



## PROCUREMENT JUSTIFICATION FORM (PJF)

### PART I: OVERVIEW

Department Office/Division/Program:		Economic & Community Development		
Department Contract Administrator or Grant Coordinator:		Jeff McCabe		
Amount: (Contract/Amendment/Grant)	\$ 200,000	Advantage CT / RQS #:	19A 2050605*3061	
CONTRACT	Proposed Start Date:	7/1/2025	Proposed End Date:	6/30/2026
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 Outdoor Brands Portland ME		
Brief Description of Goods/Services/Grant:		Drive the success of outdoor recreation industry businesses & organizations through networking, knowledge sharing, professional development and collaborative marketing.		

### 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 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.

**PART III: SUPPLEMENTAL INFORMATION**

As identified by many across the various sectors that comprise the outdoor recreation economy, the following are

**Business Development:**

Provide educational and networking opportunities to outdoor recreation businesses in Maine through workshops and events. Host at least four (4) educational forums on topics/trends most relevant to outdoor recreation companies that will help accelerate business growth. Assist with analysis of new markets to expand domestic and international trade opportunities for outdoor industry businesses in Maine. Represent and coordinate participation with outdoor recreation businesses at a minimum of two (2) national and/or international business to business trade shows. Help facilitate discussions with outdoor industry businesses to gather information specific to barriers to growth and identify incentives and/or programs that would assist. Partner on the development of an annual Maine Outdoor Economy Summit. Assist with event planning including but not limited to content/theme, speaker selection, logistics and stakeholder outreach.

**Innovation/Entrepreneurship:**

Support Goal 4 of the Maine Outdoor Economy Roadmap, including expanding relationships with incubator/accelerator programs and R&D facilities to continue to spur innovation, support start-ups and help existing businesses scale. Explore an outdoor industry cluster concept.

**Workforce Development:**

Assist with connecting outdoor industry businesses to workforce development resources. Assist with an inventory of Maine university and college degrees and internship programs. Highlight career opportunities focusing on types of jobs available in Maine's outdoor industry.

**PR/Communications & Marketing:**

Help identify and coordinate at least two (2) opportunities to raise awareness of Maine's outdoor recreation economy, particularly as it applies to the 10-year Economic Development strategy. Assist with the continued development of content highlighting various outdoor industry businesses and organizations by showcasing their work in areas such as innovation & craftsmanship, sustainability, stewardship, DEI, education, community development and access high priority areas:

2. Provide brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Founded in 2017, Maine Outdoor Brands (MOB) is the only Non-profit, member-led alliance of nearly 150 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. There is no other organization in Maine that provides these services.

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

**PART III: SUPPLEMENTAL INFORMATION**

Cost was assessed for:

1. Cost of trade shows is approximately \$60,000.00 per show
2. Workshops/educational forums average about \$750-\$1,000 each which includes room rental, audio visual, and communications to businesses and organizations.
3. Content development with video production and communication plans can range from \$15,000-\$60,000
4. Planning assistance for the Outdoor Economy Summits is included. The Office of Outdoor Recreation finds MOB to provide a fair and reasonable rate each year.

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

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 at which time a competitive bidding process would be put into place to secure an organization best suited to perform this scope of work.

**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); 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 signatory understands and acknowledges Maine's Conflict of Interest statutes.

**PART VI: APPROVALS**

The signatures below indicate approval of this procurement request.

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

*Michael A. Duguay*

Typed Name:

Michael A. Duguay, Commissioner

Date:

Jun 5, 2025

Signature of DAFS  
Procurement Official:

DocuSigned by:  
*Martha Verhille*  
891CE7A1493D45B...

Typed Name:

Martha Verhille

Date:

6/6/2025






# PJF-MOB-solesource-FY2026

Final Audit Report

2025-06-05

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