



September 14, 2022

Pure Growth Media, LLC DBA The Free People Group, LLC
4707 Highway 51 N #1051
White Bear Lake, MN 55110

Dear Christian Yang,

The Minnesota Unified Certification Program MNUCP, in compliance with 49 Code of Federal Regulations Part 26 (49 C.F.R. §§26 et seq.), is pleased to inform you that your firm has been certified as a Disadvantaged Business Enterprise (DBE) with the MNUCP effective on **September 14, 2022** with the following NAICS codes:

NAICS 541613 Marketing Consulting Services

NAICS 541810 Advertising Agencies

The business description of your company will be: **FULL-SERVICE DIGITAL MARKETING AGENCY. OFFERS SERVICES SUCH AS PAID SOCIAL ADVERTISING, SOCIAL MEDIA MANAGEMENT, GRAPHIC DESIGN, VIDEOGRAPHY, AND WEBSITE DEVELOPMENT.**

In order to remain certified under 49 C.F.R. Part 26, you must contact our office if any significant changes occur in your firm. This includes changes in any of the following: address, work areas the firm performs, locations that the work is conducted and ownership of the firm.

Federal regulations require that in order to remain qualified under the DBE Program, the DBE owners must continue to demonstrate majority ownership, control of the firm's day-to-day operations, and direct and ongoing involvement in the firm's management. You must also continue to demonstrate direct involvement in contracts or projects awarded by MNUCP members, and which are subject to the MNUCP DBE Program.

Additionally, on an annual basis you will be required to file a No Change Affidavit, with supporting documentation. The No Change Affidavit indicates whether there are changes regarding the firm's size, gross receipts, ownership, work areas, and that your firm continues to meet the requirements of 49 C.F.R. Part 26 to participate as a member of the DBE Program. It is deemed a failure to cooperate pursuant to 49 C.F.R. Part 26.109(c) if this Affidavit is not submitted in a timely manner or inaccurate information is provided.

Your firm will be listed in the DBE Directory in the work area(s) of work in which you have been certified <http://mnucp.metc.state.mn.us>. The DBE Directory has a searchable engine to assist contractors looking for subcontractors to work on various projects. The MNUCP recommends that, as a regular business practice, you contact directly the plan holders of the specific projects you are interested in working on, communicate your interest and

include the submission of a bid. A list of plan holders and detailed information concerning projects in the State of Minnesota can be obtained by contacting the specific participating MNUCP agency on whose projects you are interested in bidding or by visiting their website.

As a certified DBE, you have the following responsibilities:

- Comply with all aspects of 49 C.F.R. Part 26.
- Maintain an accurate mailing address with MNUCP.
- Maintain a working phone number.
- Promptly return all solicitation calls or inquiries.
- You may also be invited to attend construction-related or business-related workshops, conferences, and seminars that may be organized by MNUCP.

If you have any questions, concerns, or would like more information about the services provided by the Metropolitan Council, you may contact **Trina Bolton at 612-349-7567** or trina.bolton@metc.state.mn.us.

Sincerely,



Cyrenthia Jordan
Director of the Office of Equal Opportunity
Metropolitan Council