ITS Mississippi Department of
Information Technology Services

3771 Eastwood Drive
Jackson, MS 39211-6381
Phone: 601-432-8000
Fax: 601-713-6380
www.its.ms.gov

Craig P. Orgeron, CPM, Ph.D., Executive Director

Notice of Intent to Certify Sole Source

To: Interested Parties

From: Craig P. Orgeron, CPM, Ph.D. *CPO*

CC: ITS Project Number 48968

Date: June 3, 2025

Re: Sole Source Certification Number 4695 for a film customer relationship management system for the Mississippi Development Authority (MDA)

Contact Name: Matthew Livingston

Contact Phone Number: 601-432-8244

Contact E-mail Address: matthew.livingston@its.ms.gov

Sole Source Certification Award Details

Regarding Information Technology Services (ITS) Sole Source Certification Number 4695 for the Mississippi Development Authority (MDA), please be advised that ITS intends to award Reel-Scout, Inc. as the sole source provider of a film customer relationship management system through June 30, 2026, in an amount not to exceed $18,780.00. If MDA opts to renew the film customer relationship management system, this sole source certification shall be valid through June 30, 2028. Please be advised that ITS will determine if additional licenses, enhancements, upgrades, or support are within scope during the certification period and may increase the spending authority accordingly. Should Reel-Scout, Inc. change their name during this certification period, then ITS will determine if a recertification is necessary. For an explanation regarding Mississippi state law, policy and procedures for sole source procurements, refer to Attachment B: 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:

   The Film Division at MDA is responsible for location scouting and research for film production in the State of Mississippi. This division markets Mississippi's opportunities, incentives, and locations for production recruitment and film project management. MDA utilizes Reel-Scout's contact management system (specifically developed for the film industry) and 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 from anywhere in the world.

In addition to the integrated location, contact, and project management components, Reel-Scout also includes an additional crew and support services management module, called Reel-Crew, that allows film offices to track crew and support services data.

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

Reel-Scout is a web-based film location project management system that provides crew tracking, support services data, and a fully searchable locations gallery. It provides marketing capabilities to make MDA more competitive in the industry. With Reel-Scout, the Film Division of Visit Mississippi captures more revenues from the film industry by responding promptly with film location information to requests. Additionally, film projects are tracked, and crew tracking is provided, allowing specific legislative performance measures to be met. Thirty-five other states and 30 city and regional film offices use this product with online, searchable, and customizable content for Film Mississippi.

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 US-based Reel-Scout, Inc. The Vendor's sole source certification letter is included as Attachment A.

Schedule

Task	Date
First Advertisement Date	06/03/25
Second Advertisement Date	06/10/25
Response Deadline From Objectors	06/17/25 at 3:00 P.M. Central Time
Notice of Award/No Award Posted	Not before 06/18/25

Project Details

The Mississippi Development Authority originally purchased Reel-Scout™ Location Management System in 2005 as a sole source using then approved Sole Source certification procedures. In 2009, Reel-Crew on-line production directory was added. In July 2016, ITS, on behalf of MDA, began advertising Notice of Intents to Certify Sole Source for Reel-Scout/ Reel-Crew Customer Relationship Management (CRM) System Subscription Services. No objections have been received; therefore, ITS has certified the System as a sole source through June 30, 2025. MDA's spend-to-date is $285,174.67.

Submission Instructions and Format of Response from Objecting Parties

Interested parties who have reason to believe that the film customer relationship management system 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.

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, June 17, 2025 at 3:00 p.m. (Central Time) to Matthew Livingston at matthew.livingston@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 Matthew Livingston 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. 4695-48968
Accepted until June 17, 2025 @ 3:00 p.m.,
ATTENTION: Matthew Livingston

If you have any questions concerning the information above or if we can be of further assistance, please contact Matthew Livingston at 601-432-8244 or via email at matthew.livingston@its.ms.gov.

Attachment A: Vendor Correspondence
Attachment B: Sole Source Procurement Overview

reelscout

April 7, 2025

Mr. Jonathan Dixon
IT Procurement Manager | Security Officer
Mississippi Development Authority
Information Technology
P.O. Box 849 | Jackson, MS 39205

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

Dear Jonathan,

Please accept this letter as confirmation that Reel-Scout, Inc. is the developer and sole source provider of Reel-Scout™ (built expressly for film/screen offices) and RS-Studio™ (built expressly for studios) which together comprise the only fully-integrated, web-based location and project management systems on the market today.

Reel-Scout™ fully integrates the three major aspects of a film commission's business: location management, contact management, and project management while RS-Studio™ is the only system of its kind that allows studios to leverage the Reel-Scout™ system of a given film/screen office regardless of where that film/screen office is located. 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/screen offices across the world. More than 130 film offices in the US and abroad use Reel-Scout™. With fierce competition across the world for cities, states, provinces, territories, etc. 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-Directory, 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-Directory, 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. The Reel-Scout™ 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,

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

4

Attachment B

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 A.

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 $75,000 (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 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.

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.