SECTION I

DISTRICT OF COLUMBIA COUNCIL
SUMMARY

COUNCIL CONTRACT SUMMARY

Pursuant to Section 202(c) of the Procurement Practices Reform Act of 2010, as amended; D.C. Official Code §2-352.02(c), the following contract summary is provided.

(1) The proposed contractor, the names of the contractor's principals, contract amount, unit and method of compensation, contract term, type of contract and source selection method:

- **Proposed Prime Contractor:** Taoti Enterprises, Inc.
- **Proposed Contractor's Principal(s):** Brent Lightner
- **Subcontractors:** PB&J Promotions, LLC and Fusiedeas, LLC
- **Contract Amount:** The proposed contract amount for the base period is $10,563,852.24. The proposed amount for each option period is as follows: Option Period 1 is $10,605,367.80, Option Period 2 is $10,648,128.84, Option Period 3 is $10,692,172.68, Option Period 4 is $10,737,537.84. The contract amount for one or more of the option periods differs from the contract amount for the base period due to the change in the contractor's unit price in the option periods.
- **Unit and method of compensation:** United States Dollars (USD) in accordance with Section B, Pricing, of the contract.
- **Contract Term:** The contract has a base period of one (1) year with four (4), one (1) year options.
- **Contract Type:** Cost Reimbursement with Requirements components
- **Source Selection Method**: Competitive Sealed Proposals

(2) The goods or services to be provided, the methods of delivering goods or services, and any significant program changes reflected in the proposed contract:

The purpose of this contract is to allow Taoti Enterprises, Inc. to provide a full range of advertising and marketing services to support overall brand awareness and the sale of game tickets across the DC Lottery's existing portfolio of games of traditional lottery, and iLottery, as well as any new gaming categories and product offerings on behalf of the Office of Lottery and Gaming.

The deliverables are approved by the Contracting Officer's Technical Representative in accordance with Section C of the contract.

(3)(A) The selection process, including the number of offerors, the evaluation criteria, and the evaluation results, including price, technical or quality, and past-performance components:

This was a competitive request for proposal procurement under Solicitation No. CFOPD-26-R-026, designated only for certified business enterprise (CBE) offerors under the provisions of the "Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act of 2005", as amended, D.C. Official Code §2-218.01 et seq. (the Act).

There were three (3) proposals submitted in response to the solicitation. Two (2) proposals were deemed non-responsive. The remaining one (1) proposal was found to be responsive. The Technical Proposal was worth 80 points and the Pricing Proposal was worth 20 points, for a total of 100 points. Under the provisions of the Act, preference points were applicable for a maximum attainable total of 112. The proposal was evaluated based on technical approach and methodology, technical expertise, experience and past performance, case study and samples, and price. Taoti Enterprises, Inc. received a total of 102 points.

(3)(B) If the contract was awarded on a sole-source basis, include the date on which a competitive procurement for the goods or services to be provided under the contract was last conducted, the date of the resulting award, and a detailed explanation of why a competitive procurement is not feasible.

The contract was not awarded on a sole-source basis.

(3A) A description of any bid protest related to the award of the contract, including whether the protest was resolved through litigation, withdrawal of the protest by the protestor, or voluntary corrective action by the District, and the identity of the protestor, grounds alleged in the protest and any deficiencies identified by the District as a result of the protest:

There was no protest filed related to the award of this contract.

(3B) A description of any other contracts the proposed contractor is currently seeking or holds with the District:

The proposed contractor is currently seeking the following contracts with the listed District agencies:

1. Office of the Chief Technology Officer (OCTO) - DC.gov AI Search. Implementation of AI-powered site search on DC.gov.
2. Events DC - International and National Sports and Entertainment Business Development Support Services.
3. DC Green Bank - Creative Agency of Record.
4. Office of Contracting and Procurement (OCP) - DC Supply Schedule, Multiple Award Schedule for Marketing, Media and Public Information.

The proposed contractor currently holds the following contracts with the listed District agencies:

1. Office of the Chief Technology Officer (OCTO) - DC.gov Drupal Development, development and modernization of the DC.gov Drupal platform.
2. Office of the Chief Technology Officer (OCTO) - DC.gov Website Design and ongoing website support.
3. Office of the Chief Technology Officer (OCTO) - RFK Stadium site website.
4. Office of Lottery and Gaming (OLG) - Website Design, Development, Hosting and Maintenance for DC Lottery websites.
5. Office of Lottery and Gaming (OLG) - Advertising Services, Agency of Record. Full-service advertising, creative, and media buying.
6. Events DC (Washington Convention and Sports Authority) - Marketing and Communications Services BPA with task orders for social media, email marketing, and marketing KPI reporting.
7. Events DC - Event Management Services and Marketing/Communications Services BPA. Task orders include Clipper Week 2026, Winter Wonderland, Summer Movie Series, Annual Service Awards, PCMA, and the Learning and Development Fair.
8. Events DC - Artistic Graphic Design Services BPA. Design and production of signage, wayfinding, and print collateral.
9. Events DC - Live Event Video Productions BPA. Live streaming and event production support
10. Events DC - Photography and Videography Services BPA. Event and marketing photo and video.
11. Events DC - Film and Video Post-Production Services BPA.
12. Events DC - Social and Digital Media Services.
13. Events DC - Strategic Communications Services BPA.

14. Events DC - Gather website hosting and support. Hosting and maintenance of the Gather Webflow site.
15. DC Public Library (DCPL) - Mayor's Website. Website design and build.
16. DC Public Charter School Board (DCPCSB) - Website hosting and support plan (OEI Silver Plan and Hosting).

(4) The background and qualifications of the proposed contractor, including its organization, financial stability, personnel, and performance on past or current government or private-sector contracts with requirements similar to those of the proposed contract:

Taoti Enterprises, Inc. is a 30-year-old, resident owned, small, local full-service creative agency with more than 65 employees and a worldwide client base. Taoti Enterprises, Inc. has provided marketing services for local organizations including the DC Lottery, Events DC, the DC Public Charter School Board, and the Washington Nationals. Taoti Enterprises, Inc. has received over 50 awards for work on branding, video, marketing, campaigns, and web design.

Taoti Enterprises, Inc. services include marketing, communications, campaigns development/execution, media planning/buying, social/digital, data visualization, motion graphics/animation, web and mobile design, brand identity, video production, game design, open-source software, API integrations, augmented reality (AR), virtual reality (VR), artificial intelligence (AI), virtual events, maintenance, audits & analysis, and accessibility.

Taoti Enterprises, Inc.'s proposed personnel performing on this proposed contract have been approved by the District. Taoti Enterprises, Inc. has a satisfactory performance record with the Office of Lottery and Gaming for work under an existing contract. The Dun and Bradstreet report dated August 28, 2026, for Taoti Enterprises, Inc. indicates that the company is financially stable to provide the proposed contract services.

(4A) A summary of the subcontracting plan required under D.C. Code § 2-218.01 et seq., including a certification by the District that the subcontracting plan meets the minimum requirements and the dollar volume of the portion of the contract to be subcontracted, in both total dollars and as a percentage of the total contract amount:

The base year of the proposed contract is in the amount of $10,563,852.24. As required by D.C. Code § 2-218.01 et seq., in accordance with its status as a CBE, Taoti Enterprises, Inc. proposed to perform 97.7% of the contract work with its own resources in the amount of $10,320,883.64. Taoti Enterprises, Inc. elected to subcontract the remaining 2.3% of the contract work in the total amount of $242,968.60 between two companies, PB&J Promotions, LLC, a CBE, and Fusiedeas, LLC, a non-CBE. The subcontracting plan states that PB&J Promotions, LLC will be paid $96,923.00 which represents 40% of the subcontracted work. This meets the D.C. Code § 2-218.01 et seq. requirement that 35% of the subcontracted effort to be with CBEs.

(5) Performance standards and expected outcomes of the proposed contract:

The contract shall be performed as defined in Section C of the contract.

(5A) The amount and date of any expenditure of funds by the District pursuant to the contract before its submission to the Council for approval:

There have been no expenditures to date.

(6) A certification that the proposed contract is within the appropriated budget authority for the agency for the fiscal year and is consistent with the financial plan and budget adopted in accordance with D.C. Official Code §§ 47-392.01 and 47-392.02:

The funding certification is included in this Council package.

(7) A certification that the proposed contract is legally sufficient, including whether the proposed contractor has any currently pending legal claims against the District:

Legal Sufficiency is provided in this Council package.

(8) A certification that the Citywide Clean Hands Database indicates that the proposed contractor is current with its District taxes. If the Citywide Clean Hands Database indicates that the proposed contractor is not current with its District taxes, (1) a certification that the contractor has worked out and is current with a payment schedule approved by the District or (2) a certification that the contractor will be current with its District taxes after the District recovers any outstanding amount pursuant to D.C. Official Code §2-353.01(a)(9).

The Clean Hands compliance document is included in this Council package.

(8A) A certification from the proposed contractor that it is current with its federal taxes, or has worked out and is current with a payment schedule approved by the federal government:

The Contractor has certified that it is current with its federal taxes.

(8B) A certification that the proposed contractor has not been determined to be in violation of D.C. Official Code § 1-1163.34a, and a certification from the proposed contractor that it currently is not and will not be in violation of D.C. Official Code § 1-1163.34a:

The Contractor has certified that it has not been determined to be in violation of D.C. Official Code § 1-1163.34a, and that it currently is not and will not be in violation of D.C. Official Code § 1-1163.34a.

(9) The status of the proposed contractor as a certified local, small, or disadvantaged business enterprise, as defined in the Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act of 2005, effective October 20, 2005 (D.C. Law 16-33; D.C. Official Code § 2-218.01 *et seq.*):

Taoti Enterprises, Inc. is a Certified Business Enterprise (CBE). The CBE certification is included in the Council package.

(10) Other aspects of the proposed contract that the CPO considers significant:

None.

(11) A statement indicating whether the proposed contractor is currently debarred from providing services or goods to the District or federal government, the dates of the debarment, and the reasons for debarment:

Taoti Enterprises, Inc. does not appear on the Federal Excluded Parties List System (EPLS) or the District Excluded Parties List.

(11A) Any determination and findings issued in relation to the contract's formation, including any made using the privatization procedures under D.C. Code § 2-352.05:

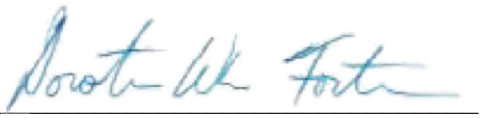
All determination and findings issued in relation to the contract formation are included in this package.

(12) Where the contract, and any amendments or modifications, if executed, will be made available online:

The contract and all amendments and modifications shall be available online at the following website address: https://dc.cobblestonesystems.com/public/default.aspx

(13) Where the original solicitation, and any amendments and modifications will be made available online:

The original solicitation and any amendments and modification shall be available online at the following website address: https://dc.cobblestonesystems.com/gateway/solicitationsearch



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