

TO: Dr. Randy McCoy  
FROM: Nancy McReynolds  
RE: School Picture Proposals  
DATE: September 23, 2008

Please request that the Board acknowledge and award the following proposal:

<u><b>SITE</b></u>	<u><b>Type of Service</b></u>	<u><b>Cost</b></u>	<u><b>Company</b></u>
School District	School Day Pictures	Student Cost	Ramsey Photography

Ramsey Photography and Lisa Browning Photography of Tupelo, and Lifetouch National School Studios of Memphis submitted proposals to provide school picture services for our school district. After comparing the packages offered, the samples and all factors, Dr. McCoy is recommending that Ramsey Photography provide our school day pictures this year. This recommendation is made based on the lowest cost picture package being offered so that all parents may be able to purchase pictures of their children. Pictures are to be taken from September 24, 2008 through November 2008. The commission per site will be \$1.00 per package in our continuing effort to keep our student package cost as low as possible. Another part of the commission will be the CDs necessary for SAM6i and Food Service Software, provided at no cost to the school district. Mr. Bart Ramsey will also provide pictures and/or CDs for yearbooks if desired at no additional cost.

**LOWEST COST PACKAGE FOR PARENTS:**

<u><b>PACKAGE</b></u>	<u><b>Ramsey's Photo</b></u>	<u><b>Browning Photo</b></u>	<u><b>Lifetouch</b></u>
PKG 6	<b>\$8.00 Basic Pkg</b>	\$11.00 Pkg E	\$10.00 Pkg E
2 3 x 5 and		large wallets	1 5 x 7,
8 small wallets		instead of small	9 small wallets

Because it is our desire to serve all students and all parents by providing student pictures at the lowest cost in our uncertain economy, we request to award this proposal based on the lowest cost package. We believe this will be the package the majority of our parents will be able to purchase. Therefore, Dr. McCoy recommends the proposal submitted by RAMSEY PHOTOGRAPHY. Please award this contract to Ramsey Photography for School Pictures for Fall 2008-2009.

## PACKAGE COMPARISONS

Package 1 – 6 descriptions below are from Ramsey's information – 1<sup>st</sup> proposal received. Differences in packages are noted with price. You will notice that not all packages compared so additional descriptions had to be added.

Ramsey offers three styles of pictures with additional cost for pictures that are retouched and/or have additional 20 wallets – 12 large and 8 small.

Browning offers one style of pictures with different color backgrounds available.

Lifetouch offers 3-4 choices of poses, and 5 choices of colors, with extra pictures \$5 per group choice with a retouching charge of \$6.00.

## AWARD BASED ON LOWEST COST PACKAGE

<u>PACKAGE</u>	<u>Ramsey's Photo</u>	<u>Browning Photo</u>	<u>Lifetouch</u>
PKG 6 2 3 x 5 and 8 small wallets	\$8.00 Basic up to \$21 with all options	\$11.00 Pkg E large wallets instead of small	\$10.00 Pkg E 1 5 x 7, 9 small wallets

For your information only, the other packages that are not considered in the award are listed below:

PKG F (from Lisa Browning Photography) with 2 lg wallets (Package too small to offer – no comparisons.)		\$ 7.00	1-4x5
PKG 5 1 5 x 7, 2 3 x 5, 8 small wallets	\$11.00 Basic up to \$24 with all options	\$ N/A	\$
PKG 4 2 5 x 7, 2 3 x 5, 8 small wallets	\$14.00 Basic up to \$27 with all options	\$20.00 Pkg D large wallets instead of small	\$12.00 PkgD exactly as package 4
PKG 3 1 8 x 10, 2 5 x 7, 2 3 x 5, 8 small wallets	\$20.00 Basic up to \$33 with all options	\$24.00 Pkg C large wallets instead of small	\$17.00 Pkg C 1 8 x10, NO 3x5 2 5 x 7, 4 lg wallet
PKG 2 2 8 x 10, 4 5 x 7, 4 3 x 5, 8 small wallets	\$32.00 Basic up to \$45 with all options	\$45.00 Pkg A with <u>12</u> large wallets included	\$25.00 Pkg A 2 8x10, 2 5x7 4 3x5, 4 lg wallets 8 small wallets w CD
PKG B (from Lisa Browning Photography) 2 8 x 10, 2 5 x 7, 2 3.5 x 5, 12 large wallets	\$35.00 Pkg B compares to Pkg B Brown and Pkg 3 Ramsey except: 2 8 x 10, 2 5 x 7, 4 large Wallets and 8 small wallets		

PKG 1 was a very large package offered by Ramsey only for \$69.00.