



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 submitted to the Office of State 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 Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:	Maine Arts Commission			
Department Contract Administrator or Grant Coordinator:	Julie Horn			
(If applicable) Department Reference #:				
Agency Department Code:	94W	Advantage CT / RQS #:	20260804000000000302	
Amount: (Contract/Amendment/Grant)	\$25,000			
CONTRACT	Proposed/Original Start Date:	8/1/2026	Proposed/Most Recent End Date:	1/31/2027
AMENDMENT	New Effective Date:		New End Date (if Applicable):	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Creative Generation Inc., South Portland		
Brief Description of Goods/Services/Grant:		Study national efforts to protect artists from copyright infringements using Artificial Intelligence and report its findings.		

PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

☐	A. Competitive Process	☐	G. Grant
☐	B. Amendment	☐	H. State Statute/Agency Directed
☒	C. Single Source/Unique Vendor	☐	I. Federal Agency Directed
☐	D. Proprietary/Copyright/Patents	☐	J. Willing and Qualified
☐	E. Emergency	☐	K. Client Choice

☐	F. Higher Education Cooperative Project	☐	L. Other Authorization
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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.

In the arts and culture sector, there is notable discourse about the impact of the automated generation of artistic products like visual arts and design, video content, voiceovers, and the like. Concerns range from attribution for original work (to AI or to living or deceased artists), compensation through royalties, intellectual property rights, ethics and more. Others, however, argue that the generation of artistic product - particularly in the commercial market - constitutes a new era for the creative industries. Regardless of viewpoints, it can be broadly accepted that this new era of AI will have an impact on artists, cultural organizations, and the creative industries. In accordance with LD119, as resolved on June 25, 2125, by the 132nd Maine Legislature, Creative Generation will work with the Maine Arts Commission to study and report on federal and national efforts to protect artists from copyright infringement by artificial intelligence. All of this work will be culminated in a meeting with project commissioners to review the findings and recommendations for possible legislature prior to reporting to the Maine State Legislature in the winter of 2026-27.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

Since 2020, Creative Generation has been at the forefront of research regarding digital transformation in the arts and cultural sector. Throughout the COVID-19 pandemic, the organization conducted nationwide and global research on the implementation and efficacy of digital tools, virtual engagement, and organizational technological adoption. Based on this, they have much experience in producing academic scholarships and reports for government agencies and non-governmental organizations. With the emergence of generative AI, the organization has remained at the forefront facilitating professional learning and producing resources and materials that support the ethical application of artificial intelligence throughout the arts sector. In Maine, the organization is the only firm engaged in this topic and has taken the lead for organizations such as the Central Maine Growth Council, Maine Tech Week, and the Maine Department of Education. Most recently, they were named as a leader in artificial intelligence (AI) and arts space. In May 2026, the organization was selected among a national pool of applicants to co-lead a National Endowment for the Arts Research Lab, housed at Carnegie Mellon University, alongside the Alliance for Arts in Research Universities (a2ru) and the University of Arkansas - the project is known as the Arts and AI Observatory and is charged to be a national research effort tracking arts, AI, and the future of creative practice.

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

The \$25,000 fund was appropriated to the Maine Arts Commission in FY27 by Maine State Legislature to fulfill the bill's requirement of research and reporting of AI in the Maine arts sector.

PART III: SUPPLEMENTAL INFORMATION

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

There will be no future need for this service.

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) or (026) – 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.

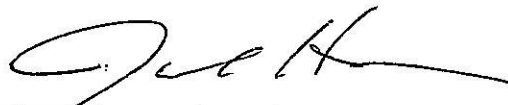
☒ The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee

1. The signature below indicates approval of this procurement request.

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



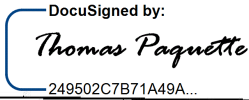
Typed Name: Julie Horn

Date: 8/6/2026

2. Additional signature required **ONLY if box E (Emergency) is selected in PART II**. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	Click or tap to enter a date.

****OSPS Section Only****

Signature of DAFS Procurement Official:	 DocuSigned by: <i>Thomas Paquette</i> 249502C7B71A49A...		
Typed Name:	Thomas Paquette	Date:	8/11/2026