

Notice of Intent to Certify Sole Source

To: Interested Parties
From: Craig P. Orgeron, Ph.D.
CC: ITS Project Number 42926
Date: July 19, 2016
Re: Sole Source Certification Number 3933 for Reel-Scout™/Reel-Crew CRM System Subscription Services for the Mississippi Development Authority (MDA)
Contact Name: Jill Chastant
Contact Phone Number: 601-432-8214
Contact E-mail Address: Jill.Chastant@its.ms.gov

Sole Source Certification Award Details

Regarding Information Technology Services (ITS) Sole Source Certification Number 3933 for Reel-Scout™/Reel-Crew CRM System Subscription Services for the Mississippi Development Authority (MDA), please be advised that ITS intends to award the purchase of Reel-Scout™/Reel-Crew CRM System Subscription Services to Reel-Scout, Inc. through June 30, 2019, as the sole source provider of Reel-Scout™/Reel-Crew CRM System Subscription Services in an amount not to exceed \$44,160.00. For an explanation regarding Mississippi state law, policy and procedures for sole source procurements, refer to Attachment C: Sole Source Procurement Overview.

Sole Source Criteria

1. The product or services being purchased must perform a function for which no other product or source of services exist:

Reel-Scout, Inc. is a web-enabled system used for finding and promoting film locations in Mississippi. It provides marketing capabilities to make Mississippi more competitive in the film industry. Reel-Scout, Inc. is the provider of the software of the same name, Reel-Scout™, and is the only company that has developed a comprehensive and fully integrated Project, Location, Contact Management, and Crew System that addresses the unique needs of film offices, as opposed to film production companies, around the nation and world. The subscription services allow for user support, maintenance, backups, disaster recovery, unlimited storage, 24x7 availability and upgrades. The customer's sole source certification request is included as Attachment A.

2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services:

MDA has made the business decision to continue using Reel Scout™. The revenue of film projects in Mississippi is greatly increased by using this product as it is the only avenue for film offices to promote their locations. The Film Division of Visit Mississippi can capture more revenues from the film industry by responding promptly with film location information to requests. Film projects are tracked and crew tracking is provided. The customer's sole source certification request is included as Attachment A.

3. The product or services must be available only from the manufacturer and not through resellers who could submit competitive pricing for the product or services:

Reel-Scout, Inc. is the developer and sole source provider of Reel-Scout™, the only fully integrated, web-based location and project management system on the market today. This proprietary system is available only through Reel-Scout, Inc. The Vendor's sole source certification letter is included as Attachment B.

Schedule

Task	Date
First Advertisement Date	07/19/16
Second Advertisement Date	07/26/16
Response Deadline From Objectors	08/02/16, at 3:00 P.M. Central Time
Notice of Award/No Award Posted	Not before 08/03/16

Project Details

MDA originally purchased Reel-Scout™ Location Management System in 2005 as a sole source. In 2009, Reel-Crew on-line production directory was added. MDA spend to date is \$130,995.67. MDA seeks to renew these Reel-Scout™/Reel-Crew CRM System Subscription Services.

Submission Instructions and Format of Response from Objecting Parties

Interested parties who have reason to believe that the for Reel-Scout™/Reel-Crew CRM System Subscription Services should not be certified as a sole source should provide information in the following format for the state to use in determining whether or not to proceed with awarding the Sole Source contract to Reel-Scout, Inc.

- 1.1 Interested Party Information
 - 1.1.1 Contact Name, Phone Number and email address
 - 1.1.2 Company Website URL, if applicable
- 1.2 Objection to Sole Source Certification
 - 1.2.1 Interested parties must present specific objections to the Sole Source certification using the criteria listed above.

- 1.2.2 A statement regarding the Interested Party's capabilities as related to this Sole Source Certification Request.
- 1.3 Comments will be accepted at any time prior to Tuesday, August 2, 2016, at 3:00 p.m. (Central Time) to Jill Chastant at Jill.Chastant@its.ms.gov or at the Mississippi Department of Information Technology Services, 3771 Eastwood Drive, Jackson, Mississippi 39211. Responses may be delivered by hand, via regular mail, overnight delivery, e-mail or by fax. Fax number is (601) 713-6380. ITS WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the Interested Parties that responses reach ITS on time. Interested Parties may contact Jill Chastant to verify the receipt of their Responses. Responses received after the deadline will be rejected.
- 1.4 Interested Party responses should include the following information:

**SUBMITTED IN RESPONSE TO
Sole Source Certification No. 3933-42926
Accepted until August 2, 2016 @ 3:00 p.m.,
ATTENTION: Jill Chastant**

If you have any questions concerning the information above or if we can be of further assistance, please contact Jill Chastant at 601-432-8214 or via email at Jill.Chastant@its.ms.gov.

- Attachment A: Customer Sole Source Certification Request
Attachment B: Vendor Correspondence
Attachment C: Sole Source Procurement Overview



3771 Eastwood Drive
 Jackson, Mississippi 39211
 Phone 601-432-8000 Fax 601-713-6380

Sole Source Certification Request

Project Title: Reel-Scout Film Location System Maint. Stimulus (ARRA) Funds? Yes No X				
Customer Contact Information				
Agency/Institution: MS Development Authority Address: 501 North West Street Jackson, MS 39201			Contact Person: Shana R. Holt Phone: 601-359-2597 Fax: 601-359-5042 Email Address: sholt@mississippi.org	
MAGIC Customer Number (only required from state agencies): 7000000109			Division/Dept: Handmail: X Yes <input type="checkbox"/> No	
Project Summary Narrative Description of Project (include details of original acquisition if applicable): With fierce competition across the nation for states to capture more revenues generated by the film industry, response time of film offices to client requests is crucial. Reel-Scout is a web-enabled system used for finding and promoting film locations. The Mississippi Development authority seeks to renew the subscription and maintenance with Reel-Scout, Inc.				
ITS Acquisition Approval (CP-1) should be effective through this date (Please allow time for all vendor invoices to be paid): June 30, 2021				
Cost Estimates Fiscal Year	Initial Costs	Ongoing Costs	Time Constraints Item Needed by: 06/30/16 Funds Expire:	Anticipated Lifecycle of Products/System (i.e. estimated years of effective use): 5 years
2017	\$14,720.00		Discuss Funding (e.g. how much of needed funding is definite; total project budget; any matching or other non-state funds) Funding is included in the annual budget.	
2018		\$14,720.00		
2019		\$14,720.00		
Total	\$14,720.00	\$29,440.00		
Acquisition Details				
Items Requested	Quantity	Description		Location(s)
Year 1	1	Reel-Scout/Reel-Crew CRM System and Subscription Services		MDA
Year 2	1	Reel-Scout/Reel-Crew CRM System and Subscription Services		MDA
Year 3	1	Reel-Scout/Reel-Crew CRM System and Subscription Services		MDA
Year 4	1	Reel-Scout/Reel-Crew CRM System and Subscription Services		MDA
Year 5	1	Reel-Scout/Reel-Crew CRM System and Subscription Services		MDA
Describe platform & infrastructure (connectivity; software/hardware platforms; utilization of State Data Center resources: mainframe, eGovernment portal, payment engine, document management, hosting). The application is a web-based, cloud solution hosted by Reel-Scout. Users connect from their distributed computer devices, anytime and anywhere. It is maintained on a Quad-Core Intel Xeon CPU; 16GB RAM; 2x73 GB 15,000 RPM SAS Drives (RAID10-OS); 2x73GB 15,000 RPM SAS Drives (RAID5-Data); Hardware RAID w/Battery backed cache; gigE Network connection; bandwidth 250GB; Windows Server 2012 R2 64-bit; includes firewall and antivirus protection; Database server is Quad-Core Intel Xeon CPU; 4GB RAM ; 60GB disk drive; Windows Server 2008 R2 Datacenter 64-bit; Microsoft SQL Server 2012 Web 64-bit. Servers are regularly patched and content backups are provided; 24-hour monitoring.				
Progress to Date: What has been done related to this project, including any communication with ITS staff (data/voice/procurement/other)? Quote received and submitted to ITS along with Sole Source Certification letter from Reel-Scout, Inc.				
Sole Source Certification Note: Certification must be renewed for each revision or continuation of previous Sole Source Approvals.				
Specific business requirements to be met by the requested products or services: The subscription services allow for user support, maintenance, backups, disaster recovery, unlimited storage, 24x7 availability and upgrades. The revenue of film projects in Mississippi is greatly increased by using this product. The Film Division of Visit Mississippi can capture more revenues from the film industry by responding promptly with film location information to requests. Film projects are tracked and crew tracking is provided, allowing for specific legislative performance measures to be met.				

<p>Explain why these products or services are the only ones that can meet your needs (include unique features/special functionality): Reel-Scout is a sole-source provider of the software of the same name, Reel-Scout™, and is the only company that has developed a comprehensive and fully integrated Project, Location, Contact Management, and Crew System that addresses the unique needs of film offices, as opposed to film production companies, around the nation and world. It provides marketing capabilities to make Mississippi more competitive in the film industry. The subscription services allow for user support, maintenance, backups, disaster recovery, unlimited storage, 24x7 availability and upgrades.</p>									
<p>Explain why the source is the only entity that can provide the products or services (Include other products/vendors researched or evaluated): Reel-Scout, Inc. is the developer and sole source provider of Reel-Scout™, the only fully integrated, web-based location and project management system on the market today. This proprietary system is available only through Reel-Scout, Inc.</p>									
<p>Explain why the amount to be expended for the services is reasonable: N/A</p>									
<p>Explain what your agency did to obtain the best possible price for the services: N/A</p>									
<p>Vendor's Certification of Sole Source attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Vendor's proposal submitted: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>									
<p>MAGIC Vendor Code(s) Vendor must be in MAGIC before a CP-1 can be issued.</p> <table border="0"> <tr> <td>Place Order To</td> <td>Remit To</td> </tr> <tr> <td>Vendor Name: Reel-Scout, Inc.</td> <td>Vendor Name: Reel-Scout, Inc.</td> </tr> <tr> <td>Vendor Address: 1900 Abbott Street, Suite 100</td> <td>Vendor Address: 1900 Abbott Street, Suite 100</td> </tr> <tr> <td>Charlotte, NC 28203</td> <td>Charlotte, NC 28203</td> </tr> </table>		Place Order To	Remit To	Vendor Name: Reel-Scout, Inc.	Vendor Name: Reel-Scout, Inc.	Vendor Address: 1900 Abbott Street, Suite 100	Vendor Address: 1900 Abbott Street, Suite 100	Charlotte, NC 28203	Charlotte, NC 28203
Place Order To	Remit To								
Vendor Name: Reel-Scout, Inc.	Vendor Name: Reel-Scout, Inc.								
Vendor Address: 1900 Abbott Street, Suite 100	Vendor Address: 1900 Abbott Street, Suite 100								
Charlotte, NC 28203	Charlotte, NC 28203								

By my signature, I certify that, to the best of my professional knowledge: the requested product or services are a sole source as outlined in the ITS Procurement Handbook, Rule 207.2:013-030 Procurement Types: Sole Source, and as outlined in Mississippi Code annotated Section 31-7-13. In addition, I acknowledge that there is a charge for ITS procurement services associated with this request which will be billed to the requestor by ITS and that my agency/public university is responsible for these charges/costs.

Glenn McCullough, Jr. / Executive Director
Name (Agency Head or Public University CIO)/Title

 7-14-'16
Signature Date



June 21, 2016

Ms. Betty Black
Mississippi Film Office
501 North West Street
Jackson, MS 39205

Subject: Sole Source Certification – Reel-Scout™ Film Locations & Projects System

Dear Betty,

Please accept this letter as confirmation that Reel-Scout, Inc. is the developer and sole source provider of Reel-Scout™, the only fully integrated, web-based location and project management system on the market today.

Built expressly for film commissions, Reel-Scout™ is the only system of its kind that fully integrates the three major aspects of a film commission's business: location management, contact management, and project management. Additionally, unlike traditional network and desktop systems, Reel-Scout™ is an Internet-based, highly-secure system that is accessible to its users anytime, anywhere — from the office, from home, or from anywhere else in the world.

As a fully-integrated Project, Location and Contact Management system, Reel-Scout™ addresses the unique needs of film offices across the country. More than 35 state government film offices and 30 city or regional film offices use Reel-Scout™. With fierce competition across the nation for states to capture more revenues generated by the film industry, response time of film offices to client requests is crucial. The Reel-Scout™ system is a critical recruitment tool that allows the MFO to better respond to potential and current clients in a more timely, efficient, and cost-effective manner.

In addition to the integrated location, contact, and project management components, Reel-Scout™ also includes an additional crew & support services management module, called Reel-Crew, that allows film offices to track crew and support services data. The data can be collected directly from the individual crew member or support services companies via a web registration form. Through Reel-Crew, film offices can actively market crew and support services within their city, region, or state to the film industry.

Reel-Scout™ is an easy-to-use, yet sophisticated, customer relationship management solution designed to help film offices leverage proven technology to respond faster and more accurately to the specific needs of their clients all while making themselves an integral part of the location selection process. Reel-Scout™'s technology provides a customized system that is simpler to maintain, costs less to operate, and is intuitively easy-to-learn without extensive training. This proprietary system is available only through US-based Reel-Scout, Inc.

Please contact me if you have any questions or require additional information.

Best Regards,

A handwritten signature in black ink, appearing to read "Ed Henegar". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ed Henegar
President

1900 Abbott Street, Suite 100, Charlotte, NC 28203
888.355.REEL (7335) toll-free / 704.973.9826 fax / info@reel-scout.com / www.reel-scout.com

Attachment C: Sole Source Procurement Overview

The acquisition of information technology for all state agencies and institutions of higher learning (IHLs) is within the scope of the ITS law, found in Mississippi Code Section 25-53-1, et seq., and the policies and procedures established in accordance with this statute, found in the ITS Procurement Handbook posted on the ITS website (www.its.ms.gov).

ITS enabling legislation requires that information technology hardware, software and services be acquired in a manner that insures the maximum of competition among all manufacturers and suppliers of such equipment and services. Accordingly, ITS promotes full and open competition through the issuance of open specifications and the objective evaluation of Interested Party proposals to determine the lowest and best offering to meet an agency's or public university's business requirements. True competition protects the integrity and credibility of purchasing in the public sector and is essential in providing best value and adequate contractual protection for the purchasing entity. In certain limited situations, information technology acquisitions may be sole-sourced.

ITS utilizes the provisions of Public Purchasing Law for Sole Source and Emergency procurements of information technology. Mississippi Public Purchasing Law (Mississippi Code Section 31-7-13) specifies that noncompetitive items available from one source only be exempted from bid requirements (sole-sourced). ITS statute, in Section 25-53-5 (p), permits ITS to utilize provisions in Public Purchasing Law or regulations, when applicable.

Per Public Purchasing law, acquisitions must meet the following criteria to be authorized as sole source:

1. The product or services being purchased must perform a function for which no other product or source of services exists,
2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services, AND
3. The product or services must be available only from the manufacturer and NOT through resellers who could submit competitive pricing for the product or services. The vendor's correspondence regarding this criterion for this project is included as Attachment B.

By policy as documented in the ITS Procurement Handbook, acquisitions of IT services must include the following information to be authorized as sole source:

1. An explanation about why the amount to be expended is reasonable, and
2. An explanation regarding the efforts by the purchaser to obtain the best possible price.

For state agencies, approval of all technology purchases with a lifecycle cost of \$5,000 or less, including sole source purchases, has been delegated to the agency. The ITS Procurement Limits Policies for Agencies (a section in the ITS Procurement Handbook) require a minimum of two competitive written bids or proposals for technology purchases with a lifecycle cost over \$5,000 but not over \$50,000 (not over \$25,000 for projects funded by the American Recovery and Reinvestment Act). Since, for single source items, the procuring agency will be unable to obtain two written bids, ITS must certify all sole source acquisitions of information technology with a lifecycle cost greater than \$5,000.

Institutions of Higher Learning (IHLs) or public universities have been delegated the authority to certify sole source procurements up to \$250,000 lifecycle cost under the ITS Procurement Limits Policies for IHLs (a section in the ITS Procurement Handbook). For the certification of sole source procurements delegated to the CIOs at public universities, the public university must follow ITS' Sole Source Procedure, including advertisement of the intent to award as sole source. Institutions certifying a sole source purchase must ensure the criteria listed above are met and documented in writing by the institution and the Interested Party prior to certifying a product or service as sole source. Sole source documentation must be reviewed and approved by the IHL's CIO for any sole-source

Attachment C: Sole Source Procurement Overview

certification above \$5,000. All sole source documentation should be retained in the public university's procurement file. Sole source requests above \$250,000 lifecycle cost require ITS approval.

Other than the delegations outlined above, all sole source technology procurements must be certified by ITS. The customer's Sole Source Certification Request for this project is included as Attachment A.

ITS thoroughly reviews Sole Source Certification Requests, determining if competing products and/or services exist. If so, ITS conducts a competitive procurement. If ITS' review confirms the sole source, then a Sole Source advertisement is issued, giving other Interested Parties an opportunity to identify competing products and/or services. Based upon the results of the Sole Source advertisement, ITS will either certify the request as a sole source or conduct a competitive procurement.