

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

AGENCY: Early Learning Coalition of Polk County

TITLE: Curriculum Expansion: Frog Street Curriculum

Short description of the commodity or service desired: The Coalition will expand our existing Frog Street Initiative through the purchase of additional Frog Street Curriculum and training for contracted School Readiness and VPK providers throughout Polk County. Frog Street is a comprehensive, developmentally appropriate curriculum designed for children from infancy through five years of age, and it includes the integration of Conscious Discipline strategies to support whole-child development. The purchase would demonstrate intentional alignment with Polk County Public Schools Preschool Programs, as they are in the process of adopting Frog Street as the curriculum that aligns with the Polk County Public Schools framework and kindergarten readiness standards. By expanding our previous investment in the existing Frog Street Initiative and offering this curriculum as an option for additional private providers, the Coalition will support continuity of instruction and ease children's transition into the K-12 system.

CONTACT

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Internal tracking number, if any: ELCPOLK-FY2025-05

**Date posted: 4/15/26    Last day for receipt of information: 5/5/26**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

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

The purchase will include Frog Street Curriculum for Infants, Toddlers, Preschool (Three Year Olds), and PreK (4-5 year olds), which will include: weekly and daily lesson plans, the integration of Conscious Discipline social/emotional strategies, language and literacy routines, family engagement resources in English and Spanish, and a full alignment to state standards; In addition, the purchase will include Frog Street Training/Professional Development designed to support daily practice and long-term growth. This may include in-person, virtual, and on-demand training as well as group coaching, conference sessions, or other workshops at all phases of implementation.

Quantity or Term (as appropriate):

A minimum of 200 sets of curriculum (for various age groups -- infant, toddler, preschool, prek) will be delivered by June 30, 2026. Professional development will include initial and ongoing training (in-person, virtual, on-demand) which will be available for a minimum of one year.

Requestor (division, bureau, office, individual, as appropriate):  
ELC of Polk County

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

The goal is to enhance and enrich School Readiness and VPK classroom instruction through the implementation of Frog Street Curriculum, aligning with Polk County Public Schools and supporting developmentally appropriate learning experiences that foster early literacy, social-emotional growth, and school readiness.

Intended Single Source:  
Frog Street

Estimated Dollar Amount:  
Up to \$1,000,000.00

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

Frog Street curriculum offers developmentally appropriate and research-based activities, an integration with Conscious Discipline for effective social-emotional learning, hands-on and engaging experiencing including STEAM activities, bilingual materials available in English and Spanish, and a comprehensive professional development plan. Frog Street aligns with state early learning standards as well as the standards recommended by the National Association of the Education of Young Children (NAEYC).

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

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.