



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:		DECD/Tourism/Film		
Department Contract Administrator or Grant Coordinator:		Karen Carberry Warhola		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$ 12,960.00	Advantage CT / RQS #:		
CONTRACT	Proposed Start Date:	7/1/2023	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:		Reel-Scout, 1900 Abbott St., Suite 100, Charlotte, NC 28203		
Brief Description of Goods/Services/Grant:		Annual Hosting, Maintenance, and Client/Technical Support for Production Guide and Locations Library on MFO Website		

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

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

REV 10/7/2021

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.

(THE MAINE FILM OFFICE IS A DIVISION WITHIN THE OFFICE OF TOURISM)

The Maine Film Office Website is an important marketing tool for MFO, and the website's databases are critical to the success of this marketing effort. The databases contain listings from Maine businesses, communities, and residents, as well as photos of Maine communities and properties that can be used as filming locations. The databases are used by productions to find employees so they can hire locally; to locate businesses that supply the goods and services needed by productions so they can source goods and services locally; and to find filming locations in Maine so they can choose Maine as a filming location. Having these resources available locally is crucial to the recruitment of production companies considering doing business in Maine. The databases are also used to track productions, and to gather and sort analytical information necessary for required annual reporting.

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

Productions contact our office requesting information about locations that are available for filming, about businesses that have goods and services needed by the production, and about Maine residents who are qualified to fill the positions that the production needs to hire. Since productions also work and film nights and weekends, any staff or vendor support needs to be available 24/7/365 and a quick and timely response to these inquires is necessary. This vendor, which provides services specific to the film and media industry, provides the needed support on a timely basis and guarantees a rapid response time.

Reel-Scout designed, built and services the databases, which are considered industry standard throughout the world. This vendor is uniquely qualified to service the online databases, which were designed by this vendor to perform specific functions unique to the film and media industry. The Locations Library is also available globally on this vendor's platform, LocationsHub, which allows Maine location photos to be found by productions from around the world who are looking for a specific *type* of location (not a specific geographic location) – widening the reach of our marketing effort beyond productions that visit our website looking for locations in Maine. This expanded marketing platform is currently not offered by any other vendor and is a valuable feature that is important to the marketing campaign.

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

The fee is the standard rate throughout the country for these specific databases that save the film office on staff time and costs by compiling information and completing tasks that would otherwise need to be performed manually at a much higher cost in employee labor. The savings in employee labor costs adds to the fair and reasonable nature of the vendor fee.

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

We continue to evaluate services as they become available. Currently, Reel-Scout designs and maintains the deepest and most content-rich databases available, which are considered industry standard by film offices throughout the country and is the only vendor that provides this service.

PART IV: VENDOR STATUS

1. Is the vendor currently working?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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PART V: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)


1. Does this request utilize ARPA/MJRP Funds?

<input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).

<input checked="" type="checkbox"/> No – If No, proceed to Part VI
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PART VI: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	Heather Johnson, Commissioner	Date:	06/05/2023

Signature of DAFS Procurement Official:	DocuSigned by: 		
Printed Name:	Joseph Zrioka	Date:	6/15/2023

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Director of IT Procurement