Virginia Tourism Corporation
Non-Competitive Award Justification
rev. 1/17/13

To: Purchasing Office

From:

Michael McMahon

Date:

04/07/2022

Pursuant to Section 4.4 of the VTC Purchasing Policies and Procedures Manual, the goods or services listed below are awarded to the following vendor:

Vendor to Receive Award:

PoolHouse Agency LLC

Goods or Services Provided:

Contractor shall provide VTC with a “Welcome to Virginia” creative project consisting of video and images designed for distribution and display in airports and Virginia Welcome Centers

Date of Award:

04/07/2022

Anticipated Value of Award:

$268,600

The award of this contract without seeking competitive bids is appropriate for the following reason(s):

Please Provide an Explanation (use second page if additional space is needed):

While the Poolhouse Agency is not the only creative agency with the requisite skills and experience to complete the project from start to finish, it is uniquely positioned, based on its previous experience in working with the Governor to quickly establish the essential working relationship with him, to produce a series of high quality videos in a short period of time to allow VTC to use the high profile of the Office of the Governor to enhance the visitor’s experience during the peak visitation period, Summer of 2022. VTC envisions several videos extolling the abundance of travel choices in Virginia and leveraging the Governor’s high media profile both in Virginia and nationally. (continued on page 2)

Approved by:

Michael McMahon
Division VP Signature

President/VP of Operations & Finance Signature

Date

4/7/22

4/7/22
Award Explanation (continued):

Given the rapidly approaching vacation season and recognizing the heavy demands on the Governor’s time, VTC determined that engaging a firm with that established relationship would enable it to speed the creation, production, and display of these valuable promotional videos bold enough to cut through the noise. The Poolhouse production team has already been vetted by EPU as they have worked with the Governor previously - this will help expedite the production process.