

## Sole Source Procurement Instructions

Department: Tourism

Date: 3/2/22

Vendor: Outfront Media

Product/Service: Advertisements wrapped around city buses

It is the policy of the City of Harrisonburg that contracts/products be awarded on a competitive basis and that the use of a sole source procurement must be limited to those instances where only one source is practicably available. Per Virginia Code 2.2-4303 and 2.2-4360, the sole source document must be posted online for a minimum of ten (10) days before purchasing the product/service.

1. Explain why this is the only product or service that can meet the needs of the department making the purchase.

The Washington, D.C. metro area is a target marketing area for Harrisonburg. At only about a two hour drive away it is the perfect road trip or weekend getaway distance. Washington is also an area frequented by many visitors. By advertising on the outside of buses we can reach local residents as well as tourists who are in the area. Since the buses generally travel the same routes, the same time of day, it will allow us to get greater saturation and repeat visibility with residents and give greater opportunities of people choosing to visit or learn more about Harrisonburg than any other advertising opportunity. The buses are estimated to receive 2.1 million impressions in the D.C. metro area which has almost 6 million people.

2. Explain why this vendor is the only practicably available source from which to obtain this product or service.

Outfront is the company that has the contract to wrap the city buses in the D.C. area.

3. Explain why the price is considered reasonable.

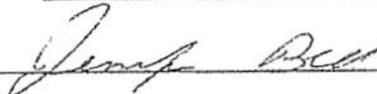
The price is reasonable due to the amount of exposure and visibility the buses offer for four weeks time to such a broad audience. The same amount of advertising dollars would get a few ads in magazines that have far less impressions and less chance of seeing the ad numerous times within a month.

4. Describe the efforts that were made to conduct a noncompetitive negotiation to get the best possible price for the taxpayers.

The standard rate is \$40,560. We were able to reduce the rate by 1/4 by wrapping fewer buses and through negotiation.

*Please attach this form to the Requisition and forward to Purchasing.*

Signature: \_\_\_\_\_



Date: \_\_\_\_\_

3/2/22