

INTENT TO AWARD SOLE SOURCE CONTRACT

Title	Back to School Campaign – “Faces of UDC”
Notice Date	July 11, 2017
Response Due Date	July 20, 2017
Reference Number	R0011088
Contract Description	<ul style="list-style-type: none"> In order for the University to successfully execute this fall 2017 campaign, it will need the assistance of a vendor that provides comprehensive marketing and advertising services. The vendor must have detailed knowledge of University marketing needs, processes and procedures. SRB Communications, LLC has demonstrated its ability to meet these needs. Furthermore, SRB Communications, LLC is intimately familiar with the University, including its brand strengths and weakness. The combination of these factors would allow SRB Communications, LLC to effectively execute and expedite services.
Vendor Name	SRB Communications
Point of Contact	Anthony Berry, anthony.berry@udc.edu 202-274-6914

**DETERMINATION AND FINDINGS
FOR A
SOLE SOURCE PROCUREMENT**

Agency: University of the District of Columbia
Contract No.: TBD
Caption: Back to School Campaign – “Faces of UDC”
Contractor: SRB Communications

FINDINGS

1. Authorization:

D.C. Official Code §2-303.05(a)(1) and 8 DCMR Section 3019

2. Minimum Need:

The University of the District of Columbia has a need for a Contractor to provide a “Back to School” campaign.

3. Estimated Reasonable Cost:

The estimated reasonable cost is \$362,295.00.

4. Facts Which Justify Sole Source Procurement:

- The University previously worked closely with SRB Communications, LLC to develop, produce, and publish hundreds of advertisements and pieces of marketing material across different media to support the University’s recruitment efforts and to increase the University’s share of the local higher education market place.
- The bulk of these advertisements and marketing materials were produced and disseminated for the 2016 and 2017 school year cycle. As a continuation of that campaign, the University has needs to update efforts to include the new “Faces of UDC” advertising initiative.
- In order for the University to successfully execute this fall 2017 campaign, it will need the assistance of a vendor that provides comprehensive marketing and advertising services. The vendor must have detailed knowledge of University marketing needs, processes and procedures. SRB Communications, LLC has demonstrated its ability to meet these needs. Furthermore, SRB Communications, LLC is intimately familiar with the University, including its brand strengths and weakness. The combination of these factors would allow SRB Communications, LLC to effectively execute and expedite services.

5. **Certification by the Contract Specialist:**

I hereby certify that the above findings are correct and complete.


7-10-17
Date


Anthony Berry
Contract Specialist
Capital Procurement Division

DETERMINATION

Based on the above findings and in accordance with D.C. Official Code §2-303.05(a)(1) and 8 DCMR Section 3019, I hereby determine that the subject procurement action may be procured using the sole source method of procurement.

7-10-2017
Date


Mary Ann Harris
Director of Contracting and
Procurement/Chief Contracting Officer