

**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: Highlights Make Kindness a Habit Suite

Short description of the commodity or service desired: The Coalition will expand our existing Kindness Initiative with Highlights Early Learning to reach additional age groups, from infant through preschool. The Highlights Make Kindness a Habit Suite is a comprehensive approach to introducing, explaining, exploring and revisiting the concepts of kindness with children ages 0-5.

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-FY2025-04

DMS Single Source number, if applicable:

Date posted: 12/1/25 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 Highlights Make Kindness a Habit Suite is a comprehensive approach to introducing, explaining, exploring and revisiting the concepts of kindness with children ages 0-5. Through rich, varied, repeated exposures to kindness and its counterparts, children, their teachers, and their families are supported in strengthening school readiness, social development, emotional growth, and long-term well-being. This suite includes: Highlights Building Kindness Through Children's Literature Sets, The Kindness Connections Bundle, The Highlights Starts with Me Library, Highlights High Five Magazines, and the Highlights Make Kindness a Habit Professional Development/Training Package.

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 the social/emotional, mental and behavioral health of children.

Intended Single Source:

Highlights Early Learning

Price:

Up to \$750,000.00

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):

Highlights Make Kindness a Habit Suite is a product curated and developed by Highlights Early Learning who holds the exclusive rights to distribute and fulfill any orders 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):

Lori Shea, 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

Email: cherylkelly@elcpolk.org

Fax: 863-733-9081