



## District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/794-2000

Heather Fiorentino, Superintendent

[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Department of Purchasing  
Kendra Goodman, CPPO, CPPB, Purchasing Agent  
813/794-2221 Fax: 813/794-2221  
727/774-2221 TDD: 813/794-2484  
352/524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

July 26, 2011

### MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPO, CPPB, Purchasing Agent *Kelg/8MB*

**RE:** Second Year Renewal of Three-Year Contract  
RFP # 11-034-SN – Elementary/Middle School Pictures  
Gigante Productions – Region 4  
Inter-State Studios – Regions 1, 2, 5, 6  
Strawbridge – Region 3

On September 7, 2010, official action (attached) was taken to award the above-referenced RFP to Gigante Productions, Inter-State Studios, and Strawbridge. This is a three-year bid, renewable annually, at the mutual agreement of the parties. The first year of the agreement will expire on September 7, 2011.

Considering services have been satisfactory, Gigante Productions, Inter-State Studios, and Strawbridge were contacted to verify their willingness to enter into the second year of the agreement. As such, Gigante Productions, Inter-State Studios, and Strawbridge have agreed in writing to enter into the second year of the contract. The second year of the contract will cover the period of September 8, 2011 through September 7, 2012. At this time it is my recommendation to enter into the second year of the contract.

If you have any questions, please feel free to contact me at your earliest convenience.

KDG/vj

Attachments



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April 26, 2011

## REQUEST FOR RFP RENEWAL

**RFP # 11-034-SN** RFP TITLE: Student-Direct Purchase Photographs **VENDOR:** Strawbridge Studios

**Yes**, I agree to renew **RFP # 11-034-SN** for the second year, under the same terms and conditions as the existing contract. The second year of the contract will begin September 8, 2011 and expire September 7, 2012.  
 **No**, I do not agree to renew **RFP #11-034-SN**. (List reasons below in comment section)

Administration Signature: [Signature] Date: 7/5/11

Typed Name and Title: TERRITORY MANAGER

**PLEASE SCORE THE FOLLOWING FROM 1 TO 5 FOR THE ABOVE REFERENCED VENDOR**  
(1 – EXTREMELY UNSATISFIED, 5 – EXTREMELY SATISFIED)

		<b>Score all of the following (if applicable)</b>	
Quality:	_____	Accuracy of Service:	_____
Service:	_____	Product/service delivered on time:	_____
Cost:	_____	Problems solved on first phone call:	_____
Overall:	_____	Errors on deliveries:	_____
		Were deadlines met on schedule:	_____

What additional services did vendor provide or offer to you? \_\_\_\_\_  
SCORE: \_\_\_\_\_

Is the company easy to get in contact with and how is the response time? \_\_\_\_\_  
SCORE: \_\_\_\_\_

What are the strengths of this company? \_\_\_\_\_  
SCORE: \_\_\_\_\_

What are the weaknesses of and areas of concern for this company? \_\_\_\_\_  
SCORE: \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

COMMENTS: \_\_\_\_\_

**PLEASE RETURN TO PURCHASING NO LATER THAN MAY 18, 2011**



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June 30, 2011

## RFP RENEWAL REQUEST

RFP #: 11-034-SN

RFP TITLE: Elementary and Middle School Pictures – Regions 1, 2, 5, 6

VENDOR: Inter-State Studios

Yes, I agree to renew RFP 11-034-SN, for the second year under the same terms and conditions as the existing contract. The second year will begin on September 8, 2011 and expire on September 7, 2012.

No, I do not agree to renew RFP 11-034-SN.

Company Name: Inter-state Studio

Signature: Cindy McCloskey Date: 6-30-11

Typed Name and Title: Cindy McCloskey - Territory Manager

Telephone (w/area code): 813-469-0016 Fax Number (w/area code): 813-907-2919

DATE DUE: PLEASE FAX TO PURCHASING NO LATER THAN JULY 9, 2011.

By agreeing to renew, vendor acknowledges and agrees to be in compliance with the "Jessica Lunsford Act". Vendors conducting business, with the District School Board of Pasco County, who will (1) be at the school when students are present, or (2) have direct contact with students, or (3) have access to or control of school funds must be Level 2 fingerprinted by Human Resources. If any of the above applies to this contract, you must have those individuals Level 2 fingerprinted and screened by the Districts Human Resource Department prior to commencement of services or work and must provide a list of employees with renewal. Please contact 813/794-2521 to arrange for an appointment. Costs associated with this background screening are to borne by the vendor. You may access information regarding this law by reviewing Sections 1012.32 and 1012.465, Florida Statutes. This law became effective September 1, 2005.

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE RETURN TO: DISTRICT SCHOOL BOARD OF PASCO COUNTY  
ATTN: Vickie Jones, Buyer Assistant  
PURCHASING DEPARTMENT  
20430 GATOR LANE  
LAND O' LAKES, FL 34638  
(813) 794-2226 (PHONE) (813) 794-2713 (FAX)



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June 30, 2011

## RFP RENEWAL REQUEST

RFP #: 11-034-SN

RFP TITLE: Elementary and Middle School Pictures – Region 4

VENDOR: Gigante

Yes, I agree to renew RFP 11-034-SN, for the second year under the same terms and conditions as the existing contract. The second year will begin on September 8, 2011 and expire on September 7, 2012.

No, I do not agree to renew RFP 11-034-SN.

Company Name: Gigante Productions, Inc

Signature: Paul Gigante Date: 7-6-11

Typed Name and Title: PAUL GIGANTE, PRESIDENT

Telephone (w/area code): 813-907-1078 Fax Number (w/area code): 813-333-1313

DATE DUE: **PLEASE FAX TO PURCHASING NO LATER THAN JULY 9, 2011.**

By agreeing to renew, vendor acknowledges and agrees to be in compliance with the "Jessica Lunsford Act". Vendors conducting business with the District School Board of Pasco County, who will (1) be at the school when students are present, or (2) have direct contact with students, or (3) have access to or control of school funds **must** be Level 2 fingerprinted by Human Resources. If any of the above applies to this contract, you **must** have those individuals Level 2 fingerprinted and screened by the Districts Human Resource Department **prior** to commencement of services or work and must provide a list of employees with renewal. Please contact 813/794-2521 to arrange for an appointment. Costs associated with this background screening are to borne by the vendor. You may access information regarding this law by reviewing Sections 1012.32 and 1012.465, Florida Statutes. This law became effective September 1, 2005.

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## District School Board of Pasco County Bid Recommendation

<b>RFP Title</b>	Elementary/Middle School Pictures		<b>Number of Vendors Notified</b>	103
<b>RFP Number</b>	11-034-SN		<b>Number of Proposals Distributed</b>	13
<b>Date Solicited</b>	July 12, 2010		<b>Number of Vendors Bidding</b>	9
<b>Date Opened</b>	August 6, 2010		<b>Number of Vendors Not Proposing</b>	0
<b>Date Board Presentation</b>	September 7, 2010		<b>Funding Source</b>	Internal Funds
<b>Total Savings</b>	<b>Estimated \$29,000</b>		<b>Grand Total of RFP</b>	<b>Estimated \$230,000</b>

**Recommendation:**

Recommend acceptance of proposals as noted on the attached tabulation sheet as the best, responsive, responsible proposal receiving the highest points.

**Term of Contract:**

This proposal is for the student-direct purchase of photographs for Middle and Elementary Schools. This is a three-year contract, renewable annually based upon the mutual consent of both parties. The first year will commence on September 8, 2010 and continue through September 7, 2011.

**Notations and Exceptions:**

This RFP was awarded by Region (6 Regions). The following point totals were utilized to determine award:

Phase I-

Total Price (20), References (15), Location of Representative (20).

A maximum of up to six (6) proposers scoring the highest points for total price, references and location of representative were short-listed and moved to Phase II for each Region.

Phase II-

Each Region had a three (3) person evaluation committee composed of ( 1) elementary school representative, one (1) middle school representative and one (1) individual from the District Office. Samples points were assigned on a scale of one (1) to ten (10) by each evaluator and totaled by Region for a maximum of thirty (30) points assessed. Interview points were assigned on a scale of one (1) to five (5) by each evaluator and totaled by Region for a maximum of fifteen (15) points assessed.

District School Board  
of Pasco County

SEP 07 2010

Board Approved

The estimated savings of the RFP were calculated by subtracting the awarded vendor's average package price by region from the overall average price of all submittals. The difference was multiplied by the estimated number of students that will be purchasing pictures.

Recommend rejection of proposals submitted by Stephen John Photography and Ritoba as they were disqualified for not supplying the required references.

Offers from the vendors listed herein are the only offers received timely as of the specified opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

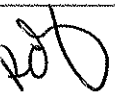
**Proposals Evaluated By:**

Region 1-Laura Hull, Crews Lake Middle, Kathy Kaburis, Mary Giella Elementary, Region 2-Cheryl Karlau, Chasco Middle, Terri Mutell; James M. Marlowe Elementary, Region 3-Laurie Alexander, Seven Springs Middle, Allsion Hoskins, Trinity Oaks Elementary, Region 4-Dave Estabrook, Charles S. Rushe Middle, Courtney Gantt, Pine View Middle, Region 5-Tracy Turner, Pasco Middle, Scott Mitchell, Watergrass Elementary, Region 6-Peggy Lewis, Double Branch Elementary, Beth Brown, John Long Middle, District Staff Member-Debbie Smith, Communications Department

**Proposal Prepared By:**

Stephanie Noble, Buyer, Purchasing Department

**Reviewed and Authorized By:**

Kendra Goodman, CPPO, CPPB, Purchasing Agent 

DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

Proposal Title: <b>Elementary/Middle School Pictures</b>		Captured Moments by Teresa	Gigante Productions, Inc.	Herff Jones Photography Division	Inter-State Studio, Inc	Leonards Studio
DATE OF OPENING: <b>August 6, 2010 @ 2:30pm</b>		24704 Silversmith Drive	2818 Cypress Ridge Boulevard, S-210	2713 1st Avenue North	3500 Snyder Avenue	P O Drawer 1928
RFP#: <b>11-034-SN</b>		Lutz, FL 33559	Wesley Chapel, FL 33544	St. Petersburg, FL 33713	Sedalia, MO 65301	St. Augustine, FL 32085
<b>School Regional Breakdown</b>						
<b>Region 1</b>	Bayonet Point Middle	<b>Region 1</b>	<b>Region 1</b>	<b>Region 1</b>	<b>Region 1</b>	<b>Region 1</b>
Phase I	Crews Lake Middle					
A. Total Price	Fox Hollow Elementary	13.48	NB	NB	14.56	13.90
B. References	Gulf Highlands Elementary	10.00			15.00	14.80
C. Location of Area Representative	Hudson Elementary	20.00			20.00	20.00
Phase II	Hudson Middle					
D. Samples	Mary Giella Elementary	6.00			30.00	22.00
E. Interview	Moon Lake Elementary	3.00			15.00	11.00
<b>Total for Region 1</b>	Northwest Elementary	<b>52.48</b>			<b>94.56</b>	<b>81.70</b>
	Schrader Elementary					
	Shady Hills Elementary					
<b>Region 2</b>	Calusa Elementary	<b>Region 2</b>	<b>Region 2</b>	<b>Region 2</b>	<b>Region 2</b>	<b>Region 2</b>
Phase I	Chasco Elementary					
A. Total Price	Chasco Middle	13.48	NB	14.76	14.56	13.90
B. References	Cotee River Elementary	10.00		14.80	15.00	14.80
C. Location of Area Representative	Cypress Elementary	20.00		20.00	20.00	20.00
Phase II	Deer Park Elementary					
D. Samples	Gulf Middle	10.00		22.00	30.00	18.00
E. Interview	James M. Marlowe Elementary	5.00		9.00	15.00	10.00
<b>Total for Region 2</b>	Mittye P. Locke Elementary	<b>58.48</b>		<b>80.56</b>	<b>94.56</b>	<b>76.70</b>
	Richey Elementary					
	River Ridge Middle					
<b>Region 3</b>	Anclote Elementary	<b>Region 3</b>	<b>Region 3</b>	<b>Region 3</b>	<b>Region 3</b>	<b>Region 3</b>
Phase I	Gulf Trace Elementary					
A. Total Price	Gulfside Elementary	13.48	NB	14.76	14.56	13.90
B. References	Longleaf Elementary	10.00		14.80	15.00	14.80
C. Location of Area Representative	Odessa Elementary	20.00		20.00	20.00	20.00
Phase II	Paul R. Smith Middle					
D. Samples	Seven Springs Elementary	6.00		19.00	29.00	22.00
E. Interview	Seven Springs Middle	4.00		8.50	13.00	11.00
<b>Total for Region 3</b>	Sunray Elementary	<b>53.48</b>		<b>77.06</b>	<b>91.56</b>	<b>81.70</b>
	Trinity Elementary					
	Trinity Oaks Elementary					

DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

Proposal Title: <b>Elementary/Middle School Pictures</b>		Ritboa Enterprises	Stephen John Photography	Strawbridge Studios, Inc.	Woodside Photography
DATE OF OPENING: <b>August 6, 2010 @ 2:30pm</b>		2460 Euston Road	38501 5th Avenue	3616 Hillsborough Rd.	7088 Mariner Blvd.
RFP#: <b>11-034-SN</b>		Winter Park, FL 32789	Zephyrhills, FL 33541	Durham, NC 27705	Spring Hill, FL 34609
<b>School Regional Breakdown</b>					
<b>Region 1</b>	Bayonet Point Middle			<b>Region 1</b>	<b>Region 1</b>
Phase I	Crews Lake Middle				
A. Total Price	Fox Hollow Elementary			20.00	NB
B. References	Gulf Highlands Elementary			13.40	
C. Location of Area Representative	Hudson Elementary			20.00	
Phase II	Hudson Middle				
D. Samples	Mary Giella Elementary			17.00	
E. Interview	Moon Lake Elementary			13.00	
<b>Total for Region 1</b>	Northwest Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>83.40</b>	
	Schrader Elementary				
	Shady Hills Elementary				
<b>Region 2</b>	Calusa Elementary			<b>Region 2</b>	<b>Region 2</b>
Phase I	Chasco Elementary				
A. Total Price	Chasco Middle			20.00	NB
B. References	Cotee River Elementary			13.40	
C. Location of Area Representative	Cypress Elementary			20.00	
Phase II	Deer Park Elementary				
D. Samples	Gulf Middle			15.00	
E. Interview	James M. Marlowe Elementary			9.00	
<b>Total for Region 2</b>	Mitty P. Locke Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>77.40</b>	
	Richey Elementary				
	River Ridge Middle				
<b>Region 3</b>	Anclote Elementary			<b>Region 3</b>	<b>Region 3</b>
Phase I	Gulf Trace Elementary				
A. Total Price	Gulfside Elementary			20.00	13.16
B. References	Longleaf Elementary			13.40	10.55
C. Location of Area Representative	Odessa Elementary			20.00	20.00
Phase II	Paul R. Smith Middle				
D. Samples	Seven Springs Elementary			26.00	23.00
E. Interview	Seven Springs Middle			13.00	11.00
<b>Total for Region 3</b>	Sunray Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>92.40</b>	<b>77.71</b>
	Trinity Elementary				
	Trinity Oaks Elementary				



DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

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RFP#: <b>11-034-SN</b>		Lutz, FL 33559	Wesley Chapel, FL 33544	St. Petersburg, FL 33713	Sedalia, MO 65301	St. Augustine, FL 32085
<b>School Regional Breakdown</b>						
<b>Region 4</b>	Charles S. Rushe Middle	<b>Region 4</b>	<b>Region 4</b>	<b>Region 4</b>	<b>Region 4</b>	<b>Region 4</b>
Phase I	Connterton Elementary					
A. Total Price	Lake Myrtle Elementary	13.48	14.48	NB	14.56	13.90
B. References	Oakstead Elementary	10.00	13.20		15.00	14.80
C. Location of Area Representative	Pine View Elementary	20.00	20.00		20.00	20.00
Phase II	Pine View Middle					
D. Samples	Quail Hollow Elementary	10.00	30.00		24.00	20.00
E. Interview	Thomas E. Weightman Middle	3.00	15.00		13.00	9.00
<b>Total for Region 4</b>	Wesley Chapel Elementary	<b>56.48</b>	<b>92.68</b>		<b>86.56</b>	<b>77.70</b>
<b>Region 5</b>	Centennial Elementary	<b>Region 5</b>	<b>Region 5</b>	<b>Region 5</b>	<b>Region 5</b>	<b>Region 5</b>
Phase I	Centennial Middle					
A. Total Price	Denham Oaks Elementary	13.48	NB	NB	14.56	13.90
B. References	Lacoochee Elementary	10.00			15.00	14.80
C. Location of Area Representative	Pasco Elementary	20.00			20.00	20.00
Phase II	Pasco Middle					
D. Samples	Rodney B. Cox Elementary	18.00			30.00	24.00
E. Interview	San Antonio Elementary	5.00			15.00	9.00
<b>Total for Region 5</b>	Watergrass Elementary	<b>66.48</b>			<b>94.56</b>	<b>81.70</b>
	Woodland Elementary					
<b>Region 6</b>	Chester W. Taylor Elementary	<b>Region 6</b>	<b>Region 6</b>	<b>Region 6</b>	<b>Region 6</b>	<b>Region 6</b>
Phase I	Double Branch Elementary					
A. Total Price	Dr. John Long Middle	13.48	14.48	14.76	14.56	13.90
B. References	New River Elementary	10.00	13.20	14.80	15.00	14.80
C. Location of Area Representative	Raymond B. Stewart Middle	20.00	20.00	20.00	20.00	20.00
Phase II	Sand Pine Elementary					
D. Samples	Seven Oaks Elementary	6.00	30.00	16.00	30.00	16.00
E. Interview	Veterans Elementary	5.00	13.00	5.00	13.00	8.00
<b>Total for Region 6</b>	West Zephyrhills Elementary	<b>54.48</b>	<b>90.68</b>	<b>70.56</b>	<b>92.56</b>	<b>72.70</b>

DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

Proposal Title: <b>Elementary/Middle School Pictures</b>		Ritboa Enterprises	Stephen John Photography	Strawbridge Studios, Inc.	Woodside Photography
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RFP#: <b>11-034-SN</b>		Winter Park, FL 32789	Zephyrhills, FL 33541	Durham, NC 27705	Spring Hill, FL 34609
<b>School Regional Breakdown</b>					
<b>Region 4</b>	Charles S. Rushe Middle			<b>Region 4</b>	<b>Region 4</b>
Phase I	Connterton Elementary				
A. Total Price	Lake Myrtle Elementary			20.00	NB
B. References	Oakstead Elementary			13.40	
C. Location of Area Representative	Pine View Elementary			20.00	
Phase II	Pine View Middle				
D. Samples	Quail Hollow Elementary			19.00	
E. Interview	Thomas E. Weightman Middle			11.00	
<b>Total for Region 4</b>	Wesley Chapel Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>83.40</b>	
<b>Region 5</b>	Centennial Elementary			<b>Region 5</b>	<b>Region 5</b>
Phase I	Centennial Middle				
A. Total Price	Denham Oaks Elementary			20.00	NB
B. References	Lacoochee Elementary			13.40	
C. Location of Area Representative	Pasco Elementary			20.00	
Phase II	Pasco Middle				
D. Samples	Rodney B. Cox Elementary			25.00	
E. Interview	San Antonio Elementary			10.00	
<b>Total for Region 5</b>	Watergrass Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>88.40</b>	
	Woodland Elementary				
<b>Region 6</b>	Chester W. Taylor Elementary			<b>Region 6</b>	<b>Region 6</b>
Phase I	Double Branch Elementary				
A. Total Price	Dr. John Long Middle			20.00	NB
B. References	New River Elementary			13.40	
C. Location of Area Representative	Raymond B. Stewart Middle			20.00	
Phase II	Sand Pine Elementary				
D. Samples	Seven Oaks Elementary			21.00	
E. Interview	Veterans Elementary			8.00	
<b>Total for Region 6</b>	West Zephyrhills Elementary	<b>Disqualified</b>	<b>Disqualified</b>	<b>82.40</b>	