

SOLE SOURCE JUSTIFICATION

A waiver from the competitive solicitation process may be granted when based upon operational compatibility with existing equipment, strong technological grounds, a unique and cost-effective feature requirement, or when it is clearly in the State's best interest.

1.) Contract Amount: \$ 90,000.00 per year Estimated Total: \$450,000

2.) Requested Supplier: Adams Outdoor

3.) Description of Item/Service:

- Provide a static billboards for Parents Weekend, Homecoming, Corps Day and Veteran's Programs advertising in the Charleston metro area.
- Provide digital billboards in the Charleston metro for the CGC Open Houses in October and April.
- Provide digital billboards for admission's pushes for the CGC from July through June.
- We are requesting a one year contract (FY2024-25) with the option to renew for four additional years (expiring on July 7, 2029.)

4.) Establish the reasons The Citadel absolutely requires this specific Item/Service and the unique benefits that will be realized:

Almost 70% of our registered CGC students are within 100 mile radius. Digital billboard advertising combined with other types of advertising is proven to drive a higher conversion rate. The static billboards will show recognition for our alumni and create a sense of family for anyone considering the SCCC. Additionally, the use of static billboards near Joint Base Charleston has proven effective in awareness of The Citadel Veterans Program.

5.) Explanation as to why no other supplier can offer a comparable Item/Service:

The combination of both digital and static advertising space will generate the highest number of impression within our target demographics and location.

Right to Protest: If you are aggrieved in connection with the intended award of this project you may be entitled to protest, but only as provided in Section 11-35-420 (1) South Carolina Code of Laws. Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer, Materials Management Office
(a) via email to protest-mmo@mmo.sc.gov or
(b) via USPS or any other carrier to 1201 Main St., Suite 600, Columbia, SC 29201

I hereby certify that the above information is accurate and request that a waiver from the State mandated bidding process be approved for the procurement of the above stated equipment, commodity, or service.

Based on the determination above, the proposed procurement action described is being procured pursuant to the authority of Section 11-35-1560 of the South Carolina Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 South Carolina Code of Laws.


SIGNATURE

June 18 2024
DATE

Jonathan Hoffman
PRINT NAME OF DEPARTMENT HEAD

VP of Communications and Marketing
DEPARTMENT

FOR PROCUREMENT SERVICES USE ONLY

APPROVED BY: _____ DATE: _____
Director of Procurement Services

APPROVED BY: _____ DATE: _____
VP Finance & Business

*VPFB signature only required for requests over \$100,000

GUIDANCE:

Section 3; Provide a description of the item or service being requested with sufficient detail so that it is clear to the reviewer of this form what is being sought and the purpose it serves.

Section 4; Detail the specifics about the item or service and explain how it is uniquely positioned to meet the need at The Citadel. This section should address the role that will be played by the item/service and how it is positioned to be the only option that will work in this scenario. Factual evidence must be presented to substantiate why this is the sole item/service that will work.

Section 5; Cite the reasons why alternatives would not be acceptable and how comparable products or services from other suppliers could not meet the need. Also, include details about the market research that was performed to substantiate the sole source request. Detail the specific, quantifiable facts as to why this type of item/service cannot be purchased from any other supplier.

The Drug-free Work Place certification must be obtained for sole source procurements greater than \$50,000.