

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

DCPL has the need to procure advertising through Pandora for online and mobile ads for the Mayor's Early Literacy Campaign.

3. Estimated Fair and Reasonable Price:

\$10,000.00

4. Facts That Justify a Sole Source Procurement:

Pandora is the #1 music streaming service provider worldwide that offers online and web streaming of music in over 100 genres reaching a broad audience of music lovers with specific retargeting methods that reaches our intended audience.

Advertising with Pandora affords the Library the opportunity spread the campaign messages for the Mayor's Early Literacy Campaign promotions to music lovers throughout the city and in many in the suburbs of Maryland and Virginia. For these reasons, Pandora is uniquely qualified to provide the services requested.

5. Certification By the Contract Specialist:

I hereby certify that the above facts are accurate and complete.

Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the DCPL procurement regulations, 19 DCMR § 4320.7 I hereby determine that the award of a sole source contract for the services described herein is in the best interest of the D.C. Public Library.

Contracting Officer

Date