



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

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

September 29, 2023

Ryan Dillon
Mainstream Media, LLC
89 Mussey Rd. Ste. 100
Scarborough, ME, 04074
ryan@mainstreamonline.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151,
Multimedia and Creative Services**

Dear Ryan Dillon,

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 Multimedia 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 awards to the following bidder:

- Mainstream Media, LLC (Voice Over Production & Copy Writer Services)

The bidder 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,

DocuSigned by:

Brandon Martin

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Brandon Martin

Acting Deputy Chief Procurement Officer

Division of Procurement Services

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).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER: Mainstream Media (copywriter)
DATE: 09-13-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
<ul style="list-style-type: none">Were there any missing sections/documents from the proposal?	x	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	
Section II. Proposed Services	35	
Section III. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Mainstream Media (copywriter)

DATE: 09-13-23

Preliminary Information

Preliminary Information

Evaluation Team Comments: Included all document

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Mainstream Media (copywriter)

DATE: 09-13-23

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40

Evaluation Team Comments:- Deducted 6 points in each section where documentation was missing.

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included? 2 examples provided- internal projects.

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used? Did Not Indicate

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
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RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Mainstream Media (copywriter)

DATE: 09-13-23

**EVALUATION OF SECTION II
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	35	35

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: Provided link to the website with additional information about the stations they manage and events happening. Links were reviewed for each of the internal campaigns. Unable to assess work for outside companies as a sample was not provided. Deducted points for not providing 3 samples.

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**EVALUATION OF SECTION III
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Total Points	=	Score
NA	÷	NA	x	25 points	=	25

Evaluation Team Comments: On par with industry standard.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER – MaineStream Media (Voiceover)
DATE: 09-13-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal?	x	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	
Section II. Proposed Services	35	
Section III. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

Evaluation Team Comments: The documentation for license, liability, and a statement concerning any litigation was not included in this bid. Did not score due to missing information.

**STATE OF MAINE
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RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER – MaineStream Media (Voiceover)

DATE: 09-13-23

Preliminary Information

Preliminary Information

Evaluation Team Comments: Included all document

**STATE OF MAINE
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RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER – MaineStream Media (Voiceover)
DATE: 09-13-23

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40

Evaluation Team Comments: Three documents were missing from this proposal, deducted 6 points for each document.

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included? 2 examples of internal projects-a statement about outside companies.

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes
☐ No

4. Has there been any litigation?

☐ Yes
☒ No

5. Is the licensure included?

☒ Yes
☐ No

6. Is the certificate of insurance included?

☒ Yes
☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER – MaineStream Media (Voiceover)

DATE: 09-13-23

**EVALUATION OF SECTION II
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	35	35

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: Described the type of voiceover work done. The proposed services were outlined in this section, but the samples did not provide any specific links for us to assess voice-over work. Points have been given based on only 2 samples.

**STATE OF MAINE
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RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER – MaineStream Media (Voiceover)

DATE: 09-13-23

**EVALUATION OF SECTION III
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Total Points	=	Score
NA	÷	NA	x	25 points	=	25

Evaluation Team Comments: On par with industry standards



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

I, Karen G. Butterfield accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of (enter Department). 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 and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. 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 award decision notices for public distribution.


Signature

09-13-2023
Date



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 201807151
RFP TITLE: PQVL 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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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 award decision notices for public distribution.

Jessica Crosby

Signature

9/13/23

Date