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.

11/14/15
Date

Diane Wooden
Chief Procurement Officer