



**Moorhead Area Public Schools
Office of the Superintendent
1313 30th Ave S.
Moorhead, Minnesota 56560
Phone #: 218-284-3330
Fax #: 218-284-3332**

RFB for Student School Picture Packages For All Grades

Due Friday, March 29, 2024, at noon 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 RFB for consideration to furnish and deliver Student School Picture Packages For All Grades.

1.02 REQUEST FOR BID INVITATION

Independent School District 152 is requesting proposals from qualified photographers to photograph District Students and staff at each of the District schools beginning the 2024-2025 school year. The distribution of the school population is approximately

- 5 - 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 - District Operations Center - Staff pictures only

1.03 INSTRUCTION TO PROPOSERS

A. Sealed RFBs will be received at:

Moorhead Area Public Schools #152
Office of the Superintendent
1313 30th Avenue South
Moorhead, MN, 56560

Proposals will be received until noon on Friday, March 29, 2024, for the furnishing and delivery of Student School Picture Packages for all Grades following 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 the handling of mail by employees of the School District. Whether the Proposal is sent by mail or through personal delivery, the Proposer assumes responsibility for having their RFB clocked in on time at the place specified. Faxed or telephone proposals will not be accepted at any time.

B. All RFB envelopes must bear the inscription, "RFB–Student School Picture Package" and be addressed to

Brandon Lunak, Superintendent
1313 30th Avenue South
Moorhead, Minnesota, 56560

C. Submit two completed proposal forms that are furnished with this Request for Bid, 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 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 a misunderstanding by the Proposer.

E. The Vendor must have a minimum of three years of experience photographing students in schools. The 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 in. The Proposer may submit a quote upon any similar items that are equal in quality and so noted.

- G. All questions regarding this RFB should be submitted by 10:00 a.m. on March 18, 2024, to Brandon Lunak, 218-284-3330, 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 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, April 3rd, beginning at 1:00 p.m. at 1313 30th Avenue 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 alternatives 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 (2024-2025 school year), with options to renew at the District's discretion for 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 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
 - a. The school name, picture date, retake date, picture packages, and prices.
 - b. A statement on suggested clothing and hair arrangement.
 - c. 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."
 - d. Re-order information.
 - e. 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.

f. A payment envelope.

2.04 Individual pictures will be taken in the fall on a pre-pay basis. Principals and building administration 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" x 10" picture. All proposals must include but are not limited to the following packages (Proposer may offer additional packages):

Package A	Package B	Package C
1-5x7 2-3x5 4-2.5x3.5 Wallets 8-Exchange Wallets	1-8x10 2-3x5 8-2.5x3.5 Wallets 8-Exchange Wallets	1-8x10 2-5x7 2-3x5 8-2.5x3.5 Wallets
Package D	Package E	Package F
1-8x10 2-5x7 1-4x5 magnet 2-3x5 8-2.5x3.5 Wallets 16-Exchange Wallets	2-8x10 4-5x7 4-3x5 8-2.5x3.5 Wallets 16-Exchange Wallets 1-Image CD w/copyright release	2-8x10 6-5x7 8-3x5 16-Wallets 1-Image CD w/copyright release

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 a 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 backgrounds 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 RFB.
- 2.13** The company guarantees 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 in 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** District employees shall receive complimentary packages if they desire. The vendor shall provide a complimentary picture package (for publicity use) to all District Office personnel if they desire.
- 2.16** District employees may schedule an appointment at the vendor's site of operation to take a school picture if they are not able to attend a scheduled session at a district building after the annually scheduled sessions.
- 2.17** 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 apply 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 three (3) days before each school's picture day or as arranged.

Moorhead Area Public Schools
ATTN: Technology Department
1313 30th Avenue South
Moorhead, MN 56560
Phone: 218-284-3340

- B. The digital photos must be a JPEG of high quality. The District requires a minimum of at least 1200 pixels by 1500 pixels at 300 dpi in portrait orientation.
- C. A link to the digital download secure FTP site containing digitized images of the pictures should be emailed to <webmaster@moorheadschoools.org>.
- D. The individual file names of the digital photos must be returned using either the student or staff number provided by the district's technology department.
- E. The technology department must receive access to initial digital photos 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. It is expected that a link to digital download retake files would be emailed to the <webmaster@moorheadschoools.org> account by December 1.

3.02 Elementary 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:

- An individual digital file for each student stored in high res .png format with the background removed.
- Individual digital files must be named as <studentID.png> or <staffID.png>.
- Two copies of printed color class directories for each school are 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 homeroom for easy distribution by the teacher.
- All printed photo packages will be delivered to each school's main office.

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:

- An individual digital file for each student stored in high res .png format with the background removed.
- Individual digital files must be named as <studentID.png> or <staffID.png>.
- Two copies of printed color class directories for each school are 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 each school's main office.

3.04 Moorhead High School and Moorhead 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:

- An individual digital file for each student stored in high res .png format with the background removed.
- Individual digital files must be named as <studentID.png> or <staffID.png>.
- Two copies of printed color class directories for each school are 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 2nd period class for easy distribution by the teacher.
- All printed photo packages will be delivered to each school's main office.

PART 4 - RFB FORM

4.01 EQUIPMENT

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

4.02 RFB PACKAGES

2024-2025 prices per package

Package 1: \$ _____

Package 2: \$ _____

Package 3: \$ _____

Package 4: \$ _____

Package 5: \$ _____

Package 6: \$ _____

4.03 OTHER PACKAGES OFFERED

Please list the contents of any other packages offered and the prices for 2024-2025. List separately Special Effects picture package contents and prices for 2024-2025.

4.04 CONTRACT RENEWAL PRICES

If the District chooses to renew the contract, list the maximum percentage increase in package prices over 2024-2025 prices:

2025-2026 _____%

2026-2027 _____%

2027-2028 _____%

2028-2029 _____%

4.05 SERVICES

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

4.06 ADDITIONAL SERVICES

List any additional services 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 ensure the 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 RFB for consideration and acknowledge that all ten pages of the RFB document for 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 RFB package:

_____ RFB Form (pages 8-10) and additional sheets

_____ References (page 10)

_____ Signed Acceptance (page 10)