

## 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:	Economic & Community Development/Office of Outdoor Recreation		
Department Contract Administrator or Grant Coordinator:	Carolann Ouellette		
(If applicable) Department Reference #:			
Estimated Contract or Grant Amount:	\$ 75,000.00	Advantage CT / RQS #:	CT 19A 20200618*3987
AMENDMENT	Original Start Date:		New Start Date:
	Original End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
ALL OTHER	Proposed Start Date:	07/01/2020	Proposed End Date: 06/30/2021
Vendor/Provider/Grantee Name, City, State:	Maine Outdoor Brands, Portland, ME		
Brief Description of Goods/Services/Grant:	The Provider shall help drive the success of outdoor recreation industry businesses & organizations through networking, knowledge sharing, professional development and collaborative marketing efforts.		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request.			
	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 QUESTIONS
Please respond to ALL of the following questions.
<b>1. Provide a more detailed description of the goods, services or grant to supplement the response in Part I.</b>

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### PART III: SUPPLEMENTAL QUESTIONS

Provide professional development, educational and networking opportunities to outdoor recreation businesses in Maine through at least 4 workshops and events.

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.

Help identify, and help coordinate, at least two (2) opportunities to raise awareness, and potential for, Maine's outdoor recreation economy, particularly as it applies to the 10-year Economic Development strategy.

Assist with the creation of content to tell the story of the outdoor recreation industry by highlighting various private sector businesses and organizations showcasing their work in areas such as, but not limited to, innovation & craftsmanship, stewardship, education, access/skills building for underserved populations and economic development.

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

Founded in 2017, Maine Outdoor Brands (MOB) is the only non-profit, member-led alliance of nearly 100 Maine-based outdoor product companies. With a unique understanding of Maine's outdoor eco-system, MOB represents private sector interests, with the ability to help promote the Maine brand and the outdoors overall. MOB unites organizations across the state in demonstrating the value and importance of Maine's growing outdoor recreation economy.

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

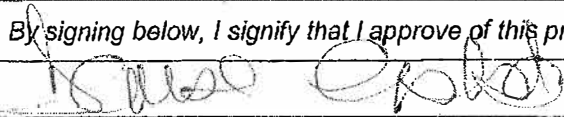

There are several ways to assess the cost:

1. Much of the work outlined would require another staff person at the Office of Outdoor Recreation, so \$75,000 over the course of 12 months is a savings in itself.
2. Cost for just one of the Outdoor Retailer shows ranges from \$35,000-\$45,000 (winter show tends to be smaller investment than summer.)
3. Workshops/educational forums average about \$750-1000 each which includes room rental, audio visual, speaker fees (not always charged), and communications to businesses and organizations.
4. Content development with video production and communication plan can range from \$10,000-\$45,000.

#### 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 industry continues to grow, this may change and a competitive bidding process would be primary.

### PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	By signing below, I signify that I approve of this procurement request.		
			
<b>Printed Name:</b>	Denise Garland	<b>Date:</b>	6/17/20
<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small> 		
<b>Printed Name:</b>	Kathy Paquette	<b>Date:</b>	6/25/2020