SOUTH TEXAS COLLEGE

Award Proposals/ Purchases/Renewals

Supporting Documentation

Board of Trustees Meeting
February 22, 2022

SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
Award Proposals / Purchases and Renewals
Supporting Documentation

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SOUTH TEXAS COLLEGE
1. ADVERTISING SERVICES
PROJECT NO. 21-22-1034

VENDOR	Acme Partnership, LP.	Advertir, Inc.	Advance Publishing, LLC.	ASG, LLC./ dba De Shopping en Texas	AIM Media Texas Operating, LLC.	Catholic Diocese of Brownsville	Cobalt Digital Marketing, LLC.	Entravision Communications	Fantich Media	GC Publishing, LLC./ dba Edible RGV
ADDRESS	3701 Bee Caves Rd Ste 101	3421 W US Highway 83 Ste 6	217 W Park Ave	801 N Ware Rd	1400 E Nolana	1910 University Blvd	5415 N McColl Rd	801 N Jackson Rd	609 W US Hwy 83	415 Calle Retama
CITY/STATE/ZIP	Austin, TX 78746	McAllen, TX 78501	Pharr, TX 78577	McAllen, TX 78501	McAllen, TX 78504	Brownsville, TX 78520	McAllen, TX 78504	McAllen, TX 78501	McAllen, TX 78501	Brownsville, TX 78520
PHONE	512-693-9905	956-682-5563	956-783-0036	956-630-1740	956-683-4040	956-784-5055	956-792-5900	956-687-4848	956-928-0500	956-469-4920
FAX	512-693-9904	956-686-7335	956-787-8824		956-683-4103			956-687-7784	956-928-0501	
CONTACT	Erik Arredondo	Christopher Julian	Jan Wendorf	Monica Villarreal	Benita Mendell	Paul Binz	Stephanie Hawk	Melba Gutierrez Franklin	Eric Fantich	Jacqueline Folacci
Company Information										
Firm Information	Acme Partnership LP was found in 1997 and has expanded to multiple states. It has run campaigns for advertisers like Coca-Cola and Netflix.	Over 40 years experience building brands, driving traffic and using our client's dollar efficiently and effectively.	Began publication in March 1978. During the subsequent 44 years, we've grown into the largest weekly newspaper in Hidalgo County.	De Shopping is a monthly digital magazine that has used their digital platform, content and marketing strategies to promote businesses of the Rio Grande Valley.	AIM Media Texas is a publisher of daily and non-daily newspapers. It has been in operation since early 1900s.	Valley Catholic Newspaper began publishing in 2009 and has operated continuously ever since.	Locally founded, Cobalt team recognizes the importance of harnessing a wide range of skill sets for the most effective cross platform results.	Since 1994, Entravision Communication is a diversified media, marketing and technology company that reaches and engages Latino consumers in the U.S. offering performance-based solutions and data insights along with television stations and radio stations that includes Spanish-language.	They are committed to serving their clients, building brands, designing, designing strategies through creative marketing and smart media buys. Offers marketing & branding campaign on medias like TV, Social Media Ads, OTT, Digital Audio, Billboards, Website Design, Good Adwords.	Edible Rio Grande Valley originated in Ojai, CA 20 years ago and has since then grown into largest food media company dedicated to telling local food stories. Edible RGV owns over 80 titles across the U.S. and Canada.
Number of Years in Business	24	44	44	15	113	12	6	29	27	Less than 1 Year
Type of Operation	Partnership	Corporation	Sole Proprietorship	Partnership	Partnership	Non-profit Sole Proprietorship	Partnership	Corporation	Corporation	Partnership
Number of Employees	20	7	4	4	150	4	6	70	7	2
Annual Sales Volume			$400,000	$194,120	$16.5M	$33-$36k	$1.1M	$7,000,000	$2,000,000	
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	-- Ryan Solis, Law Office of Ryan Solis -- Jodey Slovak, Central Bolt -- Benjamin Clinton, Raymondville ISD	--Libby Bell, Prominence Health Plan --Mando Correa, Rio Grande Valley Livestock Show --Rick Guerra, Tony Roma's/Macaroni Grill	-- City of McAllen -- Vanguard Academy -- Lone Star National Bank	-- Elizabeth Suarez, McAllen International Airport -- Cindy Ehler, Castle Hospitality LLC -- Isabel Rodriguez, La Plaza Mall Simon Group	-- Victor Villela, UTRGV -- Rebecca Rodriguez, IDEA Schools -- Diana Ybanez, Vanguard Academy	--Taylor Rial, Our Lady of the Lake University --Ricky Ivey, Pueblo Tires --Fidencio Balli, Villa Maria Language Institute	-- Krys Weyand, Santa Cruz Properties -- Enrique Leal, Valley International Airport -- Flo Henderson, Glatz You Did	-- Yvonne Keathley, STVT/Ancor Education -- Elisa Flores, UTRGV -- Edgar Chrnko Salas, Texas Southmost College	-- Pedro Diaz, D-Tronics -- Jennifer Ford, Hacienda Ford -- Robert Treviño, McAllen Public Works & Recycling Center	-- Felicia Edge, Luke Fruia Motors -- Jessica Delgado, Delgado Collective -- Brad Wolfe, North Park Plaza
Describe your understanding of unique localized interests and experiences of higher education.	Students have a profound impact on our local communities through outreach programs and other initiatives. The unique aspects of our local educational institutions embrace and inspire our future leaders.	College of Health Care Professionals	Gained most of its understanding with regard to higher education mainly from two people: Dr. Shirley Reed and Dr. Daniel King.	An important part of growing community is education. Educational clients include UTRGV- Language Institute, GE Nail Beauty College, ICI Sugar & Villa Maria Institutes.	Our company works with multiple institutions of higher learning. We provide them with print, digital, social, direct mail marketing options to meet their specific needs.	To meet the needs and demands of residents, higher education also enjoyed a substantial rapid growth during the 1990s, 2000s and beyond.	Stephanie Hawk's, one of the founders, 30 years experience in business and longstanding record of continued support in multiple capacities to educational institutions help translate business goals into digital marketing tactics to accomplish these.	They continue to work with businesses across the RGV and also partner up with high education institutions to get their educational message out through either TV/Radio Stations in both Spanish & English.	All of their ad buying centralized in the RGV and know that stations & digital media are important to which demographics.	The STC Culinary program will speak to the Edible reader in a myriad of ways engaging students with creative editorial opportunities.
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	None		None	None	None	No	None	None	None	None
What assistance will you require from STC to perform services?	None, only ad copy if needed.		Notify the Advance News Journal when an advertising will be placed.	Information that STC needs to inform the community.	None	Contacts in the STC organization with whom our content developer can collaborate to produce workable strategies in this evolving area	Quarterly planning meetings and monthly meetings to review performance.	Updated credit application for their files and briefing of STC's billing and PO process.	Require a team that is responsive in providing material/creative content needed, answers to any questions, and ability to meet/talk via phone, zoom, text/email or in person.	STC will need to select and design the ad and provide file. Design Services are available if needed.
Pricing Information										
Price Range Information	Price Range: $1,500/mo - $2,000/mo	15% of gross media buy, if media does not pay commission, 17.65% will be added.	$56.25 -$930.00	Banner price range: $350 - $800/mo Banner Redesign: $30 Landscaping Page: $24 Photo Shoot (20 HD photos): $ 240 Advertising Editorial: $30	Digital AIM Pricing Sheet provided for various digital solutions	$250/week - $2,000/month	Price range: $6,500/mo - 12,750/mo	Price range: $100 (Social Post) - $ 1,700 (TV/Video Content)	Monthly Agency Professional Services: $1,500 (includes meetings, media buying service, billing consolidation, advisory, planning)** Price range: $ 4 CPM (Facebook & Insta Ads) - $75 CPM (OTT)	Refer to AD Rate Card Discount: 10% Non-Profit

SOUTH TEXAS COLLEGE
1. ADVERTISING SERVICES
PROJECT NO. 21-22-1034

VENDOR	ICP, LLC./ dba Mexico Industry	I Heart Media	Image House Media, LLC.	Lamar Advertising	MADD Media, LLC.	Media Choice, LLC.	Mega Doctor News	NBCUniversal, LLC. Telemundo Rio Grande Valley aka KTLM	Nexstar Media, Inc.	Radio United, LLC.
ADDRESS	802 N Ware Rd	901 E Pike	P O Box 5051	200 Industrial Way	4404 N 7th St	3701 Bee Caves Rd Ste 101	614 S 12th St	200 S 10th St Fl 2	9201 W Expway 83	1300 N 10th St Ste 220-I
CITY/STATE/ZIP	McAllen, TX 78501	Weslaco, TX 78596	McAllen, TX 78502	San Benito, TX 78583	McAllen, TX 78504	Austin, TX 78746	McAllen, TX 78501	McAllen, TX 78501	Harlingen, TX 78552	McAllen, TX 78501
PHONE	956-630-9571	956-975-9202	956-534-7741	956-399-4900	956-369-3663	512-693-9905	956-467-8223	956-686-0040	956-366-4444	956-992-8895
FAX		956-973-9364		956-399-4993		512-693-9904			956-366-4409	956-992-8897
CONTACT	Monica Villarreal	Eva Benavidez	Gerardo (Jerry) Sanchez	Tracy White	Susanna Madrigal	Erik Arredondo	Sylvia Gonzalez	Norma Espinoza	Ana Vela	Cindy Garza
Company Information										
Firm Information	For over 24 years Mexico Industry, a media and publishing company, has been serving the Rio Grande industrial community. Thru their content and marketing strategies, they've been promoting business and investment in the manufacturing industry in both Mexico and Texas RGV.	They have over 30 years of media experience that encompasses radio, television and print. They have more than a handful of outlets to create consistency of message across podcasts, email, targeted display, video, OTT, websites and such.	Image House Media was established in 2008 providing both private and public entities with complete marketing, communications and advertising services including media management. Aside from serving the RGV market, they've also served Laredo, Corpus Christi, San Antonio, Austin and El Paso.	One of the largest outdoor advertising companies in the world providing service for 120 years.	They've grown the business over the last 8 years. They are ROI (return on investment) focused.	Media Choice LLC was found in 1997 and has expanded to multiple states. It has run campaigns for advertisers like Coca-Cola and Netflix.	Mega Doctor News has focused for the past 10 years on providing information on local doctors, their specialties, and health care stories of local interest.			Radio United 2021-2022 R Communications 2012-2021 BMP Radio 2004-2012
Number of Years in Business	24	50	12	120	8	24	10	8	26	1
Type of Operation	Partnership	Corporation	Corporation	Corporation	Sole Proprietorship	Partnership	Sole Proprietorship	LLC	Corporation	Corporation
Number of Employees	3	9,588	6	3300	4	20	6	56	90	70
Annual Sales Volume	$269,000	$11.3 billion	$1,500,000	$1.5 billion	$240,000		$113,000	$10 million		$8 million
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	-- Gabriela Sosa, UTRGV-TMAC -- Rosendo Martinez, Instituto Internacional de Estudios Superiores (IIESS) -- Elizabeth Suarez, McAllen Miller Internal Airport	-- Michael Washington, University of Phoenix -- Patrick Gonzalez, UT RGV -- Jodi Neely, Western Governors University	-- Dr. Kimberly Selber, UT RGV Marketing & Communications -- Jose Contreras, North Park Lexus -- Ford Sasser, Rio Bank	-- Charlie Castleman, Texas A&M Kingsville -- Edgar Salas, Texas Southmost College --- Elisa Flores, UTRGV	-- Sony Rego, Santa Fe Steakhouse -- Mr. Shepard, Shepard Insurance -- Bob McCreery, McCreery Aviation	-- Ryan Solis, Law Office of Ryan Solis -- Joedy Slovak, Central Bolt -- Benjamin Clinton, Raymondville ISD	-- R-Myna Evans, DHR Health -- Marsha Green, Bert Odgen Dealerships	--Hidalgo County --La Joya ISD --University of Texas Rio Grande Valley	-- Isabel Castro, UT RGV -- Edgar Chrnko, Texas Southmost College -- Pat Little, Texas A&M Kingsville	--Texas Southmost College --McAllen ISD --Edinburg ECISD
Describe your understanding of unique localized interests and experiences of higher education.	Their educational clients include UTRGV since 2001 and IIESS for more than 23 years.	The unique bicultural environment that the RGV has due to the proximity of the border and the growth seen of several institutions including STC is proof that we have a thirsty community for more opportunities, more successes, more income for our families.	ImageHouse Team's connection to the RGV region gives a them a strong foundation of understanding the unique localized interests here. The experience from working with STC on different grant initiatives has given them a lot of experience working with higher ed institutes.	Education is the key to success; therefore it is important for students to graduate from high school and go to an affordable and local college.	An education in the RGV delivers more than just a plaque on the wall, it's a ticket to better life.	Students have a profound impact on our local communities through outreach programs and other initiatives. The unique aspects of our local educational institutions embrace and inspire our future leaders.	The Valley is experiencing growth in the health care industry and needs more education and healthcare careers.	Higher education is one our company pillars.		Community sponsorship participation in the local market for STARS Scholarship, VAMOS, IDEA Public School Gala, STC Night with the Stars.
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	None	None	None	None	None	None	None	None		No
What assistance will you require from STC to perform services?	The information that STC needs to relay the community.	Direction and occasional meeting face-to-face.	Will need collaboration on and communicate specs and sizes on creative. Additionally, may request advertising and read-only access to certain digital accounts.	None		None, only ad copy if needed.	None required.	We just require communication.		Dialogue and communication to ensure successful execution of campaign. Provide demographic and targeted details in creating successful campaign.
Pricing Information										
Price Range Information	Price range: $1,000/mo (Supper Banner) - $250 (Social Media Post-1 mention)	Price range: $3,000 (iHeart Streaming Audio Network) - $25,000 (Extended Video OTT Network) 03/15/2022 -12/18/2022	Price range: $1,320 (Digital Poster, 52 weeks) - $2,800 (Digital Bulletin, 52 weeks) Additional rates can be access via Dropbox through link/ QR code provided	Price range for ea 14x48 Digital Billboards per 4 week billing period: $ 1,800 (Qty 6+) - $2,800 (Qty 1-3)	Price: $600/mo- covers local meetings, overall insight, placement and recommendations, collaboration and account management not exceeding 8 hours/mo. Placements vary depending on scope & goals of ea project.	Price range for 14'x48' LED Digital Outdoor Board: $1,800/mo - $2,000/mo	Price range: $725/mo (Header Tile) - $2,250 (Billboard-Large)	$10,000 - $117,647.01	Rates vary	Rates vary by radio station

SOUTH TEXAS COLLEGE
1. ADVERTISING SERVICES
PROJECT NO. 21-22-1034

VENDOR	RGVIsion Media	Screenvision Media	Starchannel Marketing, LLC.	Starr County Town Crier	Texas Border Business	Urban One, Inc.	VBR Media/ Valley Business Report	VisionPoint Marketing, LLC.
ADDRESS	801 N Bryan Rd	818 Shady Meadow Dr.	4909 N McColl Rd	216 S Norris Dr	614 S 12th St	1010 Wayne Ave 14th Fl	P O Box 136743	3210 Fairhill Dr Ste 150
CITY/STATE/ZIP	Mission, TX 78572	Highland Village, TX 75077	McAllen, TX 78504	Rio Grande City, TX 78582	McAllen, TX 78501	Silver Spring, MD 20910	Clermont, FL 34713	Raleigh, NC 27612
PHONE	956-566-6598	469-400-7908	956-972-1117	956-487-6544	956-467-8223	301-429-3200	956-310-8953	919-848-2018
FAX			956-972-0476	956-487-6165		301-628-5578		919-322-4439
CONTACT	Gabriel Puente	Jaci McCollum	Myrthala Sauceda	Jorge E. Canales	Sylvia Gonzalez	Karen Wishart	Todd Breland	Hayley Rogers
Company Information								
Firm Information	RGV based marketing firm serves clients across the state of Texas, focusing on content marketing , storytelling, digital marketing, and marketing strategy for local businesses, government entities, and nonprofits.	The Screenvision Media cinema and digital advertising network includes over 15,000 screens, more than 2,400 theater locations, and 335 universities in every state and 93% of U. S. designated market areas, and through this network delivers more than 500 million consumer touches annually. Headquartered in New York City for over 25 years, Screenvision provides on-screen advertising, in-lobby promotions and integrated digital marketing programs, with offices in New York, Chicago, and Los Angeles.	Starchannel Marketing, LLC has been operating as a marketing company for over 14 years in the RGV, El Paso, and Laredo, TX. They serve as a liaison between American companies and Spanish language programming and stations appealing to the Hispanic market.		It is a Valley newspaper that is focused on promoting opportunities in business, education, and banking and considered a credible news source.	Our company is a strong advocate for building public trust in local institutions using media platforms that reach millions of listeners each month. Radio One has experience working with the Texas community and projects impacting postsecondary institutions.	VBR is online and print, pro-business and pro-community news source and it's purpose has been since 2009 to provide pro-business news about and for the RGV.	Spent over 19 years serving higher education and delivering the types of outcomes client's have envisioned. Some accomplishments include driving a 5% increase in full-time equivalent enrollment, 8.2% lift in brand awareness and more.
Number of Years in Business	12	20+	14 Years	36	16	41	12.5 Years	20
Type of Operation	9	Corporation	Corporation	Corporation	Sole Proprietorship	Corporation	Sole Proprietorship	Partnership
Number of Employees	9	200	14	6	6	1,156	6 contract workers	60
Annual Sales Volume	$1.2 million	$200M	$3,000,000		$320,000	$440 million	$95K -$110K	$13 million
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	-- Kris Karr, Lacks Fine Furniture -- RGV Cosmetic Surgery Center -- Raudel Garza, Harlingen EDC		-- Elisa Flores, UTRGV Marketing -- Edgar Chrnko Salas, Texas Southmost College -- Shirley Bralley, Charlie Clark Nissan		-- Ron Garza, Edinburg EDC -- Edna De Saro, Lone Star National Bank	--Lee Bouldin, College of Biblical Studies --Annette Reid Blaylock, Tarrant County College --Deekay Fox, Uplift Education	-- Edna De Sara, Lone Star National Bank --Randy Summers, Davis Equity Realty	--Mission College --West Valley Community College --University of Texas at Arlington
Describe your understanding of unique localized interests and experiences of higher education.	RGVision understands that providing higher education and technical skills training is vital to the region's economic growth.	As a lifelong resident of Texas and over 20 years' experience as a digital ad consultant for higher learning institutions such as Dallas College, Jaci has insight into the marketing needs of local community colleges. As a result of trust and expertise, Dallas Community College became a long-term client.	There experience consists of working with many higher educational institution hand in hand with entire campaigns, annual plans, special events and more.		This area is considered a source of local income workers who need education and skills training to improve their future.	Former collaborations with institutions of higher education focused on specific client needs.	Higher Education is the key our region's success- both economically and quality of life.	
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	No	Timely ad submission and notification of any changes or requests throughout the add campaign duration.	None		None	No	None	
What assistance will you require from STC to perform services?	Assistant from the marketing team to provide data and transparency on efforts to ensure we align on the goals for STC.	Communication with direct line of contact of needed deliverables.	They will coordinate with STC marketing team to provide what is needed.		None	Timely communication, creative collaboration with decision makers.	None	
Pricing Information								
Price Range Information	Media buying fee: 15% Social media strategy and execution: $1,800/month Artwork: $150/hour Video shooting: $1,600/day Editing: $800/hour Written Content: $350/article	$16,745 -$53,860	Price range for (:30) second spots: $45 - $400	Upon Request	Price range: $725/mo (Header Tile) - $2,250/mo (LG Billboard)	Houston Packet: $250/day - $3,000 Dallas Packet: $250/day - $3,000	Rates vary	$109,012.50 + media budget to be spent.

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SOUTH TEXAS COLLEGE
2. DIGITAL ADVERTISING SERVICES
PROJECT NO. 21-22-1035

VENDOR	25th Hour Communications, Inc.	Acme Partnership, LP.	Advertir, Inc.	Advertising Solutions Group, LLC./ dba De Shopping en Texas	AIM Media Texas Operating, LLC.	Carlberg, LLC./ dba Carlberg Branding & Advertising	Catholic Diocese of Brownsville	Cobalt Digital Marketing, LLC.	Entravision Communications	Estrella Digital Media	Fantich Media
ADDRESS	34 Glen Rd	3701 Bee Caves Rd Ste 101	3421 W US HW 83 Ste 6	801 N Ware Rd	1400 E Nolana	1900 W Loop S Ste 1100	1910 University Blvd	5415 N McColl Rd	801 N Jackson Rd	4909 N McColl Rd	609 W US Hwy 83
CITY/STATE/ZIP	Westwood, MA 02090	Austin, TX 78746	McAllen, TX 78501	McAllen, TX 78501	McAllen, TX 78504	Houston, TX 77027	Brownsville, TX 78520	McAllen, TX 78504	McAllen, TX 78501	McAllen, TX 78504	McAllen, TX 78501
PHONE	805-221-5988	512-693-9905	956-682-5563	956-630-1740	956-683-4040	713-965-0764	956-784-5055	956-792-5900	956-687-4848	956-202-3322	956-928-0500
FAX	805-296-3654	512-693-9904	956-686-7335		956-683-4103				956-687-7784	956-972-0476	956-928-0501
CONTACT	Trish Lamantia	Erik Arredondo	Christopher Julian	Monica Villarreal	Benita Mendell	Chuck Carlberg	Paul Binz	Stephanie Hawk	Melba Gutierrez Franklin	Emmett Wells	Eric Fantich
Company Information											
Firm Information	Experts in higher education communications and marketing by bringing a fresh, new 360-degree perspective to your marketing, communication and advancement challenges.		Over 40 years experience building brands, driving traffic and using our client's dollar efficiently and effectively.	De Shopping is a monthly digital magazine that has used their digital platform, content and marketing strategies to promote businesses of the Rio Grande Valley.		50 year old company that has worked with Lone Star College System, San Jacinto College and many universities. Company helps create campaigns that increase enrollment growth, boosting student retention rates, opening donor wallets and more.	Valley Catholic Newspaper began publishing in 2009 and has operated continuously ever since.	Locally founded, Cobalt team recognizes the importance of harnessing a wide range of skill sets for the most effective cross platform results.	Since 1994, Entravision Communication is a diversified media, marketing and technology company that reaches and engages Latino consumers in the U.S. offering performance-based solutions and data insights along with television stations and radio stations that includes Spanish-language.	They have over 25 years of marketing experience in local and regional marketing campaign development and execution. Their primary value for their customers is a unified marketing solution that is transparent and monitored daily.	They are committed to serving their clients, building brands, designing, designing strategies through creative marketing and smart media buys. Offers marketing & branding campaign on medias like TV, Social Media Ads, OTT, Digital Audio, Billboards, Website Design, Good Adwords.
Number of Years in Business	12	24	44	15	113	50 (as Carlberg, LLC, eight months)	12	6	29	2	27
Type of Operation	Corporation	Partnership	Corporation	Partnership	Partnership	LLC (taxed as S Corporation)	Non-Profit Sole Proprietorship	Partnership	Corporation	Corporation	Corporation
Number of Employees	18	20	7	4	150	15	4	6	70	6	7
Annual Sales Volume	$3.9 million			$194,120	$16.5M	$3.5 million (2021)	$33-$36k	$1.1M	$7,000,000	$4,000,000	$2,000,000
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	--Kim Hagerty, Community Colleges of Spokane --Jennifer K. Boehmer, Linn Benton Community College --Diana Rodriguez, San Bernardino Valley College	-- Ryan Solis, Law Office of Ryan Solis -- Joedy Slovak, Central Bolt -- Benjamin Clinton, Raymondville ISD	--Libby Bell, Prominence Health Plan --Mando Correa, Rio Grande Valley Livestock Show --Rick Guerra, Tony Roma's/Macaroni Grill	-- Elizabeth Suarez, McAllen International Airport -- Cindy Ehler, Castle Hospitality LLC -- Isabela Rodriguez, La Plaza Mall Simon Group	-- Victoria Villela, UTRGV -- Rebecca Rodriguez, IDEA Schools -- Diana Ybanez, Vanguard Academy	--Jill Still, Stephen F. Austin State University --Rose Hochner Nelson, University of Texas Health Science Center at Houston --Barbara A. Merlo, Central Texas College District	--Paola Torres, Pronto Insurance --Juan C. Carlin, Knights of Columbus Insurance	-- Krys Weyand, Santa Cruz Properties -- Enrique Leal, Valley International Airport -- Flo Henderson, Glatz You Did	-- Yvonne Keathley, STVT/Ancora Education -- Elisa Flores, UTRGV -- Edgar Chrnko Salas, Texas Southmost College	-- Donna Barron, Saint Joseph Academy -- Bill/Kaitlyn Eliff, Eliff Motors/Boswell Eliff Ford -- Eliud Medina, Southern Industrial Careers Center -- Roberto Maldonado, CNC Tools Inc	-- Pedro Diaz, D-Tronics -- Jennifer Yoder, Hacienda Ford -- Robert Treviño, McAllen Public Works & Recycling Center
Describe your understanding of unique localized interests and experiences of higher education.	Roots run deep in Texas. We have multiple clients in Texas, and have community college marketing experience. Also have presented before the Texas Higher Education Coordinating Board on behalf of clients	Students have a profound impact on our local communities through outreach programs and other initiatives. The unique aspects of our local educational institutions embrace and inspire our future leaders.	College of Health Care Professionals	An important part of growing community is education. Educational clients include UTRGV- Language Institute, GE Nail Beauty College, ICI Sugar & Villa Maria Institutes.		Offer a full range of digital marketing/advertising services including creative and media buying. Recommends bi-weekly to consult, brainstorm and receive feedback.	To meet the needs and demands of residents, higher education also enjoyed a substantial rapid growth during the 1990s, 2000s and beyond.	Stephanie Hawk's, one of the founders, 30 years experience in business and longstanding record of continued support in multiple capacities to educational institutions help translate business goals into digital marketing tactics to accomplish these.	They continue to work with businesses across the RGV and also partner up with high education institutions to get their educational message out through either TV/Radio Stations in both Spanish & English.	They work with educational institutions like STC because they recognize that our market demands a better qualified labor pool and the role of higher learning in our market is to anticipate those needs to the labor acumen meets the demand.	All of their ad buying centralized in the RGV and know that stations & digital media are important to which demographics.
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	Rarely have difficulties with marketing and digital services.	No		None	None	No due to extensive experience working with higher education institutions.	No	None	None	None	None
What assistance will you require from STC to perform services?	Time for meetings, occasional telephone calls to discuss any issues that may arise, creative assets, and internal approval process.	None, only ad copy if needed.		Information that STC needs to inform the community.	None	Open communication and timely responses.	Contacts in the STC organization with whom our content developer can collaborate to produce workable strategies in this evolving area	Quarterly planning meetings and monthly meetings to review performance.	Updated credit application for their files and briefing of STC's billing and PO process.	All campaigns will be submitted with authorization. Upon approval, execution of live campaigns take 72 hours. No special assistance is identified at this time.	Require a team that is responsive in providing material/creative content needed, answers to any questions, and ability to meet/talk via phone, zoom, text/email or in person.
Pricing Information											
Price Range Information	12.5% of Media Spend	$1,500/month - $2,000/month	15% of gross media buy, if media does not pay commission, 17.65% will be added.	Banner price range: $350 - $800/mo Banner Redesign: $30 Landscaping Page: $24 Photo Shoot (20 HD photos): $ 240 Advertising Editorial: $30	Digital AIM Pricing Sheet provided for various digital solutions	Monthly retainer of $2,500 + CPM (costs per impressions) which range from $7 to $2,500.	$250/week - $2,000/month	Price range: $6,500/mo - 12,750/mo	Price range: $100 (Social Post) - $ 1,700 (TV/Video Content)	Price range: $8.50 Display (CPM avg) - $390/channel (Social Media)	Monthly Agency Professional Services: $1,500 (includes meetings, media buying service, billing consolidation, advisory, planning)** Price range: $ 4 CPM (Facebook & Insta Ads) - $75 CPM (OTT)

SOUTH TEXAS COLLEGE
2. DIGITAL ADVERTISING SERVICES
PROJECT NO. 21-22-1035

VENDOR	ICP, LLC./ dba Mexico Industry	I Heart Media	Image House Media, LLC.	International Publicity and Representation, Inc.	Lamar Advertising	MADD Media, LLC.	Media Choice, LLC.	Mega Doctor News	NBCUniversal, LLC. Telemundo Rio Grande Valley aka KTLM	Nexstar Media, Inc.	OZAY, LLC./ dba CODESM
ADDRESS	802 N Ware Rd	901 E Pike	P O Box 5051	300 W Dallas Ave	2001 Industrial Way	4404 N 7th St	3701 Bee Caves Rd Ste 101	614 S 12th St	200 S 10th St Fl 2	9201 W Expway 83	3900 N Jackson Rd
CITY/STATE/ZIP	McAllen, TX 78501	Weslaco, TX 78596	McAllen, TX 78502	McAllen, TX 78501	San Benito, TX 78583	McAllen, TX 78504	Austin, TX 78746	McAllen, TX 78501	McAllen, TX 78501	Harlingen, TX 78552	Pharr, TX 78577
PHONE	956-630-9571	956-975-9202	956-534-7741	956-686-2604	956-399-4900	956-369-3663	512-693-9905	956-467-8223	956-686-0040	956-366-4444	956-752-1146
FAX		956-973-9364			956-399-4993		512-693-9904			956-366-4409	
CONTACT	Monica Villarreal	Eva Benavidez	Gerardo (Jerry) Sanchez	Heriberto Deandar	Tracy White	Susanna Madrigal	Erik Arredondo	Sylvia Gonzalez	Norma Espinoza	Robin Lillard	David Armstrong
Company Information											
Firm Information	For over 24 years Mexico Industry, a media and publishing company, has been serving the Rio Grande industrial community. Thru their content and marketing strategies, they've been promoting business and investment in the manufacturing industry in both Mexico and Texas RGV.	They have over 30 years of media experience that encompasses radio, television and print. They have more than a handful of outlets to create consistency of message across podcasts, email, targeted display, video, OTT, websites and such.	Image House Media was established in 2008 providing both private and public entities with complete marketing, communications and advertising services including media management. Aside from serving the RGV market, they've also served Laredo, Corpus Christi, San Antonio, Austin and El Paso.	They have 28 years of experience in providing advertising services to the RGV and Mexico.	One of the largest outdoor advertising companies in the world providing service for 120 years.	They've grown the business over the last 8 years. They are ROI (return on investment) focused.	Media Choice LLC was found in 1997 and has expanded to multiple states. It has run campaigns for advertisers like Coca-Cola and Netflix.	Mega Doctor News has focused for the past 10 years on providing information on local doctors, their specialties, and health care stories of local interest.			CODESM has built a highly efficient and effective marketing service provider reputation across various clients across the RG and now including international brands from Italy to the Caribbean.
Number of Years in Business	24	50	12	28	120	8	24	10 years	8	26	9
Type of Operation	Partnership	Corporation	Corporation	Corporation	Corporation	Sole Proprietorship	Partnership	Sole Proprietorship	LLC	Corporation	Partnership
Number of Employees	3	9,588	6	8	3300	4	20	6	56	90	43
Annual Sales Volume	$269,000	$11.3 billion	$1,500,000	$185,658	$1.5 billion	$240,000		$113,000	$10 million		$2,200,000
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	-- Gabriela Sosa, UTRGV-TMAC -- Rosendo Martinez, Instituto Internacional de Estudios Superiores (IIESS) -- Elizabeth Suarez, McAllen Miller Internal Airport	-- Michael Washington, University of Phoenix -- Patrick Gonzales, UT RGV -- Jodi Neely, Western Governors University	-- Dr. Kimberly Selber, UT RGV Marketing & Communications -- Jose Contreras, North Park Lexus -- Ford Sasser, Rio Bank	-- Rosendo Zamora -- Texas Southmost College -- Omar Villanueva	-- Charlie Castleman, Texas A&M Kingsville -- Edgar Salas, Texas Southmost College --- Elisa Flores, UTRGV	-- Sony Rego, Santa Fe Steakhouse -- Mr. Shepard, Shepard Insurance -- Bob McCreery, McCreery Aviation	-- Ryan Solis, Law Office of Ryan Solis -- Joedy Slovak, Central Bolt -- Benjamin Clinton, Raymondville ISD	-- R-Myna Evans, DHR Health -- Marsha Green, Bert Ogden Dealerships	--Hidalgo County --La Joya ISD --University of Texas Rio Grande Valley	-- Isabel Castro, UT RGV -- Edgar Chrnko, Texas Southmost College -- Pat Little, Texas A&M Kingsville	-- J.D. Salinas, III, AT&T -- Helena Steubing, University Health System -- Victor Perez, Pharr Economic Development Council
Describe your understanding of unique localized interests and experiences of higher education.	Their educational clients include UTRGV since 2001 and IIESS for more than 23 years.	The unique bicultural environment that the RGV has due to the proximity of the border and the growth seen of several institutions including STC is proof that we have a thirsty community for more opportunities, more successes, more income for our families.	ImageHouse Team's connection to the RGV region gives a them a strong foundation of understanding the unique localized interests here. The experience from working with STC on different grant initiatives has given them a lot of experience working with higher ed institutes.	They have staff on both sides of the border and our familiar with the needs and service requirements within the community.	Education is the key to success; therefore it is important for students to graduate from high school and go to an affordable and local college.	An education in the RGV delivers more than just a plaque on the wall, it's a ticket to better life.	Students have a profound impact on our local communities through outreach programs and other initiatives. The unique aspects of our local educational institutions embrace and inspire our future leaders.	The Valley is experiencing growth in the health care industry and needs more education and healthcare careers.	Higher education is one our company pillars.		They have extensive experience with target audiences in the region and proven history of working with influential educational establishments.
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	None	None	None	None	None	None.	None	None	None		Provide content for CODESM to post. Fee schedules are contingent upon other factors since major social media platforms operate on budget basis.
What assistance will you require from STC to perform services?	The information that STC needs to relay the community.	Direction and occasional meeting face-to-face.	Will need collaboration on and communicate specs and sizes on creative. Additionally, may request advertising and read-only access to certain digital accounts.	A liaison which to contact directly in case any information is needed.	None		None, only ad copy if needed.	None required.	We just require communication.		Approval of a monthly budget is required for each platform; Monthly review of marketing efforts.
Pricing Information											
Price Range Information	Price range: $1,000/mo (Supper Banner) - $250 (Social Media Post-1 mention)	Price range: $3,000 (iHeart Streaming Audio Network) - $25,000 (Extended Video OTT Network) 03/15/2022 -12/18/2022	Price range: $1,320 (Digital Poster, 52 weeks) - $2,800 (Digital Bulletin, 52 weeks) Additional rates can be access via Dropbox through link/ QR code provided	Price range: $50/daily (B/N 2 Mod x 2 Col) - $1,200/daily (B/N 16 Mod x 2 Col)	Price range for ea 14x48 Digital Billboards per 4 week billing period: $ 1,800 (Qty 6+) - $2,800 (Qty 1-3)	Price: $600/mo- covers local meetings, overall insight, placement and recommendations, collaboration and account management not exceeding 8 hours/mo. Placements vary depending on scope & goals of ea project.	Price range for 14'x48' LED Digital Outdoor Board: $1,800/mo - $2,000/mo	Price range: $725/mo (Header Tile) - $2,250 (Billboard-Large)	$10,000 - $117,647.01	Rates vary	$4,500/mo for 60 hours of time

SOUTH TEXAS COLLEGE
2. DIGITAL ADVERTISING SERVICES
PROJECT NO. 21-22-1035

VENDOR	Radio United, LLC.	ReachLocal Inc.	Revista Expresion	Spectrum Reach/ Charter Communications Holding, LLC.	Starr County Town Crier	Texas Border Business	Univision Radio	Urban One, Inc.	Urban TVs, LLC.	VisionPoint Marketing, LLC.
ADDRESS	1300 N 10th St Ste 220-I	21700 Oxnard St Ste 1600	501 N Bridge PMB 488	1400 S McColl Ste 206	216 S Norris Dr	614 S 12th St	200 S 10th St Ste 600	1010 Wayne Ave 14th Fl	2933 W Palma Vista Dr Ste 2	3210 Fairhill Dr Ste 150
CITY/STATE/ZIP	McAllen, TX 78501	Woodland Hills, CA 91367	Hidalgo, TX 78557	McAllen, TX 78502	Rio Grande City, TX 78582	McAllen, TX 78501	McAllen, TX 78503	Silver Spring, MD 20910	Palmview, TX 78572	Raleigh, NC 27612
PHONE	956-992-8897	818-274-0260	956-648-0810	956-342-4127	956-487-6544	956-467-8223	956-605-9217	301-429-3200	956-539-7123	919-848-2018
FAX	956-992-8897	818-274-0261			956-487-6165		956-631-0090	301-628-5578		919-322-4439
CONTACT	Cindy Garza	Jeffrey Protano	Roman Pedraza	Rosalinda Ramirez	Jorge E. Canales	Sylvia Gonzalez	Lizette Montoya	Karen Wishart	Gilberto Rocha	Hayley Rogers
Company Information										
Firm Information	Radio United 2021-2022 R Communications 2012-2021 BMP Radio 2004-2012	Have been a Google/YouTube Premier partner for over a decade and has a Premier Partnership with Facebook/Instagram and Snapchat.	It's a monthly publication, in tabloid format, edited entirely in Spanish and focused on the music industry since 1996. They've redesigned their website to project the concept of the printed edition to the digital area.			It is a Valley newspaper that is focused on promoting opportunities in business, education, and banking and considered a credible news source.	Company prides themselves in joining forces with hundreds of thousands of advertisers throughout the nation and successfully helping them grow their brand, revenue and share in the market.		12 years of experience and innovation in digital signage, Urban TV has deployed more than 20 digital signage solutions inside the most popular venues across Southmost Texas.	Spent over 19 years serving higher education and delivering the types of outcomes client's have envisioned. Some accomplishments include driving a 5% increase in full-time equivalent enrollment, 8.2% lift in brand awareness and more.
Number of Years in Business	1	18	25		36	16	76	41	12	20
Type of Operation	Corporation	Corporation	Sole Proprietorship	Corporation	Corporation	Sole Proprietorship	Partnership	Corporation	Corporation	Partnership
Number of Employees	70	1300	4		6	6	1,500	1,156	10	60
Annual Sales Volume	$8 million	$382 million	$60,000			$320,000	$758 million	$440 million	$1.2 million	$13 million
Provide a list of three (3) references for which your firm has provided the same type of product and services as requested herein.	--Texas Southmost College --McAllen ISD --Edinburg ECISD	--Polly Sipper, San Diego State University --Gema Deleon, Fowler Business School --Kristen Huyck, Mira Costa College	-- Joe Vera, City of McAllen -- Arnaldo Ramirez, Promociones de America -- Marcelo Rodriguez, Palenque Group			-- Ron Garza, Edinburg EDC -- Edna De Saro, Lone Star National Bank	--Benjamin Valdez, Pueblo Tires --Claudia Lemus Campos, Pharr - San Juan - Alamo ISD --Elisa Flores, University of Texas Rio Grande Valley	--Lee Bouldin, College of Biblical Studies --Annette Reid Blaylock, Tarrant County College --Deekay Fox, Uplift Education	--Donna Shawhan, Payne Auto Group --Juan Arroyo, L&F Distributors --John Zamora, Tito's Vodka	--Mission College --West Valley Community College --University of Texas at Arlington
Describe your understanding of unique localized interests and experiences of higher education.	Community sponsorship participation in the local market for STARS Scholarship, VAMOS, IDEA Public School Gala, STC Night with the Stars.	The assigned rep has ran STC's campaigns for 3 and a half years and understands the college's local community, priority audience to target, and demographics.	They are interested in their audiences having access to information from educational institutions to awaken their desire to study and thus improve their quality of life.			This area is considered a source of local income workers who need education and skills training to improve their future.	Corporate social responsibility and empowering/encouraging Hispanic community to pursue higher education is not new to Univision.	Former collaborations with institutions of higher education focused on specific client needs.	We believe higher education changes lives. Higher education is one of the pillars of a community , which helps provide a better life for graduates and their families.	
Are there any difficulties you anticipate in providing services to STC and how do you plan to manager these?	No	No	None			None	No	No	Content formatting to display specifications. Will provide resolution and format guidelines, as well as assistance via our digital team.	
What assistance will you require from STC to perform services?	Dialogue and communication to ensure successful execution of campaign. Provide demographic and targeted details in creating successful campaign.	We don't anticipate any assistance needed to continue to run and manage the digital campaigns for STC.	Shall provide designs to publish them in section chosen.			None	Provide copy points/script info so that Univision can work it into script-spot format and/or digital content.	Timely communication, creative collaboration with decision makers.	Direct communication with the marketing team as well as advertisement campaigns provided by STC.	
Pricing Information										
Price Range Information	$2 - $300 Depending on Services	$220k - $324k	Banner 1300px w X 200px h: Price range: $100 - $200/mo	Rates vary	Upon Request	Price range: $725/mo (Header Tile) - $2,250/mo (LG Billboard)	$3,500 monthly investment	Houston Packet: $250/day - $3,000 Dallas Packet: $250/day - $3,000	Ranges from $68 - $99 per venue per month	$109,012.50 + media budget to be spent.

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SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
3. LIBRARY MATERIALS MOVING SERVICES
PROJECT NO. 21-22-1039

VENDOR		Library Design Systems, Inc.		Library Interiors of Texas	
ADDRESS		8565 Mosley Rd #14		3503 Wildcherry Dr Ste 4	
CITY/STATE/ZIP		Houston, TX 77075		Lakeway, TX 78738	
PHONE		713-869-4075		281-513-6423	
FAX		713-869-4168		888-690-5489	
CONTACT		Fred D. Baucom		Robert G. Williams	
#	**Description**	**Proposed**		**Proposed**	
Phase I - 2022 Project Pricing					
		Rates/Regular Hours	**Weekend Rates**	**Rates/Regular Hours**	**Weekend Rates**
1	Supervisor	$35.00/hour	$52.50/hour	$55.00/hour	$82.50/hour
2	Laborer (Move, Lift, Carry, etc.)	$25.00/hour	$37.50/hour	$35.00/hour	$52.50/hour
3	Laborer (Packing/Unpack, Shelve, etc.)	$25.00/hour	$37.50/hour	$35.00/hour	$52.50/hour
4	Vehicles (any size)	$30.00/hour	$45.00/hour	$20.00/hour	$20.00/hour
5	Furniture Assembly and Disassembly	$45.00/hour	$67.50/hour	$35.00/hour	$52.50/hour
6	Rental of boxes (any size)	$1.50/ea	$2.00/ea	$3.00/hour	$3.00/hour
7	Applicable Charges			Travel Expenses per man hotel and per diem $170.00/Day	
Phase II- 2024 Project Pricing					
		Rates/Regular Hours	**Weekend Rates**	**Rates/Regular Hours**	**Weekend Rates**
1	Supervisor	$40.00/hour	$60.00/hour	$55.00/hour	$82.50/hour
2	Laborer (Move, Lift, Carry, etc.)	$30.00/hour	$45.00/hour	$35.00/hour	$52.50/hour
3	Laborer (Packing/unpack, shelve, etc.)	$30.00/hour	$45.00/hour	$35.00/hour	$52.50/hour
4	Vehicles (any size)	$40.00/hour	$60.00/hour	$20.00/hour	$20.00/hour
5	Furniture Assembly and Disassembly	$50.00/hour	$75.00/hour	$35.00/hour	$52.50/hour
6	Rental of boxes (any size)	$1.75/ea	$2.63/ea	$3.00/hour	$3.00/hour
7	Applicable Charges			Travel Expenses per man hotel and per diem $170.00/Day	
Phase I & II - 2024					
1	Phase I - 2022	$116,940.00		$76,860.00	
2	Phase II- 2024 (Option 1)	$89,960.00		$40,188.00	
3	Total Phase I & II	$206,900.00		$117,048.00	
Phase I & II - 2025					
1	Phase I - 2022	$116,940.00		$76,860.00	
2	Phase II- 2025 (Option 2)	$97,300.00		$40,188.00	
3	Total Phase I & II	$214,240.00		$117,048.00	
Escalation					
2nd Year		4%		0%	
3rd Year		4%		0%	
TOTAL EVALUATION POINTS		70.52		99	
RANKING		2		1	

The Director of Purchasing has reviewed all the responses and evaluations completed.
*The proposal criteria follows in the packet for further explanation of each criteria.

SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
3. LIBRARY MATERIALS MOVING SERVICES
PROJECT NO. 21-22-1039
EVALUATION SUMMARY

VENDOR		Library Design Systems, Inc.		Library Interiors of Texas	
ADDRESS		8565 Mosley Rd #14		3503 Wildcherry Dr Ste 4	
CITY/STATE/ZIP		Houston, TX 77075		Lakeway, TX 78738	
PHONE		713-869-4075		281-513-6423	
FAX		713-869-4168		888-690-5489	
CONTACT		Fred D. Baucom		Robert G. Williams	
1	The purchase price. (up to 40 points)	22.23	22.23	40	40
		22.23		40	
		22.23		40	
		22.23		40	
		22.23		40	
2	The reputation of the vendors and the vendor's goods or services. (up to 18 points)	18	18	18	18
		18		18	
		18		18	
		18		18	
		18		18	
3	The quality of the vendor's goods or services. (up to 18 points)	18	18	18	18
		18		18	
		18		18	
		18		18	
		18		18	
4	The extend to which the vendor's goods or services meet the colleges needs. (up to 15 points)	7.29	7.29	15	15
		7.29		15	
		7.29		15	
		7.29		15	
		7.29		15	
5	The vendor's past relationship with the College. (up to 3 points)	3	3	2	2
		3		2	
		3		2	
		3		2	
		3		2	
6	The impact on the ability of the college to comply with laws and rules relating to Historically Underutilized Businesses. (up to 1 point)	0	0	1	1
		0		1	
		0		1	
		0		1	
		0		1	
7	The total long-term cost to the college to acquire the vendor's goods or services. (up to 5 points)	2	2	5	5
		2		5	
		2		5	
		2		5	
		2		5	
TOTAL EVALUATION POINTS		70.52		99	
RANKING		2		1	

The Director of Purchasing has reviewed all the responses and evaluations completed.
*The proposal criteria follows in the packet for further explanation of each criteria.

SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
3. PROPOSAL CRITERIA - SERVICE ONLY

		Service Only		
		Points	Score Key	
1	**Criterion 1: The purchase price** a. The low bidder gets the maximum points b. Divide the lowest proposal by each of the other proposal(s)	40		
2	**Criterion 2: The reputation of the vendor and of the vendor's goods or services** a. Number of Years in Business b. References (similar projects) c. Services/Installation d. Professional Licenses/Certifications	18	15-18 10-14 5-9 0-4	Excellent Acceptable Marginal Poor/No Response
3	**Criterion 3: The quality of the vendor's goods or service** a. Warranty b. Service Support/Response Time c. Goods/Product (manufacturer life) d. Product Performance	18	15-18 10-14 5-9 0-4	Excellent Acceptable Marginal Poor/No Response
4	**Criterion 4: The extent to which the goods or services meet the district's needs** a. Time Frame to complete the project b. Delivery Time Frame of product(s) c. Number of staff d. Meet or exceed the specifications	15	12-15 7-11 3-6 0-2	Excellent Acceptable Marginal Poor/No Response
5	**Criterion 5: The vendor's past relationship with the district** a. Quality of Past Performances with STC ****New Vendors will receive two points	3	3 2 1 0	Excellent Acceptable/New Vendor Marginal Poor/No Response
6	**Criterion 6: The impact on the ability of the district to comply with laws and rules relating to Historically Underutilized Businesses** a. Provided the Certification	1	1 0	Yes No
7	**Criterion 7: The total long-term cost to the district to acquire the vendor's goods or services; and** a. Annual Escalation Increase	5	5 3-4 1-2 0	Excellent Acceptable Marginal Poor/No Response
8	**Criterion 8: Any other relevant factor specifically listed in the request for bids or proposals, e.g.:** a. Financial Standing b. Potential or Pending Sale of Business			Up to 5 points will be used from the purchase price if applicable
	Total Points	100		

Definitions of evaluation terms:

Excellent - respondent provided information which fully addressed or exceeded the requirements
Acceptable - respondent provided information which addressed most but not all of the requirements
Marginal - respondent provided minimal information on requirements
Poor/No response - respondent provided inadequate responses to requirements or did not respond

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SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
4. MOVING SERVICES
PROJECT NO. RFP 21-22-1036

VENDOR		Gateway Printing & Office Supply, Inc.		Groves Moving & Storage	
ADDRESS		14803 Bulverde Rd		1200 E Laurel Ave	
CITY/STATE/ZIP		San Antonio, TX 78247		McAllen, TX 78501	
PHONE		210-650-3995		956-423-1000	
FAX		210-650-5506		956-423-4328	
CONTACT		Butch Shook		Regina Almond	
#	**Description**	**Regular Hours**	**Weekend Rates**	**Regular Hours**	**Weekend Rates**
1	Supervisor	$ 50.00	$ 75.00	$ 75.00	$ 112.50
2	Laborer (Move, Lift, Carry, etc.)	$ 35.00	$ 52.00	$ 40.00	$ 60.00
3	Laborer (Packing/Unpack, etc.)	$ 35.00	$ 52.00	$ 40.00	$ 60.00
4	Vehicles (any size)	$ 45.00	$ 45.00	$ 25.00	$ 37.50
5	Furniture Assembly and Disassembly	$ 54.00	$ 79.00	$ 40.00	$ 60.00
6	Rental of boxes (any size)	$1.50 each		$2.00 each	
7	Price Escalation 2nd Year	3%		2.5%	
8	Price Escalation 3rd Year	3%		2.5%	

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SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
5. MOBILE FIRE TRAINING VENTILATION PROP

NAME	FireVent, LLC.
ADDRESS	5998 Morgan Mill Rd
CITY/STATE/ZIP	Carson City, NV 89701
PHONE	775-230-9953
FAX	775-883-2387
CONTACT	Oscar Rodriguez

#	Qty	Description	Unit Price	Extension
1	1	FireVent Mobile Unit, Standard Model (20ft x 12ft)	$ 74,400.00	$ 74,400.00
2	1	Upgrade to Academy Model (25ft x 12ft platform)	$ -	$ -
3	1	Equipment Orientation / Training	$ -	$ -
4	1	Complete Blue Ox Load Distribution Hitch System	$ -	$ -
5	1	Set of Consumable Materials (rafters & sheeting)	$ -	$ -
6	1	Rebar and Hinge Cutting Stations	$ -	$ -
7	1	Attic / Ceiling System	$ -	$ -
8	1	Storage Compartment	$ 2,900.00	$ 2,900.00
9	1	Bailout Window	$ 2,500.00	$ 2,500.00
10	1	Overhead Door Cutting Station	$ 2,900.00	$ 2,900.00
11	1	Stainless Steel Perimeter Safety Chains & Hardware	$ 900.00	$ 900.00
12	1	Activated Sprinkler Heads (2 heads with FD connection)	$ 2,900.00	$ 2,900.00
13	1	Shipping and Handling	$ 2,295.00	$ 2,295.00
14	1	Auto-X Simulator	$ 17,500.00	$ 17,500.00
15	1	Consumables	$ -	$ -
16	1	Shipping and Handling	$ 1,150.00	$ 1,150.00
TOTAL AMOUNT			$	107,445.00

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SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
6. GRADUATION FACILITY AGREEMENT

NAME	Vipers Arena, LLC. / dba Bert Ogden Arena
ADDRESS	4900 S I-69
CITY/STATE/ZIP	Edinburg, TX 78539
PHONE	956-562-7362
CONTACT	Hondo Candelaria

#	Qty	Description	Unit Price	Extension
1	1	Purchase/Lease Graduation Facility for Spring 2022 Ceremonies Dates: 5/5/22 - 5/7/22	$ 60,000.00	$ 60,000.00
TOTAL AMOUNT			$	60,000.00

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SOUTH TEXAS COLLEGE

Purchasing and Distribution Services
3201 W. Pecan Blvd., McAllen, TX 78501

t (956) 872-4681
f (956) 872-4688

P.O. Box 9701, McAllen, TX 78502-9701
www.SouthTexasCollege.edu

February 8, 2022

SafetyStratus, Inc.
Attn: Ms. Aditya Avadhanula
7924 Preston Rd Ste 350
Plano, TX 75024

Dear Ms. Avadhanula:

On March 31, 2020, South Texas College awarded a contract to SafetyStratus Inc. for the Asset Management, Chemical Inventory, and Inspection Software System. The award allowed for two one-year renewal options on the contract if the terms and conditions remain the same. We are currently in the last few months of the second year of the contract and would like to renew for an additional one-year period. The last renewal period will be from May 1, 2022 through April 30, 2023.

We are requesting that you respond to us in writing if this would be acceptable to your company. For your convenience, we are providing a place for your signature approval at the bottom of the letter. If in acceptance of this extension, you may sign where indicated. The letter may be return via fax at (956) 872-4688 or email to Becky Cavazos at beckyc@southtexascollege.edu.

Sincerely,

Becky Cavazos

Rebecca R. Cavazos
Director of Purchasing

Renewal of contract accepted through April 30, 2023 with no change in terms and conditions as per the South Texas College bid previously submitted.

Authorized Signature:_____

Name Printed: _____

Date: _____

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SOUTH TEXAS COLLEGE

Purchasing and Distribution Services
3201 W. Pecan Blvd., McAllen, TX 78501

t (956) 872-4681
f (956) 872-4688

P.O. Box 9701, McAllen, TX 78502-9701
www.SouthTexasCollege.edu

February 8, 2022

Ben E. Keith Company
Attn: Mr. Marc Mosley
7600 Will Rodgers Blvd
Fort Worth, TX 76140

Dear Mr. Mosley:

On March 31, 2020, South Texas College awarded a contract to Ben E. Keith for the purchase of Food and Related Non-Food Products. The award allowed for two one-year renewal options on the contract if the terms and conditions remain the same. We are currently in the last few months of the second year of the contract and would like to renew for an additional one-year period. The last renewal period will be from April 27, 2022 through April 26, 2023 with a 1% price escalation.

We are requesting that you respond to us in writing if this would be acceptable to your company. For your convenience, we are providing a place for your signature approval at the bottom of the letter. If in acceptance of this extension, you may sign where indicated. The letter may be return via fax at (956) 872-4688 or email to Becky Cavazos at beckyc@southtexascollege.edu.

Sincerely,

Becky Cavazos

Rebecca R. Cavazos
Director of Purchasing

Renewal of contract accepted through April 26, 2023 with no change in terms and conditions as per the South Texas College bid previously submitted.

Authorized Signature:_____

Name Printed: _____

Date: _____

SOUTH TEXAS COLLEGE

Purchasing and Distribution Services
3201 W. Pecan Blvd., McAllen, TX 78501

t (956) 872-4681
f (956) 872-4688

8b

P.O. Box 9701, McAllen, TX 78502-9701
www.SouthTexasCollege.edu

February 8, 2022

Labatt Food Service
Attn: Mr. Jesse Camacho
902 North Expway 77
Harlingen, TX 78550

Dear Mr. Camacho:

On March 31, 2020, South Texas College awarded a contract to Labatt Food Service for the purchase of Food and Related Non-Food Products. The award allowed for two one-year renewal options on the contract if the terms and conditions remain the same. We are currently in the last few months of the second year of the contract and would like to renew for an additional one-year period. The last renewal period will be from April 27, 2022 through April 26, 2023.

We are requesting that you respond to us in writing if this would be acceptable to your company. For your convenience, we are providing a place for your signature approval at the bottom of the letter. If in acceptance of this extension, you may sign where indicated. The letter may be return via fax at (956) 872-4688 or email to Becky Cavazos at beckyc@southtexascollege.edu.

Sincerely,

Becky Cavazos

Rebecca R. Cavazos
Director of Purchasing

Renewal of contract accepted through April 26, 2023 with no change in terms and conditions as per the South Texas College bid previously submitted.

Authorized Signature:_____

Name Printed: _____

Date: _____

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February 8, 2022

Sysco Central Texas, Inc.
Attn: Ms. Rebecca Dresch
1260 Schwab Rd
New Braunfels, TX 78132

Dear Ms. Dresch:

On March 31, 2020, South Texas College awarded a contract to Sysco Central Texas, Inc. for the purchase of Food and Related Non-Food Products. The award allowed for two one-year renewal options on the contract if the terms and conditions remain the same. We are currently in the last few months of the second year of the contract and would like to renew for an additional one-year period. The last renewal period will be from April 27, 2022 through April 26, 2023.

We are requesting that you respond to us in writing if this would be acceptable to your company. For your convenience, we are providing a place for your signature approval at the bottom of the letter. If in acceptance of this extension, you may sign where indicated. The letter may be return via fax at (956) 872-4688 or email to Becky Cavazos at beckyc@southtexascollege.edu.

Sincerely,

Becky Cavazos

Rebecca R. Cavazos
Director of Purchasing

Renewal of contract accepted through April 26, 2023 with no change in terms and conditions as per the South Texas College bid previously submitted.

Authorized Signature:_____

Name Printed: _____

Date: _____

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SOUTH TEXAS COLLEGE

SOUTH TEXAS COLLEGE
9. DISTRICT WIDE TECHNOLOGY REQUEST
FEBRUARY 22, 2022

#	Qty	Description	Unit Price	Extension	Requesting Department
COMPUTERS					
1	2	Dell OptiPlex 5090 Micro Tower BTX, Intel Core i5-10500T, 16GB Memory	$ 1,746.40	$ 3,492.80	Maria Evans - Educational Technologies Maintenance and Replacement
		512GB Hard Drive, Mount with AC Adapter Bracket, Warranty			New systems for staff to be used for campus displays
2	30	Dell OptiPlex 5090 Micro Tower BTX, Intel Core i5-10500T, 16GB Memory	$ 1,155.96	$ 34,678.80	Arturo Solano - Learning Commons and Open Labs
		512GB Hard Drive, Stand Kit, Laptop Lock, 22" Monitor, Warranty			Replacement of obsolete systems for student lab
		COMPUTER TOTAL		**$ 38,171.60**	
LAPTOPS					
3	4	Laptop Latitude 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,103.27	$ 4,413.08	Adrian Lozano - Student Assessment Center
		256GB Hard Drive, Intel Iris Xe Graphics, Warranty			New systems for department staff
4	4	Laptop Latitude Bundle 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,364.95	$ 5,459.80	Becky Cavazos - Central Receiving
		256GB Hard Drive, Intel Iris Xe Graphics, Docking Station, Warranty			Replacement of out-of-warranty systems for department staff
5	5	Laptop Latitude Bundle 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,393.16	$ 6,965.80	Rebecca De Leon - Dual Credit Programs Community Engagement
		256GB Hard Drive, Intel Iris Xe Graphics, Keyboard and Mouse, Docking Station, Warranty			New systems for new department staff
6	3	Laptop Mobile Precision 5560 CTO, Intel Core i7-11800H, 16GB Memory,	$ 2,303.52	$ 6,910.56	Lazaro Barroso - College Connections
		512GB Hard Drive, NVIDIA T1200 w/4GB, Docking Station, Warranty			New systems for department staff
7	1	Laptop Latitude Bundle 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,447.61	$ 1,447.61	Ravindra Nandigam - Physics
		256GB Hard Drive, Intel Iris Xe Graphics, Keyboard and Mouse, Docking Station, Warranty			New system for department faculty
8	1	Laptop Latitude Bundle 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,393.16	$ 1,393.16	Samantha Uriegas - Carl Perkins Grant Compliance
		256GB Hard Drive, Intel Iris Xe Graphics, Keyboard and Mouse, Docking Station, Warranty			New system for department staff
9	6	Laptop Latitude Bundle 5420 BTX Base, Intel Core i5-1145G7, 8GB Memory,	$ 1,393.16	$ 8,358.96	Myriam Lopez - (HEERF Institutional Award) for
		256GB Hard Drive, Intel Iris Xe Graphics, Keyboard and Mouse, Docking Station, Warranty			Virginia Champion - Resource Development Management and Compliance
					New systems for department staff
		LAPTOP TOTAL		**$ 34,948.97**	
MONITORS					
10	10	Dell 24 Monitor - P2422H, 60.5cm (23.8")	$ 231.61	$ 2,316.10	Rebecca De Leon - Dual Credit Programs Community Engagement
		3 Year Advanced Warranty			New systems for new department staff
		MONITOR TOTAL		**$ 2,316.10**	
		COMPUTER/LAPTOP/MONITOR TOTAL		**$ 75,436.67**	

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10. PARKING MANAGEMENT SYSTEM

NAME	T2 Systems, Inc., a Verra Mobility Company
ADDRESS	8900 Keystone Crossing Ste 700
CITY/STATE/ZIP	Indianapolis, IN 46240
PHONE	604-723-9210
CONTACT	Melina Morokhovich

#	Qty	Description	Unit Price	Extension
		Year 1 Subscription		
1	3	Core Flex Professional Edition	$ 2,473.20	$ 7,419.60
2	15	Flex Mobile Enforcement	$ 675.00	$ 10,125.00
3	3	FlexPort Accounts	$ 432.00	$ 1,296.00
4	3	FlexPort Enforcement	$ 684.00	$ 2,052.00
5	3	FlexPort Permits	$ 774.00	$ 2,322.00
		Year 2 Subscription		
6	3	Core Flex Professional Edition	$ 2,596.86	$ 7,790.58
7	15	Flex Mobile Enforcement	$ 708.75	$ 10,631.25
8	3	FlexPort Accounts	$ 453.60	$ 1,360.80
9	3	FlexPort Enforcement	$ 718.20	$ 2,154.60
10	3	FlexPort Permits	$ 812.70	$ 2,438.10
		Year 3 Subscription		
11	3	Core Flex Professional Edition	$ 2,726.70	$ 8,180.10
12	15	Flex Mobile Enforcement	$ 744.19	$ 11,162.85
13	3	FlexPort Accounts	$ 476.28	$ 1,428.84
14	3	FlexPort Enforcement	$ 754.11	$ 2,262.33
15	3	FlexPort Permits	$ 853.34	$ 2,560.02
		Services		
16	1	Tier 1 Implementation Mobile Enforcement Application Configuration	$ 1,980.00	$ 1,980.00
17	1	Tier 3 Implementation Flex Permit Management Configuration	$ 7,920.00	$ 7,920.00
18	1	Tier 1 Implementation Customer Import Configuration	$ 990.00	$ 990.00

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10. PARKING MANAGEMENT SYSTEM

NAME			T2 Systems, Inc., a Verra Mobility Company	
#	Qty	Description	Unit Price	Extension
19	1	Tier 3 Implementation Flex Enforcement Configuration	$ 7,920.00	$ 7,920.00
20	1	Tier 2 Implementation FlexPort Enforcement Configuration	$ 4,500.00	$ 4,500.00
21	1	Tier 2 Implementation FlexPort Permits Configuration	$ 4,500.00	$ 4,500.00
22	2	Professional Services Trip Charge	$ 630.00	$ 1,260.00
23	1	Project Management Standard	$ 8,262.00	$ 8,262.00
24	1	Tier 1 Implementation FlexPort Internet Payment Gateway Configuration - TouchNet	$ 1,980.00	$ 1,980.00
25	11	Hourly Rates Professional Services	$ 175.50	$ 1,930.50
26	1	Tier 1 Implementation Customer Hold Export Configuration	$ 990.00	$ 990.00
27	1	Tier 1 Implementation FlexPort Authentication Configuration - LDAP	$ 1,980.00	$ 1,980.00
28	1	Tier 1 Implementation FlexPort Approval Request Configuration	$ 1,980.00	$ 1,980.00
29	1	Tier 2 Implementation FlexPort Guest Permit Requests Configuration	$ 4,500.00	$ 4,500.00
30	1	Tier 3 Implementation Financial Transaction Export Configuration	$ 3,960.00	$ 3,960.00
31	1	Tier 3 Implementation Existing State DMV Integration Configuration	$ 7,920.00	$ 7,920.00
		Hardware		
32	15	Woosim I350: Shoulder Strap	$ 12.60	$ 189.00
33	15	Woosim I350: Protective Case	$ 67.50	$ 1,012.50
34	1	Crystal Reports Developer License - 2020	$ -	$ -
35	15	Woosim i350 Printer (Android)	$ 562.50	$ 8,437.50
36	2	Estimated Travel Expenses	$ 2,000.00	$ 4,000.00
37	1	Shipping and Handling	$ 500.00	$ 500.00
TOTAL AMOUNT			$	149,895.57

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11. ADOBE LICENSE SOFTWARE AGREEMENT

NAME	Software House International (SHI) Government Solutions, Inc.
ADDRESS	3828 Pecana Trail
CITY/STATE/ZIP	Austin, TX 78749
PHONE	512-914-3884
CONTACT	Valerie Vacek

#	Qty	Description	Unit Price	Extension
1	381	Adobe Creative Cloud for Enterprise - All Apps - Enterprise Licensing Subscription Renewal - 1 Device - Academic	$ 196.30	$ 74,790.30
TOTAL AMOUNT			$	74,790.30