



REQUEST FOR PROPOSAL

School Photography Services

DATE DUE: March 9th, 2021, by 2:00 p.m.

**REQUEST FOR PROPOSAL
SCHOOL PHOTOGRAPHY SERVICES**

Due: Tuesday, March 9, 2021, by 2:00 p.m.

PURPOSE

Mason City Community School District (MCCSD) is requesting proposals for School Photography Services. Vendors are asked to submit RFP's for the District contract. A summary of services is listed below. Vendors are required to review and abide by all terms of the RFP.

The Proposal request is for the 2021-2022 school year with three (3) one year renewal options. Vendors that wish to be considered for the bidding of services are required to submit two (2) completed proposals with full name and address of vendor; no fax copies will be accepted. A minimum of one (1) PDF copy should be submitted via email to Cherie Yoder, Director of Finance, cyoder@masoncityschools.org.

Proposals must be received no later than 2:00 p.m. on Tuesday, March 9, 2021.

SCOPE

This RFP contains instructions concerning proposals to be submitted and services to be provided by the selected vendor. Specifications regarding the details and services/products to be provided under the RFP are located under the sections titled INFORMATION TO BE INCLUDED IN SUBMITTED PROPOSAL and DESIRED SERVICES.

GENERAL INFORMATION

Mason City Community School District consists of four elementary school buildings serving grades Preschool through 4, one intermediate school building serving grades 5 and 6, one junior high/high school combined facility serving grades 7 through 12, one alternative high schools serving grades 9 through 12, two special programs and one Central Office. All buildings are located in the community of Mason City, Iowa. Student and staff population is approximately as follows:

- Harding Elementary School – 300 students
- Hoover Elementary School – 440 students
- Jefferson Elementary School – 430 students
- Roosevelt Elementary School – 460 students
- Lincoln Intermediate School – 550 students
- Junior High/High School Complex - John Adams Middle School – 560 students
- Junior High/High School Complex – Mason City High School – 1,050 students
- Alternative High School – 90 students
- Pinecrest Center – 40 students
- Partnership School – 25 students
- District Staff – 650 employees (Teachers, Support Staff, Food Service, Custodial, Administrative Office,

Secretarial, etc.)

- Substitute/Part Time Staff – Approximately 250 badges

TYPE OF AGREEMENT

The amount of the agreement shall be inclusive of all anticipated work and expenses. An agreement shall be negotiated with the successful vendor who meets the requirements and is qualified, responsible, and capable of performing the work. Cost is important, but NOT the sole criteria for final selection.

Equally important is creativity, dependability and value. Value relates to both the District and the parents, who pay for many of the photos taken of their children in the school setting, to include school photos by grade as well as photos to commemorate a special event during their school endeavors.

CLARIFICATION

Clarifying questions may be directed in writing to Cherie Yoder, Director of Finance, cyoder@masoncityschools.org. All questions and answers will be distributed via email to all known responding firms.

INFORMATION TO BE INCLUDED IN SUBMITTED PROPOSAL

1. **TITLE PAGE:** Name of company submitting the proposal.
2. **TABLE OF CONTENTS:** Include a clear identification of the material being submitted.
3. **COMPANY RESUME/BROCHURE:** Information regarding the company submitting the proposal.
4. **MINIMUM ELIGIBILITY REQUIREMENT STATEMENT:** In order to be considered for this contract, the vendor must provide a statement that your company has been in the business of school photography for a minimum of three years.
5. **REFERENCES:** Provide a list of three (3) school district references for which your company has provided school pictures during the last three years. Include the name and telephone number for an administrative person from each district. More than one reference from each school preferred.
6. **SCOPE OF SERVICES PROVIDED:**
 - Make a statement that if awarded your company will take every student, faculty, and staff member's picture, if they so desire. One complimentary basic package will be provided for each faculty and staff member where noted on the Proposal Pricing Sheet.
 - Describe in detail the procedures which will be used by your company to take the pictures in a manner that will cause the least amount of disruption to the students and the school. Include the number of cameras, procedures for identifying students, etc.
 - Make a statement that, upon award, any flyer that describes the picture packages to be offered students will be provided to the district office.
 - Describe your company's re-take policy.
 - Make a statement that the vendor will have a local representative handle or manage all aspects of the account.
 - Describe any additional services which will be provided at no charge to the district.
 - Describe your company's money-back policy if not satisfied.
7. **PROPOSAL PRICING SHEETS:** State your company's prices. Prices submitted must include any applicable taxes, shipping, handling, and delivery of school pictures.
8. **SAMPLES:** Student individual photo package samples.

An official who is authorized to bind the vendor to its proposal must sign the proposal. For this RFP, the proposal must remain valid for at least (60) days from the submission date.

REJECTION OF PROPOSALS

MCCSD reserves the right to reject any and all proposals received as a result of this request, or negotiate separately with respondents. The District reserves the right to decide not to award a contract as a result of this announcement if it does not receive proposals which it determines to have adequately addressed the requirements.

PRESENTATIONS/INTERVIEW

Companies may be required to make an oral presentation or be interviewed. Such presentations or interviews provide an opportunity for the vendor to clarify their proposal and to ensure mutual understanding of the requirements.

VENDOR RESPONSIBILITIES

It is the obligation of each vendor to examine instructions, requirements and specifications before submitting a proposal. Submission of a proposal shall be proof that such examinations have been made and that each vendor has recorded his/her own investigation and has become thoroughly familiar with the requirements.

MCCSD will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the contractor. Vendor will be required to assume responsibility for packaged service offered in the proposal.

ESTIMATED TIME SCHEDULE

January 30, 2021	Distribute Request for Proposal
March 9, 2021	Proposal Due by 2:00 PM
March 22, 2021	Bid Awarded
July 1, 2021	Contract Effective

SELECTION CRITERIA

MCCSD will select the proposal that most closely meets the requirements of the RFP and satisfies the needs of the District.

The following criteria will be used in making the decision:

1. Company Qualifications – the extent to which the company demonstrates the ability to meet all requirements.
2. Pricing – while cost is important in choosing a vendor it will not be the sole deciding factor in awarding this contract. Value will be of great consideration when reviewing the vendor’s proposal.
 - a) Will your company charge a separate set up fee?
 - b) Are discounts available to the parents with multiple children in the district?
 - c) Are discounts available to the students who qualify for the free & reduced National School Lunch Program?
3. Working Relationship – the selected vendor must be flexible in order to meet challenging academic and activity schedules.
4. Technology – the selected vendor must work with digital photography technology.

Vendor approval will be based upon the following criteria:

- Service
- Product Quality
- References
- Cost
- Overall Value

TERMS OF THE AGREEMENT

It is anticipated the period of the contract will be a one year agreement, with three (3) one-year renewal options.

Notwithstanding, Mason City Community School District is a political subdivision of the state of Iowa. Its fiscal year is July 1 to June 30. Any contractual obligations hereunder that extend beyond the District's then-current fiscal year are subject to annual appropriations by District's Board of Education.

Termination of this agreement may occur if, through any cause, the vendor fails to fulfill in a timely manner, any obligation under this agreement. The intention to terminate this agreement must occur at least thirty (30) days prior to the effective date of such termination. In addition, this agreement may be cancelled if the termination is mutually acceptable to both parties. All prices shall be firm for the term of the contract. The awarded vendor is allowed a 2% price increase escalation clause per year.

The successful vendor will be required to sign an Agreement Concerning Use of Data (See Attachment).

INSURANCE

Proof of insurance shall be provided to the MCCSD by Certificate of Insurance within 30 days of notification of the contract.

DESIRED SERVICES:

General Specifications - Proposals to include the following:

1. List building and district commissions. Vendor to submit a description of the incentive program(s) and the gross sales percent available to the district.
2. Indicate if vendor will cover postage costs for summer photo mailer coordinated by school administration.
3. Picture pricing of packets – Fall ONLY.
4. Parents to have the ability to pay on credit, can order by phone, or can pay online.
5. Vendor to provide student and staff images in electronic .jpg format with resolution of 296x400 pixels at 300dpi within one week of picture day.
6. Vendor to coordinate/administer all picture taking activities with minimal assistance by school secretaries.
7. Work with District Technology Department for most current class lists.
8. Responsive tech support.
9. All photos are to be guaranteed unconditionally. The parents may reject any or all photos that they feel are of poor quality, and it shall be the photographer's responsibility for retakes at no additional cost. All refunds are to be handled through the photographer, who will provide forms to be filled out by parents.
10. The photographer must return at a later date for retakes at no additional cost. Retake photos must be uniform with similar head sizes, centering, and background.
11. Reorders will be handled through the photographer as indicated by directions included in the picture envelope.
12. Partial packages will not be sent to the school. Students not receiving a package but who have paid will have their pictures taken on Retake Day.
13. All teachers and other school staff shall receive complimentary packages if they desire.
14. Staff ID badges with bar coded staff ID numbers are to be provided for all district staff.
15. Substitute employee and part time employee badges are to be provided as needed.
16. ID printer and printer supplies – One (1) for Central Office.

Elementary Schools - Proposal to include the following:

1. Ability to process classes quickly.
2. Minimum of two (2) cameras for each building shoot.
3. Student and staff ID cards with bar coded student ID numbers.
4. Staff pictures at no charge; staff group photo at no charge.
5. Classroom composite photos.

Intermediate and Secondary Schools - Proposal to include the following:

1. Same day student and staff picture ID cards with bar coded student ID numbers.
2. Staff pictures at no charge; staff group photo at no charge.
3. ID printers and printer supplies – One (1) for HS
4. Intermediate and Middle School yearbook option.
5. Athletic & Activity photo package option.
6. Athletic & Activity group photo at no charge
7. Graduation Ceremony photo option.

ATTACHMENT: SAMPLE AGREEMENT CONCERNING USE OF DATA

For and in considerations of the current and continuing contract for school picture products and services between (vendor) and Mason City Community School District, (vendor) hereby acknowledges that all data relating to students of the District is confidential information and shall be at all times regarded, treated and protected as such.

The vendor referenced above, promises and agrees that it will not reveal, report, publish, disclose, or transfer to any other person, other corporation, or other organization, the data received from the Mason City Community School District without prior authorized written permission from the School District. This confidentiality agreement shall survive the termination or expiration of RFP “School Photography Services” or any resulting contract.

Authorized Representative Signature

Please print name and title

Date