



PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW

Department Office/Division/Program:		DECD/Maine Office of Tourism	
Department Contract Administrator or Grant Coordinator:		Carolann Ouellette	
Amount: (Contract/Amendment/Grant)	\$110,500.00	Advantage CT / RQS #:	19A 20240613*3688
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	7/1/2024	Effective Date:
	Previous End Date:	6/30/2025	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		New England State Travel Directors DBA Discover New England Concord NH	
Brief Description of Goods/Services/Grant:		Promote Maine as an international travel destination through a collaboration with the other states of the New England region through the non-profit organization Discover New England.	

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 checked="" 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

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.

Discover New England is a non-profit organization that promotes the New England region as an international travel destination, creating a more powerful presence in the international travel market than each individual state within the region could have on their own. Maine continues to regain its presence in core markets overseas, which is critical to rebuild visitation to Maine from those markets since the pandemic. With these additional funds, we will be buying into Brand USA

PART III: SUPPLEMENTAL INFORMATION

marketing programs that will be direct to consumer which supports our work directly with travel trade in the UK, Germany and France.

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

Discover New England (DNE) provides a unique service in coordinating this collaborative effort for the New England states. DNE is the only organization that promotes the New England region specifically on behalf of the member states. The familiarity of DNE with Maine assets and destinations is key to promoting Maine to travel media and tour operators in targeted overseas markets. Brand USA is the only destination marketing organization for the United States charged with promoting the US around the world. They offer cooperative marketing programs that are available to all US destination marketing organizations. Working with Brand USA and Discover New England greatly leverages our marketing investments.

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

The New England state tourism directors serve as the board of the non-profit, which pools funding from each state to promote the region. Maine pools resources with the other New England states to support the operations of Discover New England and to promote Maine to international travelers through targeted marketing. As a member of the DNE board, Maine has a voice in determining expenditures.

4. Describe the plan for future competition for the goods or services.

DNE is a non-profit and reports on expenditures and accomplishments to ensure return on investment.

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.


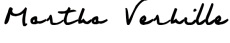
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department signatory understands and acknowledges Maine's Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Heather Johnson, Commissioner	Date:	Jan 9, 2025
Signature of DAFS Procurement Official:	<div style="border: 1px solid black; padding: 5px;"> <small>DocuSigned by:</small>  <small>891CE7A1493D45B...</small> </div>		
Typed Name:	Martha Verhille	Date:	1/10/2025






PJF - DNE Amendment

Final Audit Report

2025-01-09

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"PJF - DNE Amendment" History

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