

SOLE SOURCE DETERMINATION

The Purchasing Division has been requested to approve a sole source purchase for the commodity or service described below. Pursuant to West Virginia Code 5A-3-10c, the Purchasing Division is attempting to determine whether the commodity or service is a sole source procurement. If you believe your company meets the required experience and qualification criteria stated below, please e-mail the Purchasing Division at team@wvadmin.gov to express your interest in the project. Please forward any and all information that will support your company's compliance with required qualification and eligibility criteria along with any other pertinent information relative to this project to the Purchasing Division no later than 07-10-07.

Requisition Number: TOR 3232

Department/Agency: Tourism

Detailed Description of Project: To purchase interpretive markers, directional signage, statewide map-guide design, maintenance and marketing to fully integrate West Virginia into a three state Civil War Trail with North Carolina, Virginia and Maryland.

Proposed Sole Source Vendor: Virginia Civil War Trails, Inc.

Specific Eligibility Criteria: VCWT has the only program that has two distinct and balanced objectives, product development and marketing. The product development objective is to uniformly link together Civil War sites with authentic interpretation based on actual military and anecdotal events. Each site is enhanced and marked under the Civil War Trails logo and contains interpretive markets, which use the same colors and formatting as the logo. The second objective is to market and promote the trails as travel itineraries, promoting multi-state trips. VCWT marketing strategies include advertising, trade shows and public relations activities. A full marketing partnership involving Virginia, Maryland and North Carolina is included. The logo/brand image owned by VCWT is the highly recognizable sign that blazes trails all across Virginia, Maryland and North Carolina. These signs point visitors to a network of Civil War sites that they know will be correctly interpreted and well-maintained.

Specific Qualification Criteria: The VCWT program differs from all other trails because they are 'put in the ground' based on an exact and efficient process that provides the visitor with an exceptional experience. Each site is customized to take the visitor back in time to when the actual events occurred. Small details such as interpretive marker placement in relation to the view-shed are taken into consideration for the wayside design. Interpretive writing skills, historic scholarship and anecdotal research play a critical role in ensuring that the stories are told accurately, yet in a manner that relates to visitors.

Section II (to be completed by Purchasing Division Buyer)

Purchasing Bulletin Advertising Date(s) _____

Interest Received: Yes _____ No _____

Action: Returned to Agency for Formal Advertising _____

Awarded to Suggested Vendor _____

Certified as Correct By: _____

(Buyer)

Date: _____