

**DISTRICT OF COLUMBIA LIBRARY  
DETERMINATION & FINDINGS FOR MANDATORY SET-ASIDE OF  
CONTRACTS \$250,000.00 OR LESS**

**1. AUTHORIZATION**

DC Official Code Section 2-218.44 and 2-218.45.

**2. MINIMUM NEED**

The District of Columbia Public Library (DCPL) has a minimum need for advertising for the Martin Luther King Jr. Memorial Library modernization renovation project and the Sing, Talk and Read program.

**3. CONTRACTOR**

NBC Universal

**4. ESTIMATED REASONABLE PRICE**

\$1,177.00

**5. FACTS WHICH JUSTIFY AWARD TO OTHER THAN A CERTIFIED SMALL BUSINESS ENTERPRISE (SBE) OR CERTIFIED BUSINESS ENTERPRISE (CBE) CONTRACTOR**

- A. There are no CBE/SBE media companies listed on the DSLBD website or on the DC Supply Schedule.
- B. In addition, DC Official Code Section 2-354.13(15) - Competition Exemptions states that "Contracts for the following procurements shall be exempt from the competition requirements established by this chapter." Specifically, Exemption No. (12) states the following:

Purchases of advertising in all media, including electronic print, radio, and television; provided, that they are purchased directly from the media outlet;

**DETERMINATION**

Based on the above findings and in accordance with the DCPL Procurement Regulations, DC Official Code Section 2-218.44 and 2-218.45, I hereby determine that the award of this procurement action for the service described herein is in the best interest of the District of Columbia Public Library.

11/16/15  
Date

  
Diane Wooden  
Chief Procurement Officer