JUSTIFICATION FOR
EMERGENCY PROCUREMENT

Agency: Trident Technical College

Emergency Vendor: ADAMS OUTDOOR ADVERTISING

Agency has contracted with or plans to contract with Emergency Vendor for the supplies, services, information technology, or construction described below per S.C. Code Ann. 11-35-1570 and S.C Regulation 19-445.2110, Emergency Procurement.

Describe the nature of the emergency conditions and the resulting immediate threat to public health, welfare, critical economy and efficiency, or safety that this procurement responded to:

Trident Technical College requires uninterrupted outdoor advertising services during a critical student recruitment and enrollment cycle. January enrollment is one of the College's primary intake periods, and billboard advertising is a key component of the College's outreach strategy. Any interruption in advertising would reduce the College's ability to communicate enrollment opportunities, registration deadlines, and educational programs to prospective students. A lapse in service during this period could negatively impact student enrollment and hinder the College's ability to effectively fulfill its educational mission as well as critically impacting the College's revenue. This emergency procurement is necessary to ensure continuity of advertising services while completing the active competitive solicitation currently in progress and implementing the project with the awarded vendor.

Description of the facts and circumstances giving rise to the above-described emergency condition and threat:

The College's current billboard advertising contract expires on November 29, 2026. An Invitation for Bid (IFB) is currently being solicited with bids due on November 20, 2026. Due to the timing of the solicitation, upcoming holiday periods, evaluation and award activities, and the potential need to extend the bid due to the receipt of vendor questions, the College may be unable to complete the procurement and vendor transition prior to expiration of the current contract

Additionally, implementation activities are expected to require approximately three to four weeks. These activities include the creation and approval of advertising content, adaptation of artwork to new billboard sizes or formats, account setup, and training College personnel on the vendor's advertising management platform and reporting dashboard. These implementation activities must be completed before advertisements can be displayed and may be further delayed by the College's winter closure and limited staff availability during the holiday season.

As a result, there is insufficient time to complete the competitive procurement process, as well as the transition and implementation, in order to maintain uninterrupted billboard advertising services prior to the expiration of the current contract. A temporary eight-week continuation of services is necessary to avoid a gap in advertising during the critical enrollment period for spring semester which begins in January.

Basis for selection of the Vendor – include a description of competition the Agency conducted or will conduct, if any, and explain why more extensive competition was/is not practical under the circumstances:

Trident Technical College is currently conducting a competitive Invitation for Bid for billboard advertising services. The emergency procurement is not intended to replace the competitive process but to provide interim services until the solicitation can be completed and the resulting contract fully implemented.

Adams Outdoor Advertising is the current contracted provider and presently maintains the billboard inventory, advertising displays, and operational infrastructure supporting the College's campaign. As the current contractor, Adams Outdoor Advertising can continue services immediately without interrupting advertising coverage while the competitive procurement process is completed. Continuing services with the current provider ensures uninterrupted service during a critical enrollment period. Under the circumstances,

JUSTIFICATION FOR
EMERGENCY PROCUREMENT

given the existing situation including the fact that an IFB is currently in progress, additional competition for this short-term solution is not practical at this time.

Description of supplies, services, information technology, or construction:

Continuation of existing outdoor billboard advertising services, including display of College advertising on currently contracted billboard locations, production and placement of advertising content as required, account management, reporting, and related services necessary to maintain uninterrupted advertising coverage from November 30, 2026 through January 24, 2027

Date: 11/16/2026

Contract Amount: Estimated $62,330
Contract Period: 11/30/2026- 01/24/2027
Commodity Code: 915

Belcher,Carol 0001764
Digitally signed by Belcher,Carol 0001764
Date: 2026.11.16 10:16:30 -05'00'

Authorized Signature
Printed Name: Carol A. Belcher, C.P.M
Title: Director, Procurement

Contract $50,000 or greater. Drug Free Workplace Act (Section 44-107-30 Code of Laws of SC) applies:

☒ **YES** ☐ **NO** **Buyers Initials:** CP

Signed Drug Free Workplace Certification form attached:

☐ **YES** ☐ **NO** **Buyers Initials:** _____

Open Trade Certification on file or attached:

☐ **YES** ☐ **NO** **Buyers Initials:** _____