



To: **Darin Crawford**
 Assistant Superintendent for Support Services

From: **James Briscoe**
 Director of Procurement Services

Date: **January 24, 2024**

Re: **Commencement Photography Services**
 Annual Contract #24-02-8705R-RFP

The following proposals were received and opened at 10:00 a.m., Wednesday, January 24, 2024, as advertised and specified in documents concerning **Annual Contract #24-02-8705R-RFP Commencement Photography Services**. The proposals received and the final evaluation summary are located on pages 2-3.

^a Overall best value to the District based on the committee evaluation.

Recommendation:	Shutterfly Lifetouch, LLC
Funding:	Multiple Funds
Estimated Expenditure:	\$594,000.00
Contract Term:	March 1, 2024 - February 28, 2025
Renewal:	4 Years

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Line 1 List minimum percentage discount off of any item or service for Commencement Pictures.

<u>SUPPLIER</u>	<u>QTY</u>	<u>UOM</u>	<u>PERCENT OFF</u>
Flash Photography (Flash Photography, Inc.)	1	Percent Discount	20.0%
Photo Texas Photography (Texas School Photography, LLC)	1	Percent Discount	20.0%
GradImages (Iconic Group, Inc.)	1	Percent Discount	0.0%
Cady Studios, LLC	1	Percent Discount	0.0%
Legacy Studios (Nationwide Studios, Inc)	1	Percent Discount	0.0%
<u>Shutterfly Lifetouch, LLC</u>			<u>No Response</u> ^a

Note: Price schedule was required for evaluation purposes.

24-02-8705R-RFP Commencement Photography Services

TEAM SCORE SUMMARY

Company/Vendor Name	Evaluator 1	Evaluator 2	Evaluator 3	Average Score	Ranking
Flash Photography (Flash Photography, Inc.)	82.50	88.30	80.80	83.87	3.00
Photo Texas Photography (Texas School Photography, LLC)	80.50	87.80	81.20	83.17	4.00
GradImages (Iconic Group, Inc.)	88.50	93.10	82.00	87.87	2.00
Cady Studios, LLC	74.50	76.40	80.00	76.97	5.00
Legacy Studios (Nationwide Studios, Inc)	76.50	69.00	79.60	75.03	6.00
Shutterfly Lifetouch, LLC	86.50	92.90	91.00	90.13	1.00

MEMORANDUM

To: Darin Crawford, Assistant Superintendent for Support Services

From: James Briscoe, Director of Procurement Services

Subject: Shutterfly Lifetouch Overall Evaluation Scoring in the Commencement Photography Services Bid

I am writing this memo to explain the Shutterfly Lifetouch overall evaluation scoring in the Commencement Photography Services bid. The vendor was chosen based on their reputation, goods, and services. Shutterfly Lifetouch has a proven high-quality product and service, and they have the ability to customize photo packages to meet the needs of our students, parents, and community. In addition, it is worth mentioning that the evaluating committee was comprised of our own internal procurement professionals.

One of the examples of their excellent service is that they offer high-demand digital products in lower-priced packages. This has been highly appreciated through market research and has contributed to their popularity. According to a survey conducted by GradImages, a leading provider of commencement photography services, 90% of graduates prefer digital photos over printed ones. The survey also found that digital photos are the most popular option among graduates due to their convenience and the ability to easily share them with friends and family

Next, although Shutterfly Lifetouch didn't have the lowest overall price, the value of the itemized products and services per package was weighted at the best value. This means that getting more and higher quality arrangements per package and not having to purchase premium packages to get the higher-demand digital products was seen as a good value.

After careful consideration, we have concluded that Shutterfly Lifetouch is the ideal choice for the Commencement Photography Services bid. Their reputation, quality, and flexibility in customizing packages to meet the unique needs of all customers are impressive. We are excited to collaborate with them and provide our graduating students with outstanding photographs to commemorate their achievements.

If you have any further questions or concerns, please do not hesitate to contact me.

Sincerely,

James Briscoe

James Briscoe

Director of Procurement Services, CFISD