

**JUSTIFICATION FOR  
SELECTION, ORDERING AND ISSUANCE OF TASK ORDERS  
UNDER IDIQ CONTRACT**

**PART I**

1. Date: May 17, 2006
2. Agency and Contracting Office: National Park Service  
Harpers Ferry Center  
Office of Acquisition Management
3. Requesting Office: Media Services
4. Contracting Officer's Representative: Roberta Wendel  
Visual Information Specialist
5. Description of the Requirement: Trip Report for San Juan National  
Historic Site and Illustrations for  
Wayside Exhibits
6. Government Estimate: \$89,600
7. Authority: Section G, Item A. Selection  
FAR 16.505 (b)(2)(ii) under multiple  
IDIQ Artwork contracts
8. Proposed Contractors Name,  
Address, Phone Number and Email:  
  
Steven Patricia  
148 Thrufield Way  
Ligonier, PA 15658  
  
Tradition Studios  
1511 Chapman Landing Road  
Edinburg, Virginia 22824  
  
Archil Pichkhadze  
717 Carroll Street, Number 3L  
Brooklyn, New York 11215  
  
Wood Ronsaville Harlin, Inc.  
17 Pinewood Street  
Annapolis, Maryland 21401

I recommend that the procurement of the following illustrations and the planning trip for the San Juan National Historic Site be placed with a selected group from amongst the multiple award Artwork IDIQ network of contracts for the following reasons. The intent of this Justification is to describe the plan for the entire San Juan project and divide the work as equitably as possible among four of the six IDIQ contract holders based on their specific style and past work.

## **PART II**

A Harpers Ferry project team is visiting San Juan National Historic Site in June 2006. During this working session with the park staff a plan for illustration will be developed. To facilitate this planning effort the team would like to have an artist, as part of the team, discuss how best to illustrate a wide variety of subject matter, evaluate resource materials, and develop thumbnails and a trip report. The trip report submitted by the artist will be used to execute the illustrations through future task orders with multiple contractors.

The proposed Contractor, Steven Patricia, is uniquely qualified to provide a product that meets the needs of the Government in both scope and subject matter expertise for the following reasons:

- A. The Contractor is the most qualified to provide artistic visualization skills to this project as he is the only IDIQ Contractor who is a registered architect. This Contractor has significant experience developing architectural plans and illustrations of historic military architecture and has worked on several projects with the NPS as part of a planning team, as described above, demonstrating that he brings significant skills that are not available from HFC staff.
- B. The Contractor has experience in creating illustrations of an architectural nature of this subject based on previous experience at this site. HFC wants to capitalize on the previous investment in this contractor's knowledge of the specific subject matter as well as the sites. This contractor has already done the research on the subject matter and has produced 12 illustrations some of which will be used again but need to be evaluated for their interpretive effectiveness and ability to be colorized.
- C. There is a need for exploded views of the architecture of the two forts for use by all media products being developed for this site including AV. The ability of the Contractor to be on site will greatly facilitate the development of this specific need.
- D. The Contractor is the only IDIQ contractor who has participated on site visits similar in nature and scope. Therefore, he is familiar with the reporting needs of the project team and can provide the necessary documentation in an efficient manner.
- E. The Contractor has already created a number of illustrations for this park site in a single color. We want to have some of these (D & H) colorized by the Contractor who is the original artist on the series. It is HFC policy to ask the artist who created the original works to make any changes to that work before having it done elsewhere.

Other considerations in the procurement planning for this work include:

- 9. Action taken to conduct market research to locate sources:

The IDIQ contracts are the first contracting sources to consider. Research was only done on the contractors listed in the IDIQ network. Samples of work and subject matter expertise were considered.

These illustrations are specifically designed to showcase Spanish colonial military architecture and/or 16th and 17th century construction methods. Of all the contractors with an IDIQ contract, Steven Patricia is the only contractor with detailed knowledge on how these colonial forts were built and how the architectural features of the forts were used by colonial period military. Keith Rocco potentially has knowledge of the uniform details and artillery but not of the architecture. Wood, Ronsaville, Harlin, Inc. and Archil Pichkhadze have a very general knowledge about similar subject matter but would need to do significant research in unfamiliar material to create these scenes. Robert Hynes is a natural history illustrator and has no expertise in military history. The Government will benefit significantly from the knowledge and expertise by this Mr. Patricia on the subject matter to be depicted.

10. Details to support the Government Estimate:

The attached Government Estimate contains travel expenses and labor costs.

Travel Expenses:

Airfare was based on an internet search at an average of the three least expensive carriers. Lodging and meals were based on Government Travel per diem rates. Contractor time for travel is half their hourly rate.

Labor costs:

Labor is based on an hourly rate. Hours are estimated on the number of 40/hour weeks the work might take. The labor for the Trip report is separate from the labor for the illustrations.

11. Listing of any sources that have expressed interest in this requirement:

None. This acquisition has not been discussed with contractors.

12. Any additional information to support the submission:

Additional illustrations will be identified during this acquisition and these opportunities will be offered to the remaining IDIQ contractors. The volume of work that is needed for the entire wayside exhibit plan is too overwhelming for any one contractor to do all the work in a manner that will meet the project schedule.



Exhibit 40      **El Morro Level 2**      **\$3,000**

This illustration depicts what El Morro might have looked like in its original form as a watchtower at the mouth of the harbor as determined by the shape of the interior of level 2 and other historical records.

Exhibit 42      **El Morro Level 1**      **\$1,000**

Colorize an existing illustration of a ship being hit by a cannon ball from El Morro done previously by the Contractor.

Exhibit 45      **The Outworks**      **\$3,000**

This illustration shall convey a sense of the difficulty enemy soldiers would have attacking San Cristobal from the east by land. The various forms of the outworks shall be depicted as a cross-section with enemy soldiers attempting to scale walls and cross moats while under fire from Spanish soldiers stationed at various outposts.

Exhibit 50      **Demolished Wall**      **\$3,000**

This diagram over a photograph contemporary photograph of Old San Juan will show where the city wall stood before it was demolished in 1897 to allow for expansion of the city.

Exhibit 53      **The Casemates**      **\$3,000**

This illustration shows a variety of daily activities that took place in and around the casemates that can be seen from this exhibit location.

Exhibit 59      **Hauling Cannon Up the Ramp**      **\$3,000**

This illustration demonstrates how difficult it was to move a cannon up or down the fort ramp. It also shows the lives of soldiers at the fort and the nature of some of the tasks they had to perform.



**Exhibit 32/33 El Morro Level 6 \$5,000**

This illustration shows visitors what activities might have been like for a Spanish soldier stationed on this level. Soldiers shall be shown in position drilling with artillery in preparation for a land attack. The image would consist of at least one artillery crew with officers present observing the drill. Time period is to be determined.

**Exhibit 35 El Morro Level 4 \$3,000**

This illustration shows visitors what activities might have been like for a Spanish soldier stationed on level 4. Soldiers shall be shown in position drilling with artillery in preparation for a land attack. The image would consist of at least one artillery crew with officers present observing the drill. Time period is to be determined, but different from exhibit 32/33.

**Exhibit 43 San Cristóbal Level 3 \$5,000**

A full-color illustration shall be developed to show an artillery drill in the 1790s. The scene includes crew and officers of several cannon.

**Exhibit 46/47 San Cristóbal Level 2 \$5,000**

A full-color illustration shall be developed to show an artillery drill in the 1898. The scene includes infantry and officers with several cannon unmanned.

**Exhibit 60 Ordonez Battery \$3,000**

This illustration will show 19<sup>th</sup> century gun emplacement with a crew faced toward the sea as it would be seen from the exhibit location.

*Note: This will be done under contract only if the park chooses not to use proposed existing illustration.*

**Exhibit 62 The Tunnel \$3,000**

This illustration allows visitors to imagine what they might have encountered if they were British soldiers attacking San Cristobal. It shows what defensive obstacles might have been found inside the tunnel including cannon facing the entrance, musketeers firing down the tunnel, heavy doors, and powder charges that could be detonated to collapse the tunnel.

**Exhibit 71 San Juan Harbor \$3,000**

This illustration portrays the San Juan ports in 1776 with ships coming and going and goods being offloaded onto the docks.

**PART III**

- 14. This justification is accurate and complete to the best of my knowledge and belief. The anticipated cost to the government has been reviewed by both the contracting officer's representative and the contracting officer and a determination has been made that the costs are fair and reasonable.
  
- 15. Based on the foregoing, it is recommended that this procurement be approved because it falls within Section G, General Procedures For Selection, Ordering And Issuance Of Task Orders, Paragraph A, Selection, Item (3) Style and Specialized Services and Item (5) Past Performance on Earlier Tasks and in accordance Federal Acquisition Regulations, Part 16.505 (b) (2) (ii). This is also in the best interest of the Government.

Recommended: \_\_\_\_\_ June 1, 2006  
Contracting Officer's Representative Date

Reviewed and Concurred: \_\_\_\_\_ June 1, 2006  
Contracting Officer/Contract Specialist Date

Reviewed and  
Approved or Concurred \_\_\_\_\_ June 1, 2006  
Deputy Associate Manager Date  
Office of Acquisition Management