

State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:		DECD/Office of Outdoor Recreation	
Department Contract Administrator or Grant Coordinator:		Carolann Ouellette	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 68,000.00	Advantage CT / RQS #: CT 19A	20210929000000000878
CONTRACT	Proposed Start Date:	09/01/21	Proposed End Date: 11/30/21
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:		Lone Spruce Creative	
Brief Description of Goods/Services/Grant:		Produce still images and videos of outdoor recreation experiences in Belgrade Lakes, The Forks and Camden with a focus on activities close to home as well as capturing why Maine for live, work and play highlighting outdoor product manufacturers and staff.	

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

PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

- 1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.**

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PART III: SUPPLEMENTAL INFORMATION

The focus of the Office of Outdoor Recreation is to leverage Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated effort with partners from the public and private sectors. The Office recently started work with a PR & Communications firm for the purpose of creating a communications plan, updating and expanding web presence and to pitch regularly to media. In order to effectively "tell the story" the Office needs to develop an asset library containing still images and videos depicting outdoor lifestyle in Maine as well as capturing, more specifically, outdoor brands.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

Lone Spruce Creative is located in Saco and not only has existing relationships with some of the brands that we need to capture, but some of the team has done prior work for another client in this space specifically which allows for added efficiencies and an enhanced level of understanding of the content needs. In Biddeford, the focus of the asset capture will be more around live, work and play highlighting outdoor product manufacturers and local staff. Additionally for outdoor companies - Given the more in-depth nature of featuring both production facilities, dedicate a day to also capture audio interviews with key players at each brand which allows for the option to make breakout videos at a later date.


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

This is part of a larger overall scope of work building on projects for the Office of Tourism through Marshall Communications. Pricing is consistent with former work Lone Spruce Creative has done for Marshall Communications and is in line with other production work the Office of Tourism has secured in the past.

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

The plan is to go out to bid for future work of this type.

PART IV: 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	Date:	09/29/2021
Signature of DAFS Procurement Official:	<i>Debbie Jacques</i>		
Printed Name:	Debbie Jacques	Date:	9/30/2021