

April 16th, 2026

RE: SOLE SOURCE – Gard Communications, Inc.

Portland State University intends to purchase Personal/Professional Services from Gard Communications, Inc. due to special needs and qualifications. The special needs and qualifications of this new Sole Source procurement are as follows:

Portland State University's ambitious Performing Arts and Culture Center (PACC) project requires a PR and Media Strategy firm with a unique blend of community engagement and powerful storytelling with a focus in working with universities and government agencies. Gard Communications, Inc. is a full-service creative, digital, and public relations agency in Portland, Oregon, with deep connections to the people and issues in the Pacific Northwest and beyond. Gard Communications, Inc. has unique experience working locally and nationally with leading companies, foundations, nonprofits, universities, health centers, and government agencies.

Gard Communications, Inc. stands out as the only firm uniquely positioned for this project. Guard Communications has been involved in the PR and media strategy for the PACC project since the beginning of the project. It would be detrimental to the schedule and overall outcome of the PACC project to replace the quality and insight that Gard Communications, Inc. has brought to this project for the past 2 and a half years.

PSU is restricted to a very tight timeline for final project decision making with local government, as the final decision from the City of Portland's city council is expected this summer. The PACC project is in the final and very important push in providing a public relations strategy in which Gard Communications, Inc. has been a fundamental partner in development and delivery. Portland State University does not have the time to identify, select, and then bring up to speed another vendor on one of the most complex capital projects and partnerships that the University has sought out.

Gard Communications, Inc. is uniquely suited to perform these services because of their specialized knowledge, skills, qualifications and resources required in the area of PR and media strategy and has specific knowledge and experience in regard to the PACC project that make them uniquely qualified for this role.

An entity may protest this determination in accordance with PSU Standard 580-061-0145, no later than **April 23rd, 2026 at 5:00 pm local time**. Protests must be submitted by email to: Contracting and Procurement Services, Attn: Paul Thomas, Director, CAPS, contract@pdx.edu