

**DETERMINATION AND FINDINGS FOR  
A SOLE SOURCE CONTRACT**

**CONTRACT NO:** DCEB-2014-C-0505

**CAPTION:** Crowdfunding Campaign Management Services

**PROPOSED CONTRACTOR:** National Crowdfunding Services, LLC

**PROGRAM AGENCY:** Office of the Deputy Mayor for Planning and Economic Development (DMPED)

**FINDINGS**

**1. AUTHORIZATION:**

D.C. Official Code § 2-354.04, 27 DCMR 1304 and 1702

**2. MINIMUM NEED:**

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development (“DMPED” or “District”) has a minimum need for a contractor to provide crowdfunding campaign management services for a pilot project. The proposed term for the contract is date of award through September 30, 2014.

**3. ESTIMATED REASONABLE PRICE:**

\$25,000.00

**4. FACTORS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:**

The Office of the Deputy Mayor for Planning and Economic Development (DMPED), in conjunction with other District agencies such as the Department of Insurance, Securities, and Banking, is implementing “Vision One” of the Five-Year Economic Development Strategy to become the most business-friendly economy in the nation by increasing access to capital for small businesses via crowdfunding. To test the crowdfunding market in the District, DMPED is launching a pilot crowdfunding campaign for five (5) existing Great Streets small business grantees. The services requested are cradle-to-grave management of crowdfunding campaigns, including developing criteria for choosing businesses that are ready for a campaign, one-on-one coaching of each business through the entire campaign process (i.e. choosing a project, setting funding goals, developing the gift structure, establishing the campaign timeline, planning and shooting the campaign video, managing gift delivery, etc.), and providing a comprehensive report documenting the campaign, including lessons learned.

Efforts were made to locate prospective contractors to provide the aforementioned services. DMPED searched for DC-based companies online and through discussions with City First Enterprises, which is also exploring crowdfunding as a fundraising strategy for community development. The most prominent DC entity that operates in the crowdfunding space is Fundrise; however, Fundrise manages real estate investments where the crowdfunding campaign participants own equity shares in a development project, while DMPED is in need of a contractor that with manage small business investments where the crowdfunding campaign participants do not own equity shares in the business, but rather receive a gift for funding a small business project.

While recognizing the District’s requirements for a competitive process, in this particular case, it is in the best interest of the District to award a sole source contract. Launching this pilot project with National Crowdfunding Services, LLC will prove beneficial for the District.

The contractor is the only source available to provide the services in accordance with the District’s requirements and stringent timeline.

**5. CERTIFICATION BY AGENCY HEAD:**

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

\_\_\_\_\_

Date

\_\_\_\_\_

M. Jeffrey Miller, Interim Deputy Mayor

**6. CERTIFICATION BY CONTRACTING OFFICER**

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with 27 DCMR 1304.

\_\_\_\_\_

Date

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Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST  
Director, Contracts, Procurement and Grants

**7. 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 bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

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Date

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Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST  
Director, Contracts, Procurement and Grants