



## PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 submitted to the Office of State 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 Procurement Services intranet site (Forms page) for additional instructions.*

### PART I: OVERVIEW

|                                                         |                               |                                                                                        |                                |          |
|---------------------------------------------------------|-------------------------------|----------------------------------------------------------------------------------------|--------------------------------|----------|
| Department Office/Division/Program:                     |                               | Maine Department of Labor, Bureau of Employment Services, Maine Apprenticeship Program |                                |          |
| Department Contract Administrator or Grant Coordinator: |                               | Adrian Horn                                                                            |                                |          |
| (If applicable) Department Reference #:                 |                               | N/A                                                                                    |                                |          |
| Agency Department Code:                                 | 12A                           | Advantage CT / RQS #:                                                                  | CT 20260804000000000301        |          |
| Amount:<br>(Contract/Amendment/Grant)                   |                               | \$104, 870.00                                                                          |                                |          |
| CONTRACT                                                | Proposed/Original Start Date: | 8/1/2026                                                                               | Proposed/Most Recent End Date: | 8/1/2027 |
| AMENDMENT                                               | New Effective Date:           | 8/7/2026                                                                               | New End Date (if Applicable):  |          |
| GRANT                                                   | Project Start Date:           | 8/7/2026                                                                               | Grant Start Date:              | 8/7/2026 |
|                                                         | Project End Date:             | 8/1/2027                                                                               | Grant End Date:                | 8/1/2027 |
| Vendor/Provider/Grantee Name, City, State:              |                               | Broadreach Public Relations<br>Portland, ME                                            |                                |          |
| Brief Description of Goods/Services/Grant:              |                               | Event planning and delivery                                                            |                                |          |

### 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 checked="" 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. Higher Education 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 Maine Apprenticeship Program (MAP) is seeking event planning, coordination, and logistical support for the 2027 Maine Apprenticeship Summit, scheduled for April 26, 2027, at the Augusta Civic Center. The Summit will convene employers, registered apprenticeship sponsors, workforce development professionals, education and training providers, labor representatives, community-based organizations, state and federal partners, and other stakeholders engaged in expanding apprenticeship and pre-apprenticeship opportunities across Maine.

The requested services will support the planning and delivery of a professional statewide event, including project management, venue and vendor coordination, registration support, agenda and speaker logistics, exhibitor and sponsor coordination, audiovisual planning, event-day staffing, communications, signage, materials development, and post-event closeout. The selected contractor will work closely with MAP staff and the Summit planning team to ensure that all activities are completed on schedule, within budget, and in accordance with State requirements.

These services are needed because the Summit is a large, public-facing event requiring specialized event management expertise and sustained coordination beyond the capacity of existing MAP staff. MAP personnel must continue administering statewide apprenticeship programs, grants, sponsor technical assistance, program reviews, employer engagement, and other core responsibilities while preparing for the Summit. Contracted support will provide the dedicated capacity and technical expertise necessary to manage the event's multiple workstreams, vendors, deadlines, and stakeholders without disrupting essential program operations.

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.

Broadreach Public Relations was selected because it is an approved State of Maine preferred vendor with demonstrated experience successfully planning and executing the 2024 Maine Apprenticeship Program Summit. The firm has direct knowledge of MAP's event requirements, stakeholders, logistical needs, and standards for a statewide public-facing event.

Broadreach also submitted a cost-effective proposal that was below the established budget while meeting the required scope of services. Its prior successful performance, relevant institutional knowledge, preferred-vendor status, and competitive pricing provide reasonable assurance that the 2027 MAP Summit will be delivered efficiently, professionally, and with reduced implementation risk.

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

**PART III: SUPPLEMENTAL INFORMATION**

The negotiated costs are considered fair and reasonable because Broadreach Public Relations submitted a detailed proposal that was within the anticipated scope of work and below the established budget for the 2027 Maine Apprenticeship Summit. The proposed pricing reflects the level of professional event-planning, coordination, communications, vendor management, and on-site support required for a statewide event of this size and complexity.

Broadreach's prior successful delivery of the 2024 MAP Summit also provides a reliable basis for evaluating the proposed costs. Its familiarity with MAP's stakeholders, venue requirements, event format, and administrative expectations is expected to reduce start-up time, avoid duplication of effort, and limit implementation risk. Based on the proposed scope, prior performance, preferred vendor status, and total cost relative to the available budget, the negotiated price was determined to provide good value to the State and to be fair and reasonable.

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

For future Maine Apprenticeship Summit planning and event-management services, MAP will evaluate the appropriate competitive procurement method based on the anticipated scope, cost, timing, and applicable State of Maine procurement requirements. This may include issuing a competitive Request for Proposals, Request for Quotations, or other authorized solicitation to qualified vendors.

Future solicitations will clearly define the required services, deliverables, performance expectations, evaluation criteria, and available budget. Vendors may be evaluated based on relevant experience, proposed approach, staffing capacity, cost, past performance, and ability to successfully manage a statewide public-facing event. MAP will also review lessons learned from the 2027 Summit to refine the scope of work and promote meaningful competition, cost effectiveness, transparency, and best value to the State.

**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.*

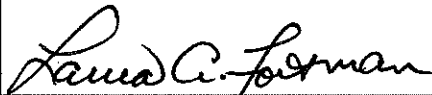
☒ The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their

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):



Typed Name:

Laura A. Fortman, Commissioner

Date:

8/5/2026

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:

DocuSigned by:  
*Thomas Paquette*  
249502C7B71A49A...

Typed Name:

Thomas Paquette

Date:

8/11/2026