



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:	Economic & Community Development/Office of Outdoor Recreation			
Department Contract Administrator or Grant Coordinator:	Carolann Ouellette			
(If applicable) Department Reference #:	N/A			
Amount: (Contract/Amendment/Grant)	\$ \$24,830.00	Advantage CT / RQS #:	19A 20231121000000000769	
CONTRACT	Proposed Start Date:	10/1/2023	Proposed End Date:	11/30/2023
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:		Marshall Communications Augusta, Maine		
Brief Description of Goods/Services/Grant:		Photography/Videography: Lone Spruce Creative - manufacturing photography and videos		

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.

The Office has been working with a PR & Communications firm to add to photography and video assets to the asset library which includes the production of an updated video highlighting the depth and breadth of the industry as well as the outdoor industry's economic impact.

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

This work just for the Office of Outdoor Recreation is part of a larger scope of work for the Office of Tourism through Marshall Communications. Since Lone Spruce & Marshall Communications produced the original highlight video, it was more cost effective to have the same team produce the updated version.

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

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.

Our work with Marshall Communications ends December 31, 2023-future projects we will go out to bid.

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: APPROVALS

The signatures below indicate approval of this procurement request.

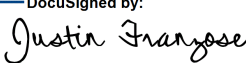
Signature of requesting
Department's Commissioner
(or designee):



Typed Name: Heather Johnson

Date: 11/20/2023

Signature of DAFS
Procurement Official:

DocuSigned by:

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Typed Name: Justin Franzose

Date: 11/22/2023

