

**NOTICE OF INTENDED DECISION  
TO ENTER INTO A SINGLE SOURCE CONTRACT  
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

**AGENCY:** Early Learning Coalition of Polk County

**TITLE:** Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle  
Short description of the commodity or service desired: The Coalition will expand our current social/emotional and mental health work with The Discovery Source by adding the “Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle,” which is a proprietary collection of resources and training that support the implementation of evidence-based practices in early childhood settings.

**CONTACT**

Name: Cheryl Kelly

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Internal tracking number, if any: ELCPOLK-FY2024-04

DMS Single Source number, if applicable:

**Date posted: 5/15/25    Time posted: 8 am**

**Commodity or Contractual Service** (commodity or United Nation Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

The Coalition will expand our current social/emotional and mental health work with The Discovery Source by adding Neurodiversity Sets, Pyramid Model Infant & Toddler Kits, and related training and videos to the existing program (Calming Kits by The Discovery Source) for coaches, teachers, and families. The Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle, is a proprietary collection of resources and training that support the implementation of evidence-based practices in early childhood settings.

**Requestor** (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Polk County

**Performance and/or Design Requirements** (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, as appropriate):

The Coalition's focus is on supporting social/emotional and mental health for children, both in the classroom and at home.

**Intended Single Source:**

The Discovery Source

Price:

\$99,297.00

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual service, or source; steps taken to confirm unavailability of competition, as appropriate):

The Discovery Source, Inc., based in Vista, California, holds the exclusive rights to create, produce, and distribute the Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle and related materials. As the sole-source provider, the Discovery Source develops all content, design layouts, and artwork for the bundles/kits, and they manage the publishing of all printed materials. Each bundle is meticulously assembled by hand at their warehouse and distribution center in Carlsbad, California. Materials are sold exclusively through The Discovery Source and are not available through any other dealers or retailers. The Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle can only be purchased directly from The Discovery Source. Additionally, their professional development training exclusively available through The Discovery Source and is delivered by endorsed training professionals. The Discovery Source holds the exclusive rights to the Self Awareness, Self Regulation, Problem Solving and Positive Reinforcement Bundle. No other entity is authorized to manufacture, distribute, or resell this product.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Dr. Jane Ierardi, Board Vice-Chair, Interim Chair, Early Learning Coalition of Polk County

Dr. Marc Hutek, CEO, Early Learning Coalition of Polk County

**Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:**

**Mail: 115 S. Missouri Ave., Suite 501, Lakeland, FL 33815**

**Email: CherylKelly@elcpolk.org**

**Fax: 863-733-9081**