



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)	\$ 1,287,350.00	Advantage CT / RQS #:	19A 20240422*2908
CONTRACT	Proposed Start Date:	7/1/2024	Proposed End Date: 6/30/2025
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	
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.)

<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 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 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 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, computers, 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 four years. Should there be an offer from another viable agency, MOT would seek competitive bids for the operations of the six visitor information centers. MOT does not foresee any future competition for this contract, as there is no benefit or profit to be

**PART III: SUPPLEMENTAL INFORMATION**

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) – If Yes, please be aware of the requirements from awarding federal agencies.

No – If No, proceed to Part V.


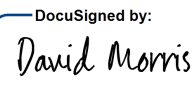
**PART V: CONFLICTS OF INTEREST (COI); PURCHASES BY THE STATE**

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>2A644AF5681F482...</small>		
Typed Name:	David Morris	Date:	6/17/2024

NOI 0620240702 06/17/2024 - 06/23/2024






# PJF-DECD-MTA Sole Source request

Final Audit Report

2024-06-07

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