

Virginia Tourism Corporation

Non-Competitive Award Justification

Revision May 2025

NOTE: This form shall be used for all purchases of goods and non-professional services \$15,001 or more that are not being competed or do not fit under one of the other procurement methods outlined in the Policies and Procedures Manual. It is also required for Non-Competitive Award Marketing Exception Awards for goods and non-professional services when the dollar amount is \$200,000 or more, and professional services or non-transportational related construction is \$80,000 or more.

To: Procurement Office

Date Request Submitted: **February 9, 2026**

Name of Person Submitting Request: **Heidi Johannesen**

OVERVIEW

VTC's Policies and Procedures Manual recognizes several procurement methods, one of which is a Non-Competitive Award. (See Section 4.8 of VTC's Purchasing Policies and Procedures Manual.) A purchase of goods or services may be considered for a Non-Competitive Award if there is one source more feasible to meet VTC's immediate needs, even if there are multiple sources available. Authorization of a Non-Competitive Award indicates that in management's judgment, the chosen vendor best meets VTC's needs to supply the required good or service and in a timely manner.

A non-competitive award procurement is based on the need to procure a unique good or service and that unique good or service is not widely available, or has limited availability, or is essential to meet VTC's requirements. As a result, a non-competitive award procurement represents a unique exception to the requirements for competition. Completion of this form is intended to document, affirm, and justify the need for this product or service to be provided by a specific vendor in order to meet VTC's essential requirements.

Please note:

- Non-competitive awards are subject to VTC policy, audit, FOIA, and public review.
- Vendors are **not** permitted to complete this form on behalf of VTC.
- Price and delivery are **not** factors determining if a product/service is a non-competitive award.
- The final determination of non-competitive award justification validity will be made by the VP of Operations and Finance.
- Submission of this form constitutes acknowledgement the requester, or any VTC staff, has no personal, financial, or fiduciary relationship with the recommended vendor.

Pursuant to Section 4.8 of the VTC Purchasing Policies and Procedures Manual, this is a request to award the goods and services listed below to the vendor listed below without competition as justified below.

DOCUMENTATION

Proposed Vendor to Receive Award: **Mannehfest**

Vendor Point of Contact (name and email): **Elias Manneh**

Detailed Description of Product/Services: **Mannehfest will provide international marketing services to support Virginia Tourism Corporation's global initiatives, including travel industry partnership development, air service development support, and international trade engagement. Services include campaign and creative support for approved initiatives, production and adaptation of multilingual materials, and use of first-party airline data to inform audience targeting and outreach. The vendor provides access to established international trade and industry contacts and supports the planning of stakeholder events designed to elevate the Virginia is for Lovers brand.**

Expected/Approximate date of Award. If services, duration/period of performance: **March 1 – June 30, 2026, with four optional one-year renewals after June 30, 2026.**

Anticipated Value of Award. Note: If it is for a one-year period with optional one-year renewal periods, provide details on the anticipated initial dollar amount along with costs for renewals and how many. The initial period is not to exceed one year with no more than 4 one-year renewal options, unless otherwise approved by the VP of Operations and Finance. Automatic renewals are not allowed:

The contract is for a four-month term, with four optional one-year renewals after June 30, 2026. The base amount for the initial four-month period is \$25,000, excluding expenses. The annual cost is \$75,000 per year for an estimated total of \$325,000 over four years and four months, excluding expenses. For both the four-month period and renewable options, additional costs may include advertising, travel, campaign support, events, media engagements, familiarization tours, and meetings.

1. Please provide a brief background summary for why you need the product/services. Why is the requested product/services the only one that can satisfy your requirements? Provide specific details on any unique features of the product/services that are not available in any other product/services and are essential to your required minimum performance.

Virginia Tourism Corporation requires specialized international marketing services to support approved global initiatives and advance international visitation and spending objectives. These services include development and management of travel industry partnerships, use of first-party airline data to support campaign targeting

and audience development, production and adaptation of multilingual marketing materials, and planning and execution of international travel trade events. The services must be delivered in a coordinated manner to ensure alignment across air service development, global campaigns, trade engagement, and event logistics.

2. Why is this vendor the most feasible available source from which to obtain this product/service? Provide specific details on the expertise, experience and/or capabilities that support why the requested vendor is the most feasible, unique, and best choice without seeking competition to provide the required product/service that best meets VTC's needs. Note that if this product/service is available through multiple distributors, then provide specific details on why this product/service should not be competed.

The required services must be delivered by a vendor with immediate access to established international travel trade relationships, proprietary first-party airline data, and multilingual capabilities that are essential to the implementation of VTC's approved international marketing activities. Conducting a competitive procurement would significantly delay implementation and would not reasonably result in a provider able to deliver these integrated services within required timelines. Additionally, the vendor has worked with the Virginia Tourism Corporation for more than seven years and has demonstrated knowledge of VTC's international strategy, stakeholders, and tourism product. This institutional knowledge allows the services to be delivered efficiently with a minimal onboarding period.

3. Alternative vendors and products/services should be researched to substantiate why this is the most feasible source. What are the names of the vendors and products/services that were researched? What were the specific performance requirements that could not be met to make conducting a formal solicitation unnecessary or not in the best interest of VTC.

The services require a vendor with established, active relationships across international airlines, airports, and travel industry partners, along with the access to first-party airline data to inform campaign targeting and outreach. The service also requires multilingual content development and translation support for international markets, experience coordinating international travel trade events and partner engagements, and the ability to leverage in-market representation and consolidated buying power to support cost-effective campaigns and initiatives. Delivering these capabilities through a single, coordinated approach promotes efficiency and helps manage costs..

4. If no other vendors were considered, please denote **at least** one of the following:

- Exclusive distribution
- Integral part or accessory compatible with existing equipment
- Maintenance service for existing equipment
- Renewal License to existing software/services

- Upgrade or maintenance for existing software
- Used in research and is required to provide continuity of results
- Copyrighted or patented and only available from the recommended source
- Considerable re-orientation and training would be required
- Vendor specifically named in a grant and/or grant proposal
- Other [Click or tap here to enter text.](#)

5. Will this purchase obligate the VTC to this vendor for future purchases (e.g., annual support/maintenance and/or future upgrade requirements)? If yes, provide details regarding the duration of any potential commitments as well as the estimated costs for such commitments.

No

6. Based on my professional experience and knowledge of the marketplace, submission of this document constitutes acknowledgment that the price offered is considered to be fair and reasonable based on **at least** one of the following:

- Prices charged for similar items
- Prices paid by other customers
- A Public price list or public catalog
- Historical/past pricing
- Other/stakeholder justification: [Click or tap here to enter text.](#)

7. In certain circumstances negotiations may have already taken place. Has the department already negotiated with the vendor or secured discounts? If so, please provide additional details.

No

8. Additional Information not already provided above.

N/A

If purchase request above is for goods or non-professional services under \$200,000 or professional services or non-transportational related construction under \$80,000, skip to approval section below.

If purchase request above is for goods or non-professional services of \$200,000 or more or for professional services or non-transportation-related construction of \$80,000 or more, and not already addressed elsewhere in the policies and procedures, then in addition to completing the requested information above, please provide the information requested below in items 9., 10., and 11, along with the approval section.

Pursuant to Section 4.15 of the VTC Purchasing Policies and Procedures Manual, for purchases of goods or nonprofessional services of \$200,000 or more or for professional services or non-transportation-related construction of \$80,000 or more, not already addressed elsewhere in these policies and procedures, VTC shall not be required to seek competition or competitive negotiations if VTC determines in writing that such purchase contributes to the public purpose and mission of the VTC as described in §2.2-2315. VTC shall state in such writing (a) an explanation of such determination, (b) that which is being purchased, (c) the contractor selected for such purchase, (d) the date of the award of such contract and (e) the relationship of such purchase to the public purpose and mission of the Authority. The determination and justification shall be approved by the VP of Operations and Finance prior to any such purchase taking place. Such notice shall be posted for a period of one year on VTC's website (vatc.org) on the day the VTC awards or announces its decision to award such contract, whichever occurs first.

9. Please provide an explanation of the determination that such purchase contributes to the public purpose and mission of the VTC as described in §2.2-2315.

By securing Mannehfest, VTC supports its public mission to expand international inbound travel and generate economic benefits for the Commonwealth. The deliverables outlined with Mannehfest align with VTC's strategic goals and marketing plan, which include amplifying global awareness of the Virginia is for Lovers brand, increasing visitation from key international markets, and boosting tourism-related revenue and employment in Virginia.

10. Please provide the relationship of such purchase to the public purpose and mission of the VTC.

The services provided by Mannehfest support Virginia Tourism Corporation's global marketing objectives to promote tourism as a means of strengthening the Commonwealth's economy. The services support VTC's role in positioning Virginia competitively in international markets by ensuring that state tourism initiatives are represented and advanced through appropriate global channels. Mannehfest's services allow for the expansion of Virginia's tourism messaging into international markets, helping VTC increase demand for travel to the Commonwealth. Increased visitation supports visitor spending, benefits tourism-related businesses, and contributes to economic growth across Virginia's communities.

11. Additional Information not already provided above.

N/A

Department Approval:

I am the authorized approver of my department and on behalf of my department, I certify that the information submitted is accurate and complete. I understand that this document is subject to VTC policy, audit, foia, and public review.

Department: **Global Marketing**

Name: **Heidi Johannesen**

Signature: *Heidi Johannesen*
Heidi Johannesen (Feb 11, 2026 11:02:19 EST)

Date: 02/11/2026



Appropriate VP Approval: Cat Marshburn (Feb 11, 2026 17:50:21 EST)

Final Approval of VP of Operations and Finance is required below in order to proceed.

VP of Operations and Finance **Michael E. McMahon**
 Approved: _____
Digitally signed by Michael E. McMahon
Date: 2026.02.12 10:05:06 -05'00'

Not Approved: _____

Comments: **Click or tap here to enter text.**