

54818

Department of General Services

SOURCE JUSTIFICATION FORM

Bureau of Procurement

The objective of this form is to capture all relevant documentation an Agency may have to assist the Department of General Services ("DGS"), Bureau of Procurement, in expediting the source justification review process. This form must be completed electronically, signed, and submitted with all relevant documentation to DGS. If a question is neither mandatory nor applicable, please indicate "N/A". Please use standard terminology and define acronyms.

SECTION A

1. Agency Name:	Pennsylvania Game Commission		
2. Procurement Description: This description will appear on the eMarketplace website for public viewing	Vendor will be providing niche conservation focused illustration work and branding projects for the Pennsylvania Game Commission through the Marketing and Strategic Communications Bureau. There has been growing demand for Illustrations through brand identity across the agency.		
Materials Description:			
Services Description:	Brand identity specialist		
3. Materials Shopping Cart # or Services SPR#	Yes	Estimated Cost:	\$10,001 - \$50K
		Initial Contract Term:	1 year
		Renewals:	up to 4 years
4. Supplier - Name:	Gumption Design Co., LLC		
Full Address:	342 N. Queen St. Warehouse D, Lancaster, PA 17063		
Contact Name:	Zach Johnson-Medland		
Telephone:	570-460-1169	FAX:	
E-mail:	zach@gumptiondesign.co		
SRM Supplier #:	0000564840		
5. Delivery or service location:	Harrisburg, Pennsylvania		

SECTION B

<input type="checkbox"/>	1. Sole Source: Only known source - Not available from another supplier.
<input type="checkbox"/>	2. Material/Repair/Maintenance: Material or service MUST be compatible with existing equipment. Documentation must be provided from the manufacturer.
<input type="checkbox"/>	3. Used Equipment: Value set by 2 independent 3rd party appraisals.
<input checked="" type="checkbox"/>	4. Professional Expert: Describe in detail in Section C.
<input type="checkbox"/>	5. Exempt (Law): A federal or state statute or regulation exempts the procurement from the competitive procedure. Any applicable information precluding the procurement from competitive procedures must be attached.
<input checked="" type="checkbox"/>	6. Feasibility: Clearly not feasible to award the contract on a competitive basis.

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SECTION C

1. Describe the unique features of this procurement that prohibit a competitive environment. If applicable, attach a Statement of Work ("SOW").

Zach is a Brand Identity Specialist and Illustrator with deep knowledge of Pennsylvania's wildlife and outdoor industry. His expertise ensures creative work that speaks directly to conservationists—both consumptive and non-consumptive. He brings fresh ideas and brand standards that meet the agency's current and future needs. With Zach's business being within 40 miles of headquarters, Zach will be able to attend regularly scheduled meetings enabling him to create higher productivity and output.

2. Document and attach the research that has been conducted to date to verify the supplier is the only known source.

Zach has developed brand identity assets for the commonwealth that pertained to environmental restoration and was a key part of the creative process on brand strategy, design and website. After review and more research into the specific niche of brand identity work/illustrations the agency is looking for within a radius of 50 miles of headquarters, Zach is the only vendor that meets all the prerequisites being within close proximity to headquarters while having professional brand identity and illustration work in conservation and wildlife. His work aligns extremely well with the direction the agency branding and illustrations are going. Zach will be able to attend regularly scheduled meetings at headquarters which we have been unable to do in the past with the contracted designer.

3. Does the supplier utilize distributors, dealers, resellers, etc.? If "Yes," please identify.

N/A

4. Are there compatibility requirements or compliance requirements with a warranty or service agreement? If "Yes," please explain.

N/A

5. How has the material or service been procured in the past? Please provide previous source justifications, contracts, & PO's for this material or service.

The Pennsylvania Game Commission has had Justin Bruschi as a vendor providing basic graphic work for the last 4 years and was brought on as a sole source. PO 4300689861.

6. If procured through the IT ITQ process, please provide original \$ amount and contract period of order. Is this the final phase of the project?

N/A

7. If this is an upgrade, addition, alteration, etc., to an earlier procurement, please describe in detail.

This is a strategic upgrade from a basic graphic design contract. As our marketing grows, we need a true identity specialist to elevate our messaging and connect with the public more effectively. Zach is also local—having a person who can meet with our team in-person to navigate these intricate plans and changes is a requirement.

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8. What are the consequences of not approving this procurement?

Without this role, our public and legislative identity will fall short. The Commonwealth is requiring brand updates and accessibility compliance—we need an identity specialist to deliver. Our in-house Graphic Artist is at capacity, and high-priority projects risk delay without this procurement.

9. If timing is a factor, what is the time factor and why?

Timing is critical. License sales and hunting season is approaching. We'll be without a Brand Identity Specialist as shifts in our agency, brand, programs, and messages are currently taking place.

10. List any other information relevant to the acquisition of this procurement here or as an attachment.

With new Commonwealth guidelines and our brand at a tipping point, now is the time to strengthen our identity. We need a Branding Specialist with proven outdoor industry experience—ready to make immediate impact.

11. For requests > \$100,000, has the supplier signed cost or pricing data certification and is the pricing breakdown attached?

N/A

Telephone: