

	Piedmont Technical College NOTICE OF INTENT TO SOLE SOURCE	Sole Source # Date Issued Closing Date Procurement Officer Phone E-Mail Address	SS-24009 03/06/2024 03/13/2024 Brian K. McKenna (864) 941-8314 mckenna.b@ptc.edu
---	--	---	---

Solicitation #: SS-24009
Posting Date: March 06, 2024

Based on the following determination, it is the intent of Piedmont Technical College (PTC) to proceed with the proposed procurement action described below pursuant to the authority of §11-35-1560 (A) of the SC Consolidated Procurement Code, in accordance with Regulation 19-445.2105 (B)(5).

PTC intends to negotiate and procure a Sole Source Procurement from:

Lightcast
 232 N Almon St,
 Moscow, ID 83843

- One (1) Economic Impact Study with Infographics and Virtual Presentations

Due to its original partnership with the Association of Community College Trustees, Lightcast has created and continues to hone a model that considers the unique impact of higher education institutions on the regional economy. Lightcast captures the unique value added from higher education institutions, as opposed to other businesses. Lightcast further differentiates between higher education institutions by taking into account the degrees and programs offered by the institution, institutional finances, as well as the uniqueness in the types of students served from their unique student demographics to full-time nature.

Piedmont Technical College believes this is the only vendor capable of providing this product with these characteristics. This notice of Intent to Sole Source is to determine the availability of alternate vendors capable of providing the products/services outlined herein.

Estimated Value: \$ >\$10,000 but <\$25,000

Questions: Shall be addressed to the **e-mail address** of the Procurement Officer indicated above. This notice will be posted in the South Carolina Business Opportunities (SCBO) Newsletter for five business days as required by §11-35-1560 of the SC Consolidated Procurement Code.

Closing Date: Alternate vendors capable of providing these products/services must respond by email to Brian K. McKenna, Procurement Manager, at mckenna.b@ptc.edu no later than 5:00 PM on March 13, 2024.

PROTESTS (MAY 2019) If you are aggrieved in connection with the intended award of this contract, you may be entitled to protest, but only as provided in §11-35-4210. To protest an intended award of a contract pursuant to §11-35-1560, you shall (i) notify the chief procurement officer in writing of your intent to protest within five (5) business days of the date this intent to award is posted, and (ii) if the appropriate chief procurement officer has been timely notified of your intent to protest, you may submit your actual protest within fifteen days of the date this notice of intent to award is posted. Days are calculated as provided in §11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing (a) by email to: protest-itmo@itmo.sc.gov or (b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.

Unless otherwise suspended or cancelled, PTC will purchase these items. Contractor should not perform any work on or incur any costs associated with this notice prior to the receipt of a purchase order. PTC assumes no liability for any expenses incurred prior to issuance of a purchase order.

The Drug-Free Workplace certification must be obtained for Sole Source procurements greater than \$50,000.00.



Subject: EIS Sole Source Letter
February 16, 2024

Piedmont Technical College
620 Emerald Rd N
Greenwood, South Carolina 29646

This letter serves as a sole source document for Lightcast's Economic Impact Study (EIS). Lightcast has a fully developed model designed to quantify the impacts and value of colleges and universities. Lightcast's EIS is the sole source available for the following:

- A rigorous methodology that employs various counterfactuals to ensure robust and defensible spending impacts. Most studies claim all the college spending and then use some predefined multiplier to calculate the total impact. This usually looks something like "for every \$1.00 spent by the college the economy grows by \$1.45." The problem with this is that large portions of the college's revenues are derived from local sources. If those local dollars had not been spent at the college, they would have been spent locally elsewhere in the economy and would have created an impact regardless. We account for this by simulating a scenario where in-region monies are instead spent on consumer goods and savings to estimate the impact they would have if not spent by the institution.
- An alumni impact that is informed through our proprietary CIP-SOC-NAICS mappings to understand where alumni are affecting the regional economy. Our model captures the interconnection of industries, government, and households in the economy for approximately 1,100 industry sectors at the highest level of detail available in the North American Industry Classification System (NAICS) and supplies the industry-specific multipliers required to determine the impacts associated with increased activity within a given economy.
- Lightcast has demonstrated expertise with our studies such that we have completed over 3,000 studies over the past two decades, including over 30 system level studies such as for Connecticut State Colleges & Universities, North Carolina Community Colleges, Oregon Community College Association, Inter-University Council of Ohio, the Iowa Board of Regents, and many more. Many of the systems had Lightcast conduct studies for the individual institutions at the same time.
- Due to our original partnership with the Association of Community College Trustees, Lightcast has created and continues to hone a model that considers the unique impact of higher education institutions on the regional economy. Lightcast captures the unique value added from higher education institutions, as opposed to other businesses, in that it measures the alumni impact or the impact of human capital to workforce development. Lightcast further differentiates between higher education institutions by taking into account the degrees and programs offered by the institution, institutional finances, as well as the uniqueness in the types of students served from their unique student demographics to full-time nature.

Please feel free to contact me with questions or to request additional information.

Sincerely,

A handwritten signature in black ink that reads "Anna Brown".

Anna Brown
Vice President of Higher Education Consulting, Lightcast