State of Maine
RFP / Proposal Master Score Sheet

Instructions: Complete the Master Score Sheet below providing all of the requested information for each bidder that submitted a proposal in response to the RFP. This document is to be included in the Selection Package submitted to the Division of Procurement Services for review/approval.

<table>
<thead>
<tr>
<th>EVALUATION ITEM</th>
<th>829 Studios</th>
<th>PIL Creative Group</th>
<th>CRC Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$15,000.00</td>
<td>$18,120.00</td>
<td>$77,500.00</td>
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<table>
<thead>
<tr>
<th>EVALUATION ITEM</th>
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<tr>
<td>Section I: Organization Qualifications and Experience</td>
<td>25</td>
<td>23</td>
<td>20</td>
<td>11</td>
</tr>
<tr>
<td>Section II: Proposed Services</td>
<td>35</td>
<td>29</td>
<td>22</td>
<td>12</td>
</tr>
<tr>
<td>Section III: Cost Proposal</td>
<td>40</td>
<td>40</td>
<td>33.11</td>
<td>7.7</td>
</tr>
</tbody>
</table>

| TOTAL | 100 | 92 | 75.11 | 30.7 |

Rev. 2/7/2019
Award Justification Statement
RFP# 202003065 Communication Services - Videography

I. Summary
Through RFP#202003065, the Department of Education, Child Nutrition sought proposals for Communication Services-Videography. Four bidders responded, however, one did not follow the format as required nor did they provide all required documentation so they were disqualified. The three bidders whose proposals were reviewed are: 829 Studios, PIL Creative Group and CRC Media. Through the evaluation process, 829 Studios was the highest scoring Bidder and determined to provide the best value to the State of Maine.

II. Evaluation Process
An Evaluation Team comprised of State employees, applied the consensus method in scoring the Bidders Qualifications & Experience, and Proposed Services. Scores for the Cost Proposal were assigned using the predetermined formula.

III. Qualifications & Experience
- Experience with instructional culinary videos
- Collaborative approach
- Concierge level service from pre-production to final video production and promotion

IV. Proposed Services
- Proposal aligns with RFP
- Provide technical assistance
- Produce ten videos
- On-site filming
- Final video production with promotion

V. Cost Proposal
Submitted costs for the solution ranged from $15,000 to $77,500. The bidders submitted cost proposal information based on upon the information required in the proposal. The cost proposal was scored using a formula approach.

VI. Conclusion
Out of 100 possible points, 829 Studios scored 92.00, which was the highest point total awarded by the Evaluation Team. The strength’s of 829 Studio’s proposal included experience in production of instructional culinary videos, a complete and detailed proposed scope of service that aligns with RFP and a competitive cost proposal. The Evaluation Team has determined the proposal submitted by 829 Studio represents the best value to the State of Maine.

Rev. 7/11/2019
Good morning,

Please see the attached award notification letter regarding RFP #202003065, Communication Services-Videography.

Thank you.

Paula Nadeau
Child Nutrition
Department of Education
90 Blossom Lane
136 State House Station
Augusta, ME 04333
207-624-6842
June 9, 2020

Dineke Bernier, Director of Client Services
829 Studios
300 Massachusetts Avenue, Floor 3
Boston, MA 02115

SUBJECT: Notice of Conditional Contract Award under RFP # 202003065, Communication Services - Videography

Dear Dineke:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Education for Communication Services-Videography. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- 829 Studios

The bidder listed above received the evaluation team’s highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).
This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Paula S. Nadeau  
Office Specialist I
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
Good morning,

Please see the attached award notification letter regarding RFP #202003065, Communication Services-Videography.

Thank you.

Paula Nadeau  
Child Nutrition  
Department of Education  
90 Blossom Lane  
136 State House Station  
Augusta, ME 04333  
207-624-6842
June 9, 2020

Clara Smith
CRC Media
333 W. 52nd Street #1208
New York, NY 10019

SUBJECT: Notice of Conditional Contract Award under RFP # 202003065, Communication Services - Videography

Dear Ms. Smith:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Education for Communication Services-Videography. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- 829 Studios

The bidder listed above received the evaluation team’s highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

Paula S. Nadeau
Office Specialist I
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Good morning,

Please see the attached award notification letter regarding RFP #202003065, Communication Services - Videography.

Thank you.

Paula Nadeau
Child Nutrition
Department of Education
90 Blossom Lane
136 State House Station
Augusta, ME 04333
207-624-6842
June 9, 2020

Shaina Louis-Jean
PIL Creative Group
2030 Douglas Road
Suite 211
Coral Gables, FL 33134

SUBJECT: Notice of Conditional Contract Award under RFP # 202003065, Communication Services - Videography

Dear Shaina:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Education for Communication Services-Videography. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- 829 Studios

The bidder listed above received the evaluation team’s highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Paula S. Nadeau
Office Specialist I
STATEMENT OF APPEAL RIGHTS

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STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: 829 Studios
DATE: May 27, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team’s consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Education
NAME OF RFP COORDINATOR: Paula Nadeau
NAMES OF EVALUATORS: Stephanie Stambach, Robin Kerber, Leigh Hallett

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SUMMARY PAGE

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<thead>
<tr>
<th>Pass/Fail Criteria</th>
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<td>Provided all documentation as indicated in RFP</td>
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Numerical Score:

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<tr>
<td>Section III: Cost Proposal (Max: 40 Points)</td>
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<tr>
<td>TOTAL POINTS (Max: 100 Points)</td>
<td>92</td>
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</table>
EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 25	Score: __23__

Evaluation Team Comments:

I. Overview of the Organization
   - Based in Boston
   - Bid aligns with what we are looking for
   - Team of 70, large diverse crew
   - Collaborative approach
   - Company is 13 years old
   - Unfamiliar with local growing season
   - Need 1 month advance notice for shoot, can be challenging when planning around farming
   - Experience with instructional culinary videos
   - Concierge-level service, there every step of the process

II. Subcontractors
    - No subcontractors

III. Organizational Chart
    - Provides bios of key staff
    - Diverse team with diverse experience

IV. Litigation
    - None referenced

V. Financial Viability
    -

VI. Certificate of Insurances
    - Yes
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: 829 Studios
DATE: May 27, 2020

******************************************************************************

EVALUATION OF SECTION II
Proposed Services

Total Points Available: 35                Score: _29___

******************************************************************************

Evaluation Team Comments:

Services to be provided:
Lists services as listed in RFP
Includes media production
Proposal package is professional and complete
Product ten videos
Formal videos and upload to DOE site
Provide technical assistance
"Expand and help provide visual communication support"
Kick-off meetings
On-site filming
Creation of talking points, script
Post-production
Feedback/review meeting
Final video production with promotion
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: 829 Studios
DATE: May 27, 2020

******************************************************************************
EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 40  Score: 40

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<tr>
<th>Lowest submitted Cost Proposal</th>
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<th>Cost Proposal being scored</th>
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<td>$15,0000</td>
<td>x</td>
<td>40 points</td>
<td>=</td>
<td>40</td>
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Evaluation Team Comments:

Paid marketing and distribution of videos is not included in the quote. Offered clear price quote for 10 videos fitting into $15,000 budget. $8K videography, $2.5K project management, $4.5K TA Cost proposal form repeatedly states, "see proposal"
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: PIL Creative Group
DATE: May 27, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team’s consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Education
NAME OF RFP COORDINATOR: Paula Nadeau
NAMES OF EVALUATORS: Stephanie Stambach, Robin Kerber, Leigh Hallett

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<tr>
<td>Section III: Cost Proposal</td>
<td>(Max: 40 Points)</td>
<td>33.11</td>
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</table>

TOTAL POINTS | (Max: 100 Points) | 75.11 |
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: PIL Creative Group
DATE: May 27, 2020

*******************************
EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 25     Score: 20

*******************************
Evaluation Team Comments:

I. Overview of the Organization
   - Located in South Florida
   - 19 years' experience
   - Work with large and small clients of various types
   - Proposed making 28 videos
   - Female owned
   - Work samples were advertisement videos
   - Most work done with travel/cruise industry
   - Timeline well organized
   - Expertise in print, video, audio, digital

II. Subcontractors
    - Videographer used in this project (subcontractor) can fill the roles of both cameraman and director/producer
    - Videography production subcontractor based in California

III. Organizational Chart
    - Provided bios for each staff member
    - Provided information on creative director, account services director, digital/programmatic director, manager of account services, copywriter, creative directors, videography production subcontractor

IV. Litigation
    - N/A

V. Financial Viability
    - 

VI. Certificate of Insurances
    - Yes
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: PIL Creative Group
DATE: May 27, 2020

EVALUATION OF SECTION II
Proposed Services

Total Points Available: 35       Score: 22

Evaluation Team Comments:
Can they do shoots on-site?
Issues with travel due to COVID-19?
28 videos created
Pre-production: video strategy, locations, timeline
Production of videos
Post-production: editing, delivery of final files and uploading
Marketing assistance: market research, brand awareness, promotion, print ads, digital marketing
Management of videos
Monthly reporting
They list everything in the RFP
Not clear what they can provide for the $15K budget
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: PIL Creative Group
DATE: May 27, 2020

******************************************************************************

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 40   Score: 33.11

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Evaluation Team Comments:

Includes $7K video production, $3K travel (20% of budget)
Post-production support/promotion does not seem to be included in budget
What happens if video or travel costs run over? Seems like budget for post-production is not secure.
Overbudget for costs: $8,400 for video production ($300 x 28); $6,720 for on site management ($80/hr x 84 hours*) x 28 videos x 3 hr/video; $3,000 travel and lodging; total cost: $18,120.00
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: CRC Media
DATE: May 27, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team’s consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Education
NAME OF RFP COORDINATOR: Paula Nadeau
NAMES OF EVALUATORS: Stephanie Stambach, Robin Kerber, Leigh Hallett

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Numerical Score:

| Section I. Organization Qualifications and Experience (Max: 25 Points) | 11 |
| Section II. Proposed Services (Max: 35 Points) | 12 |
| Section III: Cost Proposal (Max: 40 Points) | 7.7 |
| TOTAL POINTS (Max: 100 Points) | 30.7 |
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: CRC Media
DATE: May 27, 2020

******************************************************************************
EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 40       Score: __11___

******************************************************************************

Evaluation Team Comments:

I. Overview of the Organization
   • Unable to open one file
   • Considerable marketing experience
   • Not much detail
   • Proposed services were weak
   • No established timeline of work
   • Travel expenses not clearly factored into cost proposal
   • Breakdown of tasks and repeated information from qualifications section
   • Sample work more commercial based
   • Videography, marketing, branding experience

II. Subcontractors
   • No subcontractors

III. Organizational Chart
   • None given

IV. Litigation
   • Not included

V. Financial Viability

VI. Certificate of Insurances
   • Yes
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: CRC Media
DATE: May 27, 2020

*****************************************************************************
EVALUATION OF SECTION II
Proposed Services

Total Points Available: 35       Score: _12___

*****************************************************************************
Evaluation Team Comments:

Plan is fairly brief – not enough detail
References setting “shooting days in the city”
Launch meeting to “learn about food processes and work flow in the state”
Create, produce, edit at least 10, 5-10 minute videos covering proposed topics
Project management, talking points, interview support
Technical support, marketing assistance
Video shoots
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER: CRC Media
DATE: May 27, 2020

************************************************************************************

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 40       Score: 7.7

************************************************************************************

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Evaluation Team Comments:

Per culinary video: $5650, per educational video: $7750 each (this much include post-production work)
Appears they could only create 2 videos for the established budget
Filming is $7K per day, but says they can do 5 culinary or 2 educational videos per day
Budget information is confusing

Rev. 1/3/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: 829 Studios
DATE: 5/27/2020
EVALUATOR NAME: Stephanie Stambach
EVALUATOR DEPARTMENT: Education

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation notes and scoring. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

P (positive): like their collaborative approach (back and forth sharing of ideas and objectives), proposed services aligned with the RFP and understood the project well, the style of videos fits well into this project, liked the project breakdown

N (negative): no timeline chart, cost proposal- paid marketing and distribution of videos is not included in quote

Q (question): experience with instructional culinary videos? Can they do more than 10 videos within this budget? Concerns with traveling due to COVID-19?

I (interesting): “concierge-level” service, they are there every step of the process
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: 829 Studios
DATE: 
EVALUATOR NAME: Robin Kerber
EVALUATOR DEPARTMENT: Education

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

I. Positives: meets RFP; received all required documentation; travel would most likely not include expensive airfare or lodging since Boston is within driving distance of film sites; “deliver meaningful experiences” suggests more than just advertising media created; 10 videos fits into $15,000 budget; clear and attractive bid suggests high professionalism

II. Negatives: unfamiliar with local cultures and growing season; would need 1 month advance notice for shoots which can be challenging when farming is so variable and hard to plan timing around

III. Interests: has a large, diverse crew

IV. Questions: can the 1 month planning period for video shoots be condensed to 1-2 weeks

V. Organization Qualifications and Experience
   1. Overview of Organization
      • Founded in 2007, Boston-based company
      • Team of over 70 employees with diverse skillset
      • Wide scope of companies that they work with
   2. Subcontractors
      • No subcontractors

   3. Organizational Chart
      • Diverse team with diverse experience
      • No organizational chart, profile for two founders

VI. Proposed Services
   1. Services to be Provided
      • Produce ten videos
      • Format videos and upload to DOE site
      • Provide technical assistance
      • “expand and help provide visual communication support”

Rev. 2/4/2020
2. Implementation – Work Plan
   • Kick-off meetings
   • On-site filming
   • Creation of talking points, script
   • Post-production
   • Feedback/review meeting
   • Final video production with promotion

• No timeline offered
• Offered clear price quote for 10 videos fitting into $15,000 budget
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: 829 Studios
DATE: 5/27/20
EVALUATOR NAME: Leigh Hallett
EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

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Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      • Co is 13 years old
      • Boston-based
      • Team of 70, with 400 clients
   2. Subcontractors
      • Appears all work will be done in-house
   3. Organizational Chart – provides bios of key staff
   4. Litigation – not referenced
   5. Licensure - NA
   6. Certificate of Insurance - Yes

II. Proposed Services
   1. Services to be Provided
      • Lists services as listed in RFP
      • Includes media production: “visual communication support”
      • Proposal package is professional and complete
   2. Implementation – Work Plan
      • Starts with kick-off meeting (in person?)
      • 1 mo flexibility for shoot dates
      • Includes post-production support

III. Cost Proposal
    • $8K videography, $2.5K project management, $4.5K TA
    • Cost proposal form repeatedly states, “see proposal”
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: PIL Creative Group
DATE: 5/27/2020
EVALUATOR NAME: Stephanie Stambach
EVALUATOR DEPARTMENT: Education

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

P (positive): videographer used in this project (subcontractor) can fill the roles of both cameraman and director/producer, high quality videos, like how the project timeline was organized, including the roadmap.

N (negative): work samples were advertisement videos, most of the work has been done with travel/cruise line industry, travel and lodging is $3,000 of budget, a lot of unnecessary info in part 3 of cost proposal.

Overbudget for costs: $8,400 for video production ($300 x 28 videos) $6,720 for on site management ($80/hr x 84 hours*) *28 videos x 3 hr/video $3,000 travel and lodging
Total cost: $18,120.00

Q (question): experience with instructional-type videos? Can they do shoots on-site? Issues with travel due to COVID-19 (based out of Florida)?

I (interesting): four rounds of video reviews/approvals
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: PIL Creative Group
DATE:
EVALUATOR NAME: Robin Kerber
EVALUATOR DEPARTMENT: Education

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Individual Evaluator Comments:

I. Positives: received all requested documentation and met RFP requirements; proposed creating 28 videos (number based on 2020 project of similar scope) not just 10; female-owned company; 19 years in business; professional website and media presence

II. Negatives: focus on luxury in hospitality might be stretch for farm/child nutrition; focus on advertisement in media rather than educational format; travel expenses would be considerable and take away from video budget; unfamiliar with Maine culture, economy, farming season

III. Interesting: female-owned company; videographer is subcontracted

IV. Organization Qualifications and Experience
   1. Overview of Organization
      • Based in South Florida
      • Founded 19 years ago
      • Advertising and design agency
      • Expertise in print, video, audio, digital
      • Niche in hospitality and tourism, specialize in luxury

   2. Subcontractors
      • Videography production subcontractor based in California

   3. Organizational Chart
      • Provided information on creative director, account services director, digital/programmatic director, manager of account services, copywriter, creative directors, videography production subcontractor

V. Proposed Services
   1. Services to be Provided
      • 28 videos created
      • Pre-production: video strategy, locations, timeline
      • Production of videos

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: PIL Creative Group
DATE: 
EVALUATOR NAME: Robin Kerber
EVALUATOR DEPARTMENT: Education

• Post-production: editing, delivery of final files and uploading
• Marketing assistance: market research, brand awareness, promotion, print ads, digital marketing,
• Management of videos
• Monthly reporting

2. Implementation – Work Plan
• Thorough work plan and timeline
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: PIL Creative Group
DATE: 5/27/20
EVALUATOR NAME: Leigh Hallett
EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

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Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      • Located in So. FL
      • 19 years experience
      • Says they work with large and small clients of various types
   2. Subcontractors
      • They don’t mention subcontractors, but they seem to be too far away for repeat visits with this budget
   3. Organizational Chart
      • Yes – provides bios for each staff member
   4. Litigation – N/A
   5. Licensure – N/A
   6. Certificate of Insurance - yes

II. Proposed Services
    1. Services to be Provided
       • They list everything in the RFP
       • Not clear what they can provide for the $15K budget
    2. Implementation – Work Plan
       • Very detailed chart of work plan

III. Cost proposal
    • Includes $7K video production, $3K travel (20% of budget)
    • Post-production support/promotion does not seem to be included in budget
    • What happens if video or travel costs run over? Seems like budget for post-production is not secure.
RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: CRC Media
DATE: 5/27/2020
EVALUATOR NAME: Stephanie Stambach
EVALUATOR DEPARTMENT: Education

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

P (positive): none

N (negative): proposed services were weak - no established timeline of work, breakdown of tasks and repeated information from qualifications section; sample work was more commercial-based

Cost proposal confusing: $7,000 for 5 culinary videos or 2 educational videos but have a different cost per video ($5,650 per culinary video and $7,750 per educational video)

Minimum of 10 videos required is overbudget without post production and project management costs

Q (question): can they do on site shoots? In the proposed services says they will set shooting days with the city?

I (interesting): unique style for videos

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: CRC Media
DATE: 
EVALUATOR NAME: Robin Kerber
EVALUATOR DEPARTMENT: Education  

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Individual Evaluator Comments:  

II. Positives: considerable marketing experience  
III. Negatives: did not receive all requested documentation: one of the files (File #2) was unopenable therefor disqualifying their application; total cost per video exceeds $15,000 budget for at least 10 videos; travel expenses not clearly factored into cost proposal  
IV. Organization Qualifications and Experience  
1. Overview of Organization  
   • New York City based  
   • Founded in 2011  
   • Videography, marketing, branding experience team  
2. Subcontractors  
   • No subcontractors  
3. Organizational Chart  
   • No organizational chart given  

IV. Proposed Services  
1. Services to be Provided  
   • Create, produce, edit at least 10, 5-10 minute videos covered proposed topics  
   • Project management, talking points, interview support  
   • Technical support, marketing assistance  
2. Implementation - Work Plan  
   • Launch initial meeting with DOE  
   • Pre-production work: research, travel arrangements, schedule shoots  
   • Video shoots  
   • Edit footage  

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202003065
RFP TITLE: Communication Services - Videography
BIDDER NAME: CRC Media
DATE: 5/27/20
EVALUATOR NAME: Leigh Hallett
EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

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**Individual Evaluator Comments:**

**Directions:** Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      * NY based
      * Founded 2011
      * Not much detail
   2. Subcontractors
      * Appears to be N/A
   3. Organizational Chart
      * Does not seem to be attached (but file #2 is unreadable)
   4. Litigation – not included?
   5. Licensure – N/A
   6. Certificate of Insurance - Yes

II. Proposed Services
   1. Services to be Provided
      * Confirms will do all tasks listed in RFP
      * Not much detail
   2. Implementation – Work Plan
      * Plan is fairly brief – not enough detail
      * References setting “shooting days with the city”?
      * Launch meeting to “learn about food processes and work flow in the state”

III. Cost Proposal
    * Per culinary video: $5650; per educational video: $7750 each (this must include post-production work)
    * Appears they could only create 2 videos for the established budget
    * Filming is $7K per day, but says they can do 5 culinary or 2 educational videos per day
    * Budget information is confusing

Rev. 2/4/2020
STATE OF MAINE
DEPARTMENT OF EDUCATION

Janet T. Mills
Governor

Pender Makin
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202003065
RFP TITLE: Communication Services - Videography

I, Stephanie Stambach accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Education. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

[Signature]

5/27/2020

Date

Rev: 7/15/2019
STATE OF MAINE
DEPARTMENT OF EDUCATION

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202003065
RFP TITLE: Communication Services - Videography

I, Robin Kerber accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Education. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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[Signature] 6/1/2020

[Date]
STATE OF MAINE
DEPARTMENT OF EDUCATION

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202003065
RFP TITLE: Communication Services - Videography

I, Leigh Hallett accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Education. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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[Signature]
Leigh Hallett

[Date]
5/6/2020

Rev. 7/15/2019