

5. CONSENT AGENDA 3. PURCHASING

5.3.8. DIRECT MARKETING SERVICES

Lead Staff: Derrick Harden, Vice President, Strategic Advancement

Funding Source: FY26 budget

Funding Request: \$28,000.00

Vendor	Amount
Direction Tour Marketing and Promotion	\$28,000.00

Explanation of Purchase: This purchase is for in-person direct marketing and engagement in the community to distribute promotional materials county-wide for student recruitment and James Lumber Center for the Performing Arts events.

Pursuant to 110 ILCS 805/3-27.1 (a), contracts for the services of individuals possessing a high degree of professional skill where the ability or fitness of the individual plays an important part; are exempt from the competitive bidding process.

Recommendation: Approve purchase of services from Direction Tour Marketing and Promotion of Chicago, IL in a not-to-exceed amount of \$28,000.00.