



## PROCUREMENT JUSTIFICATION FORM (PJF)

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 intranet site (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)	\$ 17,000.00	Advantage CT / RQS #:	19A 20230518*3291
<b>CONTRACT</b>	Proposed Start Date:	<b>7/1/2023</b>	Proposed End Date: 6/30/2024
<b>AMENDMENT</b>	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
<b>GRANT</b>	Project Start Date:		Grant Start Date: 7/1/2023
	Project End Date:		Grant End Date: 6/30/2024
Vendor/Provider/Grantee Name, City, State:	Maine Tourism Association		
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			
Check the box below for the justification(s) that applies to this request. (Check all that apply.)			
<input type="checkbox"/>	A. Competitive Process	<input checked="" type="checkbox"/>	G. Grant
<input 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

Please respond to ALL of the questions in the following sections.

### 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.

Tourism is essential to the Maine economy. According to research conducted annually by the Maine Office of Tourism, in 2022, visitor spending generated \$15,851,046,200 in economic impact to Maine's economy, and visitors spent nearly \$8.7 billion dollars in Maine. As one of the state's largest industries, tourism supported more than 143,000 jobs in the state. Visitors to Maine saved local households \$2,172 in state and local taxes in 2021. 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 organization, 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. Reference the RFP number, if applicable.

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 approximately 6 full-time and 25 part time staff to provide over 30,000 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 four 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. Federal Law prohibits "for-profit" ventures at visitor service facilities constructed with federal funds. MTA is a non-profit organization.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**



Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

**PART V: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Denise Garland	Date:	1-23-24
Signature of DAFS Procurement Official:			
Typed Name:	Kathy Paquette	Date:	5/3/2024