

**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: Kindergarten Bridge Bundle

Short description of the commodity or service desired: The Kindergarten Bridge Bundle is a unique educational resource featuring the Highlights High Five magazine, a play-based enrichment kit that teaches social-emotional skills to preschool children and family engagement resources for fostering these skills at home in developmentally appropriate ways.

CONTACT

Name: Cheryl Kelly

Address: 115 S. Missouri Avenue, Suite 501, Lakeland, FL 33815

Telephone: 863-577-2450

Email: cherylkelly@elcpolk.org

Internal tracking number, if any: ELCPOLK-FY2024-02

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 Kindergarten Bridge Bundle is a unique educational resource featuring the Highlights High Five magazine, a play-based enrichment kit that teaches social-emotional skills to preschool children and family engagement resources for fostering these skills at home in developmentally appropriate ways. The set is accompanied by four (4) hardcover books - The Kindness Library - intended to be used as read-alouds which extend conversations and deepen children's knowledge of the themes introduced in the magazine. Both the enrichment kit and the books are rooted in approach and content that directly connects to the High Five magazine and act as a supplement to the magazine content created exclusively by Highlights for Children for 3-5-year-olds. The enrichment kit provides children opportunities to further explore, practice, and apply the ideals showcased in the High Five magazine's stories, activities, features, and family/community engagement segments. The format, style, and developmental appropriateness are synchronous in each component as they are intended to be used in conjunction with each other, so children can spend the most time possible learning concepts rather than navigating the logistics of disparate products.

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 goal is to support high-quality instruction for children and increase kindergarten readiness rates.

Intended Single Source:
Highlights Early Learning

Price:
\$266,500

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 Kindergarten Bridge Bundle is a product developed by Highlights Early Learning who holds the exclusive rights to distribute and fulfill any orders of Highlights magazines, Kindness Connections and related configurations. 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: Early Learning Coalition of Polk County, Attention: Cheryl Kelly
115 S. Missouri Avenue, Suite 501, Lakeland FL 33815**

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Fax: 863-733-9081