

STATE & LOCAL DISADVANTAGED BUSINESS ENTERPRISE PROGRAM



1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

August 3, 2018

VIA EMAIL

Krista B. Dyson

Performance First Media, LLC

900 Camp Street

#4C6

New Orleans, Louisiana 70130

krista@performancefirstdigital.com

RE: SLDBE Certification Approval

Dear Ms. Dyson:

We are pleased to inform you that **Performance First Media, LLC** has been approved for certification as a State & Local Disadvantaged Business Enterprise (SLDBE). This approval represents certification with: **City of New Orleans, Sewerage & Water Board of New Orleans, Louis Armstrong New Orleans International Airport and Harrah's New Orleans Casino & Hotel.**

Your firm will remain certified until **August 3, 2019.**

Within 7 business days, your firm's contact information will be active on the online vendor registration (<http://purchasing.nola.gov/bsa/login.jsp>). It will reflect your area of certification. Your specialties will be listed as:

NAICS 541430: GRAPHIC DESIGN SERVICES

NAICS 541613: MARKETING CONSULTING SERVICES

NAICS 541810: ADVERTISING AGENCY CONSULTING SERVICES

NAICS 541820: PUBLIC RELATIONS AGENCIES

NAICS 541830: MEDIA BUYING AGENCIES

CERTIFICATION DESCRIPTION: MARKETING, PUBLIC RELATIONS, ADVERTISING, MEDIA BUYING AND GRAPHIC DESIGN

If you haven't already done so, please complete the City's online vendor registration at <http://purchasing.nola.gov/bsa/login.jsp>. We invite you to view **City of New Orleans, Sewerage & Water Board of New Orleans, Louis Armstrong New Orleans International Airport and Harrah's New Orleans Casino & Hotel** websites for SLDBE opportunities.

Performance First Media, LLC

Page -2-

If we can be of further assistance, please contact Rocsean Spencer at 504-658-8425 or via e-mail at rspencer@nola.gov.

Sincerely,

Rocsean Spencer

Rocsean Spencer

SLDBE Certification Coordinator