



**Moorhead Area Public Schools
Office of the Assistant Superintendent of Finance & Operations
2410 14th Street South
Moorhead, Minnesota 56560
Phone #: 218-284-3370
Fax #: 218-284-3333**

RFP for Student School Picture Packages For All Grades

Due Friday, December 16, 2016 at 12:00 p.m. CST

PART 1 - GENERAL

1.01 DEFINITIONS

The term "District" means Moorhead Area Schools Independent School District 152 and any department or board of the School District. The term "Vendor" or "Proposer" or "photographer" means the person, firm, company, or corporation who is submitting this RFP for consideration to furnish and deliver Student School Picture Packages For All Grades.

1.02 REQUEST FOR PROPOSAL INVITATION

Independent School District 152 is requesting proposals from qualified photographers to photograph District Students at each of the District schools for the school year 2017-2018. The distribution of school population is approximately:

- 4 K-4 Elementary Schools with over 2,700 students
- 1 5-8 Middle School with over 1,800 students
- 1 9-12 Senior High School with over 1,800 students
- 1 Alternative High School with over 150 students

1.03 INSTRUCTION TO PROPOSERS

A. Sealed RFPs will be received at:

Moorhead Area Public Schools #152
Office of the Assistant Superintendent of Finance & Operations
2410 14th Street South
Moorhead, MN, 56560

Proposals will be received until 12:00 p.m. on Friday, December 16, 2016, for the furnishing and delivery of Student School Picture Packages for all Grades in accordance with the specifications set forth herein and any other terms, conditions and instructions to the specifications. Any proposals received after the time stated will not be considered. The Proposer assumes the risk of any delay in the mail or in the handling of mail by employees of the School District. Whether the Proposal is sent by mail or by means of personal delivery, the Proposer assumes responsibility for having their RFP clocked in on time at the place specified. Faxed or telephone proposals will not be accepted at any time.

- B. All RFP envelopes must bear the inscription, "RFP–Student School Picture Package" and be addressed to:
Brandon Lunak, Assistant Superintendent of Finance and Operations
2410 14th Street South
Moorhead, Minnesota, 56560
- C. Submit two completed proposal forms that are furnished with this Request For Proposal, one of which MUST be an original, with the full name and address of the Vendor. Proposals must be typewritten or printed in ink, without alteration or erasures.
- D. It is the obligation of each Proposer 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 Proposer has recorded his or her own investigation and has become thoroughly familiar with the requirements. The District will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the Proposer.
- E. The Vendor must have a minimum of three years experience photographing students in schools. The photographer must have photographed students for at least three customers.
- F. Where certain types of service and/or merchandise are specified, it is not the intent to discriminate against any approved equal, but it is intended to inform the Proposer of the function and general quality in which the District is interested. The Proposer may submit a quote upon any similar items that are equal in quality and so noted.
- G. All questions regarding this RFP should be submitted by 10:00 a.m. on December 12, 2016 to: Brandon Lunak, 218-284-3370, or email blunak@moorheadschoools.org

- H. Withdrawal of Proposals: Once a proposal has been delivered to the formal custody of Independent School District 152, it may not be withdrawn until after all the proposals are opened and acknowledged, and no proposal may be withdrawn for a period of forty-five days from the opening thereof. Once Independent School District 152 has received the documents, all documents become the property of the School District. When documents are opened they become public information and any restrictions put upon the School District regarding the sharing of information or duplicating copies after opening will be grounds to reject that proposal.
- I. Collusion of Proposers: Collusion of Proposers is cause for rejection of all Proposals involved in the collusion.
- J. If needed, presentations to provide further information by selected vendors will be tentatively scheduled on Wednesday , December 21, beginning at 1:00 p.m. at 2410 14th Street South, Moorhead, MN, 56560. The selected vendors will be notified after the proposal opening.

1.05 CONTRACT AWARD

The School Board of Independent School District 152 will make the contract award. The contract award will be based upon, but not necessarily limited to, the factors of: a) price, b) prior usage, c) quality of service and products to be furnished, d) ability of proposer to fulfill contract and specification requirements, e) prior knowledge or experience with the products proposed and/or Proposer's past performance. In evaluating the proposals, the District will consider whether or not the proposals comply with prescribed requirements and any alternates being proposed.

The School District intends to award this contract to one Vendor, however, the District reserves the right a) to award the contract in part or in whole to a single supplier, b) to reject any or all proposals or parts of proposals if it is in the best interest of the School District to do so, c) to negotiate with vendors after proposals have been submitted, d) to waive minor irregularities or discrepancies, e) cancel a contract entered into with the successful Vendor any time during the life of the contract if the District deems the Vendor's products or services fail to meet the standards established by the detailed specifications or the general provisions of this solicitation.

The contract will be awarded for one year (2017-2018 school year), with options to renew at the District's discretion for four additional school years.

PART 2 - GENERAL SPECIFICATIONS

- 2.01** Specify the type of equipment that will be used, such as paper and camera. Premium photographic paper must be used. The photographer must use equipment that centers the subject and adjusts for head size, skin and hair tone.
- 2.02** All photos are to be guaranteed unconditionally. The parents may reject any or all photos which they feel are of poor quality, and it shall be the Vendor's responsibility for retakes at no additional cost. All refunds are to be handled through the Vendor, who will provide forms to be filled out by parents.
- 2.03** The Vendor will furnish take-home notices for parent notification purposes. The notices will include:
- The school name, picture date, retake date, picture packages and prices.
 - A statement on suggested clothing and hair arrangement.
 - A note stating, "The school receives a commission on each photograph taken and these commissions are used for the benefit of the students and the school."
 - Re-order information.
 - A local Customer Service telephone number so parents can contact the picture company directly with any concerns. This phone number should also appear on all picture packages.
 - A payment envelope.
- 2.04** Individual pictures will be taken in the fall on a pre-pay basis. Principals will be contacted for arrangements and the number of photographers required. At least four package options should be available to parents. These options should include specified picture sizes and should vary in cost. One of the options should include an 8"x10" picture. All proposals must include but are not limited to the following packages (Proposer may offer additional packages):

Package A 1-8x10 1-8x10 (Class Composite) 1-5x7 2-3x5 12-2.5x3.5 Wallets 16-Exchange Wallets	Package B 1-8x10 1-8x10 (Class Composite) 2-3x5 8-2.5x3.5 Wallets 16-Exchange Wallets	Package C 2-8x10 1-8x10 (Class Composite) 4-5x7 4-3x5 8-2.5x3.5 Wallets 16-Exchange Wallets 1-Image CD w/copyright release
Package D 3-8x10 1-8x10 (Class Composite) 4-5x7 4-3x5 16-2.5x3.5 Wallets 16-Exchange Wallets 1-Image CD w/copyright release	Package E 1-8x10 (Class Composite) 1-5x7 2-3x5 4-2.5x3.5 Wallets 8-Exchange Wallets	Package F 1-8x10 1-8x10 (Class Composite) 2-5x7 4-3x5

- 2.05** At the option of each school, "Special Effect" pictures will be taken in the spring along with group pictures. No additional school time will be used beyond the time normally required to take class pictures. "Special Effect" pictures will be taken with the approval of the parents. At least four package options should be available to the parents. All proposals should include package options and prices for "Special Effect" picture packages.

- 2.06** At the option of each school, a class picture will be provided in the spring or in the fall in the style desired by the school.
- 2.07** The Vendor will make all money collections at the time pictures are taken. Payment envelopes will be opened at the time the pictures are taken. All accounting and recording of the student package selection is to be performed by the photographer. At least one trained person should accompany each photographer to assist with record keeping and to check the student before his/her portrait is made to make sure that each one is properly groomed and the background is complimentary to skin and hair tones before his/her photo is taken. Minnesota state sales tax will be paid by the Vendor.
- 2.08** The photographer must return at a later date for retakes at no additional cost. Retake photos will be for students dissatisfied for any reason with the original take photos as well as for students absent on the original take day. Retake photos must be uniform with similar head sizes, centering, and background as original takes. An alphabetical listing of students who go through the retake process shall be furnished to the school by the photographer.
- 2.09** Re-orders will be sent directly to the photographer by the parents. Reorders will not be handled through the school.
- 2.10** Partial packages will not be sent to the school. Students not receiving a package but who have paid will have their pictures retaken on retake day.
- 2.11** Original pictures must be delivered by November 1 and retakes must be delivered by December 1.
- 2.12** At the option of the school, pre-kindergarten and students in other special programs, will have their pictures taken and offered the same packages and prices, consistent with the specifications in this RFP.
- 2.13** The company guarantees to the school a commission per student photographed with Individual Pictures. This guarantee is made conditionally, whether the student purchases a package. Payment of this commission must be made within thirty days after delivery of pictures.
- 2.14** The company guarantees \$2.00 per student enrolled to those schools selecting group pictures and/or the Special Effect pictures. This is in addition to the \$3.00 guaranteed with Individual Pictures as in section 2.13. This guarantee is made unconditionally, whether the student purchases the whole package or none at all. Payment of this commission must be made within 30 days after delivery of the pictures.
- 2.15** All teachers and other school staff shall receive complimentary packages, if they desire. Vendor shall provide a complimentary picture package (for publicity use) to all District Office personnel, if they desire.
- 2.16** Photographs should not have the company name or logo on the front. Photographer should have available and use on original take and retake day different shades of background to complement varying skin and hair tones.

PART 3 – SCHOOL SPECIFICATIONS

3.01 Technical Specifications

These specifications apply to all sites and applies to digital deliveries only:

- A. The technology department is the only contact for providing student and staff information, such as unique identifying numbers and names. This information will be provided within 7 days prior to each schools' picture day or as arranged.

Moorhead Area Public Schools
ATTN: Technology Department 218-284-3340
2410 14th St S
Moorhead, MN 56560

- B. Initial digital photos must be received by the technology department no later than November 1. Retake digital photos may be taken after this date as arranged but must be delivered within 14 days after they are taken.
- C. Two copies of removable media (CD-ROM, DVD-ROM, Flash Media) or multiple downloads from a Secure FTP containing digitized images of the pictures of all the students in the school for each school sent to the address listed above.
- D. The digital photos must be a JPEG of high quality. We suggest a minimum of at least 640 pixels by 800 pixels at 96 dpi.
- E. The file names of the digital photos must be either the student or staff number as provided by the technology department.

3.02 Elementary Schools Specifications

- A. Pictures are to be taken no later than September 30 on dates arranged with the Principal of each school.

These services must be provided at no additional charge:

- A set of die cut photos of each student for inclusion in a yearbook.
- Two color class directories for each school, to be delivered within 14 days following retake day. The directories shall include small color photographs and names of all students, listed alphabetically by grade.
- The vendor will sort the portrait packages by house for easy distribution by the teacher.
- All printed photo packages will be delivered to the main office of each school.
- A Student ID card with the possibility of including a bar code

3.03 Horizon Middle School Specifications

- A. Pictures are to be taken no later than September 30 on dates arranged with the Principal of each school.

These services must be provided at no additional charge:

- A set of die cut photos of each student for inclusion in a yearbook.
- Two color class directories for each school, to be delivered within 14 days following retake day. The directories shall include small color photographs and names of all students, listed alphabetically by grade.
- The vendor will sort the portrait packages by house for easy distribution by the teacher.
- All printed photo packages will be delivered to the main office of each school.
- A Student ID card with the possibility of including a bar code

3.04 Moorhead High School and Red River Area Learning Center Specifications

A. Pictures are to be taken no later than September 30 on dates arranged with the Principal of each school.

These services must be provided at no additional charge:

- A set of die cut photos of each student for inclusion in a yearbook.
- Two color class directories for each school, to be delivered within 14 days following retake day.
The directories shall include small color photographs and names of all students, listed alphabetically by grade.
- The vendor will sort the portrait packages by house for easy distribution by the teacher.
- All printed photo packages will be delivered to the main office of each school.
- A Student ID card with the possibility of including a bar code

PART 4 - RFP FORM

4.01 EQUIPMENT

List the equipment to be used as per section 2.01 of this solicitation.

4.02 RFP PACKAGES

2017-2018 prices per package

Package 1: \$_____

Package 2: \$_____

Package 3: \$_____

Package 4: \$_____

Package 5: \$_____

Package 6: \$_____

4.03 OTHER PACKAGES OFFERED

Please list contents of any other packages offered and the prices for 2017-2018. List separately Special Effects picture package contents and prices for 2017-2018.

4.04 CONTRACT RENEWAL PRICES

If the District chooses to renew the contract, list the maximum percentage increase in package prices over 2017-2018 prices:

2018-2019 _____%

2019-2020 _____%

2020-2021 _____%

2021-2022 _____%

4.05 SERVICES

List any of the services in the RFP that you are not able to perform.

4.06 ADDITIONAL SERVICES

List any additional services that you could provide and associated prices. Attach additional sheets if necessary.

4.07 DISTRICT SUPPORT

The Vendor must provide a dedicated Sales Representative to work closely with the District schools and Departments to assure continuity and success of the contract. The Vendor will also provide two (2) Customer Service Representatives, and one (1) Accounts Receivable Representative dedicated to our District.

4.08 REFERENCES (If this portion is not completed the District may request this information before any award.)

List three (3) customers with approximately the same volume as this contract including the customer name, address, phone number and contact person. List one (1) customer with approximately the same volume who has discontinued a contract with you in the last three (3) years. Include the same information as above and in addition list the rationale for canceling the contract. Attach additional sheets if necessary.

Customer Name and Address	Contact Person and Phone Number
1.	
2.	
3.	

Customer Name and Address Contract Person and Phone Number (for a customer who has discontinued a contract)	Rationale for Canceling
1.	

PART 5 ACCEPTANCE

I, the undersigned, hereby certify that I am a duly authorized agent of _____ to submit this RFP for consideration and acknowledge that all 9 pages of the RFP document for P60044 Student Picture Package for All Grades have been received and agree to the terms contained therein.

Signed:	
Name: (Print or Type)	
Vendor Name:	
Address:	
Phone Number:	
Fax Number:	
Incorporated in State Of:	

The following documents must be submitted for a complete RFP package:

- _____ RFP Form (page 8 and 9) and additional sheets
- _____ References (page 9)
- _____ Signed Acceptance (page 10)