

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

AGENCY: Office of Cable Television, Film, Music and Entertainment (OCTFME)
REQUISITION NO: RK104538
CAPTION: District Music Census Registry and Economic Impact Study
CONTRACTOR: Sound Music Cities

FINDINGS

1. AUTHORIZATION:

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

2. MINIMUM NEED:

The Office of Cable Television, Film, Music and Entertainment (OCTFME) has an immediate need to launch the first ever DC Music Census. This study and action plan would quantify the music industry, reveal challenges and opportunities within the music ecosystem, and assist the District in making data-driven decisions relative to the implementation of programs to grow the music economy.

The success of the DC Music Census is dependent on 1) asking the right questions of the community, questions that are comprehensive and unique to the jurisdiction and community being surveyed, and 2) getting as many responses from the community as possible to that survey. Sound Music Cities is one of a very small group of consultants in the United States that are committed to, and only do, work crafting community-driven strategies accelerating economic growth in music cities.

3. ESTIMATED FAIR AND REASONABLE COST:

OCTFME intends to enter into a contract with Sound Music Cities for FY2019. The initial anticipated cost is forty thousand dollars (\$40,000.00). This is a fair and reasonable cost to the District.

4. FACTS THAT JUSTIFY A SOLE SOURCE PROCUREMENT:

OCTFME is the only District of Columbia Agency with a specific directive to support and serve the music community directly. In order to improve our services and continue to grow the music economy, we must better understand the District's music community. To do this, OCTFME needs a specialized music census investigation that is designed and implemented by an expert in the music census field.

Currently there is only one Consultant Company in The United States that is dedicated to designing and implementing these kinds of music census/music ecosystem investigations, Sound Music Cities. There are a couple consultants around the world working in developing music strategies, but no one else in the United States committed to developing and implementing music census investigations. The

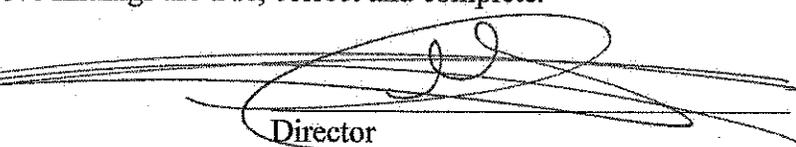
census investigation mixes detailed market research with a specific understanding of the unique elements of a specialized industry. This is a more detailed investigation and data collection than required from a music strategy, and therefore requires a unique expertise, experience and perspective.

Recently, Sound Music Cities has completed contracted custom ecosystem studies for the Cities of Pittsburgh, Pennsylvania; Charlotte, North Carolina; and Seattle, Washington. Sound Music Cities uses a proprietary process in the online survey design and how the survey data is analyzed, that is essential to the success of the study. Based upon Sound Music Cities position in a very limited market, their proprietary survey design and analysis for music ecosystems, they are the only consultants for the DC Music Census.

5. CERTIFICATION BY AGENCY DIRECTOR:

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

10/24/18
Date


Director

6. CERTIFICATION BY CONTRACTING OFFICER:

Based on the above findings, and in accordance with Section 404 of the Procurement Practices Reform Act of 2010, effective April 8, 2011 (D.C. Law 18-371; D.C. Official Code §2-354.04 (2011 Repl.); 27 DCMR 1700, I hereby certify that the above findings are correct and complete, and that this procurement is reasonable and responsible.

Date

Contracting Officer

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practicable 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 the District is justified in using the sole source method of procurement.

Date

George A. Schutter III
Chief Procurement Officer