

**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 need for a vendor to provide Spanish language digital advertising for the FY-16 STAR Family Festival.

**3. CONTRACTOR**

Entravision/Univision

**4. ESTIMATED REASONABLE PRICE**

\$4,100.00

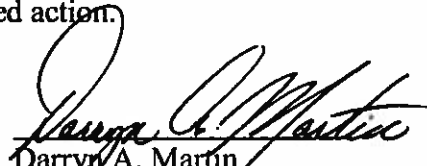
**5. FACTS WHICH JUSTIFY AWARD TO OTHER THAN A CERTIFIED SMALL BUSINESS ENTERPRISE (SBE) OR CERTIFIED BUSINESS ENTERPRISE (CBE) CONTRACTOR**

This service is competition exempt in accordance with D.C. Code § 2-354.13(12):  
“Purchases of advertising in all media, including electronic, print, radio, and television; provided, that they are purchased directly from the media outlet.”

**6. 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.

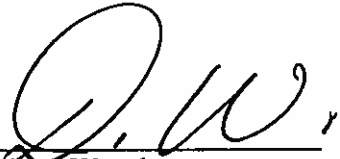
4/13/2016  
Date

  
Darryn A. Martin  
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.

4/11/16  
Date

  
Diane Wooden  
Chief Procurement Officer