

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**CONTRACT NO.:** DCEB-2016-C-2004

**CAPTION:** Air China Route

**PROPOSED CONTRACTOR:** The Washington DC Convention and Tourism Corporation  
(hereinafter referred to as “Destination DC”)  
Destination DC

**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 1700 and 1701

**2. MINIMUM NEED:**

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development (DMPED), has a minimum need for an experienced contractor to provide business development, marketing and promotional support services in support of the District’s new Air China route.

The District seeks contractor assistance in promoting the Air China route and is in need of the following services:

- **Business development support** to organize familiarization tours with Chinese tour operators and media, connect Air China with DC corporations and organizations (i.e., DC Chamber of Commerce, Board of Trade, Hospitality Alliance) and conduct sales missions.
- **Marketing and promotional support** to organize tourism promotion events in China and Washington, DC, advertise Air China in DC Visitors Guidebook, Planning Guide and Destination DC website, annual Ask Me About DC and Global Marketplace events, media buying and cooperative marketing activities with tour operators.

The proposed term for the contract is date of award through one year.

**3. ESTIMATED REASONABLE PRICE:**

The estimated fair and reasonable price is \$300,000.00

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

- A. Destination DC is a private, non-profit corporation, with a membership of 850 businesses and organizations that support the travel and tourism industry in the District of Columbia. For the past several years, Destination DC has worked closely with the Office of the Deputy Mayor for Planning and Economic Development as well as partnering with the capital region to market and promote convention and leisure travel to the nation's capital.
- B. Destination DC is the only known organization to successfully manage and market Washington, DC as a premier global convention, tourism and special events destination, with a special emphasis on the arts, cultural and historical communities. By developing and executing centralized and cohesive sales and marketing strategies, Destination DC has generated economic development for the city through tourism and meetings. In addition, Destination DC has been a catalyst for partnering with the Capital region to promote tourism to international travelers which has significant economic benefits to the District of Columbia.
- C. Destination DC is uniquely qualified to provide the required services because of its historical knowledge and experience related to the District's requirement. The District has, in the past, relied on Destination DC to assist in its launch of the DC to China Air route project and the contractor has the necessary resources in order to successfully continue the marketing efforts in order to further promote the Air China Route project.
- D. Thus, contracting with Destination DC to provide business development, marketing and tourism support for the new Air China route will help to yield greater economic benefits for Washington, DC.

**5. CERTIFICATION BY AGENCY HEAD:**

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Brian T. Kenner, Deputy Mayor

**6. CERTIFICATION BY CONTRACT SPECIALIST**

I hereby certify that the above findings are true and correct to the best of my knowledge. Further, I certify that the notice on intent to award a sole source contract was published in accordance with 27 DCMR 1304 and that no response was received.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Lindel Reid, CPPB  
Senior Contract Specialist

**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.

\_\_\_\_\_  
Date

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