



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		DPFR / Office of Securities		
Department Contract Administrator or Grant Coordinator:		Meredith P. Turney 624.8593		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$84,798.39	Advantage CT / RQS #:	20221220 1721
CONTRACT	Proposed Start Date:	1/3/2023	Proposed End Date:	6/30/2024
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Bryant Street Public Relations, LLC 30 Bryant Street Bangor, ME 04401		
Brief Description of Goods/Services/Grant:		Production and airing of public service announcements on elder investment fraud and financial exploitation.		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Check the box below for the justification(s) that applies to this request. (Check all that apply.)			
<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

This project involves utilizing grant funds awarded to the Maine Office of Securities (“Office”) by the Investor Protection Trust for the purpose of investor education. In order to accomplish this, the Office wishes to engage Bryant Street Public Relations, LLC (“Bryant”), a firm with which the Office has had previous positive experience. Bryant will develop public service announcements (“PSA”) on elder investment fraud and financial exploitation. By partnering with Bryant, the Office will be able to leverage existing production relationships and reduce the overall cost of production and airing of the PSAs.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

The production capabilities and airtime arrangement provided in connection with the Office of Securities’ partnership with Bryant presents a unique opportunity. The partnership allows the Office to produce and air PSAs through a variety of notable media outlets at a reasonable cost. If the Office were to attempt to negotiate this type of arrangement on its own, it would take a considerable amount of time and the cost would likely be higher.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The partnership between Bryant and the Office of Securities has made it possible for the Office to utilize existing production equipment and staff for production of PSAs. The airtime for the PSAs is available at a more cost-effective rate as a result of this partnership.

4. Describe the plan for future competition for the goods or services.

The Office of Securities would be willing to consider similar future opportunities with other potential partners in order to provide this type of service to the investing public.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

PART V: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):	<i>Anne L. Head</i>		
Typed Name:	Anne L. Head	Date:	1/10/2023
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Thomas Paquette</i>		
Typed Name:	<small>249502C7B71A49A...</small> Thomas Paquette	Date:	1/18/2023