

Public Notice of Proposed Award of Sole Source Procurement

Section A – Description of Proposed Sole Source Procurement

Description of Supplies/Services: Outdoor digital and vinyl Billboard employment advertising campaigns in Forsyth, Georgia to recruit and increase staffing levels for DeKalb County Government Police Services Department.

Demonstration of Contractor's Unique Qualifications: The Lamar Advertising Company has been in operation since 1902, one of the largest outdoor advertising companies in the world, with over 361,000 displays across the United States and Canada. As an outdoor advertising company, Lamar is the sole provider of billboards chosen with a high impression needed to advertise DeKalb County Government Police Services recruitment efforts to increase staffing levels. Lamar offers a variety of billboard, interstate logo, transit, and airport advertising formats that help local businesses, governments, and national brands reach broad audiences, every day. Also, Lamar has the largest network of digital billboards in the United States with over 4,600 displays.

Section B – To Be Completed by the Department of Purchasing and Contracting

Market Survey Results

Date Public Notice posted on website: 11/28/23

Date Public Notice closed: 12/5/23

Review of Offers

Were any offers received (Yes/No):

Number of offers received:

Responders:

Purchasing Agent review and recommendation:

Agent Signature

Date

Procurement Manager Signature

Date