

JUSTIFICATION FOR AWARD WITHOUT COMPETITION

(To be completed and submitted by the Office of Procurement)

Based upon the following determination, the proposed procurement action described below is being procured pursuant to the authority of Section 11-35-1560 of the SC Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 SC Code of Laws.

Why does the governmental body need this item or service: (description of the agency need that this procurement meets):

This is needed to advertise the College's MBA program at the Charleston International Airport. This is the major airport in the Charleston area. Over six million people travel through it, which makes it an ideal location for marketing. Airports attract a diverse group of people from different backgrounds, including business travelers, tourists, and international passengers, providing exposure to various market segments for the MBA programs. Travelers often have significant downtime while waiting for flights, security checks, and baggage claims, making them more likely to notice and engage with advertisements.

As a sole source procurement for \$ Est. 5 year cost: \$210,000.00**from** (name of sole source contractor): Charleston County Aviation Authority

Description of market research Agency has performed to determine the availability of products or services that would meet the Agency's needs:

Market research through Procurement IQ and GovSpend did not provide any findings. However, research using Google found the Charleston County Aviation Authority is the only source that provides advertising and signage for the Charleston International Airport.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract:

This is a custom full-color wall banner (294.125" wide x 159" tall) hung in the main atrium in the Concourse B Entrance advertising the MBA programs at the College of Charleston.

This sole source is for a five-year period. The estimated annual cost is \$42,000.00 with a total estimated five-year cost of \$210,000.00.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency:

This advertising space is owned exclusively by this supplier. There are no other suppliers to choose from.

X In accordance with the South Carolina Consolidated Procurement section 11-35-1560 - Sole Source, the College of Charleston announced the intent to award without Competition. No protests were received.

Solicitation# 25.4.JCB.SS.T5

Contract Expiration Date: 09/30/2029

DocuSigned by:

Wendy Williams

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Wendy E. Williams, CPPO, C.P.M., Director of Procurement

7/16/2024

Date

DocuSigned by:

John F. Loonan

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John F. Loonan, Executive Vice President for Business Affairs

7/16/2024

Date

If this procurement is \$50,000 or greater, the Drug Free Workplace Act (§ 44-107-10, et Seq. Code of Laws of SC) applies, the acceptance of a Purchase Order signifies the Vendor certification that they are in compliance with the Drug Free Workplace Act.

6-Digit Index Number: 120138

6-Digit Account Code: 710815

NIGP 3-Digit Commodity Code: 557

Buyer's Initials CB