

SINGLE SOURCE CERTIFICATION

DATE: 10/28/2022

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02010(IV)(A)(2)(b) as a non-competitive purchase available from only one source.

ITEM(S): PR and Media Support for UCM

PRICE: \$ 96,000.00 **FUND #:** TBD

VENDOR ID: TBD **REQUISITION#:** TBD


VENDOR NAME: Vistra Communications **PURCHASE ORDER #:** TBD

FEDERAL GRANT: Y N

Describe the equipment, commodity or contractual service and how it is to be used. Provide the justification for the single source (note price cannot be used for justification). Attach additional pages if necessary. The Justification should describe in lay language. The service/commodity and its intended use, The reasons the item is not subject to competition from other sources, The necessity for purchase, and why only this service/commodity has unique features or qualities that will accomplish the required needs of the buyer.

Vistra has been contracted by UCM to help with a unique element of PR and media pitching: multicultural and bilingual stories for niche, diverse community publications, which Vistra specializes in. Many of the stories pitched will also include promotion of our efforts around supplier diversity, which Vistra is uniquely positioned to speak to as a respected diverse, Black-owned supplier themselves. Additionally, the relationships Vistra has established within this segment of the community helps USF and UCM make valuable connections to sustain this effort now and into the future. Vistra has already been working closely with UCM, DEI and OSD on this effort for the past year, and thus has developed a much deeper understanding of USF ' s opportunities in this area. This new engagement will allow Vistra to build on this prior work and help us maintain momentum in reaching multicultural audiences in the unique spaces where they are. This supports the President ' s objectives to promote more inclusive excellence, expand supplier diversity and build a greater sense of community within all of Tampa Bay. Vistra will also help advise on executive communications angles to complement media pitches.

Purchasing Agent _____ **Date** _____
 Authority: USF4.02010(IV)(A)(2)(b)

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 10/28/2022
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Approved by: _____ **Date** _____

PUBLIC POSTING
START DATE 9/28/22 **END DATE** 11/1/22

Last Modified: 05/10/2021