

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 – MAINE OFFICE OF TOURISM			
Department Contract Administrator or Grant Coordinator:		HANNAH COLLINS			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)	\$ 902,364.00	Advantage CT / RQS #:	20200421*2905		
CONTRACT	Proposed Start Date:	JULY 1, 2020	Proposed End Date:	JUNE 30, 2021	
AMENDMENT	Original Start Date:		Effective Date:		
	Previous End Date:		New End Date:		
GRANT	Project Start Date:		Grant Start Date:		
	Project End Date:		Grant End Date:		
Vendor/Provider/Grantee Name, City, State:		Maine Tourism Association 327 Water Street Hallowell ME 04347			
Brief Description of Goods/Services/Grant:		Visitor services at the seven (Kittery, Yarmouth, Fryeburg, Hampden North, Hampden South, Calais, and Houlton state operated visitor information centers.			

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. 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 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

Tourism is essential to the Maine economy. According to research conducted annually by the Maine Office of Tourism, total expenditures for tourism in 2018 equaled more than \$6.2 billion and supported nearly 110,000 jobs. With 80% of visitors to Maine driving to the state, part of an overriding strategic economic plan to move visitors throughout the state is to provide easily accessed information exchange service centers along major travel corridors within the state.

Federal Law prohibits "for-profit" ventures at visitor service facilities constructed with federal funds. The nonprofit, Maine Tourism Association, has provided these services for the state at a straight staff-operational cost since the Visitor Information Center (VIC) system was established.

The Maine Office of Tourism (MOT) was mandated in 1983 by the State legislature to provide visitor services in state owned Visitor Information Centers.

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

- A. The Maine Tourism Association (MTA) furnishes all qualified travel specialists, equipment, materials and services necessary to operate the seven state-owned visitor information centers. These services are beyond the staffing capacity of the MOT to operate with existing state resources. MTA employs 9 full-time and 50 part time staff to provide 56,707 hours of coverage annually.
- B. Hospitality and travel information services targeting Maine's tourism industry are not provided by any other governmental agency.

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

There have been no bids for this contract other than the current contractor since the inception of Maine's Visitor Information Center system in 1983. MTA has been required through contract to "Use the most cost-effective means of operating the VICs without jeopardizing the quality of service."

The base contract dollar amount has remained stable based on staffing operations required to fulfill the scope of work required by this contract. MTA has been "responsible for all reasonable costs of operation, including telephone, computers, literature racks, shelving, general office equipment, and any internal supplies not provided by the Department of Transportation. The Department has requested through national industry networks other State operations and personnel expenditures and has found the funding by the MOT consistent with other visitor center budgets.

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

The Contract Award was posted for seven days following the previous award for public comment and there have been none in the past three years. Should there be a challenge from another viable agency the Office would seek competitive bids for the operations of the seven visitor information centers. The MOT does not foresee any future competition for this contract, as there is no benefit or profit to be realized. The MTA operates these Visitor Information Centers at a straight staff-operational cost.

And, as outlined in Section 2. - Federal Law prohibits "for-profit" ventures at visitor service facilities constructed with federal funds.

PART IV: APPROVALS

**Signature of requesting
Department's Commissioner
(or designee):**

By signing below, I signify that I approve of this procurement request.



Printed Name:

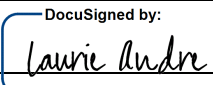
Heather Johnson

Date:

4/27/2020

Signature of DAFS

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Procurement Official:	DocuSigned by:  A4D4AF6018C54EC...		
Printed Name:	Laurie Andre	Date:	5/18/2020