

SOLE SOURCE JUSTIFICATION
Not Required for Single Purchases Under \$10,000

This form is required with all requests for a sole source determination for the procurement of any supplies or services. The justifications should clearly indicate why the legally mandated competitive process required for the procurement is not practicable or possible or is not in the best interests of the County. Letters from the manufacturer of the goods or providers of the service are not, by themselves, adequate justification. The form must be complete with any attachments and must be signed by the department head.

Sec. 11-32 Sole source procurement.

A contract may be negotiated and awarded without competition when the purchasing agent determines in writing, documenting the basis for the determination, after conducting a good faith review of available sources, that there is only one (1) source practicably available for the required good, service, insurance or construction item. The purchasing agent shall conduct negotiations, as appropriate, to obtain the best price, delivery, and terms. The county shall issue a written notice stating that only one (1) source was determined to be practicably available, and identifying that which is being procured, the contractor selected, and the date on which the contract was or will be awarded. This notice shall be posted in a designated public area or published in a newspaper of general circulation on the day the public body awards or announces its decision to award the contract, whichever occurs first. Public notice may also be published on the county Web site. A record of sole source procurements shall be maintained that lists each contractor's name, the type of each contract, the item(s) procured and the identification number of each contract file. (Ord. No. 1717, § 2, 1-5-16; Ord. No. 1945, § 1, 8-2-16)

Department: Economic Development
Contact Name: Sara Worley
Contact Phone: 804-556-5867
Date of Request: 05/30/2025

1. **Service Description or Product and Manufacturer Name/Model** Audience Extension retargeting on generative adversarial networks and Facebook that will run for 11 months and guarantee 333,333 impressions plus featured online content placement on the state, region pages of Trade & Industry Development website for 1 year

2) **Estimated cost**\$10,000

3) **Required delivery or performance date** July 1, 2025-June 30, 2026

4) **Vendor name and address (name of "sole" product supplier or service provider):**

Due North Media
3112 Blue Lake Drive
Suite 110
Birmingham, AL 35243

5) **Describe the unique design/performance features that make this product, system, or service unique and unavailable from other sources. Be specific:**

Trade & Industry Development serves executives within specific industries that Goochland is targeting for economic development. They help companies by providing clear and crucial insight into the challenge of site selection and facility planning.

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Trade & Industry Magazine and website have a unique set of followers/customers that subscribe to their product including C-suite executives, corporate real estate professionals and site consultants. Goochland ads will be displayed to their unique customer/subscriber base by 1st party retargeting of the ads. This technology will only work with people who visit Due North Media websites.

6) How did you determine that there was only one source for the product or service? Describe what market research and/or evaluation of other products suppliers or service providers was made to determine that no other vendor either makes an acceptable product or can provide an acceptable service.

We attempted to advertise on LinkedIn and did not get the ROI or reach as expected. I am not aware of any other trade magazine/website that uses audience extension with the same subscriber base.

7) How did you determine that the quoted cost of the goods or services is reasonable?

As compared to LinkedIn, we received a much broader reach and better click through rate for the cost.

8) What product, system, or service provider has your Department used until now to satisfy this requirement?

In FY24, we did a limited amount of advertising with Due North to see if there would be sufficient ROI to continue. We have seen almost 100,000 impressions, 1,736 total clicks with a CTR of 1.74% in three months.

9) Is this request a one-time request or is this a part of an on-going project that will require future expenditures? If yes, explain:

We are requesting for FY26 and will evaluate ROI for next year.

10) Is this purchase for evaluation and testing? If yes, will there be competition after evaluation, or will this supply or service become a sole source request?

No

11) What will be the consequences if this request is denied?

We would not be able to advertise in Trade & Industry Magazine for the full year.

APPROVED/DENIED BY: Mary Zapata DATE 06/02/2025

(Purchasing Director)

SS 2026-01

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