



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW

Department Office/Division/Program:		DECD-Maine Office of Tourism	
Department Contract Administrator or Grant Coordinator:		Kimbalie Lawrence	
Agency Department Code:	19A	Advantage CT / RQS #:	20260508*2509
Amount: (Contract/Amendment/Grant)		\$1,773,280.00	
CONTRACT	Proposed/Original Start Date:	7/1/2026	Proposed/Most Recent End Date: 6/30/2027
AMENDMENT	New Effective Date:		New End Date (if Applicable):
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Maine Tourism Association Hallowell ME	
Brief Description of Goods/Services/Grant:		Visitor Services at seven (Kittery, Yarmouth, Fryeburg, Hampden North, Hampden South, Houlton, and Calais) 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.)

☐	A. Competitive Process	☐	G. Grant
☐	B. Amendment	☐	H. State Statute/Agency Directed
☒	C. Single Source/Unique Vendor	☐	I. Federal Agency Directed
☐	D. Proprietary/Copyright/Patents	☐	J. Willing and Qualified
☐	E. Emergency	☐	K. Client Choice
☐	F. Higher Education Cooperative Project	☐	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 2025, visitor spending generated \$16.5 billion in economic impact to Maine's economy, and visitors spent more than \$9.37 billion dollars in Maine. As one of the state's largest industries, tourism has supported more than 108,800 jobs in the state. Visitors to Maine saved local households \$2,040 in state and local taxes in 2025. 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 with the state.

Federal Law prohibits "for-profit" ventures at visitor service facilities contracted 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 solicitation (RFP/RFA/RFQ) number if applicable.

- a. The Maine Tourism Association (MTA) furnishes all qualified travel specialists, equipment, materials and services necessary to operate the six 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 30 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 or interest 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" and is monitored by MOT staff.

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, literature racks, shelving, general office equipment, and any internal supplies not provided by the Department of Transportation (DOT). DOT has requested information through national industry networks, other State operations and personnel expenditures and has found the funding by the MOT for MTA is consistent with other state 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 several. Should there be an offer from another viable agency, MOT would seek competitive bids for the operations of the six visitor information centers. MOT

PART III: SUPPLEMENTAL INFORMATION

does not foresee any future competition for this contract, as there is no benefit or profit to be realized. 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, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

☐ Yes, ARPA funds (025) or (026) – 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's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee

1. The signature below indicates approval of this procurement request.

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

Michael A. Duguay

Typed Name:

Michael A. Duguay, Commissioner

Date:

05/11/26

2. Additional signature required **ONLY if box E (Emergency) is selected in PART II**. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

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

Typed Name:

Date:

****OSPS Section Only****

Signature of DAFS Procurement Official:	Signed by: <i>William J.E. Allen</i> 2D5B0E39F57E44A...		
Typed Name:	William J.E. Allen	Date:	5/28/2026

NOI 0520260360 05/28/2026 - 06/03/2026

PJF DECD MTA FY27

Final Audit Report

2026-05-11

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