



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF PROCUREMENT SERVICES

STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW

Department Office/Division/Program:		DECD/Tourism/Film Office	
Department Contract Administrator or Grant Coordinator:		Steve Lyons	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$14,880.00	Advantage CT / RQS #:	20250717*0117
CONTRACT	Proposed Start Date:	7/10/2025	Proposed End Date: 6/30/2026
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, Inc. Charlotte, NC 28203	
Brief Description of Goods/Services/Grant:		Annual hosting, maintenance and client/technical support for Production Guide and locations library on the Film Office website.	

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 checked="" 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.

The Maine Film Office website is an important marketing tool for the Maine Film Office (MFO), and the websites 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 production firms to find employees so they can hire locally; to locate businesses that supply goods and services needed by production firms 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 firms considering doing business in Maine. The databases are also used to track production firms, 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.

Production firms contact the DECD/Film Office requesting information about locations that are available for filming, about businesses that have goods and services needed by the production firm, and about Maine residents who are qualified to fill the positions that the production firm needs to hire. Since production firms 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 inquiries 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 the vendor's platform, Locations Hub, which allows Maine locations to be found by production firms from around the world who are looking for a specific type of location (not a specific geographic location) – widening the reach of our marketing efforts beyond production firms that visit our website looking for a location 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 program.

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 will 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. Also, this is proprietary software.

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

Does this request utilize ARPA/MJRP funds?

☐ Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

☐ Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

☒ No – If No, proceed to Part V.

PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

☒ The requesting department signatory understands and acknowledges Maine's Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting
Department's Commissioner
(or designee):

Michael A. Duguay

Typed Name:

Michael Duguay, Commissioner

Date:

July 15, 2025

Signature of DAFS
Procurement Official:
Typed Name:

Joseph Zrioka

EA8131781892430
Joseph Zrioka, IT Procurement Director

Date: 7/25/2025