



**Office of Management and Budget
Division of Purchasing
Non-Competitive Contract Request Form**

Department	Louisville Metro Corrections	Department Contact	Wanice Bland-Tunstall
Contact Email	wanice.tunstall@louisvilleky.gov	Contact Phone	502-574-2212

Contract Type: check one	New	Amendment		
		Additional Funds	Time Extension	Scope
Professional Service	✓			
Sole Source (goods/services)				
	Start	End		
Requested Contract Dates (MM/DD/YYYY)	09/01/22	08/31/23		

VENDOR INFORMATION

Vendor Legal Name	Incipio				
DBA					
Point of Contact	Molley Ricketts	Email	molley@incipioworks.com		
Street	3036 Breckinridge Lane				
Suite/Floor/Apt	Suite 204	Phone	502-544-3706		
City	Louisville	State	KY	Zip Code	40220
Federal Tax ID#		SSN# (If sole proprietor)			
Louisville Revenue Commission Account #					
Human Relations Commission Certified Vendors	Certified Minority Owned Business	Certified Woman Owned business	Disabled Owned business		
Select if applicable					

FINANCIAL INFORMATION

Not to Exceed Contract Amount	100,800	(including reimbursement expenses, if applicable)			
Fund Source: General Fund	✓				
Federal Grant		Federal Granting Agency			
Other		Describe:			
Account Code String #	1101	370	3010	300110	521352
Payment Rate	8,400.00	per hour		per day	per service
		per month		Other	
Payment Frequency	✓	Monthly		Upon Completion / Delivery	
		Quarterly		Other	



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CONTRACT SCOPE and PURPOSE (Attach additional documentation if necessary)

Amendments: Describe the circumstances under which a time extension or scope change is needed.

New: Be specific about the work to be performed / product to be purchased including but not limited to: scope of work; description of service; work product created; why the service / product is necessary; and benefit to Louisville Metro Government.

LMDC's re-branding and recruitment initiative required professional outside management of marketing and advertising efforts to include full-time social media management conducted by a professional social media team.

Incipio has been performing this work over the past year to build a more significant social media presence for LMDC, which is seeing increased engagement and a more positive public relations image in the community.

JUSTIFICATION FOR NON-COMPETITIVE GOOD/SERVICE (Attach additional documentation if necessary)

Provide justification including but not limited to: a description of the unique features that prohibit competition; research conducted to verify the vendor as the only known source (sole source); why the service (PSC) is not feasible to be provided by LMG staff or expertise does not exist; known compatibility, proprietary and/or timing issues.

When LMDC initially procured the services of Incipio, other marketing and advertising vendors researched were mostly temp-to-hire firms and/or not geared toward law enforcement, which is still the case.

Additionally, this vendor continues to offer a wide variety of services that are interconnected and meet LMDC's objectives, and a strong public relations platform has now been established, with increased engagement and positive public relations.

This vendor is a local AND minority-owned business and therefore also offers immediate responsiveness for relevant and timely publications. This vendor knows and lives in this community and hence possesses the necessary experience and working knowledge of LMDC, as well as historical knowledge of Louisville's challenges and demographics, which provides them valuable insight for optimizing social media and advertising strategies.

Considering these factors, placing this service out to bid now would essentially require starting over LMDC's recruitment campaign; undermining the growth in engagement that has been achieved thus far, which would not be in the best interest of LMDC in terms of cost and efficiency.

AUTHORIZATIONS: Per KRS 45A.380, I have determined that competition is not feasible for the above described good / service and there is a single source within a reasonable geographical area of the good / service to be procured; or the resulting contract is for the services of a licensed professional, technician, artist, or other non-licensed professional service.

Department Director [Signature] Date 14 Sept 22

Signature [Signature]
Printed Name Signed by: Jerry Collins

Purchasing Director [Signature] Date 10/7/2022

Signature [Signature]

Joel Neaveill