



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 #:	20260601*2862	
Amount: (Contract/Amendment/Grant)	\$375,000.00			
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:	7/1/2026
	Project End Date:		Grant End Date:	6/30/2027
Vendor/Provider/Grantee Name, City, State:	New England State Travel Directors Council Inc DBA Discover New England Concord NH			
Brief Description of Goods/Services/Grant:	Promote Maine as an international travel destination through a collaboration with the other states of the New England region through the non-profit organization Discover New England.			

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
X	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

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.

Discover New England is a non-profit organization that promotes the New England region as an international travel destination, creating a more powerful presence in the international travel market than each individual state within the region could have on their own. As restrictions on international travel are lifted following the pandemic, Maine has the opportunity to regain and grow this travel

PART III: SUPPLEMENTAL INFORMATION

sector, which will be critical to maintaining visitation to Maine as domestic travelers will now have more choices and can travel outside the USA.

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.

Discover New England provides a unique service in coordinating this collaborative effort for the New England states DNE is the only organization that promotes the New England region specifically on behalf of the member states. The familiarity of DNE with Maine assets and destinations is key to promoting Maine to travel media and tour operators in targeted overseas markets.

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

The New England state tourism directors serve as the board of the non-profit, which pools funding from each state to promote the region. Maine pools resources with the other New England states to support the operations of Discover New England and to promote Maine to international travelers through targeted marketing. As a member of the DNE board, Maine has a voice in determining expenditures.

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

DNE is a non-profit and reports on expenditures and accomplishments to ensure return on investment. There is no other organization to compete with these services.

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:

06/10/26

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:

Sterling Doiron

4C537C52B586437...

Typed Name:

Sterling Doiron

Date:

6/11/2026

PJF Discover New England FY27

Final Audit Report

2026-06-10

Created:	2026-06-10
By:	Kimbalie Lawrence (Kimbalie.Lawrence@maine.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA2gF98vqyxssSCo9RaCnEUysUuOSKIIRY

"PJF Discover New England FY27" History

-  Document created by Kimbalie Lawrence (Kimbalie.Lawrence@maine.gov)
2026-06-10 - 6:53:05 PM GMT
-  Document emailed to Cheryl Breault (cheryl.breault@maine.gov) for signature
2026-06-10 - 6:53:12 PM GMT
-  Email viewed by Cheryl Breault (cheryl.breault@maine.gov)
2026-06-10 - 6:54:19 PM GMT
-  Document e-signed by Cheryl Breault (cheryl.breault@maine.gov)
Signature Date: 2026-06-10 - 6:54:42 PM GMT - Time Source: server - Signature Appearance Selected: IMAGE
-  Agreement completed.
2026-06-10 - 6:54:42 PM GMT

Certificate Of Completion

Envelope Id: 78C83C12-6351-88C7-835B-FE1FD03BA7A2

Status: Completed

Subject: Complete with Docusign: PJF Discover New England FY27 - signed (1).pdf

Source Envelope:

Document Pages: 4

Signatures: 1

Envelope Originator:

Certificate Pages: 1

Initials: 0

Sterling Doiron

AutoNav: Disabled

77 State House Station

Envelopeld Stamping: Disabled

111 Sewall Street

Time Zone: (UTC-05:00) Eastern Time (US & Canada)

Augusta, ME 04333

Sterling.Doiron@maine.gov

IP Address: 71.169.188.88

Record Tracking

Status: Original

Holder: Sterling Doiron

Location: DocuSign

6/11/2026 10:06:38 AM

Sterling.Doiron@maine.gov

Signer Events

Sterling Doiron

Sterling.Doiron@maine.gov

Sterling Doiron

Security Level: Email, Account Authentication
(None)

Signature

Signed by:

Sterling Doiron

4C537C52B586437...

Signature Adoption: Pre-selected Style

Using IP Address: 71.169.188.88

Timestamp

Sent: 6/11/2026 10:06:56 AM

Viewed: 6/11/2026 10:07:03 AM

Signed: 6/11/2026 10:07:25 AM

Freeform Signing

Electronic Record and Signature Disclosure:

Not Offered via Docusign

In Person Signer Events

Signature

Timestamp

Editor Delivery Events

Status

Timestamp

Agent Delivery Events

Status

Timestamp

Intermediary Delivery Events

Status

Timestamp

Certified Delivery Events

Status

Timestamp

Carbon Copy Events

Status

Timestamp

Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

Status

Timestamps

Envelope Sent

Hashed/Encrypted

6/11/2026 10:06:57 AM

Certified Delivered

Security Checked

6/11/2026 10:07:03 AM

Signing Complete

Security Checked

6/11/2026 10:07:25 AM

Completed

Security Checked

6/11/2026 10:07:25 AM

Payment Events

Status

Timestamps