

**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:** iWonder Family Engagement PACK

Short description of the commodity or service desired: The Coalition will expand our existing MarcoPolo Learning Program. This will include implementing the iWonder Family Engagement PACK, which combines award-winning digital instruction with premium hands-on resources to create a comprehensive, engaging, and innovative learning solution for families.

**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-FY2024-03

DMS Single Source number, if applicable:

**Date posted: 5/15/25    Time posted: 8:00 am**

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

The Coaliton will expand our current MarcoPolo initiative by providing iWonder Family Engagement PACKS to preschool children. The iWonder Family Engagement PACK is designed to strengthen the home to school connection by providing families with meaningful, accessible ways to support their child's learning and development. Through a combination of engaging in-person events and brief, focused online workshops, families will be introduced to practical strategies they can use in everyday life. Ongoing support will be offered through engaging videos, simple tips, co-created resources, and social media content. By making learning playful and approachable, this educational PACK encourages families to actively participate in their child's early education while providing skills and physical resources to support them.

**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 enriching School Readiness and VPK classroom instruction and supporting curriculum, both in the classroom and at home. The overall goal is to increase kindergarten readiness rates.

Intended Single Source:  
MarcoPolo Learning

Price:  
\$135,000

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 iWonder & Learn product is developed by MarcoPolo Learning. MarcoPolo Learning holds the exclusive rights to distribute and fulfill the order of the iWonder & Learn product. No other entity is authorized to manufacture, distribute, or resell this product. The iWonder & Learn product is a unique educational resource designed to foster meaningful learning experiences between families and children. Due to the proprietary nature of this product, this product is not available through any other vendors.

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**