

**JUSTIFICATION FOR OTHER THAN FULL
AND OPEN COMPETITION FAR 6.303-2**

1. Contracting Activity: Department of Veterans Affairs
Strategic Acquisition Center
10300 Spotsylvania Avenue Suite 400
Fredericksburg, VA 22408

2. Description of Action: The proposed firm-fixed priced (“FFP”) sole source contract will be an allied contract to VA119-17-C-0019 (Gaylord Hotel Contract) and VA119-17-J-0062 (American Small Business Alliance (“ASBA”)), all in support of the March 2017 Acquisition Workforce Improvement Symposium (“AWIS”) event to be held in Nashville, TN. The Gaylord contract provided lodging and meeting space; the ASBA contract provided event planning services; and the proposed FFP with EventBrite® provides event registration and tracking services. The EventBrite contract is near the micro-purchase level for services with an anticipated contract quantum of \$2,700.00. The period of performance will be approximately two weeks prior to the event and up to six months after the event to include VA in-house after event evaluations. EventBrite® is located at EventBrite, Inc. ATTN: MC Mason (615) 305 – 6046 mc@eventbrite.com North America Sales Manager, 209 10th Ave South #204, Nashville 37203 DUNS: 026894447 CAGE Code: 7EY90. The requiring activity is the Department of Veteran Affairs, Central Office, Denise M. White, MSM, Management & Program Analyst, U.S. Department of Veteran Affairs (VACO), Office of Acquisition Human Capital Management Services (AHCMS), 810 Vermont Ave., 765E, Washington, DC 20420-0001, Email Address: Denise.White5@va.gov , Office Number (202) 461-1684

3. Description of Supplies or Services: The VA seeks to procure event registration and tracking services for the approximate 1,200 participants at the March 2017 AWIS event held in Nashville, TN.

4. Statutory Authority: The statutory authority permitting other than full and open competition is 41 U.S.C.3304(a)(1), *et seq.* as amended, as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-1 entitled, “Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements.”

5. Rationale Supporting Use of Authority Cited Above: EventBrite® has no peer equivalent when it comes to event registration and tracking services for its de minimis fee arrangement. Event planners or even hotel staff does not possess the in-house robust web based platforms to register large number of participants without creating custom web pages or other electronic tracking systems.

6. Efforts to Obtain Competition: The requirement was solicited publically; however, no cost effective solution was provided by ASBA, the event planner, or the Gaylord, the hotel providing lodging and meeting space.

7. Actions to Increase Competition: The Government will continue to conduct market research to ascertain if there are changes in the market place that would enable future actions to be competed. Currently, there appear no actions the contracting agency can take to overcome any barriers to competition relative to any current or subsequent acquisitions.

8. Market Research: Exhaustive research was conducted on FBO, and other internet searches and it appears there is no viable alternative to EventBrite® for cost effective event registration and tracking services. Although other registration services or tracking services can be acquired, their pricing as compared to EventBrite® makes any other service not only cost ineffective but unrealistic.

9. Other Facts: Pricing will be fair and reasonable based upon one or more of the pricing techniques found at FAR 15.404-1(b)(2)

10. Technical and Requirements Certification: I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Name: Denise White

Date: _____

Program Office

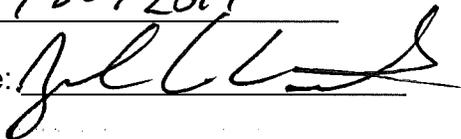
Signature: _____

11. Fair and Reasonable Cost Determination: In accordance with FAR Subparts 12.209, 13.106-3, and 15.4, it is hereby determined that the anticipated cost or price to the Government for this contract action will be fair and reasonable and the facts and circumstances stated herein are accurate and complete to the Contractor's knowledge.

Name: Zachary Wilcox

Date: 8/30/2017

Procuring Contracting Officer

Signature: 

12. Approval

In my role as the Contracting Officer and based on the foregoing justification, I hereby approve the acquisition of Event Brite registration and tracking services on an other than full and open competition basis pursuant to the statutory authority cited in paragraph 4 above, subject to availability of funds, and provided that the property and services herein described have otherwise been authorized for acquisition.

Date: 8/30/2017 Signature:

