



## SINGLE SOURCE CERTIFICATION

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. By submitting this form, department acknowledges that existing [exemptions](#) will not apply to this purchase. Single source requests exceeding \$75,000 must be signed by a Procurement Director and posted publicly for (3) business days.

DATE: 12-20-2022

ITEM(S): Review of campus marketing & communications; Project Management

PRICE: \$ 86,580

FUND #: E & G, F-10009

SUPPLIER ID: 0000097296

REQUISITION#: \_\_\_\_\_

SUPPLIER NAME: Banyan Group Ventures LLC

FEDERAL GRANT:  Y  N

**In your words, describe the equipment, commodity, or contractual service. Explain how these specifications are essential to the accomplishment of your work:**

Mr. Hampton has the credentials & experience to perform, oversee &/or advise on all of the activities in the marketing & communications unit-the primary responsibility of this work. He has been working with the USFSM campus four five-plus years (examples of projects: research magazine, strategy and marketing for the Brunch on the Bay, and the Grant Writing Workshop). We have asked him to continue his work at USFSM due to the fact of his extensive knowledge about us, his success here, and to keep continuity in our marketing and communications activities. Examples of his past experience: Embry Riddle - Admissions & Enrollment Planning & Advancement, and Mercedes & Porsche-developing plans and execution of major events.

**In your own words, describe the reason(s) the item is not subject to competition from other sources and how the stated specification(s) restrict the requisition to only one supplier. Description may include unique features/compatibility/specifications/availability/delivery time frame etc. (Note: Price is not a valid reason).**

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**In your own words, describe the due diligence conducted to validate this supplier as Single Source. Description SHOULD list all other suppliers with item(s)/service(s) with similar functions, your efforts to identify other suppliers, and why these suppliers would not qualify to submit a competitive quote.**

This Supplier has been working with the USFSM campus four five-plus years (examples of projects: USFSM Research magazine, strategy and marketing for the Brunch on the Bay, and the Grant Writing Workshop). We have asked him to continue his work at USFSM due to the fact of his extensive knowledge about us, his success here, and to keep continuity in our marketing and communications activities.  
A new supplier would have to start from the beginning. It would take months to learn the ins & outs of USFSM, learn about our donors, academics, culture, faculty & staff, and students before the new supplier could even begin to build and advise on a new marketing strategy and implementation.

DocuSigned by:  
Jeff Elliott

12/20/2022 | 14:21 EST START 1/24/2023 END 1/27/2023

Approved By (Procurement)

DATE

PUBLIC POSTING DATES

Authority: USF4.02010(IV)(A)(2)(b)

Last Modified: 05/10/2021

**OFFICE OF THE UNIVERSITY CONTROLLER, PROCUREMENT SERVICES**

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