



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:		DECD/Tourism/Film Office		
Department Contract Administrator or Grant Coordinator:		Steve Lyons		
(If applicable) Department Reference #:		N/A		
Agency Department Code:	19A	Advantage CT / RQS #:	20260715*0093	
Amount: (Contract/Amendment/Grant)		\$15,480.00		
CONTRACT	Proposed/Original Start Date:	7/10/2026	Proposed/Most Recent End Date:	6/30/2027
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:		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.)			
☐	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.	
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 solicitation (RFP/RFA/RFQ) 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. Location Pro is a fairly new service with similar features to Reel-Scout. The Film Office was presented a demo of the product in late 2025 but it lacked one of the major features utilized by the Film Office, a project CRM that tracks interactions with the production companies.	
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.	
The Film Office will reach out to peer organizations (other film offices throughout the country) to inquire about the services they use. If we find products other film offices are using that have similar capabilities, we	

PART III: SUPPLEMENTAL INFORMATION

will follow up to learn more about their functionality and pricing. We will also search the internet for similar products about similar systems. We will pursue a competitive bid process if it is appropriate. Reel-Scout is used by more than 100 film offices worldwide, including at least 28 state film offices I am aware of. It has been the global standard for many years.

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):

Signed by:

Michael Duguay
B7E2E3B9C0874C2...

Typed Name:

Michael Duguay, Commissioner

Date:

8/13/2026

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:

****OSPS Section Only****

Signature of DAFS Procurement Official:	Signed by: <i>John Spier</i> 2A1D91BCA418470...		
Typed Name:	John Spier	Date:	8/13/2026