

INDEPENDENT SCHOOL DISTRICT NO. 709
Duluth Public Schools
Historic Old Central High School - 215 N. 1st Avenue E.
Tel. (218) 336-8738 Duluth, Minnesota 55802-2069 Fax (218) 336-8777

MEMORANDUM

TO: Cathy Erickson, CFO/Executive Director Business Services
FROM: Tony Kelekovich,^{TK} Supervisor of Purchasing
SUBJECT: RFP-311 – Annual Student Pictures/ID – District Wide
DATE: August 5, 2020

Requests for proposals for Student Pictures and Photo ID Cards were advertised and sent to three (3) known vendors.

Three (3) responses were received from JostensPIX, Shutterfly Lifetouch, LLC, and Strawbridge Studios Inc with the details shown on the attached spreadsheet.

The contract will be for a four (4) year period, through June 30, 2024, with annual renewals by mutual agreement.

Shutterfly Lifetouch, LLC complied with the specifications and criteria requirements listed on the Form of Proposal. Furthermore, Lifetouch has been the contracted vendor with ISD 709 for these services since 2008. Based on the award criteria in the specifications, it is recommended that the proposal submitted by Shutterfly Lifetouch LLC be accepted.

The commissions received shall be deposited in each schools Activity Fund account as picture revenue.

**RFP-311 STUDENT PICTURES/ID CARD – DISTRICT WIDE
VENDOR LIST**

JostensPIX
Duluth MN (Sales Rep)
Minneapolis MN (Main Office)

Shutterfly Lifetouch, LLC
Grand Rapids MN (Sales Rep)
Eden Prairie MN (Main Office)

Strawbridge Studios Inc
Lakeville MN (Sales Rep)
Durham NC (Main Office)

RFP=311 ANNUAL STUDENT PICTURES/ID - DISTRICT WIDE

BASIS FOR AWARD	MAX POINTS	AWARDED POINTS	
JOSTENS			
QUALITY OF PRODUCT	20	20	
PACKAGE PRICES AND STUDENT ID CARD PRICE	30	20	
COMPLY WITH COMMISSION PAYMENT TERMS	REQUIRED	REQUIRED	
COMPLY WITH SPECS	5	3	
PRIOR EXPERIENCE WITH ISD 709 SITES	15	5	
REFERENCES OF SIMILAR SIZE DISTRICTS	10	5	
LOCAL REP/ACCESS TO THE VENDOR	10	10	
MINIMIZE ISD709 STAFF WORK	10	10	
TOTAL	100	73	
PACKAGE PRICES	ESTIMATED SALES	PRICE	Ext
YEAR 1 - PACKAGE 1	4056	\$ 12.00	\$ 48,672.00
YEAR 1 - PACKAGE 2	2184	\$ 32.00	\$ 69,888.00
		Total	\$ 118,560.00
YEAR 2 - PACKAGE 1 WITH MAX PRICE INCREASE OF 5%	4056	\$ 12.60	\$ 51,105.60
YEAR 2 - PACKAGE 2 WITH MAX PRICE INCREASE OF 5%	2184	\$ 33.60	\$ 73,382.40
		Total	\$ 124,488.00
YEAR 3 - PACKAGE 1 WITH MAX PRICE INCREASE OF 5%	4056	\$ 13.23	\$ 53,660.88
YEAR 3 - PACKAGE 2 WITH MAX PRICE INCREASE OF 5%	2184	\$ 35.28	\$ 77,051.52
		Total	\$ 130,712.40
YEAR 4 - PACKAGE 1 WITH MAX PRICE INCREASE OF 5%	4056	\$ 13.89	\$ 56,337.84
YEAR 4 - PACKAGE 2 WITH MAX PRICE INCREASE OF 5%	2184	\$ 37.04	\$ 80,895.36
		Total	\$ 137,233.20
		FOUR YEAR TOTAL	\$ 510,993.60
NOTES: JOSTENS ONLY ALLOWS FOR ELECTRONIC ORDERING (NO FLYERS).			
PACKAGE 2 WAS NOT LISTED ON THE RESPONSE. A PACKAGE FROM THEIR OFFERINGS WAS SELECTED			
BY ME THAT MET OUR MINIMUM. JOSTENS PACKAGE 2 EXCEEDS OUR SPECS.			
PHOTO ID CARDS WILL BE PROVIDED AT NO CHARGE.			
JOSTENS IS OUR CURRENT YEARBOOK COMPANY FOR THE HIGH SCHOOLS.			

RFP=311 ANNUAL STUDENT PICTURES/ID - DISTRICT WIDE

BASIS FOR AWARD	MAX POINTS	AWARDED POINTS	
SHUTTERFLY LIFETOUCH			
QUALITY OF PRODUCT	20	20	
PACKAGE PRICES AND STUDENT ID CARD PRICE	30	25	
COMPLY WITH COMMISSION PAYMENT TERMS	REQUIRED	REQUIRED	
COMPLY WITH SPECS	5	5	
PRIOR EXPERIENCE WITH ISD 709 SITES	15	15	
REFERENCES OF SIMILAR SIZE DISTRICTS	10	5	
LOCAL REP/ACCESS TO THE VENDOR	10	10	
MINIMIZE ISD709 STAFF WORK	10	10	
TOTAL	100	90	
PACKAGE PRICES	ESTIMATED SALES	PRICE	Ext
YEAR 1 - PACKAGE 1	4056	\$ 14.99	\$ 60,799.44
YEAR 1 - PACKAGE 2	2184	\$ 29.99	\$ 65,498.16
		Total	\$ 126,297.60
YEAR 2 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.99	\$ 60,799.44
YEAR 2 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 29.99	\$ 65,498.16
		Total	\$ 126,297.60
YEAR 3 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.99	\$ 60,799.44
YEAR 3 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 29.99	\$ 65,498.16
		Total	\$ 126,297.60
YEAR 4 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.99	\$ 60,799.44
YEAR 4 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 29.99	\$ 65,498.16
		Total	\$ 126,297.60
		FOUR YEAR TOTAL	\$ 505,190.40
NOTES: THIS IS OUR CURRENT VENDOR FOR MANY YEARS.			
PHOTO ID CARDS WILL BE PROVIDED AT NO CHARGE.			

RFP=311 ANNUAL STUDENT PICTURES/ID - DISTRICT WIDE

BASIS FOR AWARD	MAX POINTS	AWARDED POINTS	
STRAWBRIDGE			
QUALITY OF PRODUCT	20	20	
PACKAGE PRICES AND STUDENT ID CARD PRICE	30	30	
COMPLY WITH COMMISSION PAYMENT TERMS	REQUIRED	REQUIRED	
COMPLY WITH SPECS	5	5	
PRIOR EXPERIENCE WITH ISD 709 SITES	15	0	
REFERENCES OF SIMILAR SIZE DISTRICTS	10	10	
LOCAL REP/ACCESS TO THE VENDOR	10	5	
MINIMIZE ISD709 STAFF WORK	10	10	
TOTAL	100	80	
PACKAGE PRICES	ESTIMATED SALES	PRICE	Ext
YEAR 1 - PACKAGE 1	4056	\$ 14.00	\$ 56,784.00
YEAR 1 - PACKAGE 2	2184	\$ 22.00	\$ 48,048.00
		Total	\$ 104,832.00
YEAR 2 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.00	\$ 56,784.00
YEAR 2 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 22.00	\$ 48,048.00
		Total	\$ 104,832.00
YEAR 3 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.00	\$ 56,784.00
YEAR 3 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 22.00	\$ 48,048.00
		Total	\$ 104,832.00
YEAR 4 - PACKAGE 1 WITH NO PRICE INCREASE	4056	\$ 14.00	\$ 56,784.00
YEAR 4 - PACKAGE 2 WITH NO PRICE INCREASE	2184	\$ 22.00	\$ 48,048.00
		Total	\$ 104,832.00
		FOUR YEAR TOTAL	\$ 419,328.00
NOTES: NO EXPERIENCE WITH THIS VENDOR.			
PHOTO ID CARDS WILL BE PROVIDED AT NO CHARGE.			