

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

CAPTION: Content and Video for MLK+Connect Film
CONTRACTOR: Bluecadet
PROGRAM AGENCY: DC Public Library Department of Events,
Exhibits & Development

FINDINGS

1. AUTHORIZATION

19 DCMR §4320, D.C. Official Code §2-354.04 and District of Columbia Procurement Practices Reform Act of 2010 (DC Law 18-37) §404.

2. MINIMUM NEED

The District of Columbia Public Library (DCPL) seeking the services of Bluecadet to provide content and create one (1) short (3-4 minute) video piece and corresponding attract loop for the MLK+Connect film. The procurement will also include installation of the video elements and onsite review and troubleshooting.

MLK+Connect is the primary video element of *D.C. Represented*, the west side of the *Up From the People* permanent exhibit on the 4th floor of the modernized Martin Luther King Jr. Memorial Library. Currently, there are two short video pieces included in the MLK+Connect film – one featuring the story of Nannie Helen Burroughs, a prominent woman civil rights activist who founded a school for Black girls in the Deanwood neighborhood of D.C., and one about D.C.’s fight for home rule. Both vignettes were produced by Bluecadet, the sub-contractor for the exhibit project, which was led by Workhorse, a graphic design firm based in the District.

The third and final vignette will be a story about the importance of Howard University in the work of Dr. Martin Luther King, Jr. It will tell the story of Dr. Mordecai Johnson, who was an inspirational figure and mentor to Dr. King, and will include the stories of other important scholars at Howard who worked with Dr. King and who have continued the important civil rights legacy of Howard University.

This vignette and attract loop will be consistent with the other video elements, following the same visual style, animations, and tone.

3. ESTIMATED FAIR AND REASONABLE PRICE

The estimated fair and reasonable price is \$50,000, which includes:

- Film TRT 2-3 min max
- Script refinement with DCPL (1 round of review)
- VO Oversight
- Storyboarding (1 round of review)
- Rough Cut (by 9/30)
- Fine Cut with final VO
- Final Cut for install
- Attract RC and Final Cut for install
- Local onsite review with Client

4. FACTS THAT JUSTIFY A SOLE SOURCE PROCUREMENT

In the Memorandum of Agreement between DCPL, the National Capitol Planning Commission (NCPC), and the District of Columbia Historic Preservation Review Board (HPRB), there are several requirements regarding exhibits. DCPL is required to design and install a “permanent exhibit to honor Martin Luther King, Jr. and his work in the District of Columbia, and Ludwig Mies van der Rohe and the building’s historical and architectural significance.”

In 2019, DCPL procured services from Kubik Maltbie for design and installation of these exhibits, with Bluecadet serving as the sub-contractor to design video elements for key parts of the exhibit. This included the MLK+Connect video feature, the largest and most prominent element of the exhibit.

1. Bluecadet completed video design for the elements identified for this sole source procurement, as a sub-contractor for Kubik Maltbie under the solicitation listed above.
2. Bluecadet has been involved in the exhibit design from the beginning, so they are familiar with the exhibit goals, the content, the results of the community engagement that has been conducted for the exhibit, and the course of the project to date. Their continued involvement with this project will ensure continuity of the video design, in particular the unique style of the MLK+Connect element.
3. The video vignettes for the MLK+Connect element are projected onto a curved screen that was designed specifically for our exhibit. Bluecadet has experience working with this screen and can produce content that will fit onto this screen.

4. The video design techniques, video style and animations used by Bluecadet for the MLK+Connect are distinctive and would be difficult to duplicate by another vendor, and the duplication would be likely to incur additional costs.
5. Bluecadet brings a unique combination of skills and experience to this project.
6. The price is fair and reasonable for service seen and unseen that Bluecadet provides for the DC Public Library.

5. CERTIFICATION BY THE DIRECTOR OF EVENTS, EXHIBITS & DEVELOPMENT

I hereby certify that the above facts are accurate and complete.

Linnea Hegarty

Date

6. CERTIFICATION BY THE CONTRACT SPECIALIST

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority, I certify that the notice of intent to award a sole source procurement was published in accordance with D.C. Official Code §2-354.04 and that no response was received. I recommend that the Chief Procurement Officer approve the use of the sole source method of procurement for this proposed action.

Latoya Beard
Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under 19 DCMR §4305. Accordingly, I determine that the DC Public Library is justified in using the sole source method of procurement.

Diane Wooden
Chief Procurement Officer

Date