

State of Maine
Master Score Sheet

RFP# 202402048					
Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services					
Bidder Name:		DJ Case & Associates	Words from the Woods	Rinck Advertising	TideSmart Global
Scoring Sections	Points Available				
Section I: Preliminary Information	No Points	-	-	-	-
Section II: Organization Qualifications and Experience	30	30	30	30	22
Section III: Proposed Services	40	40	40	38	33
Section IV: Cost Proposal	30	29	29	30	29
TOTAL	100	99	99	98	84
Bidder Name:		Bytes Co	Broadreach Public Relations	Argus Communications Inc	Marshall Communications
Scoring Sections	Points Available				
Section I: Preliminary Information	No Points	-	-	-	-
Section II: Organization Qualifications and Experience	30	22	25	22	27
Section III: Proposed Services	40	36	36	33	30
Section IV: Cost Proposal	30	20	10	12	10
TOTAL	100	78	71	67	67

RFP# 202402048					
Pre-Qualified Vendor List for Marketing, Promotion, Media, and Assessment Services					
Bidder Name:		Storykind	BLNKPG	BusySeed Inc	Eplanet Global LTD
Scoring Sections	Points Available				
Section I: Preliminary Information	No Points	-	*Disqualified	*Disqualified	*Disqualified
Section II: Organization Qualifications and Experience	30	18	n/a	n/a	n/a
Section III: Proposed Services	40	20	n/a	n/a	n/a
Section IV: Cost Proposal	30	28	n/a	n/a	n/a
TOTAL	<u>100</u>	<u>66</u>	n/a	n/a	n/a
Bidder Name:		Invasion Digital Media	Lone Spruce Creative		
Scoring Sections	Points Available				
Section I: Preliminary Information	No Points	*Disqualified	*Disqualified		
Section II: Organization Qualifications and Experience	30	n/a	n/a		
Section III: Proposed Services	40	n/a	n/a		
Section IV: Cost Proposal	30	n/a	n/a		
TOTAL	<u>100</u>	n/a	n/a		

*The Bidder's proposal must follow the outline and formatting required in the RFP, including and must respond to all questions and instructions provided throughout the RFP



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

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

August 6, 2025

DJ Case & Associates
317 E Jefferson Blvd
Mishawaka In 46545

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 Jon Marshall:

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 its conditional award(s) to the following bidder(s):

- Argus Communications Inc
- Broadreach Public Relations
- Bytes Co
- DJ Case & Associates
- Marshall Communications
- Rinck Advertising
- Storykind
- TideSmart Global
- Words from the Woods

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 dark ink, appearing to read "Michelle Webb". The signature is fluid and cursive, with the first name "Michelle" written in a larger, more prominent script than the last name "Webb".

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).



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**Amanda Beal
Commissioner**

August 6, 2025

Words from the Woods
14 York St #101
Portland Me 04101

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 Merane Behrends:

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 its conditional award(s) to the following bidder(s):

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

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August 6, 2025

Rinck Advertising
113 Lisbon St
Lewiston ME 04240

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 Kevin Mitchell:

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 its conditional award(s) to the following bidder(s):

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

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TideSmart Global
380 US Rt 1
Falmouth ME 04105

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 Ryan Jennings:

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 its conditional award(s) to the following bidder(s):

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Sincerely,

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

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**Amanda Beal
Commissioner**

August 6, 2025

Bytes Co
7 Kilburn St, Suite 301
Burlington VT 05401

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 Abigail Turner:

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 its conditional award(s) to the following bidder(s):

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

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August 6, 2025

Broadreach Public Relations
19 Commercial St, Third Floor
Portland ME 04101

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 Robin Loper:

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 its conditional award(s) to the following bidder(s):

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

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August 6, 2025

Argus Communications Inc
294 Washington St Floor 9
Boston, MA 02108

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 Scott Zoback:

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 its conditional award(s) to the following bidder(s):

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Sincerely,

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

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August 6, 2025

Marshall Communications
110 Marginal Way #807
Portland ME 04101

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 Charlene Williams:

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 its conditional award(s) to the following bidder(s):

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Michelle Webb
Director of Agricultural Resource Development
Maine Department of Agriculture, Conservation and Forestry
90 Blossom Lane 28 SHS
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August 6, 2025

Storykind
4 Nabby Cove Rd
South Thomaston ME 04858

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 Kate Greene:

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 its conditional award(s) to the following bidder(s):

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Sincerely,

A handwritten signature in cursive script that reads "Michelle Webb".

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

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**Amanda Beal
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August 6, 2025

Blank Page Marketing (DBA BLNKPG)
704 South State Rd 135, Suite D 292
Greenwood, IN 46143

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 Tiffany Obrecht:

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 its conditional award(s) to the following bidder(s):

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- TideSmart Global
- Words from the Woods

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 dark ink, appearing to read "Michelle Webb". The signature is fluid and cursive, with the first name "Michelle" written in a larger, more prominent script than the last name "Webb".

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
DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

August 6, 2025

BusySeed Inc
2196 3rd Ave Suite 20114
New York NY 10035

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 Omar Jenblat:

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 its conditional award(s) to the following bidder(s):

- Argus Communications Inc
- Broadreach Public Relations
- Bytes Co
- DJ Case & Associates
- Marshall Communications
- Rinck Advertising
- Storykind
- TideSmart Global
- Words from the Woods

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 dark ink, appearing to read "Michelle Webb". The signature is fluid and cursive, with the first name "Michelle" written in a larger, more prominent script than the last name "Webb".

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
DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

August 6, 2025

Eplanet Global LTD
10031 Monroe Dr 303
Dallas TX 75229

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 Ammar Nadeem:

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 its conditional award(s) to the following bidder(s):

- Argus Communications Inc
- Broadreach Public Relations
- Bytes Co
- DJ Case & Associates
- Marshall Communications
- Rinck Advertising
- Storykind
- TideSmart Global
- Words from the Woods

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 dark ink, appearing to read "Michelle Webb". The signature is fluid and cursive, with the first name "Michelle" and last name "Webb" clearly distinguishable.

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
DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

August 6, 2025

Invasion Digital Media
2 Adalia Ave #508
Tampa FL 33606

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 Jake Hoffman:

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 its conditional award(s) to the following bidder(s):

- Argus Communications Inc
- Broadreach Public Relations
- Bytes Co
- DJ Case & Associates
- Marshall Communications
- Rinck Advertising
- Storykind
- TideSmart Global
- Words from the Woods

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 dark ink, appearing to read "Michelle Webb". The signature is fluid and cursive, with the first name "Michelle" written in a larger, more prominent script than the last name "Webb".

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
DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

August 6, 2025

Lone Spruce Creative
1 Winding Brook Ln
Saco ME 04072

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 Mark Fleming:

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 its conditional award(s) to the following bidder(s):

- Argus Communications Inc
- Broadreach Public Relations
- Bytes Co
- DJ Case & Associates
- Marshall Communications
- Rinck Advertising
- Storykind
- TideSmart Global
- Words from the Woods

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 cursive script that reads "Michelle Webb".

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: DJ Case & Associates

DATE: 5/19/2025

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	30
Section III. Proposed Services	40	40
Section IV. Cost Proposal	30	29
<u>Total Points</u>	<u>100</u>	<u>99</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: DJ Case & Associates

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: DJ Case & Associates

DATE: 5/19/2025

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

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

Evaluation Team Comments:

Provided comprehensive examples and details to support qualifications and experience. The quality of submitted examples was high. Demonstrated robust understanding of Maine and national agricultural markets. Formatting of the application demonstrated a strong ability to create quality materials, making it easy for evaluators to review and understand.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: DJ Case & Associates

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

Comprehensive application demonstrates an ability to take an idea and turn it into a compelling story designed to influence consumer behavior. Robust details allow evaluators to understand how the applicant would adapt DACF information and goals to create and implement quality proposed services. Application materials fully respond to RFP requirements and provide comprehensive details for evaluators. Fully demonstrate local and national scope of knowledge. Experienced in the project management role of each proposed service.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: DJ Case & Associates

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	29

Evaluation Team Comments:

Well-formatted, easy-to-understand cost proposal. Costs are transparent and reflective of the elements of the RFP. Rates are within fair market rates of comparative PQVL (based on DHHS PQVL Updated 4/23/2025)

Did not include a statement to indicate that out-of-pocket costs incurred by the bidder must be billed at cost, with no markup (required in the RFP).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Words from the Woods

DATE: 5/19/2025

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	30
Section III. Proposed Services	40	40
Section IV. Cost Proposal	30	29
<u>Total Points</u>	<u>100</u>	<u>99</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Words from the Woods

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Words from the Woods

DATE: 5/19/2025

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

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

Evaluation Team Comments:

Demonstrated experience with Maine clients and within Maine's agriculture, conservation, and forestry markets. Their staff have a food and agricultural background.

Went above and beyond to inform evaluators of how their experience and qualifications prepared them to meet Maine DACF objectives.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Words from the Woods

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

The application provides a comprehensive narrative and visual understanding of proposed services in a concise, transparent, easy-to-read, and navigate format. It also makes a compelling argument about how the applicant provides quality services adapted to DACF needs.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Words from the Woods

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	29

Evaluation Team Comments:

Well-formatted, easy-to-understand cost proposal. Costs are transparent and reflective of the elements of the RFP. Rates are within fair market rates of comparative PQVL (based on DHHS PQVL Updated 4/23/2025)

Did not include a statement to indicate that out-of-pocket costs incurred by the bidder must be billed at cost, with no markup (required in the RFP).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Rinck Advertising

DATE: 5/19/2025

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	30
Section III. Proposed Services	40	38
Section IV. Cost Proposal	30	30
<u>Total Points</u>	<u>100</u>	<u>98</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Rinck Advertising

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Rinck Advertising

DATE: 5/19/2025

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

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

Evaluation Team Comments:

Demonstrated experience with Maine government agencies and within Maine's agriculture, conservation, and forestry markets.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Rinck Advertising

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	38

Evaluation Team Comments:

Evaluators would have liked to see a more concise proposal with more visual representations of proposed services. Applicant demonstrates understanding and willingness to meet OIT standards.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Rinck Advertising

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	30

Evaluation Team Comments:

The cost proposal is detailed and easy to understand, and aligns with the proposed services in the RFP. Rates are within fair market rates of comparative PQVL (based on DHHS PQVL Updated 4/23/2025). Included no markup statement.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: TideSmart Global

DATE: 5/19/2025

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	22
Section III. Proposed Services	40	33
Section IV. Cost Proposal	30	29
<u>Total Points</u>	<u>100</u>	<u>84</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: TideSmart Global

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: TideSmart Global

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	22

Evaluation Team Comments:

Application does not demonstrate understanding and experience in Maine agriculture and food markets. Did not break out annual billings to a yearly rate, provided an aggregate. Did not demonstrate experience and success with similar clients.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: TideSmart Global

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	33

Evaluation Team Comments:

Visual samples appear to be standard stock/Canva materials. The application is not well adapted to this specific RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: TideSmart Global

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	29

Evaluation Team Comments:

Well-formatted, easy-to-understand cost proposal. Costs are transparent and reflective of the elements of the RFP. Rates are within fair market rates of comparative PQVL (based on DHHS PQVL Updated 4/23/2025)

Did not include a statement to indicate that out-of-pocket costs incurred by the bidder must be billed at cost, with no markup (required in the RFP).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Bytes Co

DATE: 5/19/2025

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	22
Section III. Proposed Services	40	36
Section IV. Cost Proposal	30	20
<u>Total Points</u>	<u>100</u>	<u>78</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Bytes Co

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Bytes Co

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	22

Evaluation Team Comments:

The organization's overview is not well detailed. Descriptions and organizational charts are poorly formatted, making some of the information hard to read. The applicant submitted two proposals rather than checking all that apply on the cover page and providing supporting information in one proposal related to both proposed services, making full evaluator review difficult.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Bytes Co

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	36

Evaluation Team Comments:

Did not provide details to support the statement that they have extensive experience in paid social media services.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Bytes Co

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	20

Evaluation Team Comments:

Did not include a statement to indicate that out-of-pocket costs incurred by the bidder must be billed at cost, with no markup (required in the RFP).

Provided hourly rate for one proposed service and a monthly fixed rate for the second service. Difficult to evaluate the cost proposal due to the difference in rate type.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Broadreach Public Relations

DATE: 5/19/2025

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	25
Section III. Proposed Services	40	36
Section IV. Cost Proposal	30	10
<u>Total Points</u>	<u>100</u>	<u>71</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Broadreach Public Relations

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Broadreach Public Relations

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	25

Evaluation Team Comments:

Demonstrated experienced in working with other Maine state agencies. All of their subcontractors are located in Maine. Typo in proposal for marketing planning and analysis, communications, key message and target audience (DHHS instead of DACF). Appeared that they copy/pasted proposal to DHHS PQVL RFP rather than create a custom proposal for this RFP. Evaluators expressed concern with attention to detail. Lack robust experience understanding and promoting Maine agriculture, provided blanket statements regarding Maine ag. Lacked demonstration of capacity to conduct research related to Maine food and agriculture.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Broadreach Public Relations

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	36

Evaluation Team Comments:

Subcontracted most proposed services to Maine subcontractors. Provided cookie cutter responses rather than responsive descriptions based on Maine agriculture and DACF marketing and promotions needs. Noted accessibility standards in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Broadreach Public Relations

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	10

Evaluation Team Comments:

Did not include a statement to indicate that out-of-pocket costs incurred by the bidder must be billed at cost, with no markup (required in the RFP). A blended rate is not provided. Did not provide a rate sheet based on the proposed services. No specific list of rates for copywriting, photography, print material, and technical assistance categories is listed in the RFP. A lot of services are listed as "out of scope" that the applicant checked the cover page to indicate that they were proposing to provide. Event management is listed as out of scope, but is checked as a service to be provided. Overall rates are generally higher than similar comparative PQVL lists published by DHHS.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Argus Communications Inc

DATE: 5/19/2025

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	22
Section III. Proposed Services	40	33
Section IV. Cost Proposal	30	12
<u>Total Points</u>	<u>100</u>	<u>67</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Argus Communications Inc

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Argus Communications Inc

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	22

Evaluation Team Comments:

No clients or employees in Maine, no experience in ME government contracts. They lack experience and understanding in the Maine agriculture community, climate, practice, and relevancy. They provided an AI/Google overview of Maine agriculture, could only touch the surface of ME ag promotion, rather than provide an experience-based approach. State that they have extensive and deep agricultural expertise, but do not demonstrate that statement in the materials submitted.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Argus Communications Inc

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	33

Evaluation Team Comments:

Concerns that cross-division coordination may lead to a cookie-cutter look for promotional services and materials.

The proposal reflected a generic marketing-speak AI approach.

Weak demonstration of ability to use marketing plan to change consumer behavior patterns (buy ME ag products). The firm may be repeating strategies rather than creating custom-designed, adapted strategies for their proposed service areas.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Argus Communications Inc

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section IV. Cost Proposal	30	12

Evaluation Team Comments:

No mark up on subcontracted expenses

Rates are higher than ME comparative rates (based on DHHS PQVL Updated 4/23/2025).

Blended rate of \$215 is significantly higher than the blended rates on the DHHS PQVL "RFP 202203034 - Marketing and Communication Services" of \$75-185.

Provided numbers but did not state "hourly rate" on their cost sheet.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Marshall Communications

DATE: 5/19/2025

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	27
Section III. Proposed Services	40	30
Section IV. Cost Proposal	30	10
<u>Total Points</u>	<u>100</u>	<u>67</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Marshall Communications

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Marshall Communications

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	27

Evaluation Team Comments:

Lack details in sample projects. Only discussed prior work with DACF in their organizational overview. Evaluators would like to see depth in examples of work with other organizations. The application meets minimum RFP requirements but lacks depth of detail to fully inform evaluators of their qualifications and experiences working with clients other than DACF. The application lacks information to demonstrate how this applicant stands out above competitors in promoting Maine agriculture and developing services that influence consumer behaviors. Very limited response to statement of services demonstrating success with similar clients. The applicant did not demonstrate the capacity to market themselves as a highly qualified marketing vendor.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Marshall Communications

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	30

Evaluation Team Comments:

The application materials are boiler plate, provide information in a factual but not compelling way. Does not provide a vision or quality of examples of projects not related to DACF. Application is similar to resume format rather than a robust marketing proposal format. Application lacks description of communication plan and how decisions will be made.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Marshall Communications

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	30	10

Evaluation Team Comments:

Very basic, difficult to understand and compare cost proposal. It is difficult to determine what services will require the fixed rate vs. an hourly rate. No details provided for the flat rate for a comprehensive marketing plan.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Storykind

DATE: 5/19/2025

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	18
Section III. Proposed Services	40	20
Section IV. Cost Proposal	30	28
<u>Total Points</u>	<u>100</u>	<u>66</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Storykind

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant submitted a complete application and satisfied the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Storykind

DATE: 5/19/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	18

Evaluation Team Comments:

Applicant lists DACF as a client, but DACF is not a direct client. The Applicant does not address their other business entity name, which is a subcontractor for a contractor that works with DACF, but is not and has not been a client of DACF. Evaluators are unclear about who the applicant's clients are. The formatting of the proposal is difficult to understand, and images are small/blurry in some areas. Limited demonstration of experience and understanding of Maine and national food and agriculture markets.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Storykind

DATE: 5/19/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	20

Evaluation Team Comments:

Limited description of how the applicant would complete the proposed services. Lack of information makes the application difficult to evaluate. Provide a basic description but no comprehensive details, imagery, concepts, or strategy.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Storykind

DATE: 5/19/2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section IV. Cost Proposal	30	28

Evaluation Team Comments:

Cost disclaimers are somewhat difficult to understand.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BLNKPG

DATE: 5/19/2025

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>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BLNKPG

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

Applicant did not provide annual billings, organizational chart, key personnel, litigation, certificate of insurance, or subcontractor list or statement about subcontractors. Did not discuss the Scope of Services in detail according to RFP instructions. 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.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BLNKPG

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BLNKPG

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BLNKPG

DATE: 5/19/2025

**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
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BusySeed

DATE: 5/19/2025

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>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BusySeed

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant did not provide an organizational chart or annual billings, and it did not demonstrate an understanding of Maine and national agriculture markets. The proposal's formatting was difficult to navigate and understand. 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.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BusySeed

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BusySeed

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: BusySeed

DATE: 5/19/2025

**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
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Eplanet Global LTD

DATE: 5/19/2025

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>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Eplanet Global LTD

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

Applicant did not provide overview of organization, annual billings, statement of services demonstrating success, organization chart, litigation statement, cert. of insurance. provided an incomplete current client list (lacked past project details). 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.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Eplanet Global LTD

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Eplanet Global LTD

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Eplanet Global LTD

DATE: 5/19/2025

**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
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Invasion Digital Media

DATE: 5/19/2025

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>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Invasion Digital Media

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

The applicant did not provide annual billings, statement of services demonstrating success, cert. of insurance. Submitted a nonworking link to a supporting video. Other nonworking links are included in their application. Did not provide enough details for any proposed service, and the details were misaligned with the services. The applicant did not submit anything in response to demonstrating knowledge of local and national food and agriculture markets. 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.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Invasion Digital Media

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Invasion Digital Media

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Invasion Digital Media

DATE: 5/19/2025

**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
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Lone Spruce Creative

DATE: 5/19/2025

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>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Lone Spruce Creative

DATE: 5/19/2025

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

Section I. Preliminary Information

Evaluation Team Comments:

Applicant did not provide litigation statement, certificate of insurance. Per the RFP: "Bidders must provide a certificate of insurance on a standard Acord form." 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.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Lone Spruce Creative

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Lone Spruce Creative

DATE: 5/19/2025

**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

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202402048

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

BIDDER: Lone Spruce Creative

DATE: 5/19/2025

**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: DJ Case & Associates

DATE: May 17, 2025

EVALUATOR NAME: Kayla Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Great overview	
2. Current Clients	
An expansive listing of clients that would easily tap into the agriculture side of our organization. I have concerns about whether they can meet the needs of our human services programs.	
3. Annual Billings	
Slow, steady, constant increase.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
It is a great foundation for their business and their approach to business. However, I have concerns about their liking of bigger-scale, longer projects, as our plan is to use the chosen PQVL members for smaller-scale projects.	
5. Organizational Chart	
Smaller-scale staff	
6. Key Personnel	
All of their staff would be assigned to the project.	
7. Subcontractors	
Event Management Subcontractors & Video Production Partners	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Love how they talk about their plan and how to incorporate that into our space.	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: May 17, 2025

EVALUATOR NAME: Kayla Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• I like how they reach into motion graphics and storytelling
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">• In-depth understanding of the time commitment surrounding social media and content campaigns.
<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• They are willing to talk through numbers and assess the state of data collection. This is one of the few that go in-depth on what they do for research, evaluation, and assessment. I think we can always do a better job of assessing programs and how well we are reaching people.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• They do a large write-up, but one of the things they subcontracted was events management. I would want to be abundantly clear on who was truly in charge of the event production, because you can run all the social media and media campaigns you want, but if your event management in person is a flop, it doesn't matter.
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• Well covered, feel like this is an area they are very confident in.
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• I love that they are willing to step outside the box on this. They are willing to take our input and add their own market research to collaborate on what we look like now and where we could possibly be.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• Basic answer without any vision for what it looks like.
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• In House & Contracted photography. The Videographer is the only listed subcontractor.
<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">• Doesn't offer
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• I would have liked some examples or more details about what they do.
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• They have a deep understanding and comfort with this area. Due to their location, doing things like this becomes a lot harder

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: May 17, 2025

EVALUATOR NAME: Kayla Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">• This is a service offered.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• I think, for not being in Maine, they have a great grasp of the picture of agriculture in Maine. Nationwide, I think they have a strong grasp on what the scope of the agricultural world looks like. I question their connection and knowledge of the food systems, local programs, and grants
Part IV Section IV Cost Proposal
Breakdown of hourly rate by person. How does travel work into this?
Overall, I thought this was a good application. I don't love that they aren't in Maine, I think it makes it challenging for the face-to-face marketing pieces.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• The application did not have a cover page.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the stated requirements.	
2. Current Clients	
The application meets the stated requirements. Strong experience in conservation.	
3. Annual Billings	
The application meets the stated requirements.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application meets the stated requirements.	
5. Organizational Chart	
The application meets the stated requirements.	
6. Key Personnel	
The application meets the stated requirements. Strong backgrounds in conservation topics.	
7. Subcontractors	
The application meets the stated requirements.	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application meets the stated requirements.	
• Creative Services, All Other	
• The application meets the stated requirements.	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application meets the stated requirements.
• Data Evaluation and Assessment
• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application meets the stated requirements.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application meets the stated requirements. Beautiful images.
• Print Media
• The application meets the stated requirements.
• Technical Assistance
• The application meets the stated requirements.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application meets the stated requirements.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application mentions several important initiatives including Year of Youth in Ag. The application demonstrates a deep understanding of Ag in Maine.
Part IV Section IV Cost Proposal
• Rates are offered on an hourly basis ranging from \$74-\$168.00.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
	P – Meets requirements P – Has been in existence for nearly 40 years P – Says they are “a communications and marketing research firm wholly dedicated to and driven by a deep commitment to the sustainable use of land, water, and natural resources.” P – Cites partnerships with state and federal agencies, as well as nonprofit organizations
2. Current Clients	
	P – Meets requirements, has all pertinent information necessary P – Cites work with national conservation groups
3. Annual Billings	
	P – Meets requirements
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
	P – Has a “diverse team” that includes “biologists, foresters, social scientists, designers, communicators, and web developers” P – Firm has grown steadily and is currently partnering with 40 clients on 80 active projects
5. Organizational Chart	
	P – Meets Requirements
6. Key Personnel	
	P – Meets requirements
7. Subcontractors	
	P – Meets requirements
8. Litigation	
	P – No litigation
9. Certificate of Insurance	
	P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: DJ Case & Associates

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Part IV Section III: Proposed Services
1. Services to be Provided
• Copywriting
• Proposed Services section is presented in a clear, intuitive, detailed manner
• Creative Services, All Other
•
• 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
• P – Impressive summary of Maine’s agricultural landscape
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Nice dive of who they are and how they work. Not a lot of fillers just facts.	
2. Current Clients	
A wide variety of current clients with a combination of public and private sector clients	
3. Annual Billings	
Nice steady increase in billings.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Detailed points	
5. Organizational Chart	
Fun, light, and refreshing, real people.	
6. Key Personnel	
Shows more about their backgrounds and experience. They have big agency feel with Maine roots	
7. Subcontractors	
N/A	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided – All descriptions are very raw, cut, and dry. I would like to see more potentially personalized information, but they appear willing to communicate to meet needs.	
• Copywriting	
• Available service	
• Creative Services, All Other	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

• Available service
• Digital and Social Media Services
• Available service
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
•
• Graphic Design
• Available service
• Marketing Planning and Analysis
• Available service
• Promotion and Outreach
•
• Photography
•
• Print Media
• Available service
• Technical Assistance
•
• Technical Writing
•
• Videography
•
• Website Services
•
2. Understanding of the local and national food and agriculture markets
• Understanding and a different approach.
Part IV Section IV Cost Proposal
• Seems to be reasonable pricing.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">• The application meets the requirements.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">• Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the requirements.
2. Current Clients
The application meets the stated requirements and provides details.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application gives several detailed client examples with metrics.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application meets the stated requirements.
9. Certificate of Insurance
The application meets the stated 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">• The application meets the stated requirements.
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Data Evaluation and Assessment

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application does not offer this service.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application does not offer this service.
• Print Media
• The application meets the stated requirements.
• Technical Assistance
• The application does not offer this service.
• Technical Writing
• The application does not offer this service.
• Videography
• The application does not offer this service.
• Website Services
• The application does not offer this service.
2. Understanding of the local and national food and agriculture markets
• The application has an understanding of Maine's 30 by 2030 initiative.
Part IV Section IV Cost Proposal
• Rates are from \$90 to \$170 an hour, depending on the service.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: 5/16/2025

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
P – Meets requirements P – Maine-based
2. Current Clients
P – Meets requirements P – Details work with Maine ski resort (Saddleback Mountain), natural resources agency (Nature Conservancy), and MaineHealth
3. Annual Billings
P – Meets requirements
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
P – Meets requirements Y – Good explanation of services, but admits “while we have not worked with state agencies, we’ve developed effective marketing campaign in adjacent sectors.”
5. Organizational Chart
P – Meets requirements
6. Key Personnel
P – Meets requirements
7. Subcontractors
P – Says “not applicable”
8. Litigation
P – No litigation
9. Certificate of Insurance
P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided
<ul style="list-style-type: none">Copywriting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Words from the Woods

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

<ul style="list-style-type: none">• P – Offers “Descriptions of Duties” and “Agency Responsibilities” bullet points for copywriting, creative services (all other), digital and social media services, graphic design, marketing planning and analysis, and print media
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">•
<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">•
<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
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• Y – Demonstrates partial understanding, but expresses willingness to perform “in-depth analysis”
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
	Great overview. Stand on values. Willingness to think outside the box.
2. Current Clients	
	Broad-spectrum clientele, which also fits with DACF/ARD
3. Annual Billings	
	Complete
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
	I love their content area and their passion for public projects. Makes them an excellent fit. I wish they had more agriculture-based clientele
5. Organizational Chart	
	Large team, diverse team of personnel
6. Key Personnel	
7. Subcontractors	
	One, and it appears to just be an advisory piece.
8. Litigation	
	None
9. Certificate of Insurance	
	Complete
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Basic Description	
• Creative Services, All Other	
• Full-Service agency with local staff to work with	

STATE OF MAINE INDIVIDUAL EVALUATION NOTES

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

• Digital and Social Media Services
• Very in-depth and strategic plan
• Data Evaluation and Assessment
• N/A
• Event Production and Meeting Facilitation Services
• Wide variety of resources with a strong brand awareness strategy.
• Graphic Design
• I love how they talk about all aspects of graphic design
• Marketing Planning and Analysis
• A very in-depth plan and process for marketing and analyzing
• Promotion and Outreach
• Working as an extension of our team, not working for, or even discussing training plans.
• Photography
• Full service and then some!
• Print Media
• Willing to build new, refresh what exists, and/or start from scratch
• Technical Assistance
• N/A
• Technical Writing
• Extensive yet unique process
• Videography
• Full-service production
• Website Services
• Willingness to meet OIT Standards
2. Understanding of the local and national food and agriculture markets
• Clearly recognizes and can identify opportunities and challenges within our markets
Part IV Section IV Cost Proposal
• Pricing seems reasonable.
Outstanding application.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">• The application meets the requirements.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">• Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the requirements.
2. Current Clients
The application meets the stated requirements and provides details.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application gives several detailed client examples with metrics.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application meets the stated requirements.
9. Certificate of Insurance
The application meets the stated 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">• The application meets the stated requirements.
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Data Evaluation and Assessment

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application offers a service of tracking data.
• Event Production and Meeting Facilitation Services
• The application meets the stated requirements.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application meets the stated requirement.
• Print Media
• The application meets the stated requirements.
• Technical Assistance
• The application does not offer this service.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application meets the stated requirements.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application has a detailed understanding of Maine's food systems.
Part IV Section IV Cost Proposal
• Rates are from \$110 to \$165 an hour, depending on the service.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Firm says, “Based in Lewiston, Maine, Rinck Advertising offers an integrated approach to marketing challenges, inclusive of research, strategic planning, branding, creative services, public relations, content and social media marketing, as well as media planning, buying, and analysis.” P – Thorough presentation	
2. Current Clients	
P – Meets requirements P – Details work with Maine state agencies (Maine CDC, Maine Department of Inland Fisheries & Wildlife), independent state agency (MaineHousing)	
3. Annual Billings	
P – Meets requirements	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Meets requirements P – Goes into detail about work with state agencies and organizations such as MaineGeneral Health, University of Southern Maine, University of New England, Maine Public Health Association, Office of Behavioral Health, Maine Environmental and Occupational Health Program, Maine Maternal and Child Health Program	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Meets requirements	

STATE OF MAINE INDIVIDUAL EVALUATION NOTES

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

P – Says firm is “a full-service marketing agency and can provide all the services to be provided in-house,” but cites work with a company based in Seattle, PrograMetrix, as “a trusted advisor to implement buying solutions across complex programmatic channels”
8. Litigation
P – No litigation
9. Certificate of Insurance
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"> P – Details offerings and vision for copywriting, creative services (all other), digital and social media, graphic design, marketing planning and analysis, promotion and outreach, photography, print media, technical writing, videography, and website services P – Thorough explanation of processes
<ul style="list-style-type: none"> Creative Services, All Other
•
<ul style="list-style-type: none"> Digital and Social Media Services
•
<ul style="list-style-type: none"> Data Evaluation and Assessment
•
<ul style="list-style-type: none"> Event Production and Meeting Facilitation Services
•
<ul style="list-style-type: none"> Graphic Design
•
<ul style="list-style-type: none"> Marketing Planning and Analysis
•
<ul style="list-style-type: none"> Promotion and Outreach
•
<ul style="list-style-type: none"> Photography
•
<ul style="list-style-type: none"> Print Media
•
<ul style="list-style-type: none"> Technical Assistance
•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Rinck Advertising

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• Technical Writing
•
• Videography
•
• Website Services
2. Understanding of the local and national food and agriculture markets
• P – Demonstrates understanding, details possible opportunities and challenges
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Tidesmart Global

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Passionate	
2. Current Clients	
Big-name clients, my concern is the agriculture connection.	
3. Annual Billings	
Seems high, but when you are working with big-name businesses, that is to be expected.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
I feel they missed the queue in this area.	
5. Organizational Chart	
6. Key Personnel	
7. Subcontractors	
None	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Provided	
• Creative Services, All Other	
• It's to customize this to us, but we could definitely use more detail.	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Tidesmart Global

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

<ul style="list-style-type: none">I like the idea of turning live events into engaging online content. That is a challenge.
<ul style="list-style-type: none">Data Evaluation and Assessment
<ul style="list-style-type: none">I like their broader approach to assessing data.
<ul style="list-style-type: none">Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">Large-scale event production may give us insights to make things better.
<ul style="list-style-type: none">Graphic Design
<ul style="list-style-type: none">Basic description
<ul style="list-style-type: none">Marketing Planning and Analysis
<ul style="list-style-type: none">I would have liked to see some specifics for DACF
<ul style="list-style-type: none">Promotion and Outreach
<ul style="list-style-type: none">Same as above, throw some unique ideas out there.
<ul style="list-style-type: none">Photography
<ul style="list-style-type: none">Outdoor photography experience
<ul style="list-style-type: none">Print Media
<ul style="list-style-type: none">Provided
<ul style="list-style-type: none">Technical Assistance
<ul style="list-style-type: none">While training and education for our staff are great, I would have liked to see more information about supporting our customers or building platforms to support them.
<ul style="list-style-type: none">Technical Writing
<ul style="list-style-type: none">Provided – still have some concerns, they lean hard on the McKesson campaigns.
<ul style="list-style-type: none">Videography
<ul style="list-style-type: none">Storytelling with a smile is a feeling I get from this, and I think that is a great quality because there are a lot of times farmers struggle with the positive view, or the public struggles with seeing the positive.
<ul style="list-style-type: none">Website Services
<ul style="list-style-type: none">Samples seem like they have one or two base templates.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">A wholesome understanding of what we have going on and what we are facing.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">Pricing seems on point and reasonable.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: TideSmart Global

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">The application meets the requirements.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the requirements.
2. Current Clients
The application meets the stated requirements and provides details.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application gives several detailed client examples with metrics.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application meets the stated requirements.
9. Certificate of Insurance
The application meets the stated 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">The application meets the stated requirements.
<ul style="list-style-type: none">Creative Services, All Other
<ul style="list-style-type: none">The application meets the stated requirements.
<ul style="list-style-type: none">Digital and Social Media Services
<ul style="list-style-type: none">The application meets the stated requirements.
<ul style="list-style-type: none">Data Evaluation and Assessment

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: TideSmart Global

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application meets the stated requirements.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application meets the stated requirement.
• Print Media
• The application meets the stated requirements.
• Technical Assistance
• The application meets the stated requirements.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application meets the stated requirements.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application has a detailed understanding of Maine's food systems.
Part IV Section IV Cost Proposal
• Rates are from \$130 to \$155 an hour, depending on the service.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: TideSmart Global

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
• P – Meets requirements
2. Responsible Bidder Certifications
• P – Meets requirements
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
P – Meets requirements P – Maine-based P – Firm says it is “one of the longest tenured integrated marketing agencies in North America”
2. Current Clients
P – Meets requirements P – Details work with “ninth ranking company on Fortune 500,” state agency (Maine DHHS/CDC), and national marketer of wine/spirits
3. Annual Billings
Y – Has aggregate total from 2021-2024 and doesn’t break it out yearly – is that OK?
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
P – Meets requirements P – Goes into more detail about work outlined in “Current Clients” section
5. Organizational Chart
P – Meets requirements
6. Key Personnel
P – Meets requirements
7. Subcontractors
P – Says “none”
8. Litigation
P – No litigation
9. Certificate of Insurance
P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: TideSmart Global

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

<ul style="list-style-type: none">• Copywriting
<ul style="list-style-type: none">• P – Details offerings, experience, and process for all “Proposed Services” that were outlined in RFP
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">•
<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">•
<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
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• P – Demonstrates understanding
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: May 18, 2025

EVALUATOR NAME: Kayla A Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Didn't share enough details or really wow with the organization	
2. Current Clients	
Did a good job going through their current clients	
3. Annual Billings	
Complete	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
They didn't show a lot of similar content,	
5. Organizational Chart	
Poor formatting. Unable to read.	
6. Key Personnel	
Complete	
7. Subcontractors	
N/A	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
•	
• Creative Services, All Other	
•	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: May 18, 2025

EVALUATOR NAME: Kayla A Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

<ul style="list-style-type: none">• They really didn't show the depth of their paid experience with their current client, with limited details.
<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">•
<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">•
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• General understanding because of their work with Real Maine
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Hard to comprehend because of the split proposal. Missing the statement about markups.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• Application meets requirements.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the stated requirements.	
2. Current Clients	
The application meets the stated requirements.	
3. Annual Billings	
The application meets the stated requirements.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application needs more information.	
5. Organizational Chart	
The application meets the stated requirements. The formatting was difficult to read.	
6. Key Personnel	
The application meets the stated requirements. The formatting was difficult to read.	
7. Subcontractors	
N/A	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application does not offer this service.	
• Creative Services, All Other	
• The application does not offer this service.	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application meets the stated requirements.
• Data Evaluation and Assessment
• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application does not offer this service.
• Graphic Design
• The application does not offer this service.
• Marketing Planning and Analysis
• The application does not offer this service.
• Promotion and Outreach
• The application does not offer this service.
• Photography
• The application does not offer this service.
• Print Media
• The application does not offer this service.
• Technical Assistance
• The application does not offer this service.
• Technical Writing
• The application does not offer this service.
• Videography
• The application does not offer this service.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application had a vast understanding of Maine's agriculture market and industry as a whole.
Part IV Section IV Cost Proposal
• Rates are offered on a monthly or hourly basis.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Firm is “a full-service digital agency specializing in website design, development, and digital marketing, with over a decade of experience serving clients across industries. Our team includes Google-certified professionals, Certified Website Accessibility Specialists, and WordPress developers with deep technical expertise.”	
2. Current Clients	
P – Meets requirements, has all pertinent information necessary	
3. Annual Billings	
P – Meets requirements	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Bytes cites its work on the Real Maine website – “We’ve been successfully, hosting, supporting, and providing SEO services for the RealMaine.com website since 2020.” Their work with the Vermont Statewide Independent Living Council (SILC), an independent body supporting the disabled community, is also cited, along with work with the University of Vermont’s Medical Center	
5. Organizational Chart	
P – Meets Requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Meets requirements - says they will not be using contractors	
8. Litigation	
P – No litigation	
9. Certificate of Insurance	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided
• Copywriting
•
• Creative Services, All Other
•
• Digital and Social Media Services
• Firm outlines a scope of work that focuses on paid social media advertising
• 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
• P - Says they will continue to support and strengthen the site's performance P – Presents figures showing year-to-year growth of Real Maine's site
2. Understanding of the local and national food and agriculture markets
• P – “Bytes.co brings a deep understanding of Maine's agricultural landscape and its unique position within the broader food and beverage economy. Having

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Bytes Co

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

worked directly on the development and support of RealMaine.com with your team and alongside our partners, Marshall Communications, we've gained first-hand insight into the Real Maine brand's role in elevating the visibility of local producers, agritourism destinations, and value-added goods across the state."

Part IV Section IV Cost Proposal

- P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach PR

DATE: May 17, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Complete	
2. Current Clients	
Maine Revenue Service Maine Dept. of Labor S. Portland Housing Authority	
3. Annual Billings	
Nice annual increases	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Lots of governmental experience	
5. Organizational Chart	
The smaller team could be a positive or a negative	
6. Key Personnel	
Personnel seem to lack ag experience but a strong governmental organization	
7. Subcontractors	
NL Partners No Umbrella Media Dan St. Peter iBec Creative Zachary Muller All Maine based subcontractors	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach PR

DATE: May 17, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

1. Services to be Provided – All services have well-written pieces, but they are very canned in the box standard approaches. They do acknowledge the state’s accessibility standards. They offer a lot of services, but the majority are subcontracted out.
• Copywriting
• Offered service
• Creative Services, All Other
• They didn’t change all the acronyms; this is something they had submitted to DHHS
• Digital and Social Media Services
•
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
• Service Offered
• Graphic Design
• Subcontracted
• Marketing Planning and Analysis
• Blended with all other creative services. Well written, very standard in the box approaches
• Promotion and Outreach
• Canned and very cookie-cutter
• Photography
• Subcontracted
• Print Media
• Subcontracted
• Technical Assistance
•
• Technical Writing
• Offered Service
• Videography
•
• Website Services
•
2. Understanding of the local and national food and agriculture markets

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach PR

DATE: May 17, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

• AI Generated canned response
Part IV Section IV Cost Proposal
• Prices seem high.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach Public Relations

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">Application does not include a cover sheet.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the stated requirements.
2. Current Clients
The application is sufficient but lacks agricultural clients.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application has represented Maine agricultural businesses.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application meets the stated requirements.
9. Certificate of Insurance
The application meets the stated 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">The application meets the stated requirements.
<ul style="list-style-type: none">Creative Services, All Other
<ul style="list-style-type: none">The application meets the stated requirements.
<ul style="list-style-type: none">Digital and Social Media Services
<ul style="list-style-type: none">The application meets the stated requirements.
<ul style="list-style-type: none">Data Evaluation and Assessment

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach Public Relations

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application does not include this service.
• Event Production and Meeting Facilitation Services
• The application meets the stated requirements.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application meets the stated requirements.
• Print Media
• The application does not include this service.
• Technical Assistance
• The application does not include this service.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application meets the stated requirements.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application does not mention broccoli or heritage grains. There was no mention of the Agricultural Infrastructure Investment Program. There is somewhat of some understanding of agriculture, but more understanding would be needed.
Part IV Section IV Cost Proposal
• Rates are stated on the last page at varying numbers for various services.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach Public Relations

DATE: 5/13/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Woman-owned, Maine-based P – More than 400 clients, 500 unique projects P – Says “our team is regularly called on by government agencies, businesses, educational institutions, and nonprofit organizations from around the region” P – Their “leadership team has more than 50 years of combined project management experience”	
2. Current Clients	
P – Meets requirements, has all pertinent information necessary P – Two clients referenced are Maine state agencies (Maine Revenue Services, Maine Department of Labor), other is a local nonprofit P – Clear and informational format, tangible and measurable results	
3. Annual Billings	
P – Meets requirements	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Agency “has significant experience serving as a contractor for government agencies at a local, state, and federal level within the State of Maine and beyond” P – Provides details on work with those “government agencies” specified P – Works with agricultural and ag-adjacent businesses like Wyman’s, Maine Brewers Guild, Maine Landscape and Nursery Association, and Maine Food Strategy	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach Public Relations

DATE: 5/13/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

7. Subcontractors
P – Subcontractors specified are local, experienced
8. Litigation
P – No litigation
9. Certificate of Insurance
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">• P – “As a team of veteran public relations pros, fact checkers, proofreaders, and former journalists, we excel at developing copy that effectively gets the message to target audiences and delivering it at length and on time.”
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• P – “Proven process”
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">•
<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">• Has experience organizing local and regional events, some agricultural
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">•
<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

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Broadreach Public Relations

DATE: 5/13/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

<ul style="list-style-type: none">••
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">•
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• P – Demonstrates a wide understanding• P – Summarizes well• P – “Maine’s agricultural landscape is characterized by its unique blend of traditional farming, a vibrant food and beverage scene, and growing agritourism opportunities, all underpinned by its rich natural resources and the challenges related to climate change and market dynamics.”
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Argus Communications Inc

DATE: May 16, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: DACF Agriculture Resource Development

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
<ul style="list-style-type: none">The cover page contains all the requested information.	
2. Responsible Bidder Certifications	
<ul style="list-style-type: none">It is signed as requested	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
I don't love that they are not in Maine, nor do they have clients in Maine. They have worked with state agencies, but the proof of	
2. Current Clients	
I love that they worked on the "Forestworks" project, because that is a large part of Maine Agriculture, and they work	
3. Annual Billings	
Here, they state that they have steady growth. Their net income was down in 2024, and I understand that inflation was tough for everyone in 2024.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
I love that they worked on the "Forestworks" project, because that is a large part of Maine Agriculture, and they appeared to work with foresters to make the project happen	
5. Organizational Chart	
6. Key Personnel	
There are no personnel with agricultural experience, and I am not sure any of them were on the MDCR "ForestWorks" Project. I think their community health and food systems involvement would be outstanding, but I have some concerns about their abilities in the field of agriculture.	
7. Subcontractors	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Argus Communications Inc

DATE: May 16, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: DACF Agriculture Resource Development

1. Services to be Provided
<ul style="list-style-type: none">• Copywriting
<ul style="list-style-type: none">• Looks like they have a very complete process.
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• They did a good job of identifying services, but there weren't specifics on how they would do this. I do like the opportunity to use influencers to boost the brand and the department.
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">• Willingness to collaborate and hear what we need.
<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• I love the idea of having a research firm to work with. There are so many things for which we don't have metrics, and we don't know where to get them.• I don't know how I feel about cross-division coordination. I understand things being fluid, however, so many marketing campaigns look the exact same, Canva copy and paste type look, and I think it is important to stand out as well.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• Not a service offered
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">•
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• I love their willingness to meet with staff to really make a cohesive plan, and to keep that line of communication open.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• Service Offered
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• Service Offered – willingness to create galleries and multi-use images
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">• Would be handy to have in working on projects such as our activity books
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• Not a service offered
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• Not a service offered
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• Offered – wish there were sample ideas.
<ul style="list-style-type: none">• Website Services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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

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DATE: May 16, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: DACF Agriculture Resource Development

<ul style="list-style-type: none">• They mention here a subcontractor that is not mentioned before this point or information about them.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• They have a Google overview of Maine agriculture. Their concept is generally good, but has some gaps.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• I feel like there is a lot more cost than what they are giving. My assumption is that this is an hourly rate. They don't have rates for services; they have rates for people.
This company has good qualities, but the lack of Maine-based employees and customers is a concern. Their lack of agricultural qualifications, and there are gaps in the application.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Argus Communications Inc

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">• Application meets requirements.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">• Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the stated requirements.
2. Current Clients
The application does not include clients from Maine.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application lacks detail on how they would represent Maine better than a business from Maine.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application meets the stated requirements.
9. Certificate of Insurance
The application meets the stated 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">• The application meets the stated requirements.
<ul style="list-style-type: none">• Creative Services, All Other
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Digital and Social Media Services
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Argus Communications Inc

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• The application meets the stated requirements. The application meets the stated requirements.
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• 2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• The application meets the stated requirements, yet concern about not having clients from Maine.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Rates are high.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Argus Communications Inc

DATE: 5/12/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – 30 years of experience P – “Deep expertise in agricultural marketing” P – Has worked with state agencies	
2. Current Clients	
P – Meets requirements, has all pertinent information necessary P – All three clients referenced are state agencies (in Massachusetts) P – Results referenced are tangible and measurable	
3. Annual Billings	
N – Does not provide 2021 financials (provides 2022, 2023, 2024) P – Profitable in 2022, 2023, 2024	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Q – Would their work with the forestry agency in Massachusetts translate to work with Maine agriculture? P – Examples of work are professional-looking and clean P – They were specific in saying how work would translate to Maine DACF, including uses of “emotional storytelling,” “strategic digital targeting to reach consumers,” “integration of tourism promotion with local business support,” and “development of toolkit materials.” P – A goal of theirs is to work collaboratively	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Subcontractor Market Street Research is “a certified	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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BIDDER NAME: Argus Communications Inc

DATE: 5/12/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

women-owned marketing research company with over 40 years of experience.”
8. Litigation
P – “has no current litigation and no closed cases from the past five years in which we paid a claimant either as part of a settlement or by decree.”
9. Certificate of Insurance
P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided
<ul style="list-style-type: none"> • Copywriting • P – Aims to provide “comprehensive copywriting services for a variety of applications” • P – Their “strategic approach” begins “deep dive” and review of existing materials • P – They “recognize that effective agricultural marketing requires a balance of educational content, emotional storytelling, and practical information”
<ul style="list-style-type: none"> • Creative Services, All Other • P – Their “strategic approach” is “founded on a deep understanding of the Department's goals, target audiences, and the unique characteristics of Maine's agricultural sector” • P – Aims to provide “a comprehensive suite of creative services”
<ul style="list-style-type: none"> • Digital and Social Media Services • P – “Strategic approach” includes research and evaluation; planning and purchasing paid media, ensuring media quality and alignment, verification, tracking, and analysis, and collaboration with Department staff
<ul style="list-style-type: none"> • Data Evaluation and Assessment • P – “Strategic approach” aims to be comprehensive, including research and data collection, developing data management and framework, strategic allocation recommendations, and dashboard development and implementation
<ul style="list-style-type: none"> • Event Production and Meeting Facilitation Services •
<ul style="list-style-type: none"> • Graphic Design • P – “Comprehensive graphic design services” include brand identity refinement, print design, digital design, environmental graphics, and information design
<ul style="list-style-type: none"> • Marketing Planning and Analysis

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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

BIDDER NAME: Argus Communications Inc

DATE: 5/12/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

<ul style="list-style-type: none"> • P – “Cohesive approach” includes identification of priority areas, campaign development, performance framework, and regular reporting and analysis
<ul style="list-style-type: none"> • Promotion and Outreach
<ul style="list-style-type: none"> • P – Aims for “comprehensive strategies” focusing on strategic planning, message development, multi-channel outreach campaigns, and engagement tracking and reporting
<ul style="list-style-type: none"> • Photography
<ul style="list-style-type: none"> • P – They say “our photographers understand the unique challenges of agricultural settings”
<ul style="list-style-type: none"> • Print Media
<ul style="list-style-type: none"> • P – Outlines “comprehensive approach” that specifies their involvement in each part of the process
<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"> • P – They say “our videographers understand how to capture the authentic character of Maine's farms, products, and producers, creating visual narratives that educate, inspire, and motivate action”
<ul style="list-style-type: none"> • Website Services
<ul style="list-style-type: none"> • P – Their aim is “or the Real Maine website and related program pages, we'll develop and maintain a robust web presence that inspires, educates, and facilitates connections between consumers and Maine's agricultural offerings.”
<ul style="list-style-type: none"> • 2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none"> • P – States they have “immersed themselves in researching Maine's agricultural landscape in preparation for this proposal”
<ul style="list-style-type: none"> • P – Accurately describes aspects of Maine’s agricultural landscape
<ul style="list-style-type: none"> • P – Outlines trends and forecasts, along with opportunities and challenges
Part IV Section IV Cost Proposal
<ul style="list-style-type: none"> • P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Hyper fixated on their work with DACF.	
2. Current Clients	
Again, hyper-focused on work with DACF	
3. Annual Billings	
Complete	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Because they have worked with us, I wish they had used examples of other clients to show the depth of their abilities	
5. Organizational Chart	
6. Key Personnel	
Small team, I think there are positives and negatives to this.	
7. Subcontractors	
One appears to be more of a strategist.	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• Available	
• Creative Services, All Other	
•	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

• Available
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
•
• Graphic Design
•
• Marketing Planning and Analysis
• Available
• Promotion and Outreach
•
• Photography
•
• Print Media
• Available
• Technical Assistance
•
• Technical Writing
• Available
• Videography
•
• Website Services
•
2. Understanding of the local and national food and agriculture markets
• With their work, I feel like they have a concept of local agriculture markets, but they have limited themselves to that thinking. There's no demonstration of them thinking outside the box.
Part IV Section IV Cost Proposal
• Pricing seems high compared to some.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• The application meets the requirements.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the requirements. Curious what the strategic marketing plan for Real Maine is/was.	
2. Current Clients	
The application meets the stated requirements.	
3. Annual Billings	
The application meets the stated requirements.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application gives several agricultural client examples. Curious what the impact was of the Senior Farm Share materials.	
5. Organizational Chart	
The application meets the stated requirements.	
6. Key Personnel	
The application meets the stated requirements.	
7. Subcontractors	
The application meets the stated requirements.	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application meets the stated requirements.	
• Creative Services, All Other	
• The application does not offer this service.	
• Digital and Social Media Services	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application meets the stated requirements.
• Data Evaluation and Assessment
• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application does not offer this service.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application does not offer this service.
• Photography
• The application meets the stated requirement.
• Print Media
• The application meets the stated requirements.
• Technical Assistance
• The application does not offer this service.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application does not offer this service.
• Website Services
• The application does not offer this service.
2. Understanding of the local and national food and agriculture markets
• The application has a detailed understanding of Maine's food systems.
Part IV Section IV Cost Proposal
• Rates are comprehensive and not broken down to see what the deliverables might look like for the cost.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Firm has managed ARD/Real Maine marketing contract for past 7 years P – Firm has held contract for Maine Office of Tourism public and media relations services for more than 20 years P – Cites accomplishments of developing strategic marketing plan, refreshing and launch of Real Maine rebrand, building and launching RealMaine.com P – “As part of our digital marketing efforts ... the Real Maine campaigns have cumulatively delivered over 37 million digital impressions and resulted in over 125,000 clicks to the Real Maine website.”	
2. Current Clients	
P – Meets requirements P – Details work with Maine nonprofit, Maine credit union, Senior FarmShare Program	
3. Annual Billings	
P – Meets requirements	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Meets requirements P – Goes into detail about work with ARD/Real Maine, Maine Office of Tourism	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Meets requirements – cites work with Maine firm on advertising	
8. Litigation	
P – No litigation	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

9. Certificate of Insurance
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">P – Details work performed with ARD/Real Maine and work they foresee as possible in the future with copywriting, digital and social media services, graphic design, marketing planning and analysis, print media, and technical writing
<ul style="list-style-type: none">Creative Services, All Other
<ul style="list-style-type: none">
<ul style="list-style-type: none">Digital and Social Media Services
<ul style="list-style-type: none">
<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">
<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

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Marshall Communications

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• P – Demonstrates understanding through work with ARD/Real Maine, Maine Office of Tourism, Maine Grains, and Maine Maple Producers Association/Maine Maple Sunday
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
The organization has been a subcontractor for Marshall	
2. Current Clients	
They use DACF as a current in working with the rebrand of Real Maine. This is not a current project. – Would have liked to see the present current works.	
3. Annual Billings	
Significant drops in billings over the last four years	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Proven success with DACF Community/Human interest-driven clientele	
5. Organizational Chart	
Small Team	
6. Key Personnel	
Comprised almost entirely of subcontractors	
7. Subcontractors	
Complete staff of subcontractors	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided – Basic descriptors, no real detail about plans and visions for their work with DACF	
• Copywriting	
• Provided	
• Creative Services, All Other	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: May 19, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

• Provided
• Digital and Social Media Services
• Provided
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
•
• Graphic Design
• Provided
• Marketing Planning and Analysis
• The most detailed of the services, but still lacking the meat of what they can do for us.
• Promotion and Outreach
•
• Photography
• They talk about the fact that they have a willingness to work outdoors with real people. But they don't provide any samples
• Print Media
•
• Technical Assistance
•
• Technical Writing
•
• Videography
• Provided
• Website Services
•
2. Understanding of the local and national food and agriculture markets
• For being a Maine business, they are really lacking in robust knowledge
Part IV Section IV Cost Proposal
• Pricing seems in alignment.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• The application meets the requirements.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the requirements.	
2. Current Clients	
The application meets the stated requirements and provides details.	
3. Annual Billings	
The application meets the stated requirements. Curious why they went down in billings over the years.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application gives several detailed client examples with metrics.	
5. Organizational Chart	
The application meets the stated requirements.	
6. Key Personnel	
The application meets the stated requirements.	
7. Subcontractors	
The application meets the stated requirements.	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application meets the stated requirements.	
• Creative Services, All Other	
• The application meets the stated requirements.	
• Digital and Social Media Services	
• The application meets the stated requirements.	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• The application meets the stated requirement.
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">• The application does not offer this service.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• The application has a basic understanding of Maine's food systems.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Rates are from \$125 an hour to \$2500 a day, depending on the service.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Maine-based, women-owned P - .Was involved (in partnership with Marshall Communications) with Real Maine media, “including logo development, brand guidelines, advertising creative, social and digital content, and ongoing campaign support.” P – Firm says, “What makes Storykind especially qualified to perform the services outlined in this RFP is our demonstrated success with similar content, audiences, and deliverables.”	
2. Current Clients	
P – Meets requirements P – Details work with Real Maine, independent state agency (MaineHousing)	
3. Annual Billings	
P – Meets requirements	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Meets requirements P – Goes into detail about work with state agencies and organizations such as MaineGeneral Health, University of Southern Maine, University of New England, Maine Public Health Association, Office of Behavioral Health, Maine Environmental and Occupational Health Program, Maine Maternal and Child Health Program	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
Y – None listed – does that mean they don’t have any?	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

8. Litigation
P – No litigation
9. Certificate of Insurance
P – Meets requirements
Part IV Section III: Proposed Services
1. Services to be Provided
• Copywriting
• P – Details offerings and process for copywriting, creative services (all other), digital and social media, graphic design, marketing planning and analysis, promotion and outreach, photography, print media, and videography
• Creative Services, All Other
•
• 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

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Storykind

DATE: 5/16/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• P – Demonstrates understanding P – Firm says they are “deeply embedded in the rhythms and realities of the state’s agricultural economy”
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: May 17, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agriculture Resource Development.

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
	<ul style="list-style-type: none">• Complete• Signed as requested
2. Responsible Bidder Certifications	
	<ul style="list-style-type: none">• Complete
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
	Love the presentation and the mindset of starting with a blank page for every project.
2. Current Clients	
	<ul style="list-style-type: none">• Love the variety of clients and the deep roots in agriculture.
3. Annual Billings	
	Incomplete
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
	Complete
5. Organizational Chart	
	Incomplete
6. Key Personnel	
	Incomplete
7. Subcontractors	
	Incomplete
8. Litigation	
	Incomplete
9. Certificate of Insurance	
	Incomplete
Part IV Section III: Proposed Services	
1. Services to be Provided	
	While the applicant indicated services that had been used, they did not elaborate. It is a shame that so many pieces of the application are incomplete because the detailed pieces that were sent show some really nice work that could really work well into what we are doing.
	<ul style="list-style-type: none">• Copywriting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: May 17, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agriculture Resource Development.

•
• Creative Services, All Other
•
• 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
• Show a rate card of \$120

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">Application does not include a cover sheet.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the stated requirements.
2. Current Clients
The application does not include clients from Maine.
3. Annual Billings
The application is missing annual billings.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application lacks detail on how they would represent Maine better than a business from Maine.
5. Organizational Chart
The application is missing information.
6. Key Personnel
The application is missing information.
7. Subcontractors
The application is missing information.
8. Litigation
The application is missing information.
9. Certificate of Insurance
The application is missing information.
Part IV Section III: Proposed Services
1. Services to be Provided
<ul style="list-style-type: none">Copywriting
<ul style="list-style-type: none">The application is missing information.
<ul style="list-style-type: none">Creative Services, All Other
<ul style="list-style-type: none">The application is missing information.
<ul style="list-style-type: none">Digital and Social Media Services
<ul style="list-style-type: none">

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• The application is missing information.
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• The application is missing information..
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">• The application is missing information.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• The application meets the stated requirements, yet concern about not having clients from Maine.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Rates are stated on the last page at a blanket \$120.00.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: 5/13/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Firm is “a woman-owned, ag-centric agency” P – Firm is a “full-service agency”	
2. Current Clients	
P – Meets requirements, has all pertinent information necessary P – All three clients referenced are state agencies (in Indiana), including Department of Agriculture and agricultural non-profit	
3. Annual Billings	
N – Not provided	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Details work with state agencies and agricultural non-profit, and specifies which “Proposed Services” in RFP were used for each P – Visuals are intuitive and ag-focused	
5. Organizational Chart	
N – Not provided	
6. Key Personnel	
N – Not provided	
7. Subcontractors	
Q – None provided – My assumption is this isn’t necessary (if there are none)	
8. Litigation	
N – Not provided	
9. Certificate of Insurance	
N – None provided	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BLNKPG

DATE: 5/13/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• N – No details
• Creative Services, All Other
• N – No details
• Digital and Social Media Services
• N – No details
• Data Evaluation and Assessment
•
• Event Production and Meeting Facilitation Services
• N – No details
• Graphic Design
• N – No details
• Marketing Planning and Analysis
• N – No details
• Promotion and Outreach
• N – No details
• Photography
• N – No details
• Print Media
• N – No details
• Technical Assistance
• N – No details
• Technical Writing
• N – No details
• Videography
• N – No details
• Website Services
• N – No details
2. Understanding of the local and national food and agriculture markets
• N – No details
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
2. Current Clients	
3. Annual Billings	
Not listed	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
N/A	
5. Organizational Chart	
Very Small group, and the agricultural experience seems limited	
6. Key Personnel	
7. Subcontractors	
N/A	
8. Litigation	
None	
9. Certificate of Insurance	
Complete	
Part IV Section III: Proposed Services	
1. Services to be Provided – not much in depth detail provided	
• Copywriting	
• Available service	
• Creative Services, All Other	
• Available service	
• Digital and Social Media Services	
• Available service	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• Available service
<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">• Available service
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• Available service
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• Available service
<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">• Available service
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• Available service
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• Available service
<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">• Available service
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• I like their message, but it doesn't have a true depth of understanding
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Cost seems to the high side of average

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• Application does not include a cover sheet.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application is lacking detail.	
2. Current Clients	
The application lacks agricultural clients and detail.	
3. Annual Billings	
The application meets the stated requirements.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application needs more information.	
5. Organizational Chart	
The application was missing an organizational chart.	
6. Key Personnel	
The application meets the stated requirements.	
7. Subcontractors	
N/A	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application meets the stated requirements.	
• Creative Services, All Other	
• The application meets the stated requirements.	
• Digital and Social Media Services	
• The application meets the stated requirements.	
• Data Evaluation and Assessment	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application meets the stated requirements.
• Event Production and Meeting Facilitation Services
• The application meets the stated requirements.
• Graphic Design
• The application meets the stated requirements.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application meets the stated requirements.
• Photography
• The application meets the stated requirements.
• Print Media
• The application does not include this service.
• Technical Assistance
• The application does not include this service.
• Technical Writing
• The application meets the stated requirements.
• Videography
• The application does not offer this service.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application lacks any detail on the understanding of national food or agriculture markets.
Part IV Section IV Cost Proposal
• Rates are offered on a monthly or hourly basis.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements Y – Firm says it has knowledge and technology to deliver results in a general sense, but is not specific – seems too general	
2. Current Clients	
P – Meets requirements, has all pertinent information necessary P – Has partnered on economic development initiatives in other states	
3. Annual Billings	
N – Not Provided	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
P – Firm says they have “worked extensively across the New England region. We understand the cultural nuances, economic challenges, and seasonal needs of Maine’s agricultural communities, fisheries, hospitality sector, and tourism boards.”	
5. Organizational Chart	
N – Not Provided	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
Y – Doesn’t list any subcontractors, but says firm “reserves the right to engage qualified subcontractors”	
8. Litigation	
P – No litigation	
9. Certificate of Insurance	
P – Meets requirements	
Part IV Section III: Proposed Services	
1. Services to be Provided	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: BusySeed, Inc

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• Copywriting
• Y – Appreciate the bullet points for each category, but the few bullet points for each are too general and not specific to what we are outlining
• Creative Services, All Other
•
• 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
• N – Does not mention agriculture, instead talks about helping Maine with public health and tourism campaigns
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: May 18, 2025

EVALUATOR NAME: Kayla A Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
	<ul style="list-style-type: none">• Why is it not complete?• Why did we submit the entire RFP• Signature is there, but there is no complete information on those pages
2. Responsible Bidder Certifications	
	<ul style="list-style-type: none">• Signed it• No Date, no written name,
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
	Not Provided
2. Current Clients	
	List of Governmental clients, but no project explanation
3. Annual Billings	
	Not Provided
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
	Kind of provided, but not clear.
5. Organizational Chart	
	Not Provided
6. Key Personnel	
	Not Provided
7. Subcontractors	
	Not Provided
8. Litigation	
	Not Provided
9. Certificate of Insurance	
	Not Provided
Part IV Section III: Proposed Services	
1. Services to be Provided	
	<ul style="list-style-type: none">• Copywriting• • Creative Services, All Other

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: May 18, 2025

EVALUATOR NAME: Kayla A Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

•
• 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
• Cheaper than others, has a monthly rate, but failed to complete the application process

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• The application did not have a cover page.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the requirements.	
2. Current Clients	
The application includes information. Order of items was confusing.	
3. Annual Billings	
The application meets the stated requirements.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application meets the stated requirements.	
5. Organizational Chart	
The application meets the stated requirements.	
6. Key Personnel	
The application meets the stated requirements. Strong backgrounds in conservation topics.	
7. Subcontractors	
The application meets the stated requirements.	
8. Litigation	
The application meets the stated requirements.	
9. Certificate of Insurance	
The application meets the stated requirements.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application does not offer this service.	
• Creative Services, All Other	
• The application does not offer this service.	
• Digital and Social Media Services	
• The application meets the stated requirements.	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

<ul style="list-style-type: none">• Data Evaluation and Assessment
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Event Production and Meeting Facilitation Services
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Graphic Design
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Marketing Planning and Analysis
<ul style="list-style-type: none">• The application meets the stated requirements.
<ul style="list-style-type: none">• Promotion and Outreach
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Photography
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Print Media
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Technical Assistance
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Technical Writing
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Videography
<ul style="list-style-type: none">• The application does not offer this service.
<ul style="list-style-type: none">• Website Services
<ul style="list-style-type: none">• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
<ul style="list-style-type: none">• The application mentions several important initiatives and has an understanding for the ag landscape.
Part IV Section IV Cost Proposal
<ul style="list-style-type: none">• Rates are offered on an hourly basis ranging from \$55 to \$56.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
N – Not provided	
2. Current Clients	
Y – Has three sets of contact information, but no summaries of projects	
3. Annual Billings	
N – Not provided	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
N – Not provided	
5. Organizational Chart	
N – Not provided	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Meets requirements	
8. Litigation	
N – Not provided	
9. Certificate of Insurance	
N – Not provided	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• N - Disjointed and unclear list and details of Proposed Services	
• Creative Services, All Other	
•	
• Digital and Social Media Services	
•	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Eplanet Global LTD

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• 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
• P – Summary of Maine’s agricultural landscape and Real Maine site is accurate and shows some understanding
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

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	
Complete	
2. Current Clients	
Hard to tell if these are past or current clients. Broad spectrum clientele.	
3. Annual Billings	
Not listed separately, a statement in the overview said over 3 million in sales deals.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Again, list those same three current clients, but do not provide extensive detail on the projects or their outcomes.	
5. Organizational Chart	
6. Key Personnel	
Only 12 employees – this could be positive or negative How does a company of this size serve our needs over such a great distance?	
7. Subcontractors	
None listed	
8. Litigation	
None	
9. Certificate of Insurance	
Not Submitted	
Part IV Section III: Proposed Services	
1. Services to be Provided	
While the applicant provided a brief overview in each area they didn't expand on any of them with examples, goals or even knowledge of what we are looking for.	
• Copywriting	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

•
• Creative Services, All Other
•
• 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
• Not Submitted
Part IV Section IV Cost Proposal
• Hourly rate schedule.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• The application provided a table of contents, it wasn't a cover page.	
2. Responsible Bidder Certifications	
• Application meets requirements.	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
The application meets the requirements.	
2. Current Clients	
The application meets the stated requirements.	
3. Annual Billings	
The application is missing information.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
The application lacks information on agriculture clients.	
5. Organizational Chart	
The application meets the stated requirements.	
6. Key Personnel	
The application meets the stated requirements.	
7. Subcontractors	
The application meets the stated requirements.	
8. Litigation	
The application is missing information.	
9. Certificate of Insurance	
The application is missing information.	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• The application offers this service but lacks detail.	
• Creative Services, All Other	
• The application lacks details.	
• Digital and Social Media Services	
• The application lacks details.	
• Data Evaluation and Assessment	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application does not offer this service.
• Graphic Design
• The application lacks detail.
• Marketing Planning and Analysis
• The application meets the stated requirements.
• Promotion and Outreach
• The application does not offer this service.
• Photography
• The application does not offer this service.
• Print Media
• The application lacks details.
• Technical Assistance
• The application lacks details.
• Technical Writing
• The application does not offer this service.
• Videography
• The application meets the stated requirements.
• Website Services
• The application meets the stated requirements.
2. Understanding of the local and national food and agriculture markets
• The application is lacking in details.
Part IV Section IV Cost Proposal
• Rates are offered on an hourly basis ranging from \$150 to \$250 an hour.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
P – Meets requirements P – Firm says its “nationally recognized for its high-impact video production and fully integrated digital campaign execution.”	
2. Current Clients	
P – Outlines three PSAs they created for state and local agencies (in Florida and California)	
3. Annual Billings	
N – Not provided	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
N – Not provided	
5. Organizational Chart	
P – Meets requirements	
6. Key Personnel	
P – Meets requirements	
7. Subcontractors	
P – Meets requirements	
8. Litigation	
N – Not provided	
9. Certificate of Insurance	
N – Not provided	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
• N – Their experience and what they are proposing for services doesn’t seem to line up – They seem to have worked in videography/digital space, but not in others	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Invasion Digital Media

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• Creative Services, All Other
•
• 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
• N – Not provided
Part IV Section IV Cost Proposal
• P – Meets requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• Incomplete	
2. Responsible Bidder Certifications	
• Incomplete	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
Incomplete	
2. Current Clients	
Maine Farmland Trust Maine Tourism Maine LifeFlight	
3. Annual Billings	
Low, then super high and dropping.	
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
Maine Farmland Trust Maine Tourism	
5. Organizational Chart	
One person show employing independent contractors?	
6. Key Personnel	
None listed	
7. Subcontractors	
Do Independent contractors fall under this	
8. Litigation	
9. Certificate of Insurance	
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
•	
• Creative Services, All Other	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: May 18, 2025

EVALUATOR NAME: Kayla A. Jones

EVALUATOR DEPARTMENT: MDACF Agricultural Resource Development

•
• 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
• While there isn't a statement along these lines, the proof is in the clients they have represented
Part IV Section IV Cost Proposal
• First to address travel expenses
• Very detailed
This one is hard when I first started it I thought yes, this is the kind of resource we need in our back pocket. I am not sure if there are too many gaps in the application that we can't fill it in.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

Individual Evaluator Comments:

Part IV Section I: Preliminary Information
1. Proposal Cover Page
<ul style="list-style-type: none">The application meets the requirements.
2. Responsible Bidder Certifications
<ul style="list-style-type: none">Application meets requirements.
Part IV Section II: Organization Qualifications and Experience
1. Overview of the Organizations
The application meets the requirements.
2. Current Clients
The application meets the stated requirements.
3. Annual Billings
The application meets the stated requirements.
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas
The application gives several agricultural client examples.
5. Organizational Chart
The application meets the stated requirements.
6. Key Personnel
The application meets the stated requirements.
7. Subcontractors
The application meets the stated requirements.
8. Litigation
The application is missing information.
9. Certificate of Insurance
The application is missing information.
Part IV Section III: Proposed Services
1. Services to be Provided
<ul style="list-style-type: none">Copywriting
<ul style="list-style-type: none">The application does not offer this service.
<ul style="list-style-type: none">Creative Services, All Other
<ul style="list-style-type: none">The application does not offer this service.
<ul style="list-style-type: none">Digital and Social Media Services
<ul style="list-style-type: none">The application does not offer this service.
<ul style="list-style-type: none">Data Evaluation and Assessment

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: 5/15/2025

EVALUATOR NAME: Jane Kirsling

EVALUATOR DEPARTMENT: DACF

• The application does not offer this service.
• Event Production and Meeting Facilitation Services
• The application does not offer this service.
• Graphic Design
• The application does not offer this service.
• Marketing Planning and Analysis
• The application does not offer this service.
• Promotion and Outreach
• The application does not offer this service.
• Photography
• The application meets the stated requirement.
• Print Media
• The application does not offer this service.
• Technical Assistance
• The application does not offer this service.
• Technical Writing
• The application does not offer this service.
• Videography
• The application meets the stated requirements.
• Website Services
• The application does not offer this service.
2. Understanding of the local and national food and agriculture markets
• The application has a detailed understanding of Maine's food systems.
Part IV Section IV Cost Proposal
• Rates are offered on an hourly basis ranging from \$35 to \$175 an hour.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

Individual Evaluator Comments:

Part IV Section I: Preliminary Information	
1. Proposal Cover Page	
• P – Meets requirements	
2. Responsible Bidder Certifications	
• P – Meets requirements	
Part IV Section II: Organization Qualifications and Experience	
1. Overview of the Organizations	
	P – Meets requirements P – Has worked with Maine Farmland Trust and Maine Office of Tourism P – Firm says it's "a Maine-based production company specializing in documentary-style storytelling for agriculture, rural economies, and conservation."
2. Current Clients	
	P – Details work with state agency and agricultural nonprofit
3. Annual Billings	
	P – Meets requirements
4. Statement of Services Demonstrating Success with Similar Clients in Similar Content Areas	
	P – Meets requirements
5. Organizational Chart	
	P – Meets requirements
6. Key Personnel	
	P – Meets requirements
7. Subcontractors	
	P – Meets requirements
8. Litigation	
	N – Not provided
9. Certificate of Insurance	
	N – Not provided
Part IV Section III: Proposed Services	
1. Services to be Provided	
• Copywriting	
•	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402048

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

BIDDER NAME: Lone Spruce Creative

DATE: 5/15/2025

EVALUATOR NAME: Lucas Knowles

EVALUATOR DEPARTMENT: Maine DACF/ARD

• Creative Services, All Other
•
• 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
• P – Clear, concise description of process
• Print Media
•
• Technical Assistance
•
• Technical Writing
•
• Videography
• P – Clear, concise description of process
• Website Services
2. Understanding of the local and national food and agriculture markets
• Y – Seems like this is answered under “Proposed Services,” but unsure
Part IV Section IV Cost Proposal
• P – Meets requirements



STATE OF MAINE
DEPARTMENT OF Agriculture,
Conservation and Forestry

Janet T. Mills
Governor

Amanda E. Beal
Commissioner

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



STATE OF MAINE
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Janet T. Mills
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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.

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.

Jane Kirsling

Signature

7/28/25

Date



STATE OF MAINE
DEPARTMENT OF Agriculture,
Conservation and Forestry

Janet T. Mills
Governor

Amanda E. Beal
Commissioner

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.

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.

Lucas Knowles

Signature

7/28/25

Date