

## JUSTIFICATION FOR AWARD WITHOUT COMPETITION

(To be completed and submitted by the Office of Procurement)

Based upon the following determination, the proposed procurement action described below is being procured pursuant to the authority of Section 11-35-1560 of the SC Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 SC Code of Laws.

**Why does the governmental body need this item or service:** (description of the agency need that this procurement meets):

The Communications Team utilizes this type of service to increase brand awareness and to proactively solicit local and national media.

**As a sole source procurement for \$** 175,127.00

**from** (name of sole source contractor): Meltwater

**Description of market research Agency has performed to determine the availability of products or services that would meet the Agency's needs:**

Procurement IQ brought no results, however, Google Search brought up several suppliers that could potentially meet the needs of the College. We went through the RFP (Request for Proposal) process twice and no other organization was able to fulfill our requirements. Those RFP's were closed without awarding.

**Description of supplies, construction, information technology, and/or services Vendor will provide under the contract:**

Meltwater tracks the world's largest database of news sources at 350,000+ global news sources, over 8,500 print/paywall media sources, broadcast media from all 210 US DMA's (content from strategic partnership with TVEyes) in both local, national and cable outlets, along coverage from around the world, major social media (ie Facebook, YouTube, Twitter, Instagram, Message Boards, Reviews, Reddit, Forums, etc.) and over 200+ million blogs/microblogs.

**Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency:**

Other companies do not fulfill the total requirements outlined in our RFP. Meltwater offers an app and also an extensive media outreach database. The other services focused mainly on social media monitoring.

In accordance with the South Carolina Consolidated Procurement section 11-35-1560 - Sole Source, the College of Charleston announced the intent to award without Competition. No protests were received.

Solicitation# 24-64-TET-SS-T5

Contract Expiration Date: 05/31/2029

DocuSigned by:

Wendy Williams

5/13/2024

Wendy E. Williams, CPPO, C.P.M., Director of Procurement

Date

DocuSigned by:

John F. Loonan

5/13/2024

John F. Loonan, Executive Vice President for Business Affairs

Date

If this procurement is \$50,000 or greater, the Drug Free Workplace Act (§ 44-107-10, et Seq. Code of Laws of SC) applies, the acceptance of a Purchase Order signifies the Vendor certification that they are in compliance with the Drug Free Workplace Act.

6-Digit Index Number: 110025

6-Digit Account Code: 710810

NIGP 3-Digit Commodity Code: 208

Buyer's Initials

DS  
JEL