



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF 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	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$ 1,000,000.00	Advantage CT / RQS #:	19A 20240521*3334
CONTRACT	Proposed Start Date:	07/1/2024	Proposed End Date: 9/1/2025
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 Hallowell ME	
Brief Description of Goods/Services/Grant:		Visitor Information Center upgrades at six (Kittery, Yarmouth, Fryeburg, Hampden North, Hampden South, and Trenton) 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 Miane Office of Tourism, in 2023, visitor spending generated \$16,356,981,700 in economic impact to Maine's economy, and visitors spent more than \$89 billion dollars in Maine. As one of the state's largest industries, tourism supported more than 131,000 jobs in the state. Visitors to Maine save local households \$2,467.00 in State and local taxes in 2023. 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 Miane 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 state-owned visitor information centers. The EDA has approved Project #3 under ARPA funding to upgrade the visitor information centers. (see attached letter from EDA)
- 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 the grantee.

There have been no bids or interest for this work 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.

This approved project is covered by ARPA funds approved by EDA. MTA will have strong oversight by MOT for all costs and has a strong reputation for keeping costs low and reasonable.

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

The United States Economic Development Association has approved this project for approved ARPA funds as a sub award. This project will not be needed again for many years. 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) – 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); PURCHASES BY THE STATE**

Does the requesting Department signatory understand and acknowledge Maine's COI Statute?

 Yes, the requesting Department signatory understands and acknowledges [Title 17, Chapter 101, §3104](#).**PART VI: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Heather Johnson, Commissioner	Date:	Jun 7, 2024
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small>  <small>2A644AE5681F482</small>		
Typed Name:	David Morris	Date:	6/17/2024

NOI 0620240701 06/17/2024 - 06/23/2024






PJF-MTA -VIC upgrades

Final Audit Report

2024-06-07

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