

**P0534503**

**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 need for a Contractor to continue to provide graphic illustrations for the Sing, Talk & Read and the new district council mandated Books from Birth Campaign.

**3. ESTIMATED REASONABLE PRICE**

\$8,150


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

Attain+ Design and Marketing Communications is the original illustrator of all artwork developed for the Sing, Talk & Read campaign, and is required to develop two additional illustrations for this campaign, along with a host of graphic and marketing materials to support the promotion of the district council mandated program Books from Birth. The services will include owl design development/illustrations, layout, typesetting, Photoshop imaging and brand applications for the marketing materials. Attain+Design and Marketing Communications has created the overall marketing format for the mentioned programs.

**5. CERTIFICATION BY THE CONTRACT SPECIALIST**

I have reviewed the above findings and certify that they are sufficient to justify the procurement of goods and services from other than a SBE or CBE contractor in accordance with DC Official Code Section 2-218.44 and 2-218.45 and recommend that the Chief Procurement Officer approve this proposed action.

12/2/15  
Date

  
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Ameer M. Abdullah, Sr.  
Contract Specialist

## 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 goods or services described herein is in the best interest of the District of Columbia Public Library.

12/2/15  
Date

DW  
Diane Wooden  
Chief Procurement Officer