



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF PROCUREMENT SERVICES

STATE OF MAINE

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:		Department of Education Child Nutrition	
Department Contract Administrator or Grant Coordinator:		Adriane Ackroyd	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 20,000	Advantage CT / RQS #:	20230315*2329
CONTRACT	Proposed Start Date:	4/24/2023	Proposed End Date: 9/30/2023
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:		Mishmash Content Creation, 386 Bridgton Rd., Ste C, Westbrook, ME 04092	
Brief Description of Goods/Services/Grant:		Marketing, Advertising, Social Media Campaign	

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.

To increase knowledge of and participation in the 2022 Summer Food Service Program (SFSP), a marketing campaign was implemented. MishMash Content Creation, the awarded marketing company, provided a detailed marketing plan, photography and videography services, production of videos/television commercials and radio Public Service Announcements (PSAs), as well as a social media marketing campaign plan that was used during the 2022 SFSP. They also created general media resources for use in 2022 and future summer programs. "Hot Lunch Summer" was the successful campaign launched. Maine Department of Education Child Nutrition has received additional federal resources to continue the "Hot Lunch Summer" marketing campaign into 2023 SFSP.

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

MishMash Content Creation created the Hot Lunch Summer campaign, marketing plan, marketing materials, and conducted market research to ensure SFSP audiences were reached. They are intimately familiar with the Hot Lunch Summer marketing products and campaign and would be best suited to continue the campaign in 2023 within the budget allowed. For the 2022 campaign, MishMash was procured using a competitive process/PQVL (Advantage CT/RQS # 2021*3701).

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

Maine Department of Education Child Nutrition has a limited budget for SFSP outreach using federal funds supplied through USDA for SFSP Program outreach and expansion. Since MishMash has already completed the market research for the targeted audience, resources will be used in a targeted way to promote the program. MishMash secured media buys for the campaign in 2022 which included social media, television, and radio ads. They have experience to determine the best use of the limited funds that will have the best impact on SFSP outreach. For instance, it may be better to use the funds for a social media campaign than using a significant portion on limited television airtime.

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

If a new campaign will take place for SFSP, the pre-approved vendor list and required procurement process will be used.

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):			
Typed Name:	Daniel Chuhta, Deputy Commissioner	Date:	3/22/2023
Signature of DAFS Procurement Official:	DocuSigned by:  EA813178102243C...		
Typed Name:	Joseph Zrioka, Director of IT Procurement	Date:	5/17/2023