HORRY GEORGETOWN
TECHNICAL COLLEGE
2050 Hwy 501 E Conway , SC 29526
(Phone) 843-349-7830 (Fax) 843-349-5270

Vendor:

H00224324
Lamar Advertising of Myrtle Beach
Lamar Companies
PO Box 746966
Atlanta GA 30374-6966

PO Number:	**P0046906**
Issue Date:	**10/07/26**
Request No:	**R0045395**
Fiscal Year:	**27**

Billing Address: Horry Georgetown Technical College
Attn: Accounts Payable
PO Box 261966
Conway, SC 29528

Or Email To: AccountsPayable@hgtc.edu

PO NUMBER MUST BE ON YOUR INVOICE

Ship to: Shipping & Receiving
Horry-Georgetown Tech College
2050 Hwy 501 E
Conway SC 29526

Requestor: Kelly Perritt

HGTC Shipping and Receiving Hours ALL CAMPUSES
8AM - 4PM: Mon-Thurs 8AM - Noon: Friday

Terms NET 30

Description	Quantity	Unit Cost	Total Cost
SOLE SOURCE - SS-0244 Period: 3/9/26 - 6/30/27 Outdoor Billboard on HWY 27 Bypass and Glenns Bay Road. @ $950 per month Marketing Dept. (Contract dates have been corrected to coincide with the fiscal year of the College. This PO includes monthly charges for a year.)			
Billboard Advertising on Glenns Bay Road	12.00 EA	950.0000	11,400.00

Email: cefird@lamar.com

TOTAL: 11,400.00

PRICING IS DEEMED TO BE FAIR AND REASONABLE

Account Codes

10000-53125-7164- $11,400.00

Purchasing Agent: Dianna Cecala

Sole Source
Written Determination

Agency Identification: Lamar Outdoor Advertising H00224324 #SS-0244

Description of the agency need that this procurement fulfills: *(See instructions on last page for guidance)*

Lamar is an outdoor advertising company. This is for billboard advertising.

Describe the Market Based on Research Performed: *(See instructions on last page for guidance)*

This purchase is for specific billboard advertising that is only available at specific locations owned by the company and supports our enrollment marketing efforts.

Sole Source Vendor Name: Lamar Outdoor Advertising

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the vendor named above per SC Code Ann § 11-35-1560 and SC Regulation 19-445.2105, Sole Source Procurement.

Description of supplies, construction, information technology, and/or services vendor will provide under the contract: *(See instructions on last page for guidance.)*

This is for billboard advertising at Outdoor Billboard on US HWY 17 Bypass W/WS2.12 MI S/O Glenns Bay Rd.
Period 03/09/26-03/07/27

Explain why the described solution is the only solution that meets the agency's need and how no other identified solutions were sufficient. *(See instructions on last page for guidance)*

This is the only available outdoor board in this location.

Note: *Determination is not complete without required signatures and dates*

Required Signatures:

Prepared by: Kelly Perritt **Date:** 10/01/2026

Printed Name: Kelly Perritt **Title** Chief Marketing and Brand Strategy Officer

Approved by: [signature] **Approval Date:** 9/1/26

Printed Name: Enter Authorized Approver Name **Title**: Enter Authorized Approver Title

The last page contains instructions and is not required to be retained.

LAMAR
ADVERTISING COMPANY

Contract Change Form

Market: Myrtle Beach (418)

Contract #: 5066247 **Todays Date:** 1/16/26

Advertiser Name: Horry Georgetown Technical College **Agency Name:**

AR Number: 573178

Board Number: 2499

CIRCLE ONE: CANCEL CONTRACT TAKEOVER CREDIT ROP MOVE OTHER

EFFECTIVE DATE FOR ACTION TO BE TAKEN:

ACTION TO BE TAKEN: **Effective 3/8/26, we will cancel this existing contract. The last invoice date will be 3/8/26.**

Advertiser wishes to move to newly contracted panel 2792 on 2/9/26.

The rates are the same, so there will be no change in dollars.

New contract for panel 2792 is 5353704.

Address Change:

Requested By: Deanna Cecala **(Advertiser signature required)**

Date: 1/16/26

Acct Executive: Heather Williams

Sales Manager:

General Manager:

Lamar Advertising of Myrtle Beach
200 Industrial Way
Myrtle Beach, SC 29579
Phone: 854-600-1600
Fax: 854-600-1615

LAMAR

CONTRACT # 5353704

Date: 12/18/2025
New/Renewal: NEW
Account Executive: Heather Williams
Phone: 854-600-1600

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.

2. Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.

3. Payment Terms: Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.

4. Service Interruptions: If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.

5. Entire Agreement: This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.

6. Copy Acceptance: Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.

7. Termination: All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.

8. Materials/Storage: Production materials will be held at customer's written request. Storage fees may apply.

9. Installation Lead Time: A leeway of five (5) working days from the initial Service Date is required to complete the installation of all non-digital displays.

10. Customer Provided Production: The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.

11. Bulletin Enhancements: Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.

12. Assignment: Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.

INITIALS

OPEN TRADE REPRESENTATION

(S.C. Code Ann. §§ 11-35-5300)

The following representation, which is required by Section 11-35-5300(A), is a material inducement for the State to award a contract to you.

I, the official named below, certify I am duly authorized to execute this certification on behalf of the vendor identified below, and, as of the date of my signature, the vendor identified below is not currently engaged in the boycott of a person or an entity based in or doing business with a jurisdiction with whom South Carolina can enjoy open trade, as defined in SC Code Section 11-35-5300.

Vendor Name (Printed)	*State Vendor No.*
Lamar Advertising of Myrtle Beach	
By (Authorized Signature)	*Date Executed*
Robert S. Bates	8/31/26
Printed Name and Title of Person Signing	*[Not used]*
Robert S. Bates VP/GM	

(Published August 24, 2015)

200 Industrial Way
Myrtle Beach, SC 29579

P: 854-600-1600
F: 854-600-1615

September 3, 2026

Horry Georgetown Technical College
Attn: Kelly Perritt
Bldg 100, Room 109
Conway, SC 29526

RE: Sole Source Advertising Contract for Billboard in Conway, SC

Dear Ms. Perritt

I am writing to request a sole source advertising contract for a billboard campaign in the metro Myrtle Beach, SC market. We understand that sole source contracts are only awarded in limited circumstances, but we are confident that it is appropriate under the circumstances.

As you know, each billboard location is unique and location-specific. The particular signs under discussion are only available to be sold by Lamar. As the owner and operator of the signs, Lamar is the only company equipped to help you reach your target audience and achieve your advertising goals.

We are committed to providing the best customer service and high-quality advertising that will benefit the community. We would be happy to provide any additional information that you may need. Please do not hesitate to contact me at 854-600-1600 or twsingleton@lamar.com if you have any questions.

Thank you for your time and consideration.

Sincerely,
Ty Singleton
Sale Manager
Lamar Advertising Company of Myrtle Beach

Lamar Advertising of Myrtle Beach
200 Industrial Way
Myrtle Beach, SC 29579
Phone: 854-600-1600
Fax: 854-600-1615

LAMAR

CONTRACT # 5353704

R0043798 New

Date: 12/16/2025
New/Renewal: NEW
Account Executive: Heather Williams
Phone: 854-600-1600

qb 1/29/26

Copy

CONTRACTED DIRECTLY BY ADVERTISER	
Customer #	573178-0
Name	HORRY GEORGETOWN TECHNICAL COLLEGE
Address	P.O BOX 261966
City/State/Zip	CONWAY, SC 29526
Contact	Kelly Perritt
Email Address	kelly.perritt@hgtc.edu
Phone #	(843) 349-5335
Fax #	
P.O./ Reference #	
Advertiser/Product	HORRY GEORGETOWN TECHNICAL COLLEGE
Campaign	HGTC 2026

Production/Other Services

Department	Plant	Production Type	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
Vinyl	418 Myrtle Beach	Produce and install one 10'6" x 36' vinyl on panel 2792		03/09/26	1	$662.00	$662.00
						Total Production/Other Services Costs:	$662.00

Space

# of Panels: 1 — Billing Cycle: Every 4 weeks

Panel # / TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
2792 30641062	418-HORRY COUNTY, SC	US HWY 17 BYP S W/S 2.12 MI S/O GLENNS BAY RD	Yes	Perm Bulletin	10' 6" x 36' 0"		03/09/26-03/07/27	13	$950.00	$12,350.00
									Total Space Costs:	$12,350.00
									Total Costs:	**$13,012.00**

Special Considerations: Advertiser will have the first right to renew locations 45 days prior to expiration.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the CMO (Officer/Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Customer:	HORRY GEORGETOWN TECHNICAL COLLEGE
Signature:	Dianna Cecala (signature above)
Name:	DIANNA CECALA (print name above)
Date:	1-23-2026 (date above)

THE LAMAR COMPANIES — This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

Robert S. Bates — Jan 29, 2026

ACCOUNT EXECUTIVE: Heather Williams | GENERAL MANAGER | DATE

INITIALS dc

Lamar Advertising of Myrtle Beach
200 Industrial Way
Myrtle Beach, SC 29579
Phone: 854-600-1600
Fax: 854-600-1615

LAMAR

CONTRACT # 5353704

Date: 12/18/2025
New/Renewal: NEW
Account Executive: Heather Williams
Phone: 854-600-1600

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the Initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the Initial Service Date.

2. Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.

3. Payment Terms: Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.

4. Service Interruptions: If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.

5. Entire Agreement: This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.

6. Copy Acceptance: Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.

7. Termination: All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.

8. Materials/Storage: Production materials will be held at customer's written request. Storage fees may apply.

9. Installation Lead Time: A leeway of five (5) working days from the Initial Service Date is required to complete the installation of all non-digital displays.

10. Customer Provided Production: The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.

11. Bulletin Enhancements: Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.

12. Assignment: Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.

INITIALS _____