

State of Maine
RFP / Proposal Master Score Sheet

Instructions: Complete the Master Score Sheet below providing all of the requested information for each bidder that submitted a proposal in response to the RFP. This document is to be included in the Selection Package submitted to the Division of Procurement Services for review/approval.

SCORESHEET FOR RFP# 201807151: Multimedia and Creative Services									
PROPOSAL SUBMITTED BY:		Broad Creatives Graphic Design		Karin Matticci Graphic Design		Mishmash Maine Graphic Design		Mishmash Maine Copywriter	
COST:		Cost:	\$90/hr \$600/day	Cost:	\$65/hr	Cost:	\$95/hr	Cost:	\$95/hr
EVALUATION ITEM	POINTS AVAIL.								
Section I: Organization Qualifications and Experience	40	40		40		40		40	
Section II: Proposed Services	35	35		35		35		35	
Section III: Cost Proposal	25	25		25		25		25	
TOTAL	<u>100</u>	<u>100</u>		<u>100</u>		<u>100</u>		<u>100</u>	
PROPOSAL SUBMITTED BY:		Mishmash Maine Technical Writer		Mishmash Maine Marketing					
COST:		Cost:	\$95/hr	Cost:	\$135/hr				
EVALUATION ITEM	POINTS AVAIL.								
Section I: Organization Qualifications and Experience	40	40		40					
Section II: Proposed Services	35	35		35					
Section III: Cost Proposal	25	25		25					
TOTAL	<u>100</u>	<u>100</u>		<u>100</u>					

From: [Butterfield, Karen G](#)
To: karin.mattiucci@gmail.com
Cc: [Crosby, Jessica A](#)
Subject: Pre-qualified Vendor List for Multi-media services
Date: Tuesday, October 6, 2020 3:29:00 PM
Attachments: [AwardLetter-Matticci.doc.pdf](#)

Greetings Karin,

Attached is the confirmation of your placement on the Pre-qualified vendor list with the State of Maine for multi-media services.

Karen G. Butterfield
Talent Management Coordinator
Bureau of Human Resources



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

October 6, 2020

Karin Matticci
34 Beech Avenue
Cranston, RI 02823
karin.mattiucci@gmail.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151
Multi-media and Creative Services**

Dear Karin:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broad Creatives-Graphic Design
- Karin Matticci-Graphic Design
- Mishmash Maine- Graphic Design, Copywriter, Technical Writer, Marketing
-

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in black ink that reads "Jessica Crosby". The signature is written in a cursive, flowing style.

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

From: [Butterfield, Karen G](#)
To: emily@broadcreatives.com
Cc: [Crosby, Jessica A](#)
Subject: Pre-qualified Vendor List for Multi-media services
Date: Tuesday, October 6, 2020 3:29:00 PM
Attachments: [Award Letter-Broad.doc.pdf](#)

Greetings Emily,

Attached is the confirmation of your placement on the Pre-qualified vendor list with the State of Maine for multi-media services.

Karen G. Butterfield
Talent Management Coordinator
Bureau of Human Resources



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Kirsten Figueroa
Commissioner**

**Janet T. Mills
Governor**

October 6, 2020

Broad Creatives
Emily Foran
167 Smutty Lane
Saco, ME 04072
emily@broadcreatives.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151
Multi-media and Creative Services**

Dear Emily:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broad Creatives-Graphic Design
- Karin Matticci-Graphic Design
- Mishmash Maine- Graphic Design, Copywriter, Technical Writer, Marketing
-

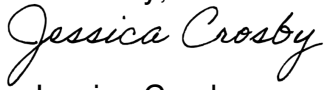
The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in black ink that reads "Jessica Crosby". The signature is written in a cursive, flowing style.

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

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From: [Butterfield, Karen G](#)
To: [Michelle Philbrook](#)
Cc: [Crosby, Jessica A](#)
Subject: Pre-qualified Vendor List for Multi-media services
Date: Tuesday, October 6, 2020 3:29:00 PM
Attachments: [Award Letter- MishmashMainer-Copywriter.doc.pdf](#)

Greetings Michelle,

Attached is the confirmation of your placement on the Pre-qualified vendor list with the State of Maine for multi-media services.

Karen G. Butterfield
Talent Management Coordinator
Bureau of Human Resources



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

October 6, 2020

Mishmash Maine
Michelle Philbrook
386 Bridgton Rd Ste. C
Westbrook, ME 04092
michelle@mishmashmaine.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151
Multi-media and Creative Services**

Dear Michelle:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broad Creatives-Graphic Design
- Karin Matticci-Graphic Design
- Mishmash Maine- Graphic Design, Copywriter, Technical Writer, Marketing
-


The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

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This award decision is conditioned upon final approval by the State Procurement Review Committee. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in black ink that reads "Jessica Crosby". The signature is written in a cursive, flowing style.

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Karin Matticci Graphic Design
DATE: 09-22-2020

Instructions: *The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.*

		<u>Points Awarded:</u>
<u>Numerical Score:</u>		
Section I. Organization Qualifications and Experience	(Max: 40Points)	40
Section II. Proposed Services	(Max: 35 Points)	35
Section III: Cost Proposal	(Max: 25 Points)	25
TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Karin Matticci Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Website shows nice work, has worked with the State of Maine (DHHS) In the past. Credentials are good.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Karin Matticci Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:

Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Karin Matticci Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25 Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:

Cost is in line with industry standard

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

		<u>Points Awarded:</u>
<u>Numerical Score:</u>		
Section I. Organization Qualifications and Experience	(Max: 40Points)	40
Section II. Proposed Services	(Max: 35 Points)	35
Section III: Cost Proposal	(Max: 25 Points)	25
TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Well written, experience working for the Maine IF&W

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:

Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25 Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:
Cost is in line with industry standard

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Graphic Design
DATE: 09-22-2020

Instructions: *The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.*

		<u>Points Awarded:</u>
<u>Numerical Score:</u>		
Section I. Organization Qualifications and Experience	(Max: 40Points)	40
Section II. Proposed Services	(Max: 35 Points)	35
Section III: Cost Proposal	(Max: 25 Points)	25
TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Work looks good, graphics are what I would expect to see from a professional. Current/Modern look

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:

Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25 Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:
Cost is in line with industry standard

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

		<u>Points Awarded:</u>
<u>Numerical Score:</u>		
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Section II. Proposed Services	(Max: 35 Points)	35
Section III: Cost Proposal	(Max: 25 Points)	25
TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Looks good. Professional, clean, modern. Website professional. Full PR and marketing firm.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:

Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25

Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:

Cost is in line with industry standard

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

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Section I. Organization Qualifications and Experience	(Max: 40Points)	40
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TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Well written, experience working for the Maine IF&W- experience was in 2019- recent.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:

Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Mishmash Maine-Copy Writer
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25

Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:

Cost is in line with industry standard

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Broad Creatives-Graphic Design
DATE: 09-22-2020

Instructions: *The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is **not** meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.*

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<u>Numerical Score:</u>		
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TOTAL POINTS		100

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Broad Creatives-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION I
Organization Qualifications and Experience**

Total Points Available: (Insert maximum points available)

Score: 40

Evaluation Team Comments:

Examples are good. Worked with not for profit and government entities.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Broad Creatives-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION II
Proposed Services**

Total Points Available: 35 Score: 35

Evaluation Team Comments:
Proposed work meets criteria.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multi-Media and Creative Services
BIDDER: Broad Creatives-Graphic Design
DATE: 09-22-2020

**EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid**

Total Points Available: 25

Score: 25

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	×	Score Weight	=	Score
	÷		×	25	=	

Evaluation Team Comments:

Cost is in line with industry standard

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Broad Creatives

DATE: 9/23/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- has experience with government agencies +
- Page 1- 17 years of experience in graphic design and illustration +
- Page 3- Provided samples of past work created for clients +

II. Proposed Services

1. Services to be Provided

- Page 1- Thorough services offered including initial intake to final products (both print and digital materials).

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Karin Mattiucci

DATE: 9/23/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- has experience working with Maine DHHS for four years +
- Page 2- Created both an annual report as well as a slideshow with audio to be used on social media platforms for DHHS.

II. Proposed Services

1. Services to be Provided

- Page 1- provides services in graphic design, including both print media, digital graphics and social media content. +
- Page 1- does not use subcontractors

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash Maine- Copywriter

DATE: 9/23/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- Has experience working with Maine Inland Fisheries and Wildlife +
- Page 3- Provided examples of content and materials created for the department of Inland Fisheries and Wildlife
-

II. Proposed Services

1. Services to be Provided

- Page 1- Most services provided by owner, however does use additional copywriters or subcontractors when work is high volume and/or repetitive.
- Page 2- Provides website services, blog/online articles, email campaigns, landing pages, press releases and copy editing.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash- Graphic Design

DATE: 9/23/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

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I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- Experience designing newspaper and magazine ads, postcards, brochures, websites, logos and marketing materials.
- Page 3- Provided examples of graphic design projects the company has worked on. +
-

II. Proposed Services

1. Services to be Provided

- Page 1- Provides a comprehensive list of deliverables, including annual reports, digital ads, logos, websites and presentations. +
- Page 1- Some subcontractors are used depending on workload and timeline.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash - Marketing

DATE: 9/22/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

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I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- Provide their vision: clear thinking and writing is essential to any PR and marketing strategy.
- Page 2-3- Provide examples of marketing projects including visuals. +

II. Proposed Services

1. Services to be Provided

- Page 1- All creative deliverables are managed/directed or personally completed by a two person creative team.
- Page 1- subcontractors used for some projects when needed.
- Page 1- owner is responsible for handling all final edits. +

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash Maine- Technical Writer

DATE: 9/23/20

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: DAFS

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Individual Evaluator Comments:

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I. Organization Qualifications and Experience

1. Overview of Organization

- Page 1- Vendor has experience providing technical copy and editing services to a wide variety of companies and employers, including the Maine Department of Inland Fisheries and Wildlife. +
- Page 2- Provided examples of previous projects including graphics. +
- Page 3- Provided a sample of the work done for Inland Fisheries and Wildlife. +

II. Proposed Services

1. Services to be Provided

- Page 1- the majority of writing is completed by the owner, although subcontractors are used for high volume projects.
- Page 1- owner is responsible for all final edits for quality control purposes. +
- Page 2- provides a list of services offered, including website content, email campaigns and reports.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Broad Creatives

DATE: 9/21/20

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Experience working with State Agencies and not for profit
 - Small organization but impressive amount of work
 - 15+ years of experience
 - Professional looking examples
- II. Proposed Services
 1. Services to be Provided
 - Walks client through the process to help them figure out what they need.
 - Website was professional

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash Maine- Technical Writer

DATE: 9/21/20

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Worked with IFW
- Examples were solid, flowed well
- Graphics were included with samples

II. Proposed Services

1. Services to be Provided

- Company owner does most of the work, has contracted with high-volume
- Cost is in line with others in this field.
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Karin Mattiucci

DATE: 9/21/20

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

1. Organization Qualifications and Experience
Overview of Organization
 - Worked with Maine State Government (DHHS)
 - Created multi media projects including slide shows, and graphics for things like annual reports.
2. Proposed Services
Services to be Provided
 - Multi media services
 - All work done "in house" +

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash Maine- Copywriter

DATE: 9/22/20

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

Organization Qualifications and Experience
Worked for Maine Inland Fisheries and Wildlife +
Examples for IFW were good

Proposed Services
Provides most services herself, however has used subcontractors.
Examples were good.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash- Graphic Design

DATE: 9/23/20

EVALUATOR NAME: Karen G. Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Broad experience with several types of media.... Mail advertisements/marketing, Web design, magazine
Provided examples

II. Proposed Services

With the variety of experience, the vendor showed they would be capable of providing the services the SOM would most likely need.
Subcontractors are used from time to time.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 207807151

RFP TITLE: Pre-qualified Vendor List for Multimedia and Creative Services

BIDDER NAME: Mishmash - Marketing

DATE: 9/23/20

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: DAFS

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes.

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Mission statement in line with what we are looking for
 - Included examples of work++
 - Reviewed website-professional

- II. Proposed Services
 1. Services to be Provided
 - Some subcontract work when needed, but not uncommon for this industry. Has experience and skills in line with what would be expected at the proposed cost.



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL
SERVICES

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 201807151
RFP TITLE: Multimedia and Creative Services

I, **Karen Butterfield** accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

	09-17-2020
Signature	Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL
SERVICES

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 201807151
RFP TITLE: Multimedia and Creative Services

I, **Jessica Crosby** accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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Jessica Crosby

Signature

09-17-2020

Date