



**STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

July 30, 2025

Frame Explain
23 Lloyd Ave
Portland, ME 04103

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award(s) under RFP # 202402048,
Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

Dear Andrew Barbo:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation and Forestry for Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing that no new bidder(s) will be added to the list.

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,

Michelle Webb
Director of Agricultural Resource Development
Maine Department of Agriculture, Conservation and Forestry
90 Blossom Lane 28 SHS
Augusta, ME 04333-0028

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 #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

BIDDER: Frame Explain

DATE: 7/16/2025

SUMMARY PAGE

Department Name: Department of Agriculture, Conservation and Forestry

Name of RFP Coordinator: Michelle Webb

Names of Evaluators: Kayla Jones, Jane Kirsling, Lucas Knowles

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Preliminary Information (No Points)	-	-
Section II. Organization Qualifications and Experience	30	n/a
Section III. Proposed Services	40	n/a
Section IV. Cost Proposal	30	n/a
<u>Total Points</u>	<u>100</u>	<u>n/a</u>

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**EVALUATION OF SECTION I
Preliminary Information (No Points)**

Section I. Preliminary Information

Evaluation Team Comments:

The applicant did not provide annual billings, an organizational chart, or a certificate of insurance. Submitted a link to Certificate of Insurance. Did not provide any details for any proposed service. The applicant did not submit anything in response to demonstrating knowledge of local and national food and agriculture markets. The applicant did not submit a current rate sheet. This applicant failed to respond to all questions and instructions in this RFP.

The proposal did not adhere to RFP requirements and was disqualified.

PART IV PROPOSAL SUBMISSION REQUIREMENTS

This section contains instructions for Bidders to use in preparing their proposals. The Department seeks detailed yet succinct responses that demonstrate the Bidder's qualifications, experience, and ability to perform the requirements specified throughout the RFP.

The Bidder's proposal must follow the outline used below, including the numbering, section, and sub-section headings. Failure to use the outline specified in PART IV, or **failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive or receiving a reduced score**. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFP specifications will result either in disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in the RFP will, at best, be considered minimally responsive.

Bidders are not to provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated. Include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.

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TEAM CONSENSUS EVALUATION NOTES**

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C. Submitting the Proposal

1. **Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of this RFP. They will be opened the next business day. Proposals received **after** the 11:59 p.m. deadline will be **held until the next open enrollment opening**.
2. **Delivery Instructions:** Email proposal submissions are to be submitted to the State of Maine Office of State Procurement Services, via email Proposals@maine.gov.
 - a. Only proposals received by email will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
 - a. Proposal submission e-mails that are successfully received by the proposals@maine.gov inbox will receive an automatic reply stating as such.
 - b. E-mails containing links to file sharing sites or online file repositories will not be accepted as submissions. Only e-mail proposal submissions that have the actual requested files attached will be accepted.
 - c. Encrypted e-mails received which require opening attachments and logging into a proprietary system will not be accepted as submissions. Please check with your

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	n/a

Evaluation Team Comments:

n/a

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**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	n/a

Evaluation Team Comments:

n/a

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**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section IV. Cost Proposal	30	n/a

Evaluation Team Comments:

n/a

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

BIDDER NAME: FRAME EXPLAIN

DATE: JULY 2, 2025

EVALUATOR NAME: KAYLA JONES

EVALUATOR DEPARTMENT: DACF ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• Complete	
2. Responsible Bidder Certifications	
• Complete	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
Referred us to a different location	
2. Current Clients	
Gave a list, it seems like very benign and generic information given about the work that has been done. In the later information, there is not an extensive amount of history with any project.	
3. Annual Billings	
No billings, just an hourly rate.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
I feel like this is a potentially inflated list. Why not expand on some of those “bigger” projects?	
5. Organizational Chart	
None included	
6. Key Personnel	
One man operation	
7. Subcontractors	
Voiceover Artist	
8. Litigation	
N/A	
9. Certificate of Insurance	
Personal Policy, not for the company?	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Provided	
• Creative Services, All Other	
• Provided	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

BIDDER NAME: FRAME EXPLAIN

DATE: JULY 2, 2025

EVALUATOR NAME: KAYLA JONES

EVALUATOR DEPARTMENT: DACF ARD

<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">• Provided
<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• Provided
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• 2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">•
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• None provided

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BIDDER NAME: Frame Explain

DATE: 7/16/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation, and Forestry

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• Meets the requirements.	
2. Responsible Bidder Certifications	
• Meets the requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
Meets the requirements.	
2. Current Clients	
Meets requirements.	
3. Annual Billings	
Missing information from the application, the hourly rate, not the annual billings, was shared.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
N/A	
5. Organizational Chart	
Missing from the application.	
6. Key Personnel	
N/A	
7. Subcontractors	
Meets the requirements.	
8. Litigation	
Meets the requirements.	
9. Certificate of Insurance	
Meets requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Missing information from the application.	
• Creative Services, All Other	
• Missing information from the application.	
• Digital and Social Media Services	

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DATE: 7/16/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation, and Forestry

• Missing information from the application.
• Data Evaluation and Assessment
• N/A
• Event Production and Meeting Facilitation Services
• N/A
• Graphic Design
• Missing information from the application.
• Marketing Planning and Analysis
• N/A
• Promotion and Outreach
• N/A
• Photography
• N/A
• Print Media
• Missing information from the application.
• Technical Assistance
• N/A
• Technical Writing
• N/A
• Videography
• Missing information from the application.
• Website Services
• N/A
2. Understanding of the local and national food and agriculture markets
• Missing information from the application.
Part IV Section IV Cost Proposal
• Missing information from the application.

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RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

BIDDER NAME: Frame Explain

DATE: 7/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">• P – Meets Requirements
2. Responsible Bidder Certifications
<ul style="list-style-type: none">• P – Meets Requirements
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
<ul style="list-style-type: none">• P – Meets Requirements; much expertise in motion-graphics and video
2. Current Clients
<ul style="list-style-type: none">• P – Meets Requirements; one in-state (Next Gen 529) and two out-of-state clients highlighted
3. Annual Billings
<ul style="list-style-type: none">• Q – Does hourly rate meet the requirements?
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
<ul style="list-style-type: none">• P – Meets requirements; no agriculture experience, has tourism experience, has had wide variety of national clients
5. Organizational Chart
<ul style="list-style-type: none">• N – Not provided
6. Key Personnel
<ul style="list-style-type: none">• P – Meets requirements
7. Subcontractors
<ul style="list-style-type: none">• P – Meets requirements
8. Litigation
<ul style="list-style-type: none">• P – No current litigation
9. Certificate of Insurance
<ul style="list-style-type: none">• P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided
<ul style="list-style-type: none">• Copywriting
<ul style="list-style-type: none">• N – Not Provided
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">•

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EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• Digital and Social Media Services
•
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
•
• Graphic Design
•
• Marketing Planning and Analysis
•
• Promotion and Outreach
•
• Photography
•
• Print Media
•
• Technical Assistance
•
• Technical Writing
•
• Videography
•
• Website Services
•
2. Understanding of the local and national food and agriculture markets
•
Part IV Section IV Cost Proposal
• N – Not Provided



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

I, Kayla Jones accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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

7/28/25

Date



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Amanda E. Beal
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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

I, Jane Kirsling accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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.

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Jane Kirsling

Signature

7/28/25

Date



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AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202402048

RFP TITLE: Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services

I, Lucas Knowles accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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.

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Lucas Knowles

Signature

7/28/25

Date