

Memo

To: State Procurement Bureau, Approving Authority
Bob Brown, Montana Lottery Director
Montana Lottery Commission Members

From: Anne Charpentier, Marketing & Sales Director

Date: April 14, 2026

Re: Advertising and Media Services - DOA21-0138T Renewal

As directed by the State Procurement Bureau for purposes of awarding the two, one-year contract extensions to The Wendt Agency, Lottery hereby provides this justification and confirms that this action is in the best interest of the State as required by 18-4-313(3), MCA. The Wendt Agency's performance throughout the duration of the contract has consistently met—and often exceeded—Lottery's expectations, and extending its engagement is in the best interest of the Lottery organization and the State.

The Wendt Agency has demonstrated a high level of professionalism, creativity, and reliability in all aspects of its work. The Wendt Agency staff respond quickly to requests, adapt readily to changing priorities, and consistently deliver high-quality materials within required timelines. The team is proactive in identifying opportunities, addressing challenges, and ensuring that our campaigns remain effective and aligned with our strategic goals.

The agency has met all contractual obligations, including reporting, deliverables, budget adherence, and performance metrics. The work has been completed accurately, on schedule, and in full compliance with the terms of the agreement. This level of consistency reduces administrative burden and ensures continuity in our communications efforts.

An additional benefit of continuing our partnership with The Wendt Agency is its location within our state. By awarding these contract extensions, we are supporting local jobs, retaining specialized expertise within our state's economy, and reinforcing our commitment to investing in local businesses. The agency's proximity also allows for more efficient collaboration, in-person meetings when needed, and a deeper understanding of our state's communities, values, and audiences.

Given The Wendt Agency's strong performance, responsiveness, contractual compliance, and the economic advantages of working with an in-state agency, Lottery respectfully requests the two one-year extensions for the contract with The Wendt Agency.

Please let me know if additional information or documentation is needed.