



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:		DACF/BRILUP/Maine Geological Survey			
Department Contract Administrator or Grant Coordinator:		Ryan Gordon, MGS			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)		\$ 10,500	Advantage CT / RQS #:		CT 01A 20240506*3130
CONTRACT	Proposed Start Date:	6/20/2024		Proposed End Date:	12/31/2024
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:		The Geological Society of America, Inc. 3300 Penrose Place, PO Box 9140, Boulder, CO 80301 AND Targeted Film, 50 Strathaven Dr, Unit 24, Toronto, Ontario L5R 4E7, Canada.			
Brief Description of Goods/Services/Grant:		GSA ConnectsCast Agreement (between the above) for up to 5 minutes of film production about the Maine Geological Survey to be screened at the GSA Annual Meeting October 15-18, 2024, posted on the GSA website and released via social media for 12 months. In addition to the produced video, all digital film takes, edited and raw, will be provided to DACF/BRILUP/MGS with unconditional rights for future use by the State of Maine.			

### 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.

A professional film crew will interview staff, visit field locations in Maine related to geological research, and create a video portrait of the Maine Geological Survey (MGS). This film will be featured in September 2024 at the annual Geological Society of America (GSA) conference in Anaheim, CA., and be released through the GSA website and social media for 12 months providing ongoing visibility to geological work in Maine. The digital film and all the raw footage will become the property of the State. Use of any rushes / B-Roll (including unused footage) for the MGS purposes is a royalty-free, indefinite license. This agreement results in the delivery of all assets including footage from the shoot, a high-quality master digital file, plus a file in a format suitable to our future needs.

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

The Geological Society of America has a sole-source agreement with Targeted Film. The film company has experience producing similar videos in past years through this agreement. This is the only way MGS can gain visibility at a national level and among geologists (some of whom we hire for mapping in Maine).

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

The cost is a flat rate used for all geological survey productions across the U.S. and negotiated by the Geological Society of America. The rate includes film crew expenses for travel, on-site filming in Maine, studio production at Targeted Films, review and approvals by MGS, and final production, distribution, and showing. No additional cost is incurred by the State of Maine for ongoing media releases. There are no royalties for future use of the film since the agreement provides unlimited use of all footage in the future, so there is added value as archival, professional-grade video for MGS use for any purposes the State has.

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

This is a one-time production and opportunity for a specific event. Something similar will not be necessary in future years.

### 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

**Procurement Justification Form (PJF)**

The signatures below indicate approval of this procurement request.			
Signature of requesting Department's Commissioner (or designee):	DocuSigned by: <i>Amanda E. Beal</i> 20AF3A2882BB4AA...		
Typed Name:		Date:	6/19/2024
Signature of DAFS Procurement Official:	DocuSigned by: <i>Joseph Zrioka</i> EA813178102243C...		
Typed Name:	Joseph Zrioka Director of IT Procurement	Date:	6/27/2024