



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW

Department Office/Division/Program:	Department of Economic & Community Development			
Department Contract Administrator or Grant Coordinator:	Jeff McCabe, Director Kimbalie Lawrence, Administrator			
Agency Department Code:	19A	Advantage CT / RQS #:	20260615*3027	
Amount: (Contract/Amendment/Grant)	\$165,000.00			
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:	
	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 the 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.)

☐	A. Competitive Process	☐	G. Grant
☐	B. Amendment	☐	H. State Statute/Agency Directed
☒	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.

Service is to work in partnership with Maine Outdoor Brands (MOB) to help grow Maine's economy through the promotion of, and technical assistance to, Maine's outdoor recreation industry and to further the goals and implementation of Maine Outdoor Recreation Road Map.

According to the U.S. Department of Commerce's Bureau of Economic Analysis (BEA), Maine's outdoor recreation economy generated approximately \$3.9 billion in value added in 2024, representing 4.0 percent of the state's Gross Domestic Product (GDP). The sector supported 32,037 jobs, accounting for nearly 4.8 percent of Maine's total employment, and generated approximately \$1.7 billion in employee compensation. Maine's outdoor recreation economy continues to be a significant and growing contributor to the state's economy, supporting businesses, communities, and workforce development opportunities across the state.

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.

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.

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) 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:

06/15/26

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

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Typed Name:

Sterling Doiron

Date:

6/18/2026

PJF-MOB-solesource-FY27

Final Audit Report

2026-06-15

Created:	2026-06-15
By:	Kimbalie Lawrence (Kimbalie.Lawrence@maine.gov)
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Augusta, ME 04333

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Signature

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Sterling Doiron

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Signature Adoption: Pre-selected Style

Using IP Address: 71.169.188.88

Timestamp

Sent: 6/18/2026 3:37:29 PM

Viewed: 6/18/2026 3:37:33 PM

Signed: 6/18/2026 3:37:58 PM

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

6/18/2026 3:37:29 PM

Certified Delivered

Security Checked

6/18/2026 3:37:33 PM

Signing Complete

Security Checked

6/18/2026 3:37:58 PM

Completed

Security Checked

6/18/2026 3:37:58 PM

Payment Events

Status

Timestamps