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SINGLE SOURCE AWARD **BID # SS-12730-22**

Subject: Supa Dupa Summer Literacy

Department: Kids Hope Alliance

Description of Purchase:
Recommend approval of single source award to Ty Allan Jackson, LLC for Supa Dupa Literacy that assists with children reading during the long summer break. This is a one-time purchase. Total estimated expenditure not to exceed $91,000.00.

Funding Source: 10901.181001.582001.000000.00000455.00000.0000000 – To be encumbered by purchase order

Single Source Award To: Ty Allan Jackson, LLC

Price Justification: See attachment

Total Award: $91,000.00 **Requisition #:** KHOD-501141-22

Attachments: Recommendation Memo, Single Source Request Form, Vendor Letter

Certification as to Single Source: Kenneth Darity, Chief Programs Officer, Kids Hope Alliance

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Jaclyn Stamos

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

KIDS HOPE ALLIANCE

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Saralyn Grass, Chief Administrative Officer, Kids Hope Alliance (KHA)

Michael Weinstein, Chief Executive Officer Kids Hope Alliance (KHA)

Kenneth Darity, Chief Programs Officer, Kids Hope Alliance (KHA)

SUBJECT: Request Single Source Award for Ty Allan Jackson, LLC.

DATE: May 26, 2022

Kids Hope Alliance, a public body acting on behalf of the City of Jacksonville, a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida ("KHA") respectfully requests approval of the following:

1. Single source for Ty Allan Jackson, LLC to provide services for the Supa Dupa Summer Literacy initiative in the amount of $91,000.

Upon approval of this request, the purchase order will be executed by the City of Jacksonville Procurement department.

Fund	Center	Account	Project	Activity	Interfund	Future
10901	181001	582001	000000	00000455	00000	0000000

Total Funding **$91,000**

If you desire additional information, please contact Tyrica Young at 904-255-4423 or e-mail me at tyricay@coj.net

Cc: Annette Leslie-Burney, Buyer
Jessica Pitts, Director, Finance
Joyce Watson, Director, Administration, Contracts, and Purchasing
Tyrica Young, Director, Research and Grants

JUSTIFICATION FOR SINGLE SOURCE (JSS)

Pursuant to the City of Jacksonville Procurement Code§ 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.

1. ***Requesting Agency:***	Jacksonville Children's Commission
2. ***Nature and/or description of the requirement being requested.*** ***Identify each item, component or service being procured. (Attach quote/proposal):*** ***Why does the City need these particular goods or services?***	"Summer slide" is the tendency for students, especially those from low-income families, to lose some of the achievement gains they made during the previous school year. A 2020 study of children in 3rd to 5th grades found that students lost, on average, about 20 percent of their school-year gains in reading and 27 percent of their school-year gains in math during summer break. The Ty Allan Jackson LLC team aims to partner with the City of Jacksonville/Kids Hope Alliance on a literacy program to help participating children maintain, and even improve upon, their school-year reading gains.
3. ***Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source vendor:***	Ty Allan Jackson LLC is the sole vendor of the books *The Supadupa Kid* and *The Supadupa Kid 2*. Ty Allan Jackson LLC is the publisher and sole copyright owner of these titles. The City of Jacksonville/Kids Hope Alliance partnership with Ty Allan Jackson LLC includes two live appearances and weekly virtual activities with Duval County students in select summer programs. These activities will include read-alouds from sections of his book titled The Supadupa Kid, interactive and hands-on literacy activities. As the author of the above titles, Ty Allan Jackson is the only person who can provide in-person and virtual speaking services for a program based around these books.
4. ***Date of Request***	5/25/2022

5. ***Summary of Market Research***

[Provide a description of the market research performed, how it was performed, by whom, and market research results. Please spell out acronyms.]

[The unique relationship established with Ty Allan Jackson LLC, Kids Hope Alliance, and the Jacksonville Public Library is essential to coordinating necessary collaboration and alignment to put Duval County's children and youth on the pathway to success.]

6. ***Other Documentation (Check and attach all that apply)***

√ Supplier Quote

√ Single Source Memo signed by Director

☐ Other [Click here to list other documentation.]

Sole Vendor Letter / Ty Allan Jackson LLC

May 17, 2022

The purpose of this letter is to document that Ty Allan Jackson LLC is the sole vendor of the books *The Supadupa Kid* and *The Supadupa Kid 2*. Ty Allan Jackson LLC is the publisher and sole copyright owner of these titles.

As the author of the above titles, Ty Allan Jackson is the only person who can provide in-person and virtual speaking services for a program based around these books.

Rachel Malley
Business Development Coordinator/Partner
Ty Allan Jackson LLC

Ty Allan Jackson LLC
Summer Slide Program Proposal

Background

"Summer slide" is the tendency for students, especially those from low-income families, to lose some of the achievement gains they made during the previous school year. A 2020 study of children in 3rd to 5th grades found that students lost, on average, about 20 percent of their school-year gains in reading and 27 percent of their school-year gains in math during summer break. The Ty Allan Jackson LLC team aims to partner on a literacy program with the Kids Hope Alliance and the City of Jacksonville to help participating children maintain, and even improve upon, their school-year reading gains.

Objective

We aim to reduce summer slide among a select group of Jacksonville youth by offering them a fun and engaging literacy program that will include reading, writing, and visits with author Ty Allan Jackson. Each child will receive a copy of Mr. Jackson's fan favorite book *The Supadupa Kid*, a classic good vs. evil superhero story. *The Supadupa Kid* is a fun, easy-to-read book that features contemporary and relatable characters of color. We believe that the combination of receiving this book and interacting with Mr. Jackson will spark a level of enthusiasm for reading and writing that will help participants stay on track over the summer.

Details

The program will commence with a kick-off event during which participants will get to meet Mr. Jackson in person or virtually, and will receive their own copy of *The Supadupa Kid.* Over the course of the program, participants will work with their teachers/camp counselors to read the book and do weekly activities that will walk participants through the process of creating/writing their own superhero story. At the end of each week, Mr. Jackson will do an inspirational virtual visit with all of the participants, which will include a read aloud of sections of the book. Below is a breakdown of the proposed activities and virtual visit topics for each week:

- **Week 1**
    - **Activity: A Superhero is Born**
        - Choose your superhero name, powers, weakness, and source of strength.
        - Suggested art project: Draw a picture of your superhero.
    - **Virtual Visit Topic**
        - A discussion of superhero origin stories and how we can discover the superheroes within ourselves.
- **Week 2**
    - **Activity: Suit up**

        - Choose and draw/create your superhero outfit.
    - **Virtual Visit Topic**
        - Why appearance matters in the superhero world and in real life.
- **Week 3**
    - **Activity: Sidekicks and Villains**
        - Create your superhero's sidekick and a villain.
        - Suggested art project: Draw pictures of your sidekick, and/or your villain in action.
    - **Virtual Visit Topic**
        - Teamwork - Why no matter what our mission is, it's better to do it as a team.
        - Adversaries and obstacles - Why they are essential to bringing out the hero in us.
- **Week 4**
    - **Activity: Write Your Story**
        - Now it's time to put it together: write a short story about your superhero's adventures.
    - **Virtual Visit Topic**
        - Wrap up, Q&A, and sharing our stories.

The program will culminate with a reading celebration that will feature Mr. Jackson as the main speaker, and include prominent Jacksonville leaders. Participants will receive a copy of *The Supadupa Kid 2: MOVE*. We hope to hold the celebration at a fun Jacksonville location such as Jaguar Stadium.

Costs

- $5,000 per day for in-person visits from Mr. Jackson (4) - Total: $20,000
- $400 for 30-minute virtual visits (10) - Total: $4,000
- $2,000 for travel expenses
- $65,000 for 5,000 copies of *The Supadupa Kid*

Conclusion

We believe in the power of making reading fun, relatable, and cool. Time and time again, we have heard from parents and teachers that their student/child did not like to read until they read *The Supadupa Kid*. The main character, Javon Williams, is relatable for any child, but particularly for children of color, which is the population most impacted by summer slide. It is vital for children to see themselves represented in books in a way that is empowering and not

framed in struggle. It is also important for children to see themselves in the authors of their favorite books so that they can expand their vision for themselves. *The Supadupa Kid* and author Ty Allan Jackson can provide these essential experiences to the children of Jacksonville.

Ty Allan Jackson Supa Dupa Summer Literacy Program
Quote

Ty Allan Jackson Supa Dupa Summer Costs		
In Person Visits	$ 20,000	4 days ($5,000/each) Dates: • Tuesday, June 12, 2022 • Wednesday, June 15, 2022 • Thursday, June 16, 2022 • Friday, July 22, 2022
Travel	$ 2,000	$500/night - 4 nights
Zoom Visits	$ 4,000	10 30-minute Zooms ($400/each)- 5 days @ 10 am & 1pm each Day Dates: • Thursday, June 23, 2022 • Thursday, June 30, 2022 • Thursday, July 7, 2022 • Thursday, July 14, 2022
Books	$ 65,000	$6.50/book Quantity • 5,000 Supa Dupa Kid • 5,000 Super Dupa Kid 2
TOTAL	$ 91,000	

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May 17, 2022

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Rachel Malley
Business Development Coordinator/Partner
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