



**OFFICE OF THE PURCHASING AGENT  
COUNTY OF COOK**

118 NORTH CLARK ST. ROOM 1018  
CHICAGO, ILLINOIS 60602-1375  
(312) 603-5370

THIS PURCHASE ORDER NUMBER  
MUST APPEAR ON ALL PACKAGES,  
INVOICES, SHIPPING PAPERS AND  
DROP SHIPMENTS

DATE  
11/16/2012  
F.O.B. POINT

PURCHASE ORDER NO.  
**183552 - 000- OP**  
REQUISITION NO.  
00105136 OR

PURCHASE ORDERED ISSUED TO  
734446  
Columbia College Ctr for Asian Art  
600 S Michigan Ave  
Chicago IL 60605

COOK COUNTY FEIN: 36-6006541  
ILLINOIS SALES TAX EXEMPT: E-9998-2013-04  
FEDERAL EXCISE TAX EXEMPT CERT: 36-75-D038K

SHIP TO Assessor - Administration  
Cook County Building  
118 N. Clark Street - RM 314  
Chicago IL 60602-1304

DELIVERY INSTRUCTIONS  
Victoria LaCalamita (312) 603-  
7514

DEPT NO	Page 1 of 1
0401422	

LINE	FURNISH THE FOLLOWING SUPPLIES AND/OR SERVICE	QUANTITY/ UOM	UNIT PRICE	EXTENDED PRICE	ACCOUNT NUMBER
1.00	ASSESSOR WEBSITE VIDEO PROJECT As per Attachment A, production of 17, Internet-ready companion videos to be produced for the Frequently Asked Questions (FAQ) section of the Assessor's website.	1.00 JB	14,781.0000	14,781.00	0401422.520835
***** Total Order *****				14,781.00	

NOTE: VENDOR AGREES NOT TO EXCEED THE QUANTITY OR DOLLAR AMOUNT OF THIS ORDER WITHOUT WRITTEN AUTHORIZATION FROM THE PURCHASING AGENT

**RECEIPT CERTIFICATION (FOR DEPARTMENT USE ONLY)**  
I hereby certify that I have received the goods/services reflected above and that the items referenced are in full conformity with the purchase order/contract.  
Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I hereby certify that this purchase is in agreement with the requisition on file authorizing the expenditure and is properly approved.  
PURCHASING AGENT  
*Maria de la Cruz*  
Date: 11/16/12

# Purchase Requisition

Office of the Purchasing Agent  
Cook County of Illinois

Purchase Order Number

153552

*90 BR new*

Requisition # **OR 105136** Contract #

Open Date

Ship To: 8000188 Assessor - Administration  
Cook County Building  
118 N. Clark Street - RM 314  
Chicago IL 60602-1304

Supplier: 734446  
Columbia College Ctr for Asian  
600 S Michigan Ave  
Chicago IL 60605

Buyer Number 299999 TEAM LEAD MAILBOX  
Bid/Sole Src Code SSV  
Business Unit 0401422  
Internal Req Number 2040 0049  
Board Apr Date & Item  
Requisition Date 8/9/2012  
Date Needed 8/9/2012

One Time Purchase Yes No Covers Need for \_\_\_\_\_ months. Specific Period of time \_\_\_\_\_ thru \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Emergency No. \_\_\_\_\_

Line #	Commodity Description	Bal. on Hand	Quantity	UOM	Est. Unit Cost	Extended Cost	Business Unit and Object Account
1.000	961 ASSESSOR WEBSITE VIDEO PROJECT	<	1.00	JB	14,781.0000	14,781.00	0401422.520835
Production of 17, internet-ready companion videos to be produced for the Frequently Asked Questions (FAQ) section of the Assessor's website.		>					

Total of Items Ordered 14,781.00

**CERTIFICATION**  
I hereby certify that the items and/or services above are necessary to this department (or institution) and that the dept. no., account & activity numbers indicated above accurately reflect the specific line item budget appropriation approved by the Board of County Commissioners and there is a sufficient unencumbered balance in the account to grant same.

CCA

APPROVED BUDGETARY ACCOUNT

PURCHASING USE ONLY

REQUISITIONER

*Victoria LaCalamita*  
BUREAU or DEPARTMENT HEAD

ACCT #

DATE

BY

**JOSEPH BERRIOS**  
ASSESSOR



**COOK COUNTY**  
ASSESSOR'S OFFICE  
**VICTORIA LACALAMITA**  
DEPUTY OF HUMAN RESOURCES

118 NORTH CLARK STREET  
ROOM 320, COUNTY BUILDING  
CHICAGO, ILLINOIS 60602  
TEL: (312) 603-7514  
FAX: (312) 603-2494  
vlacalamita@cookcountyassessor.com

**August 9, 2012**

**Ms. Maria De Lourdes Coss**  
Chief Procurement Officer  
118 N. Clark – Room 1018  
Chicago, IL 60602

Dear Ms. Coss:

The Cook County Assessor's Office is seeking a vendor for a project which entails the production of 17, internet-ready companion videos to be produced for the Frequently Asked Questions (FAQ) section of the Assessor's website. Each video is expected to run between 30 second to two minutes in length, include an on-screen host and on-screen demonstration(s) of the information being described. The purpose of this project is to aid constituents of Cook County to better understand processes related to the Assessor's services and to expedite fulfillment of the needs of said constituents.

After careful consideration and thorough review of all proposed vendors, the Assessor's Office is recommending that the project be awarded to Columbia College Chicago. Collaboration on this project between the Cook County Assessor's Office and Columbia College Chicago is beneficial for both parties for several reasons. For students of Columbia College Chicago, the real-work experience and visibility of their completed work with a high-profile client is an invaluable addition to their resumes and networking learning. For Cook County Assessor's Office, having talented students produce these videos still allows for a high-quality project, but at a significantly reduced wage/salary cost. Additionally, Columbia College Chicago owns and has access to all the necessary equipment required to produce all the videos required within this project, thus further reducing the cost to the Assessor's office.

The Assessor's Office has obtained quotes from three proposed vendors. Columbia College's production costs, editorial and post-production costs, and actor/actress fees total \$14,781.00 which is significantly more cost effective than the other two attached price proposals. Additionally, the two other price proposals are for one (1) video only, whereas Columbia College Chicago's price proposal is for seventeen (17) videos.

Attached please find requisition number 105136, a sole source justification form, and the vendor's price proposal.



Printed on Recycled Paper

Should you have any other questions, or if you require more information please feel free to call me at (312) 603-7514.

Sincerely,

A handwritten signature in cursive script that reads "Victoria LaCalamita". The signature is written in black ink and is positioned above the printed name.

Victoria LaCalamita

Deputy of Human Resources



**Cook County  
Office of the Purchasing Agent**

**Sole Source Justification**

<b>General Information</b>	Date: 8/9/2012
Unit/Department: Cook County Assessor's Office	Phone No: (312) 603-7514
Contact Name: Victoria LaCalamita Deputy of Human Resources	Email: vlacalamita@cookcountyassessor.com

<b>Vendor Information</b>	Requisition No. 105136
Name: Columbia College Chicago	Purchase Order No.
Address: 600 S. Michigan Avenue Chicago, IL 60605-1996	Contract No.

**Description.** Please provide a description of the goods or services required, the duration or frequency of the requirement, and where will the services or goods be delivered.

A project which entails the production of 17, internet-ready companion videos to be produced for the Frequently Asked Questions (FAQ) section of the Assessor's website. Each video is expected to run between 30 second to two minutes in length, include an on-screen host and on-screen demonstration(s) of the information being described. The purpose of this project is to aid constituents of Cook County Assessor in better understanding processes related to the Assessor's services and to expedite fulfillment of the needs of said constituents.

**Type.** Please select one of the options and explain below.

- Single Source       Proprietary/Copyright Restrictions       Equipment Compatibility  
 Patented Product       Exclusive or Unique Capability       Other, please explain

**Explanation:** Why is this product or service the only one that would satisfy the requirement(s)?

Collaboration on this project between the Cook County Assessor's Office and Columbia College Chicago is beneficial for both parties for several reasons. For students of Columbia College Chicago, the real-work experience and visibility of their completed work with a high-profile client is an invaluable addition to their resumes and networking learning. For Cook County Assessor's Office, having talented students produce these videos still allows for a high-quality project, but at a significantly reduced wage/salary cost. Additionally, Columbia College Chicago owns and has access to all the necessary equipment required to produce all the videos required within this project, thus further reducing the cost to the Assessor's office.



**Cook County  
Office of the Purchasing Agent**

**Due Diligence.** Describe the due diligence performed that led to the conclusion that this is a sole source.

The Assessor's Office has obtained quotes from three proposed vendors. Columbia College's production costs, editorial and post-production costs, and actor/actress fees total \$14,781.00 which is significantly more cost effective than the other two attached price proposals. Additionally, the two other price proposals are for one (1) video only, whereas Columbia College Chicago's price proposal is for seventeen (17) videos.

**Department Recommendation**

Requestor:

Date:

Department Head:

*Vitoria Colonita*

Date:

*8-9-12*

**Purchasing Agent Approval**

Signature:

Date:

# Attachment A

COLUMBIA COLLEGE CHICAGO

600 SOUTH MICHIGAN AVENUE  
CHICAGO, IL 60635 1996  
312 863 1600  
WWW.COLUM.EDU

July 27, 2012

Cook County Assessors Office  
118 North Clark Street, #301  
Chicago, IL 60602

Quote: Cook County Assessors Office Web Video

Description	Price	Units	Price
<b>1. Preproduction</b>			
Producer pre-pro	\$10/Hour	25.00	\$250
Director pre-pro	\$10/Hour	25.00	\$250
<b>1. Preproduction Subtotal</b>			<b>\$500</b>
<b>2. Production</b>			
Facilities/Inset Stage	\$1,200/Day	0.00	\$0
Union actor/actress	\$809/Day	9.00	\$7,281
Producer	\$10/Hour	125.00	\$1,250
Director/Camera Operator	\$10/Hour	125.00	\$1,250
Camera & Equipment	\$750.00/Day	0.00	\$0
<b>2. Production Subtotal</b>			<b>\$9,781</b>
<b>3. Postproduction</b>			
HD Editorial	\$15/Hour	150.00	\$2,250
Graphics	\$15/Hour	50.00	\$750
Sound mixing	\$15/Hour	100.00	\$1,500
<b>3. Postproduction Subtotal</b>			<b>\$4,500</b>
<b>Total</b>			<b>\$14,781</b>

Columbia 

C O L L E G E C H I C A G O



COLUMBIA COLLEGE CHICAGO

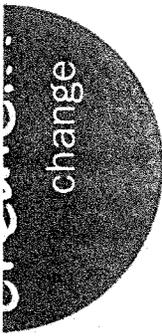
600 SOUTH MICHIGAN AVENUE  
 CHICAGO, IL 60605 1998  
 312 663 1600  
 WWW.COLUM.EDU

July 27, 2012

Cook County Assessors Office  
 118 North Clark Street, #301  
 Chicago, IL 60602

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<b>2. Production</b>			
Facilities/Inset Stage	\$1,200/Day	0.00	\$0
Union actor/actress	\$809/Day	9.00	\$7,281
Producer	\$10/Hour	125.00	\$1,250
Director/Camera Operator	\$10/Hour	125.00	\$1,250
Camera & Equipment	\$750.00/Day	0.00	\$0
<b>2. Production Subtotal</b>			<b>\$9,781</b>
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HD Editorial	\$15/Hour	150.00	\$2,250
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Sound mixing	\$15/Hour	100.00	\$1,500
<b>3. Postproduction Subtotal</b>			<b>\$4,500</b>
<b>Total</b>			<b>\$14,781</b>



600 SOUTH MICHIGAN AVENUE  
 CHICAGO, IL 60605 1996  
 312 663 1600  
 WWW.COLUM.EDU

### PROJECT DESCRIPTION

The project entails producing 17, internet-ready companion videos to be produced for the Frequently Asked Questions (FAQ) section of the Cook County Assessor (CCA) website: [www.cookcountyassessor.com](http://www.cookcountyassessor.com). As currently known, it is expected each video is to run between 30 seconds to two minutes in length, include an on-screen host and on-screen demonstration(s) of the information being described.

Students in the Columbia College Chicago (CCC) Television department will produce, direct, and edit the videos.

### TERMS & SCHEDULE

Scripts for each video topic are to be provided by the CCA office. CCC students will hold casting sessions to identify on-screen host candidates to represent the CCA office. The casting videos for the top three candidates will be presented to the CCA office for final decision.

On acting talent has been identified and a group of 3-4 scripts have been submitted to CCC, television students will produce, direct, edit, and create graphics for each individual video. Delivery format for the video files is to be determined by the CCA office, of which, any electronic video format can be provided to accommodate the requirements of the CCA website. The turnaround time of each group of videos is expected to be between 3-5 weeks from start of production to delivery. A regular invoice will accompany the delivery of each group of videos.

Accepted for Cook County Assessor's Office

Signature

*Victoria LaCalamita*

Date

*8-9-12*

Printed Name & Title

*Victoria LaCalamita*

*Deputy of Human Resources*

Accepted for Columbia College Chicago

Signature

*Paul Chiaravalle*

Date

*7/30/12*

Printed Name & Title

*Associate VP/Chief of Staff Columbia College Chicago*

Columbia 

COLLEGE CHICAGO

# PROPOSAL



RESOLUTION DIGITAL STUDIOS, L.L.C.

2226 W.Walnut Chicago, IL 60612 PH:312-846-4226

## Quote Cook County Assessors Office Web Video

Quote # 5236 Rev # 1.00

Date Created: 6/12/2012

Date Modified: 6/12/2012

Cook County Assessors Office

118. N. Clark Street #500

Chicago, IL 60602

Producer: Bob Cundari

Account Executive: Bob Cundari

Description	Unit Price	Count	Units	Price
<b>1. Preproduction</b>				
Producer/Director pre-pro	650.00 / 10Hr Day	1.00	1.00	650.00
			<b>1. Preproduction Sub Total</b>	<b>650.00</b>
<b>2 - Production</b>				
Facilities/Inset Stage	600.00 / 1/2 Day	1.00	1.00	600.00
Non-Union Professional Actor	600.00 / 1/2 Day	1.00	1.00	600.00
ImageProHD ScanConverter	200.00 / Unit	1.00	1.00	200.00
Producer/Director	650.00 / 10Hr Day	1.00	1.00	650.00
Camera Operator	600.00 / 10Hr Day	1.00	1.00	600.00
Sound Recordist	450.00 / 10Hr Day	1.00	1.00	450.00
Camera & Equipment	750.00 / Day	1.00	1.00	750.00
			<b>2 - Production Sub Total</b>	<b>3,850.00</b>
<b>3 - Postproduction</b>				
Final Layoff to File for website	125.00 / Unit	1.00	1.00	125.00
HD Editorial	200.00 / Hour	1.00	16.00	3,200.00
Graphics	150.00 / Hour	1.00	4.00	600.00
Audio Mix/ Sweetening	165.00 / Hour	1.00	4.00	660.00
Music License Fee	200.00 / Unit	1.00	1.00	200.00
			<b>3 - Postproduction Sub Total</b>	<b>4,785.00</b>
			<b>Total</b>	<b>9,285.00</b>

# PROPOSAL



RESOLUTION DIGITAL STUDIOS, L.L.C.

2226 W. Walnut Chicago, IL 60612 PH:312-846-4226

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**Quote Cook County Assessors Office Web Video**

Quote # 5236 Rev # 1.00

Date Created: 6/12/2012

Date Modified: 6/12/2012

Cook County Assessors Office

118. N. Clark Street #500

Chicago, IL 60602

Producer: **Bob Cundari**

Account Executive: **Bob Cundari**

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Description	Unit Price	Count	Units	Price
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PROJECT DESCRIPTION: Cook County Assessor's Office Web Video "How To"....

Acceptance terms for this proposal are as follows: 50% upon project acceptance, 50% net 30 upon completion.

This estimate is no longer valid after June 29, 2012 . If project is confirmed after this date a revised estimate based upon prevailing rates and availability will be submitted.

Please SIGN and RETURN the acceptance page to confirm the terms in the proposal and acknowledge the items listed in the Proposal conform to your request. This proposal is not binding upon Resolution Digital Studios, LLC until the Terms and Conditions Agreement has been signed.

Accepted for Customer Cook County Assessor's Office

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name & Title \_\_\_\_\_

Accepted for Resolution Digital Studios

Signature \_\_\_\_\_ Date: \_\_\_\_\_

# PROPOSAL

<b>Name of Company</b>	<b>Address</b>	<b>City State Zip</b>	<b>Phone</b>
Big Shoulders Digital Video	875 N. Michigan Ave., Suite 3750	Chicago, IL 60611	312-540-5400

**Quote Cook County Assessors Office Web Video**

Cook County Assessors Office

118. N. Clark Street

Chicago, IL 60602

Quote # Rev #

Producer: Amy Stewart or Kathieen Rodak (based upon production schedule)

Account Executive: Brad Fox, Vice President

Date Created: July 30, 2012

Date Modified:

Description	Unit Price	Count	Units	Price
<b>1. Preproduction</b>				
Producer meeting and prep	1	-	\$600/day	600
				<b>1. Preproduction Sub Total</b>
				\$600
<b>2 - Production</b>				
Producer	1	-	\$600/day	600
Camera Crew	1	-	\$1,800/day	1,800
Misc	1	-	\$75	75
				<b>2 - Production Sub Total</b>
				\$2,475
<b>3 - Postproduction</b>				
Editing of one 2-3 minute video (English only)	1	-		2,400
Basic graphics and upload	1	-		800
On Camera Talent (record English and Spanish)	1	-		1,400
Music library and licensing (estimated)	1	-		600
Graphic special effects for video (200/hr.)	1	-		1,200
				<b>3 - Postproduction Sub</b>
				\$6,400
<b>Total</b>				<b>Total - \$9,475</b>

# PROPOSAL

Description Unit Price Count Units Price

Signature



Date

7/30/12

Printed Name & Title: Brad S. Fox, Vice President

Signature \_\_\_\_\_

Date: \_\_\_\_\_