

# State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

**INSTRUCTIONS:** Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services website (Forms page) for additional instructions.

## PART I: OVERVIEW

Department Office/Division/Program:		DECD/Office of Tourism	
Department Contract Administrator or Grant Coordinator:		Steve Lyons	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$ 48,000.00	Advantage CT / RQS #:	CT 19A 20200323000000002595
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	July 1, 2020	Effective Date:
	Previous End Date:	June 30, 2021	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Marshall Communications	
Brief Description of Goods/Services/Grant:		A communications checklist and on-going communications are needed in order to share information on progress and to generate and maintain interest in the 10 Year Economic Development Strategy. Public & media relations, social media, website updates and communication planning. Additional communications are needed to continue to build awareness of Maine's outdoor brand and help grow Maine's outdoor recreation economy.	

## PART II: JUSTIFICATION FOR VENDOR SELECTION

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

	A. Competitive Process		G. Grant
<b>X</b>	B. Amendment		H. State Statute/Agency Directed
<b>X</b>	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 INFORMATION

Please respond to ALL of the following:

- 1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.**

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## PART III: SUPPLEMENTAL INFORMATION

The Maine Department of Economic & Community Development is charged with leading the state in accomplishing the goals set forth by the Ten-Year Economic Strategy Plan. This communications work is needed in order to share information on progress and to generate and maintain interest in this important public/private initiative, and necessary to achieving the goal to inform Maine residents, businesses, organizations, and state government agencies on the progress of Maine's Ten-Year Economic Strategy Plan.

The Office of Outdoor Recreation at DECD focuses on leveraging Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated effort with partners from the public and private sectors. Critical to the success of this effort is a strong communications plan including industry outreach and regional and national public/media relations. The work outlined here will lay the foundation for a strong communications effort including enhancing web and social presence.

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

Marshall Communications is already under contract to the Office of Tourism at DECD. The existing contract was secured as part of a competitive bidding process. Marshall Communications is a marketing and public relations agency that has been working with clients and the media since its founding in 1991. Maine based and globally connected, they bring Maine to the world and the world to Maine with a successful, disciplined and strategic approach to marketing and PR for over 30 years.



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

The negotiated costs and rates are consistent with those identified as part of the RFP process and those outlined in the current contract.

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

The scope of work outlined in the amendment is project based with a specific timeframe. We will look to an RFP process for future goods and services.

## PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
<b>Printed Name:</b>	Heather Johnson	<b>Date:</b>	03/22/2021
<b>Signature of DAFS Procurement Official:</b>	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> <small>DocuSigned by:</small>   </div>		
<b>Printed Name:</b>	<small>1DFA565D481F42E...</small> Debbie Jacques	<b>Date:</b>	3/24/2021