

State of Maine Procurement Justification Form

This form must accompany ALL contract requests and sole source requisitions submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below.

PART I: OVERVIEW

Department Office/Division/Program:		Department of Economic and Community Development	
Department Contract Administrator or Grant Coordinator:		Carolann Ouellette, Director, Office of Outdoor Recreation	
(If applicable) Department Reference #:			
Estimated Contract or Grant Amount:	\$ 20,000.00	Advantage CT / RQS #:	CT 19A 20190325*2681
AMENDMENT	Original Start Date:	4/1/19	New Start Date:
	Original End Date:	6/30/20	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
ALL OTHER	Proposed Start Date:		Proposed End Date:
Vendor/Provider/Grantee Name, City, State:		Maine Outdoor Brands, Portland, ME	
Brief Description of Goods/Services/Grant:		Outdoor Retailer Shows	

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request.

	A. Competitive Process		G. Grant
X	B. Amendment		H. State Statute/Agency Directed
X	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

PART III: SUPPLEMENTAL QUESTIONS

Please respond to ALL of the following questions.

1. Provide a more detailed description of the goods, services or grant to supplement the response in Part I.

Part of the Scope of Services is to: Represent and coordinate participation with outdoor recreation businesses at a minimum of two (2) national and/or international, business-to-business trade shows including, but not limited to Outdoor Retailer, to generate exposure for Maine product companies

The Outdoor Industry Association presents Outdoor Retailer 2x a year. These 2 shows are the largest national B2B events that brings together outdoor recreation products manufacturers, retailers and outfitters. Exhibiting at these events is a public private partnership with Maine Outdoor Brands which provides a Maine branded presence for multiple outdoor recreation product manufacturers.

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PART III: SUPPLEMENTAL QUESTIONS

The partnership on these shows achieves positive results in 4 areas of focus for the Office of Outdoor Recreation:

- Support the growth of businesses that provide services and products in the outdoor industry.
- Seek opportunities to attract qualified workforce for Maine's recreation services providers and outdoor equipment manufacturers.
- Monitor emerging trends relating to outdoor recreation.
- Be a leader among similar offices in North America, interfacing regularly with other recreation economy managers to define and achieve national goals.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The Office of Outdoor Recreation has a staff of one – the Director. Organization and execution of the Outdoor Retailer shows including reaching out to participating brands, working with OIA (show organizer) on logistics and media opportunities, designing the exhibits and staffing the booth are not possible without the assistance of the expertise and reach of the industry association representing outdoor brands and experiences, Maine Outdoor Brands. Maine Outdoor Brands is the only organization that unites business leaders and entrepreneurs in raising awareness of Maine's outdoor recreation economy and strengthens Maine's outdoor product/service companies through knowledge sharing, collaborative marketing and commerce efforts and access to professional resources.

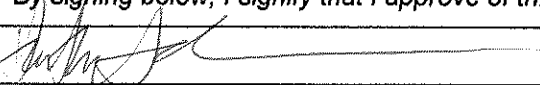
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Total cost for just one of the Outdoor Retailer shows ranges from \$30,000-\$40,000 including exhibit itself, floor space, furniture, fixtures and equipment and shipping/drayage.

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

For the moment Maine Outdoor Brands truly is unique as an organization focused on the outdoor recreation economy in Maine. As the Outdoor Recreation sector continues to grow, this may change, and a competitive bidding process would be primary.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	Heather Johnson, Commissioner	Date:	3-16-2020
Signature of DAFS Procurement Official:	DocuSigned by: <i>Kathy Paquette</i>		
Printed Name:	41C2BA36FAF44CD... Kathy Paquette	Date:	3/19/2020