



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW			
Department Office/Division/Program:		Economic & Community Development/Office of Outdoor Recreation	
Department Contract Administrator or Grant Coordinator:		Carolann D. Ouellette	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$ 65,000.00	Advantage CT / RQS #:	CT19A20230815000000000358
CONTRACT	Proposed Start Date:	8/1/2023	Proposed End Date: 6/30/2024
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:		Gravel Adventure Field Guide Wheat Ridge, CO 80215	
Brief Description of Goods/Services/Grant:		Gravel Adventure Field Guide is a pocket-sized gravel cycling guidebook with curated routes and QR codes that link to digital forward GPS live navigation. This project includes production, distribution & marketing of the guide.	

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.
	The Moosehead Lake Region is known widely for all types of outdoor recreation except biking. Appalachian Mountain Club's Maine Woods Initiative has developed a series of gravel rides across its property that provide an incredible opportunity to attract gravel riders to the region. Partnering with them to work with the Gravel Adventure Field Guide team on this pilot project will set the stage for sharing gravel rides across Maine. This new guidebook not only maps out the routes, but includes art, short stories, and information about the regional communities' culture, history and scenery to inspire visitation.
2.	Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.
	The Gravel Adventure Field Guide teams offers the only combination of print and digital format storytelling and mapped route format combined with distribution and marketing in the US.
3.	Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.
	The rates are based upon prior print and digital asset development/mapping projects that include travel to location and marketing/distribution of the final product.
4.	Describe the plan for future competition for the goods or services.
	Any additional projects beyond this pilot would go through the competitive bidding process.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)	
Does this request utilize ARPA/MJRP funds?	
<input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).	
<input checked="" type="checkbox"/> No – If No, proceed to Part V.	

PART V: APPROVALS			
The signatures below indicate approval of this procurement request.			
Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Denise Garland, Deputy Commissioner	Date:	8-15-23

Procurement Justification Form (PJF)

Signature of DAFS Procurement Official:	DocuSigned by: <i>Martha Verhille</i> 891CE7A1493D45B...		
Typed Name:	Martha verhille	Date:	8/18/2023