



## PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW			
Department Office/Division/Program:	Department of Economic & Community Development Maine Office of Tourism		
Department Contract Administrator or Grant Coordinator:	Kimbalie Lawrence		
(If applicable) Department Reference #:	N/A		
Amount: (Contract/Amendment/Grant)	\$54,000.00	Advantage CT / RQS #:	19A 20240719*0136
<b>CONTRACT</b>	Proposed Start Date:	<b>7/26/2024</b>	Proposed End Date: <b>1/31/2025</b>
<b>AMENDMENT</b>	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
<b>GRANT</b>	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Penobscot Bay Regional Chamber of Commerce Rockland, ME		
Brief Description of Goods/Services/Grant:	Establishment and Implementation of Cruise Destination Management Program: PortShare Promise		

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**

In partnership with Rockland Downtown, Rockland City Council, Rockland Harbor Master and CruiseMaine, the Penobscot Bay Regional Chamber of Commerce will launch a destination management program called PortShare Promise. PortShare Promise is a destination management initiative created by CruiseMaine (agency of record for Maine Office of Tourism), that provides information and enhanced port services to address tourism congestion and traffic flow during cruise ship passenger visitor days. This initiative is in alignment and supports the goals and initiatives as outlined in the Maine Office of Tourism Destination Management Plan.

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

The Penobscot Bay Regional Chamber of Commerce is the only entity in this region that can manage this program in compliance with city ordinances and regulations, can convene all partners mentioned above, and establish connections to local businesses that are necessary to implement the PortShare Promise Program.

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

The PortShare Promise Program began as a pilot program in 2022 for the City of Portland and all creative assets and communication tools can now be utilized in other Maine cruise ports, at a fraction of the cost of re-creating an entirely new program.

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

This is a one-time only program and will not require future competition for services once the PortShare Program has been implemented.

**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.

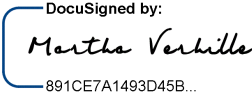
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

*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):	<i>Denise Garland</i>		
Typed Name:	Denise Garland, Deputy Commissioner	Date:	Jul 21, 2024
Signature of DAFS Procurement Official:			
Typed Name:	Martha verhille	Date:	7/25/2024


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Final Audit Report

2024-07-21

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