



Roanoke Valley-Alleghany

**REGIONAL**  
**commission**

[RVARC.ORG](http://RVARC.ORG)

313 Luck Avenue, SW | Roanoke, Virginia 24016 | P: 540.343.4417 | F: 540.343.4416 | [rvarc@rvarc.org](mailto:rvarc@rvarc.org)

## MEMORANDUM

**To:** Sherry Dean, Finance Director; Robert Natt, RVCR Director; Bailey Helgeson, RVCR Interim Director  
**From:** Jeremy Holmes, Executive Director  
**Date:** May 20, 2024  
**Subject:** Sole Source Award to 5 Points Creative for Places of Recovery Campaign

The Commission seeks to use soon-to-expire funds from the Virginia Opioid Abatement Authority (VOAA) to expand and manage the *Places of Recovery* education and stigma reduction campaign. This campaign, a product of the Roanoke Valley Collective Response (RVCR), tells the stories of individuals in our community who are in recovery from substance use disorder. It highlights the places they are in that recovery – whether that place is a place in time such as five or ten years into that recovery journey, or a physical place such as a place they have received services, where they work, or where they live. The campaign was initiated earlier in the year through approximately \$5,000 in funding and with the assistance of 5 Points Creative, <https://www.5pointscreative.com/>, a local marketing and advertising agency.

In FY24, the City of Roanoke and Roanoke County, on behalf of the Commission, received an award of \$500,000 from the VOAA to fund the operations of the RVCR, including a marketing and rebranding component. Funds from the VOAA were not made available to the Commission until December 2023, almost halfway through the grant year. Grant stakeholders were led to believe that unspent funds from the year would be carried over into year two of the five-year grant, in addition to the budgets awarded for year two and beyond. However, in late April the Commission received notification from the City of Roanoke that there would be no carryover, and that any unspent funds would be lost. Working with the City and County, an accelerated plan to spend the funds on appropriate activities was identified. One of the primary activities was the immediate expansion of the material and scope of the existing *Places of Recovery* campaign before the end of FY24 to develop materials and a marketing playbook that would support RVCR staff and stakeholders through FY25. A marketing and advertising plan of \$65,000 was developed, with over \$50k of the expenses budgeted to hit before June 30, 2024.

The Regional Commission's procurement manual specifies that expenditures for professional services greater than \$50,000 utilizing Federal funds must go through a competitive sealed bid process before being awarded (See RVARC Procurement Manual, January 2022, page 5). However, the Commission wishes to award this project to 5 Points Creative as a sole source contract for the reasons laid out below:

- The Commission strives to apply the same transparent procurement principles to all of its project expenditures, regardless of funding source, even though non-Federal sources are not subject to the same level of public transparency as others. The VOAA, as non-public funds, are thus technically exempt from our procurement policy.



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- Entering formal procurement would delay the project by at least 10 to 15 days during the open bid period and analysis of bid results. Onboarding a new firm, if the contract was awarded to a new firm, would likely take another 5 to 10 days. It would be impossible to deliver sufficient materials by the grant deadline given the delay of 2 to 3 weeks that would be involved.

Given the lateness of the notification from the VOAA that we would not be able to carry over funds as planned, expediency in moving appropriate projects forward to meet the grant deadline was critical to meet our planned performance. Since 5 Points Creative was involved in the initial development of the *Places of Recovery* campaign and is familiar with its goal and materials, our staff, and the overall goals of the Collective Response, they have already done the necessary groundwork and discovery to expeditiously launch the video production that is critical to complete before the June 30<sup>th</sup> deadline. This would allow us to meet several of our goals under the VOAA funding, maximize the use of existing funds, and reduce the amount of balance returned to VOAA. Therefore, the contract for the development and execution of an expanded *Places of Recovery* campaign is being awarded to 5 Points Creative as a Sole Source award.