

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**FINDINGS**

1. **Authorization:**

19 DCMR § 4320.7.

2. **Minimum Need:**

Purchase digital and 30 second online ads to advertise the Mayor's Early Literacy Campaign.

3. **Estimated Fair and Reasonable Price:**

\$7,000.00

4. **Facts That Justify a Sole Source Procurement:**

Spotify is second largest provider of online music streaming service. Spotify also offers affordable advertising, reaching millions of listeners daily. Even though Spotify is an online music streamer our intention is to only advertise with them, not to purchase streaming services.

Spotify will provide digital and 30 second advertising for the Mayor's Early Literacy Campaign to listeners in our target audience, ages 18 – 55, African American and Latino. The expansion to this provider allows the Library to adequately penetrate the entire DC market targeting those with small children, interested in Early Literacy Campaign, Sing, Talk & Read. For these reasons, Spotify is uniquely qualified to provide the service requested.

5. **Certification By the Contract Specialist:**

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

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Contract Specialist

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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.

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Contracting Officer

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Date