

Chairman's Portrait

This is a combined synopsis solicitation for commercial item prepared in accordance with the format in Subpart 12.6 as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; quotes are being requested and a written solicitation will not be issued. This acquisition is 100% set aside for small business in accordance with **FAR 52.219-1 AND 52.219-6 (THIS MEANS YOU MUST BE A SMALL BUSINESS, QUOTING THE PRODUCT OF A SMALL BUSINESS VENDOR.** This request for quote (RFP) N00174-10-Q- 0159 is the only written solicitation, which will be issued, unless amended. The solicitation document, incorporated provisions and clauses are those in effect through Federal Acquisition Circular #. The North American Industry Classification System (NAICS) code is 711510. The Offeror shall provide a firm fixed price offer for painting services for an official portrait of Admiral Michael Mullen, Chairman of the Joint Chiefs of Staff (CJCS). The Salient Characteristics for the Chairman's Portrait are as follows:

- ¾ length oil portrait of Admiral Michael Mullen, Chairman of the Joint Chiefs of Staff
- Medium: Oil on canvas
- Frame: Hand-carved gold metal leaf (must match existing Chairmen's Portraits)
- Size: Canvas: 36"x 50" Frame: 42" x 56"

The Contractor shall deliver the requested portrait directly to The Joint Staff Supply, Room 1D844, Pentagon. The portrait shall be delivered no later than 12 months from date of award.

UNLESS AVAILABLE VIA **ORCA** THE OFFERORS ARE REQUIRED TO COMPLETE AND INCLUDE A COPY OF THE FOLLOWING PROVISIONS WITH THEIR PROPOSALS REFERENCING APPLICABLE NAICS AND SIZE STANDARD STATED ABOVE: FAR 52.219-1 Alt 1 Small Business Program Representative, FAR 52.212-3, Offeror Representation and Certifications – Commercial Items, FAR 52.222-22 Previous Contracts and Compliance Reports, FAR 52.222-25 Affirmative Action Compliance. The following clauses are also applicable to this requirement: FAR 52.212-2, Evaluation – Commercial Items, applies with paragraph (a) completed as follows: Award will be made to the offeror that meets the solicitation's minimum criteria at the lowest price. The following provisions are also applicable to this requirement: FAR 52.212-4 Contract Terms and Conditions – Commercial Items, FAR 52.212-5 Contract Terms and Conditions Required Implementing Statutes or Executive Orders – Commercial Items, with reference to 52.219-4, 52.219-28, 52.222-3, 52.222-19, 52.222-21, 52.222-26, 52.222-35, 52.222-36, 52.222-37, 52.222-39, 52.222-50, 52.223-9, 52.225-1, 52.225-13 and 52.232-33. Addendum to 52.212-4 includes DFARS 252.211-7003 Item Identification and Valuation. 52.212-2, Evaluation-Commercial Items: the evaluation factors are as follows, listed in descending order of importance, unless otherwise stated.

Factor 1 – Technical Approach: The offer shall demonstrate an understanding of the requirements that are specified in the Performance Work Statement (PWS), to include

each listed deliverable. The Offeror's technical approach must demonstrate the necessary skills, knowledge, and capabilities to successfully perform all tasks in the PWS. At a minimum, the Offeror's technical proposal shall demonstrate the following mandatory technical specifications:

- expertise of portrait artistry, including photography, sketching and oil on canvas;
- in-depth knowledge of portrait techniques and styles;
- experience rendering official portraits of government officials, military leaders or leaders of Fortune 500 corporate institutions;
- proven ability in conducting consultations and providing treatment plans to discuss/outline details of the portrait; and
- ability to travel to the Pentagon for live sittings.

The Offeror's technical proposal will be evaluated based on its technical approach including detailed deliverables and performance standards as defined in the PWS and the mandatory technical specifications listed in the aforementioned bullets. **The Offeror shall respond with a line-by-line response attesting to full compliance to each item listed under the mandatory minimum technical specifications and address the ability to meet the desired delivery requirement defined in the PWS. NO PRICING IS TO BE PROVIDED IN THE TECHNICAL APPROACH.**

The Offeror's Technical Approach will be evaluated using an adjectival rating of "Outstanding" "Good," "Acceptable," "Marginal," or "Unacceptable." These adjectival ratings are defined in the table below:

ADJECTIVAL RATING	DEFINITION
Outstanding	A proposal that satisfies all of the Government's requirements with extensive detail to indicate feasibility of the approach and shows a thorough understanding of the problems and offers numerous significant strengths, which are not offset by weaknesses, with an overall low degree of risk in meeting the Government's requirements.
Good	A proposal that satisfies all of the Government's requirements with adequate detail to indicate feasibility of the approach and shows an understanding of the problems and offers some significant strengths or numerous minor strengths, which are not offset by weaknesses, with an overall low to moderate degree of risk in meeting the Government's requirements.
Acceptable	A proposal that satisfies all of the Government's requirements with minimal detail to indicate feasibility of the approach and shows a minimal understanding of the problems, with an overall moderate to high degree of risk in meeting the Government's requirements.
Marginal	A proposal that satisfies all of the Government's requirements with minimum detail to indicate feasibility of approach and shows a minimal understanding of the problem with an overall high degree of risk in meeting the Government's requirement.
Unacceptable	A proposal that contains a major error(s), omission(s) or deficiency(ies) that indicates a lack of understanding of the problems or an approach that cannot

ADJECTIVAL RATING	DEFINITION
	be expected to meet requirements or involves a very high risk; and none of these conditions can be corrected without a major rewrite or revision of the proposal.

Factor 2 – Relevant Experience: The Government will assess each Offeror’s relevant experience to determine whether they have performed efforts similar to those required under the PWS. The Government shall request the Offeror provide evidence of experience in painting individual portraits, including samples completed in the past two years. The samples shall clearly represent the individual style, talent and ability of the Offeror. Samples will not be returned.

Factor 3 – Past Performance: The Government will evaluate past performance for current relevancy within the last two years based on how well the Contractor performed on projects of similar dollar value, size, scope, and complexity. The Contractor shall have a past performance that demonstrates successful execution and delivery of services in scope and type cited in the PWS. The Government will evaluate the Offeror’s demonstrated past or current effort. Basis of Evaluation: Evaluation will assess the likelihood of success in performing this requirement as indicated by the Offeror’s record of past performance. The Government will also evaluate promptness and effectiveness of any necessary corrective action. The Government may also evaluate information gathered independently of the Offeror’s submission to assess past performance (i.e., Contractor Performance Assessment Reports (CPARs)). Quality of performance is defined as the level of past performance provided which will be used as an indicator of the Offeror’s probable performance as it relates to this acquisition. Offerors that would be eliminated from the competitive range solely based on negative findings in past performance will be given an opportunity to address such findings. A significant achievement, problem, or lack of relevant data in any element of past performance can become an important consideration in the source selection process. The Offeror is reminded to include all relevant past efforts, including demonstrated correction actions, in its proposal. Any Offeror lacking relevant past performance history may be evaluated on past performance information from predecessor companies, and key personnel with experience relevant to the instant acquisition. In the case of an Offeror without a record of relevant past performance, or where past performance information is not available, the Offeror will not be evaluated favorably or unfavorably on past performance. A “Neutral” rating will be given. The Offeror’s Relevant Experience and Past Performance will be evaluated using an adjectival rating of “Exceptional” “Very Good,” “Satisfactory,” “Marginal,” or “Unsatisfactory.” These adjectival ratings are defined in the table below:

ADJECTIVAL RATING	DESCRIPTION
Exceptional	The Offeror’s performance met contractual requirements and exceeded many to the Government’s benefit. The contractual performance of the element or sub-element being assessed was accomplished with few minor problems for which corrective action(s) taken by the Contractor were highly effective.

ADJECTIVAL RATING	DESCRIPTION
Very Good	The Offeror's performance met contractual requirements and exceeded some to the Government's benefit. The contractual performance of the element or sub-element being assessed was accomplished with some minor problems for which corrective action taken by the Contractor were effective.
Satisfactory	The Offeror's performance met contractual requirements. The contractual performance of the element or sub-element being assessed contained some minor problems for which corrective actions taken by the Contractor appeared or were satisfactory.
Marginal	The Offeror's performance did not meet some contractual requirements. The contractual performance of the element or sub-element being assessed reflected a serious problem for which the Contractor had not identified corrective actions. The Contractor's proposed actions appeared only marginally effective or were not fully implemented.
Unsatisfactory	The Offeror's performance did not meet most contractual requirements and recovery was not likely in a timely manner. The contractual performance of the element or sub-element being assessed contained a serious problem(s) for which the Contractor's corrective actions appeared or were ineffective.

Factor 4 – Price: In determining the overall value best value of the proposal, price is less important than the technical approach, relevant experience, and past performance. Price will not receive an adjectival rating. The Offeror's proposed payment schedule will be evaluated. When evaluating the price proposal, a determination will be made as to the Offerors' price reasonableness and completeness. The Offerors' proposals must demonstrate reasonable pricing that is aligned with the technical and management approaches. Failure to address any of the instructions within this combined synopsis/solicitation may result in a proposal being considered unacceptable. The Government will make a best value determination based on these factors. Intent is to award based on initial offers. If considered necessary by the Contracting Officer, discussions will be conducted only with those Offerors determined to have a reasonable chance for award. Parties responding to this solicitation may submit their quote in accordance with their standard commercial practices (e.g. on company letterhead, formal quotes form, etc.) but must include the following information:

- 1.) **Company's complete mailing and remittance addresses, discounts for prompt payment, if any (e.g. 1% 10 days), ability to meet delivery requirement and unit cost of product.**
- 2.) **The company's CAGE code, Dun & Bradstreet Number, and Taxpayer ID number.**
- 3.) **In addition, if you are quoting on a comparable commercial item, product literature must be included.**
- 4.) **To reiterate, All FAR certifications and representations specified above must also accompany your quote unless available on line.**

Any and all questions must be submitted 5 days before close of solicitation. **No questions will be accepted after than time.** Responses must be received no later than

3:30 p.m. EST on **19-July-2010**. Provide responses to Omar Roque Code 13F, Naval Sea Systems Command, Naval Surface Warfare Center, Indian Head Division (NSWC IHD), Procurement Division, 4072 North Jackson Road Suite 118, Code C13F Indian Head, MD 20640-5115. Electronic mail address: omar.roque@navy.mil or Fax: 301-744-6670.

This synopsis is being posted to both the Federal Business Opportunities (FBO) page located at <http://www.eps.gov> and the Navy Electronic Commerce on Line (NECO) site located at <http://www.neco.navy.mil>. While it is understood that FBO is the single point of entry for posting of synopsis and solicitations to the internet, NECO is the alternative in case FBO is unavailable. Please feel free to use either site to access information posted by the Navy Sea Systems Command.

**Performance Work Statement
for
Chairman's Portrait**

1.0 Scope

1.1 Background

Historically, all Chairmen of the Joint Chiefs of Staff portraits are painted, presented to the Chairman and then hung in the "E" Corridor outside the "Tank" in the Pentagon. When accepted from the painter by the Department of Defense (DOD), the portrait becomes the property of the DoD.

1.2 Purpose

To obtain portrait painting services for an official portrait of Admiral Michael Mullen, Chairman of the Joint Chiefs of Staff (CJCS), to be displayed in the "E" Corridor, outside the "Tank", in the Pentagon.

1.3 Objective

To acquire a professional and quality oil on canvas portrait of Admiral Michael Mullen to be displayed in the "E" Corridor outside the "Tank", in the Pentagon. The Portrait shall meet the following requirements:

¾ length oil portrait of Admiral Michael Mullen, CJCS

Quantity: 1

Medium: Oil on canvas

Frame: Hand-carved gold metal leaf (to match existing Chairmen's Portraits)

Size: To comply with existing portraits – Canvas: 36" x 50" || Frame: 42" x 56"

1.4 Points of Contact

1.4.1 Primary

Joseph L. Guy
Room 1D844, The Pentagon
Washington, DC
(703) 692-8427
joseph.guy@js.pentagon.mil

1.4.2 Alternate

Lt Col Glen Savory
Room 1E821, The Pentagon
Washington, DC
(703) 697-7841
glen.savory@js.pentagon.mil

1.5 Special Requirements

1.5.1 Place of Performance

The primary place of performance for this effort is the Chairman's Office, The Pentagon.

1.5.2 Period of Performance

The period of performance for this effort is from date of award through 12 months.

1.5.3 Security Level

The security classification for this effort is UNCLASSIFIED.

1.5.3.1 Building/Computer Access

The Contractor will be escorted at all times by Joint Staff personnel. The Contractor shall wear and display an Escorted Visitor's Badge.

2.0 Specific Regulation or Guidance

2.1 Initial Meeting

Following award, the Contractor shall provide an informal visit to discuss details (e.g., dress, setting, location, process, and schedule) of the portrait with Admiral Mullen. The Contractor shall schedule this meeting with the Chairman through the Office of the Chairman.

2.2 Treatment

The Contractor shall deliver a treatment plan that outlines the details of the portrait and the proposed work plan within 30 days of the initial meeting. The plan shall detail how the Chairman's preferences discussed in the initial meeting (pose, items to be included in the portrait, background, etc) will be rendered, as well as describe the painter's technical methods of developing the portrait.

2.3 Sittings

The Contractor shall establish dates for portrait sittings directly with the Chairman through the Office of the Chairman. The Contractor is advised to confirm sitting appointments and is required to reschedule appointments on request. A minimum of one and a maximum of three sittings, each 90 minutes in length, in which the Contractor shall take necessary photographs, sketch, or paint from life. Other sittings may be scheduled by the Contractor if required.

2.4 Chairman's Portrait

The Contractor shall provide an appropriate frame for portrait. The portrait shall be professionally installed in frame to include the backing and mounting hardware. Size of the portrait including the frame shall comply with existing portraits-approximately sizes are as follows: canvas: 36"x50", frame: 42"x56".

The Contractor shall ship approved framed finished portrait no later than (NLT) 12 months from date of contract award to:

The Joint Staff Supply
Attn: Mr. Joseph Guy
The Pentagon, Room 1D844
Washington, DC 20330

2.5 Dedication of Portrait

The Contractor shall attend the dedication of the Chairman's Portrait after delivery. The dedication will be held at the Pentagon; date/time will be determined after delivery of the portrait.

3.0 Deliverables

PWS Paragraph Reference	Deliverable Description	Delivery Date (no later than)
2.1	Initial Meeting at the Pentagon	No Later Than (NLT) Date of

		Award + 30 days
2.2	Treatment	NLT 30 days after Initial Meeting
2.3	Sittings	As required
2.4	Chairman's Portrait - Shipping of framed portrait	NLT Date of Award + 12 months
2.5	Attend Dedication of Portrait	TBD

4.0 Applicable Documents

4.1 Reference to Detailed Specifications

Final product shall be similar in style and design with other portraits currently found in "E" Corridor outside the "Tank", in The Pentagon.

PAST PERFORMANCE QUESTIONNAIRE COVER SHEET
For Solicitation Number: N00174-10-Q-0159

Contractor	_____
Contract Number	_____
Contract Type	_____
Original Contract Value	_____
Current Contract Value	_____
Nature of Effort	_____
Period of Performance	_____
Place of Performance	_____

Please send completed surveys by mail, email or fax 301-744-6670, Code C13F, by the closing date listed in Block 9 of the solicitation.

Submit to: NAVSEA, NSWC Indian Head Division
Attn: Omar Roque, Code C13F
4072 North Jackson Road, Suite 118
Indian Head, MD 20640-5115

omar.roque@navy.mil

Fax: 301-744-6670

RATING SCALE

Please use the following ratings to answer the questions. If you are unable to rate an item because it was not a requirement, never an issue, or you have no knowledge of the item in question, then you should mark "N" for neutral.

EVALUATION CRITERIA

Exceptional	The offeror's performance met contractual requirements and exceeded many to the Government's benefit. The contractual performance of the element or sub-element being assessed was accomplished with few minor problems for which corrective action(s) taken by the Contractor were highly effective.
Very Good	The offeror's performance met contractual requirements and exceeded some to the Government's benefit. The contractual performance of the element or sub-element being assessed was accomplished with some minor problems for which corrective actions taken by the Contractor were effective.
Satisfactory	The offeror's performance met contractual requirements. The contractual performance of the element or sub-element being assessed contained some minor problems for which corrective actions taken by the Contractor appeared or were satisfactory.
Marginal	The offeror's performance did not meet some contractual requirements. The contractual performance of the element or sub-element being assessed reflected a serious problem for which the Contractor had not identified corrective actions. The Contractor's proposed actions appeared only marginally effective or were not fully implemented.
Unsatisfactory	The offeror's performance did not meet most contractual requirements and recovery was not likely in a timely manner. The contractual performance of the element or sub-element being assessed contained a serious problem(s) for which the Contractor's corrective actions appeared or were ineffective.

	EXCEPTIONAL	VERY GOOD	SATISFACTORY	MARGINAL	UNSATISFACTORY
CUSTOMER SATISFACTION					
1. The referenced contractor was responsive to the Customer's needs.					
2. The contractor's personnel were qualified to meet the requirements.					
3. The contractor's ability to accurately estimate cost.					
TIMELINESS					
4. The contractor ensured, to the extent of its responsibility, that all work was completed within the requested time frame.					
TECHNICAL SUCCESS					
5. The contractor has a clear understanding of the work to be performed.					
6. The contractor completed work correctly the first time.					
7. The contractor resolved problems efficiently.					
QUALITY					
8. The contractor delivered reliable, quality supplies/services.					
OVERALL PERFORMANCE					
9. Which of the following would you choose to describe the quality of the referenced contractor's work?					
10. Which of the following would you choose to describe the referenced contractor's willingness to cooperate to resolve performance disagreements?					

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5. The contractor has a clear understanding of the work to be performed.
6. The contractor completed work correctly the first time.
7. The contractor resolved problems efficiently.

QUALITY

8. The contractor delivered reliable, quality supplies/services.

OVERALL PERFORMANCE

9. Which of the following would you choose to describe the quality of the referenced contractor's work?
10. Which of the following would you choose to describe the referenced contractor's willingness to cooperate to resolve performance disagreements?

Please provide subjective responses for the following:

1. Would you recommend this contractor for similar Government contracts? Please explain:

2. Have you experienced special or unique problems with the referenced contractor that we should be aware of in making our decision?

Print Name

Phone No.

Signature

Date

Company/Organization

PAST PERFORMANCE MATRIX
Solicitation N00174-10-R-_____

References	Dollar Value of Contract	Work Description	Contract Completed on Time YES/NO	Contract Completed at Cost YES/NO (if No, % of overrun)	Provide Explanation for NO Answers	Date Past Performance Questionnaire was Sent to Reference

**REFERENCES COLUMN SHOULD INCLUDE GOVERNMENT ACTIVITY/COMPANY NAME, ADDRESS, POC, AND TELEPHONE NUMBER
SUBMIT PAST PERFORMANCE MATRIX WITH PROPOSAL PACKAGE BY THE SOLICITATION CLOSING DATE.**