

Intent to Award Sole Source Contracts

Title	Intent to Award Sole Source Contract Extension-Determination and Findings
Notice Date	January 28, 2021
Response Due Date	February 7, 2021
Contract Number	CFOPD-16-C-016
Contract Description	Lottery Advertising Services Description: The Government of the District of Columbia (District) Office of Lottery and Gaming (OLG) has an immediate need for the Contractor to continue to provide Lottery Advertising Services for the District of Columbia.
Vendor Name	MDB Communications, Inc.
Procuring Agency	Office of the Chief Financial Officer, Office of Contracts
Point of Contact	Drakus Wiggins, Contracting Officer drakus.wiggins@dc.gov 202-442-7121

Government of the District of Columbia
Office of the Chief Financial Officer
Determination and Findings
for a
SOLE SOURCE EXTENSION OF CONTRACT

CONTRACT NUMBER: CFOPD-16-C-016
CONTRACTOR: MDB Communications, Inc.
CAPTION: Lottery Advertising Services
PROGRAM AGENCY: Office of Lottery and Gaming
CONTRACTING AGENCY: Office of Contracts

1. **AUTHORIZATION**

D.C. Official Code §2-354.04; 27 DCMR 1304, 1700, 1701 and 2005.6(b)

2. **MINIMUM NEED**

The Government of the District of Columbia (District) Office of Lottery and Gaming (OLG) has an immediate need for the Contractor to continue to provide Lottery Advertising Services for the District of Columbia.

3. **ESTIMATED REASONABLE PRICE**

The estimated fair and reasonable price budgeted for the contract extension is \$6,516,306.00 from March 3, 2021 through September 2, 2021. The estimated price is based on projected expenditures for the period of performance and the contractor's price schedule.

4. **FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT**

A. MDB Communications, Inc. is the incumbent contractor and has satisfactorily provided the requested service for over five (5) years under Contract No. CFOPD-16-C-016. The contract was competitively awarded on March 3, 2016 to MDB Communications, Inc. who responded to the preceding solicitation and was deemed qualified to provide all the requirements and the best value to the District. The contract term included a one (1) year base and four (4) one (1) year options. The District has exercised the final term of the contract through March 2, 2021.

- B. In preparation for a replacement contract, OLG developed requirements based on the latest trends in full-service advertising and marketing services. Unexpected circumstances resulted in the cancellation of initial replacement procurement. Subsequently, the improved requirements are being solicited through a competitive process. The resultant contract will require a period for transition of services to the enhanced requirements. The commencement of the new contract service requirements may begin September 3, 2021 due to the necessary period to transition services to the enhanced requirements. As such, the current contract is proposed to be extended for a three (3) month period, and provide the District at its sole discretion, to further extend the period of the contract for another three (3) month optional period. Therefore, the total extension of the contract is six (6) months, in the event the option period is exercised. The District has a critical need for uninterrupted services, as the contractor provides DC Lottery advertising, marketing communications, and public information programs to raise awareness of the Lottery brand, stimulate ticket sales across the Lottery's product lines (traditional lottery, iLottery and sports betting), and reinforce and enhance the image of the Lottery as a fun, innovative, and entertaining revenue source for the General Fund.
- C. The District requires continuity of services as the work is highly visible to the public and is benefiting the residents and the economic vitality of the District of Columbia. The contractor is uniquely qualified with demonstrated performance and the capacity to provide immediate and consistent services; as such, a market survey was not conducted.
- D. Therefore, it is necessary for the contract to be extended from March 3, 2021 up to September 2, 2021 to allow for continuity of service, to allow time for the completion of the competitive procurement process for a new contract that best meets the District's needs, and for transition of services to the enhanced requirements.

5. **CERTIFICATION BY AGENCY HEAD**

I hereby certify that the above findings are true, correct and complete.

Beth Bresnahan
Executive Director
Office of Lottery and Gaming

Date

6. **CERTIFICATION BY CONTRACTING OFFICER**

I have reviewed the above findings and certify that they are sufficient to justify the sole source extension of this contract under the cited authority. I recommend that the Director approve the sole source extension of this contract.

Drakus Wiggins, CPPO
Contracting Officer
Office of Contracts

Date

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive solicitation process under either Section 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code § 2-354.02 or 2-354.03). Accordingly, I determine that it is in the best interest of the District and the District is justified in using the sole source method of procurement to extend the contract term beyond the total term specified in the contract, pursuant to 27 DCMR § 2005.6(b).



Dorothy Whisler Fortune
Director
Office of Contracts

Date

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<input type="checkbox"/>	 16-C-016 - Intent to Award SS Extension.pdf View Download	Title: Lottery Advertising Services No.: CFOPD-16-C-016 – MDB Communications, Inc. Due Date: June 25, 2021 POC: Carla Roane email: Carla.Roane@dc.gov Telephone: 202-442-6452	217k	v. 1	Jun 15, 2021, 11:48 AM	Chrishelle Minor (OCFO)
<input type="checkbox"/>	 CFOPD-16-C-016 - Notice of Sole Source and DF.pdf View Download	Title: Lottery Advertising Services No.: CFOPD-16-C-016 – MDB Communications, Inc. Due Date: February 7, 2021 POC: Carla Roane email: Carla.Roane@dc.gov Telephone: 202-442-6452	218k	v. 1	Feb 23, 2021, 10:56 AM	Chrishelle Minor (OCFO)
<input type="checkbox"/>	 CFOPD22-C-001 - Notice of Sole Source and DF.pdf View Download	Title: Intent to Award Sole Source Determinations and Findings Parking Services Due Date: May 17, 2021 POC: Carla Roane email: Carla.Roane@dc.gov Telephone: 202-442-6452	198k	v. 1	May 7, 2021, 3:52 PM	Chrishelle Minor (OCFO)
<input type="checkbox"/>	 Intent to Award Sole Souce.pdf View Download	Title: Intent to Award Sole Source Determinations and Findings – OLG Business Portal & Maintenance Services - Due Date: September 28, 2020 @ 5:00 pm EDT - POC: Crystal Farmer-Linder (email: Crystal.farmer-linder2@dc.gov or telephone: 202-442-6424)	141k	v. 1	Sep 18, 2020, 4:29 PM	Chrishelle Minor (OCFO)
<input type="checkbox"/>	 Notice of Intent and DF for Sole Source - Contract CFOPD-12-C-016 - UDC Trust Fund Investment Mgmt Svcs - Stifel.pdf View Download	Title: Intent to Award Sole Source Determinations and Findings – UDC Endowment Investment Management services - Document #: CFOPD-12-C-016 - Due Date: August 28, 2021 @ 5:00 pm EDT - POC: Peter Lloyd (email: peter.lloyd@dc.gov or telephone: 202-442-6431)	205k	v. 1	Aug 18, 2021, 5:20 PM	Drakus Wiggins
<input type="checkbox"/>	 Notice of Intent and DF for Sole	Title: Intent to Award Sole	204k	v. 1	Feb 23, 2021, 12:07 PM	Chrishelle Minor

Source - Contract CFOPD-15-C-015 - Call Center Upgrade S&M - Aspect.pdf
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Source Determinations and Findings – Call Center Upgrade, Maintenance and Support Services - Document #: CFOPD-15-C-015- Due Date: March 5, 2021 @ 5:00 pm EDT - POC: Peter Lloyd (email: peter.lloyd@dc.gov or telephone: 202-442-6431)

(OCFO)

<input type="checkbox"/>		<p>Notice of Intent and DF for Sole Source - Contract CFOPD-16-C-013A - Printing Production & Publishing Svcs - Balmsr Inc dba HBP.pdf View Download</p>	<p>Title: Intent to Award Sole Source Determinations and Findings – Printing, Production and Publishing Services - Document #: CFOPD-16-C-013A- Due Date: December 28, 2020 @ 5:00 pm EDT - POC: Peter Lloyd (email: peter.lloyd@dc.gov or telephone: 202-442-6431)</p>	204k	v. 1	Dec 17, 2020, 3:06 PM	Chrishelle Minor (OCFO)
<input type="checkbox"/>		<p>Notice of Intent and DF for Sole Source - Contract CFOPD-16-C-044 - WIC Program Mgmt Services - DXC MS LLC.pdf View Download</p>	<p>Title: Intent to Award Sole Source Determinations and Findings – Women’s Infants and Children’s (WIC) Program Management Services - Document #: CFOPD-16-C-044- Due Date: August 9, 2021 @ 5:00 pm EDT - POC: Peter Lloyd (email: peter.lloyd@dc.gov or telephone: 202-442-6431)</p>	208k	v. 1	Jul 29, 2021, 3:48 PM	Chrishelle Minor (OCFO)
<input type="checkbox"/>		<p>Notice of Intent DF for Sole Source - CFOPD-21-C-011 - AMEX Agreement - American Express Travel Related Services Company.pdf View Download</p>	<p>Title: Intent to Award Sole Source Determinations and Findings – AMERICAN EXPRESS CARD ACCEPTANCE - Due Date: November 27, 2020 @ 5:00 pm EDT - POC: Samira Davis (email: samira.davis@dc.gov or telephone: 202-442-6428)</p>	296k	v. 1	Nov 17, 2020, 10:31 AM	Chrishelle Minor (OCFO)

Comments

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