



**STATE OF MAINE
DEPARTMENT OF INLAND FISHERIES
AND WILDLIFE**

**Janet T. Mills
Governor**

**Judith A Camuso
Commissioner**

8/26/2025

Broadreach Public Relations
19 Commercial St, 3rd Floor
Portland, ME 04101

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 202203045,
Pre-Qualified Vendor List for Multimedia Services**

Dear Robin Loper:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Inland Fisheries and Wildlife for 202203045. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award to the following bidder:

- Broadreach Public Relations

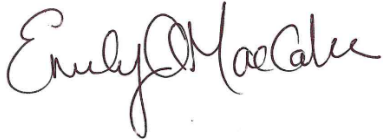
The bidder listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined 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,

A handwritten signature in cursive script that reads "Emily MacCabe". The signature is written in dark ink and is positioned above the printed name and title.

Emily MacCabe
Director, Information and Education
Maine Department of Inland Fisheries and Wildlife

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, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203045

RFP TITLE: Pre-Qualified Vendor List for Multimedia Services

BIDDER: Broadreach Public Relations

DATE: 7/16/2025

SUMMARY PAGE

Department Name: Maine Dept of Inland Fisheries and Wildlife

Name of RFP Coordinator: Kristina Bedard

Names of Evaluators: Kristina Bedard, Emily MacCabe, Courtney Sirois

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		N/A
•		
•		
•		
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	65	N/A
Section III. Cost Proposal	35	N/A
<u>Total Points</u>	<u>100</u>	<u>N/A</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203045

RFP TITLE: Pre-Qualified Vendor List for Multimedia Services

BIDDER: Broadreach Public Relations

DATE: 7/16/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

Only one Bidder submitted a proposal in response to this PQVL period.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203045

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BIDDER: Broadreach Public Relations

DATE: 7/16/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	65	N/A

Evaluation Team Comments:

Only one Bidder submitted a proposal in response to this PQVL period.

**STATE OF MAINE
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RFP #: 202203045

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**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	N/A	N/A

Evaluation Team Comments:

Only one Bidder submitted a proposal in response to this PQVL period.

**STATE OF MAINE
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RFP #: 202203045

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**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
	,		x	35 points	=	N/A

Evaluation Team Comments:

Only one Bidder submitted a proposal in response to this PQVL period.



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203045

RFP TITLE: Pre-Qualified Vendor List for Multimedia Services

I, **Kristina Bedard**, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Inland Fisheries and Wildlife. 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

7/16/2025

Date



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203045
RFP TITLE: Pre-Qualified Vendor List for Multimedia Services


I, **Emily MacCabe**, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Inland Fisheries and Wildlife. 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.


Emily MacCabe (Jul 17, 2025 10:30 EDT)

Signature

07/17/2025

Date



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203045
RFP TITLE: Pre-Qualified Vendor List for Multimedia Services

I, **Courtney Sirois**, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Inland Fisheries and Wildlife. 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.

Courtney Sirois

07/16/2025

Signature

Date