

**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: 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 School Readiness and VPK providers to implement, the Coalition will support continuity of instruction and ease children's transition into the K-12 system.

CONTACT

Name: Cheryl Kelly

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Telephone: 863-577-2450

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

DMS Single Source number, if applicable:

Date posted: 5/6/26 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 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.

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 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 Curriculum

Price:
Up to \$1,000,000.00

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):

Frog Street Press products are sole source products, sold and distributed exclusively by Frog Street Press, LLC. These include: FS31001-3 Pre-K English, PSCH2001-3 Preschool English Kit, FSPK0004999 Frog Street Toddler English, INJB1000-3 Frog Street Infant Joyful Beginnings Kit, and Frog Street Professional Development. These products must be purchased directly from Frog Street Press, LLC.

By implementing the Frog Street curriculum alongside aligned professional development, the Early Learning Coalition of Polk County establishes a unified approach that aligns both public and private early learning providers under a single, cohesive framework. This strategy promotes consistency in instructional practices, streamlines professional development efforts, and ensures that all children—regardless of setting—receive a high-quality and cohesive early learning foundation.

Frog Street’s curriculum uniquely integrates Conscious Discipline® as a core component of daily instruction. This integration is embedded throughout routines, teacher guides, and classroom interactions, rather than being delivered as a separate program or supplemental resource. As a result, educators can seamlessly incorporate social-emotional learning, behavior support, and relationship-based practices into daily instruction without the need for additional training programs or materials. While other providers may offer social-emotional learning resources, Frog Street distinguishes itself through the comprehensive and fully embedded implementation of Conscious Discipline® within a complete early childhood curriculum.

Additionally, the positive historical relationship established through prior use of this curriculum fosters trust, collaboration, and confidence among educators and leadership, creating a strong foundation for sustained achievement and continuous growth. Implementing the Frog Street curriculum and professional development— both of which have demonstrated proven effectiveness—offers a strategic advantage rooted in continuity. Through the established partnership between Frog Street and the ELC of Polk County, stakeholders have developed

familiarity with the content, instructional approach, and expected outcomes. This continuity supports a smoother implementation process, preserves instructional momentum, and reinforces practices that have already demonstrated measurable success.

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

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Lakeland, FL 33815

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Fax: 863-733-9081