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To: Purchasing Division
From: Cindy Valdivia, Analyst
CC: George Harris, Finance and IT Director
Alexus Merino, Assistant to the City Manager
Date: February 27, 2024

Subject: Sole Source Justification – Professional Services Agreement with Ryan Michel

This memo serves to justify the selection of Ryan Michel as the sole source provider for project management support services for L28, under a Professional Services Agreement not to exceed \$135,000.

Given Ryan Michel's already extensive experience and unmatched familiarity with the City's projects from prior engagements, there is no cost advantage in soliciting bids from other vendors. His prior work with the City ensures compliance and continuity critical for the timely and efficient completion of our projects. The L28 Team, under Ryan's supervision, has made significant strides in the last six months, establishing a conventional format for L28 productions and a production schedule that has been instrumental in showcasing the City of Lancaster's highlights.

Ryan Michel's role is not merely supervisory but encompasses the comprehensive management of the L28 team, ensuring that the content produced is relevant, entertaining, enriching, and reflective of the City's values and culture. His oversight guarantees that the standards of story writing, videography, and on-camera presence align with the expectations of City Leadership, the City Manager's Office, and the Communications Department.

The decision to proceed with Ryan Michel as the contracted Project Manager for a 12-month agreement is based on his proven track record with the City, his ability to produce content that significantly promotes Lancaster, and his critical role in managing the production team to deliver content that meets our strategic communication goals.

The fiscal impact of this agreement is fully accounted for, with sufficient funds available in the Lancaster TV Peg Fee Expense account, ensuring that the financial implications are within the budgetary allocations for this purpose.

This memo finds that the Professional Services Agreement with Ryan Michel, for project management support for the L28 project, meets the criteria for a sole source justification. His unique qualifications and previous successful engagements with the City make him the most suitable candidate for the role, without a viable alternative that could offer the same level of expertise and cost efficiency.



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APPROVAL:

Purchasing Agent – Purchasing Division, Finance

Date