No services shall be provided by Vendor and no payment shall be made to Vendor prior to the execution of their written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

Contract Administrator : Simpkins, Morgan A. / 773-553-2280

VENDOR:

- 1) Vendor # 19127
 VERA CREATIVE, INC.
 833 W. CHICAGO STE 200
 CHICAGO, IL 60642
 Cristina Vera
 312 342-2280

Ownership: 100% - Cristina Vera

USER INFORMATION :

Project
Manager: 11385 - Early Childhood Development - City Wide

 42 West Madison Street

 Chicago, IL 60602

 Mckinily, Leslie

 773-553-2010

PM Contact:

11360 - Early Childhood Development

42 West Madison Street

Chicago, IL 60602

Stokes, Bryan C.

773-553-2010

TERM:

The term of this agreement shall commence on January 1, 2022 and shall end December 31, 2022. This agreement shall have two (2) options to renew for periods of twelve (12) months each.

EARLY TERMINATION RIGHT:

The Board shall have the right to terminate this agreement with 30 days written notice.

SCOPE OF SERVICES:

Vendor will implement a campaign to help CPS meet their PreK enrollment goals. CPS is looking ahead to give parents advance notice of application launch date, school options and application process. The

