



STATE OF INDIANA

Eric J. Holcomb, Governor

DEPARTMENT OF ADMINISTRATION Division of Supplier Diversity

Indiana Government Center South
402 West Washington Street, Room W469
Indianapolis, IN 46204
(317) 232 - 3061

May 23, 2019

Whitley Yates
The Niche Agency LLC
800 N. Capital Ave, Suite 229
Indianapolis, IN 46204

Subject: Application for M/WBE Certification

Dear Ms. Yates,

Congratulations! The Indiana Department of Administration, Division of Supplier Diversity is pleased to inform you that **The Niche Agency LLC** is hereby certified as a Minority and Women's Business Enterprise (M/WBE).

Your company provides a commercially useful function in the areas listed below. Only work performed in these areas will be counted towards Minority or Women's Business Enterprise (M/WBE) participation:

UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
80171602	Online and Social Media Publicity Service
80171603	Publicity and Marketing Advisory Service
80171604	Public Information Campaign Service
80171803	Media Training and Coaching Service
80171802	Media Relations and Advisory Service
80172000	Professional Communication Services
80171800	Media Relations Services
80171600	Publicity and Marketing Support Services

This certification is valid through **May 31, 2022**.

Although your certification is valid for a three-year period, you are required to submit an annual **Affidavit of Continued Eligibility (ACE)** form, located at www.in.gov/idoa/mwbe/files/ACE_Form.pdf. Please remember you must notify us immediately if any changes occur. Failure to notify us of changes or to provide the ACE form annually will result in revocation of your certification. Changes include, but are not limited to, changes in location, contact information, ownership or control.

We encourage you to visit IDOA's procurement website, <http://www.in.gov/idoa/2464.htm>, and update your Business Registration Profile. It is important that you review and update your profile regularly, because state purchasing agents and prime contractors may use this information to contact you for business

opportunities. For questions regarding your registration profile, you may contact our office at 317-232-3061.

While this letter serves as notification of certification, it does not serve to prove continued eligibility. Please visit <http://www.in.gov/idoa/mwbe/2743.htm> to verify certification status. Please contact our office at (317) 232-3061 if you have any other questions.

We ask that you please contact Amy Wolf, Deputy Director of Certification, at (317) 232-3061 or awolf@idoa.in.gov if you have any questions or concerns about your letter.

Sincerely,

A handwritten signature in dark ink, appearing to read "A. L. Wolf", written over a horizontal line.

Amy L. Wolf, Deputy Director of Certification
Indiana Department of Administration
Division of Supplier Diversity

ALW/ra