



Robert Johnson, Esq., Director

Office of Purchasing and Supply Services  
Facilities Administration Building  
13300 Old Marlboro Pike, Room 20  
Upper Marlboro, MD 20772  
301-952-6560 Fax: 301-952-6605

## NOTICE OF CONTRACT AWARD

March 11, 2019

**Sterling Worldwide Entertainment**  
R820 Waterford Towers  
Edgewater, NJ 07020  
Tel: 914.282.5908  
Email: [pierre@sterlingwwe.com](mailto:pierre@sterlingwwe.com)  
[susan@sterlingwwe.com](mailto:susan@sterlingwwe.com)

**Buyer: Donna Parks**  
**Phone: 301.952.6567**  
**Fax: 301.952.6605**  
**Email: [donna.parks@pgcps.org](mailto:donna.parks@pgcps.org)**

**Subject: RFP 029-18 Virtual Video Tours and Independent Media Campaign**

**Sterling Worldwide Entertainment** has been selected as the vendor to provide services in accordance with the above-mentioned project. This contract sets forth the terms and conditions and is provided for your review and acceptance. Any changes or additions made by your company must first be accepted by the Purchasing Division before the contract is valid.

The intent of this contract is to provide the Board with an expedited means of procuring supplies and/or services at the lowest cost. This contract is for the convenience of the Board and is considered by Purchasing Department to be a "Non-Exclusive" use contract. The Board does not guarantee any usage. The Board will not be held to purchase any particular Brand, in any groups, prices or discount ranges, but reserves the right to purchase any item/items listed in the price schedule submitted.

Until the contract is signed by **Sterling Worldwide Entertainment** and the BOARD, authorization for commence to service sites on behalf of the contract is forbidden. Please sign below and return all documents to the PURCHASING OFFICE within Ten (10) business days. Failure to sign the contract award and return all required documents within the specified time, shall rule your offer null and void and, therefore, award shall be made to the next low responsive bidder.

### **PERFORMANCE/PAYMENT BOND (N/A)**

**If required** the successful Respondents shall submit a performance bond, Cashier's or Certified Check in the amount of one hundred percent (100%) as determined by the BOARD and specified in the RFP, of all phases of the contract to ensure the satisfactory completion of the work for which a contract or purchase order is awarded that exceed \$100K. (Comar 21.06.07.03) The Board reserves the right to request performance bond for amount under or over \$1000.00. The performance bond shall be submitted with the return of the signed contract award WITHIN TEN (10) BUSINESS DAYS.

### **CONTRACT TERM**

The term of the contract will be from March 11, 2019 through March 10, 2020.

**OPTION TO RENEW CONTRACT**

Upon satisfactory service and by mutual agreement the BOARD OF EDUCATION OF PRINCE GEORGE'S COUNTY reserves the right to renew the contract. The term of renewal shall not exceed two (2) additional one (1) year periods.

**CONTRACT AWARD ESTIMATED AMOUNT**

The estimated amount of award is:

**\$370,000.00**

**THIS NOTICE OF AWARD IS NOT AN ORDER TO COMMENCE SERVICE/WORK OR TO MAKE DELIVERIES** at this time. Commence service/work/deliveries only after receipt of a purchase order(s) signed by the Purchasing Agent.

ALL PURCHASE ORDERS placed throughout the terms of the contract will require delivery/service in accordance with the offered time(s).

**LIQUIDATED DAMAGES/FAILURE TO PERFORM WORK**

The successful Awardee accepts this contract with the understanding that should they fail to complete the work in an acceptable manner and in the time stated, shall be subject to the payment of liquidated damages as stated in the solicitation documents.

**AVAILABILITY OF FUNDS**

The contract shall be deemed executory only to the extent of appropriations available to the BOARD for the purchase of such articles. The obligation of the BOARD on all contracts, including those which envision funding through current and successive fiscal years, shall be contingent upon actual Board appropriations for the fiscal year(s) involved.

This notice of award, plus the solicitation, your offer and any pertinent documents will constitute the entire contract after acceptance by your firm and the BOARD. Please refer to the **Notice of Award** for all applicable terms and conditions.

**FINGERPRINTING AND CRIMINAL BACKGROUND CHECKS**

**Employees Having Direct Contact with and/or Uncontrolled Access to Students:**

- A. Any and all current and future employees of the Vendor who have direct contact with students must have a fingerprinting criminal background check conducted by the Maryland Criminal Justice Information System (CJIS) and the FBI, a Child Protective Services clearance conducted by the Prince George's County Department of Social Services, and complete the Safe Schools training module – *Prince George's County Child Abuse: Mandatory Reporting* and any other required training as appropriate.
- B. All background checks must be completed 15 business days prior to beginning work in and around PGcps property or engaging in any authorized activities involved PGcps students. The background checks must be completed by the Fingerprinting Office in the Sasscer Administrative Building or by the PGcps satellite fingerprinting offices located in Prince George's County. No person may begin working in PGcps until 15 days after completing the background clearance process (fingerprint and CPS) and required online training through Safe Schools.
- C. Prior to initiating any work at a school building, current and future employees, contractors, subcontractors, agents, volunteers, outsourced temporary staff, consultants and instructors of the Vendor must sign in and sign out via the Raptor Visitor Management System, which requires a copy of their government issued identification.



**Restrictions on Employee Assignments:**

Vendors are prohibited from assigning the following persons from working at a PGCPS location:

- A. Registered sex offenders (Maryland Code, Criminal Procedure Article Section 11-722)
- B. Individuals convicted of a crime involving third or fourth degree sexual offense under sections 3-307 or 3-308 of the Criminal Law Article; child sexual abuse under Section 3-602 of the Criminal Law Article; a crime of violence as defined in Section 14-101 of the Criminal law Article; or comparable offenses in another state. (Annotated Code of Maryland, Education Article Section 6-113)
- C. Individuals identified as an alleged abuse or neglect or following completion of a Child Protective Services investigation with a finding of "indicated" child abuse or neglect.

**CRIMINAL BACKGROUND CHECKS**

**1. GENERAL PROVISIONS**

- A. It is the responsibility of the Vendor to make certain that its employees, contractors, subcontractors, agents, volunteers, outsourced temporary staff, consultants and any instructors meet the background check and training requirements specified below.
- B. The Vendor agrees to provide the designated PGCPS representative with a list of all current employees and an immediate update of changes in personnel, employees, contractors, subcontractors, agents, volunteers, outsourced temporary staff and any instructors. All correspondence should include the following information as applicable:
  - i. title of the project
  - ii. school/office
  - iii. solicitation number
  - iv. contract number; and
  - v. PGCPS representative/project manager
- C. An Executed Contract will not be issued by the PGCPS Purchasing Department until proof has been provided that the background check and training requirements below have been completed 15 days following the issuance of Notice of Award.

**Compliance Laws**

Vendors shall comply with all federal, state, and local laws, statutes, ordinances, rules, and regulations applicable to the services to be rendered under this Contract. Vendor's violation of any of these laws, statutes, ordinances, rules or regulations constitutes a breach of this Contract and entitles the Board to terminate this Contract immediately upon delivery of written notice of termination to Vendor.

**INSURANCE**

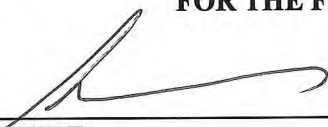
A Certificate of Insurance, made in favor of the Board of Education of Prince George's County, Upper Marlboro, Maryland 20772-9983, must be submitted to the PURCHASING OFFICE with the returned signed NOTICE OF AWARD within ten (10) business days. The certificate should reference the Solicitation Number as shown herein. It will be the responsibility of the contractor to ensure that a current Certificate of Insurance is on file in the Purchasing Office during the entire period of the contract.

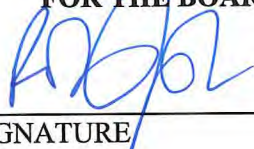
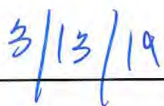
This notice of award, plus the solicitation and any pertinent documents will constitute the entire contract after acceptance by your firm and the BOARD. Please refer to **RFP 029-18** for all applicable terms and conditions.


ACCEPTED BY: \_\_\_\_\_

**FOR THE FIRM:**

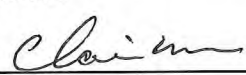
**FOR THE BOARD OF EDUCATION:**

  
\_\_\_\_\_  
SIGNATURE DATE

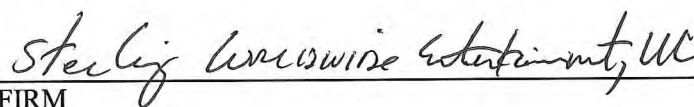
   
\_\_\_\_\_  
SIGNATURE DATE

  
\_\_\_\_\_  
NAME

Robert Johnson, Esq.  
\_\_\_\_\_  
NAME:

  
\_\_\_\_\_  
TITLE

Director, Purchasing & Supply Services  
\_\_\_\_\_  
TITLE

  
\_\_\_\_\_  
FIRM

FOR THE BOARD OF EDUCATION  
OF PRINCE GEORGE'S COUNTY  
UPPER MARLBORO, MARYLAND 20772



## Contract Pricing

Item No.	Item Description	Qty	Hours	Hourly Rate	Total
1	School Virtual Tours (4-7 minutes each) showcasing programs produced in English	40	262	\$500.00	\$131,000.00
1.2	Translation of 15 school virtual tours into Spanish via voice-over mechanism	15	30	\$500.00	\$15,000.00
2	Overarching Introductory and Closing Videos (3-5 minutes each) produced in English	2	60	\$500.00	\$30,000.00
2.1	Translation of introductory and closing videos into Spanish via voice-over mechanism	2	4	\$500.00	\$2,000.00
3	Incentive Recognition Videos which highlights the 40 schools				
3.1	One (1) Incentive Recognition Video (5-7 minutes each) that highlights school characteristics in English	1	60	\$500.00	\$30,000.00
3.2	Translation of Incentive Recognition Video that highlights school characteristics into Spanish via voice-over mechanism	1	2	\$500.00	\$1,000.00
3.3	One (1) Incentive Recognition Video (5-7 minutes each) that highlights early hire and bilingual incentives in English	1	60	\$500.00	\$30,000.00
3.4	Translation of Incentive Recognition Video for Early Hires and Bilingualists in Spanish via voice-over mechanism	1	2	\$500.00	\$1,000.00
	<b>SubTotal Costs to Produce Tours/Videos in English and Spanish</b>				\$240,000.00
4	<b>Independent Media Campaign</b>	1	77	\$1,000.00	\$77,000.00
4.1	Development of Database and Data Tracking	1	40	\$250.00	\$10,000.00
4.2	Resource and Media Platforms	1	200	\$100.00	\$20,000.00
5	<b>Training</b>				
5.1	On-Site Training Session(s)	1	2	\$2,500.00	\$5,000.00
5.2	Virtual Training Session(s)	1	2	\$1,500.00	\$3,000.00
5.3	One-on-One Training Session(s)	1	2	\$2,500.00	\$5,000.00
5.4	Group Training Session(s)	1	4	\$2,500.00	\$10,000.00
	<b>Total Cost Year 1 for All Services</b>				<b>\$370,000.00</b>

**Optional Cost Year 1**

6	<b>Optional Cost to Translate Year 1, Item Nos. 1-4 Videos into French and Mandarin Chinese via Voice-Over Mechanism)</b>	45	90	\$500.00	\$45,000.00
	<b>Total Optional Costs Year 1</b>				<b>\$45,000.00</b>

**Optional Cost Year 2 and 3**

7	Print and Digital Marketing Development	1	100	\$500.00	\$50,000.00
8	Marketing Coordination Services	1	60	\$500.00	\$30,000.00
9	Project Management Services	1	200	\$500.00	\$100,000.00
10	360° Photography and Videography	1	200	\$500.00	\$100,000.00
11	Integrated and Interactive 360° Experience	1	200	\$500.00	\$100,000.00
12	Talent Motion Graphics (Deleted from RFP)	0			
13	Additional Photography and Videography	1	60	\$500.00	\$30,000.00
	<b>Total Costs for Optional Years 2 and 3</b>				<b>\$410,000.00</b>

**Total Cost Year 1 and Optional Costs Years 1, 2, and 3**

	Year 1 Optional Services (Translation of Videos into French and Mandarin Chinese)				\$45,000.00
	Year 2 and 3 Optional Services				\$410,000.00
	<b>Total Costs for Year 1 Optional Services and Optional Years 2 and 3</b>				<b>\$455,000.00</b>