

State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:		Economic and Community Development, Office of Tourism			
Department Contract Administrator or Grant Coordinator:		Stephen D. Lyons			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)	\$ 190,000	Advantage CT / RQS #:	CT 20210818000000000392		
CONTRACT	Proposed Start Date:	8/1/2021	Proposed End Date:	6/30/2022	
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:		New England State Travel Directors dba Discover New England, 100 International Drive, Portsmouth, NH, 03831			
Brief Description of Goods/Services/Grant:		Discover New England is a non-profit collaboration between the New England states, formed to attract international travelers to the region.			

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before 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. University Cooperative Project		L. Other Authorization

PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

- 1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.**

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PART III: SUPPLEMENTAL INFORMATION

Discover New England promotes the New England states as a region, creating a stronger destination for international travelers than each state within the region could be individually. The New England state tourism directors comprise the board of the non-profit and pool assets and funding from each state to promote the region.

With vaccination rates expanding in the USA, Canada, the UK and in other European countries, it is anticipated that international travel will resume gradually in 2021 and into 2022. Travel sentiment studies indicate that states should be prepared to benefit from pent up demand for international travel to the USA as they did from the resumption of domestic travel.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

DNE works with an in-market agency in the UK and Ireland and maintains contacts with representatives in Germany to manage outreach in these primary overseas sending markets for travel to Maine. The familiarity of DNE and these agents with Maine assets and destinations is key to the promotion of Maine through ongoing contact with travel media and tour operators in the UK and Germany, including through meetings in the Brand USA virtual global marketplace.

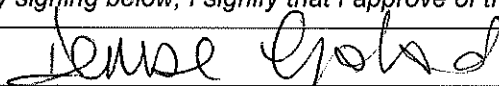
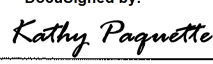
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Maine pools resources with the other New England states to support the operations of Discover New England, and to promote Maine in international markets through targeted marketing opportunities. As a member of the board, Maine has a voice in determining expenditures. The organization reports on expenditures and accomplishments to ensure return on investment.

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

Discover New England provides a unique service in coordinating a collaborative effort for the states in the region.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	Denise Garland	Date:	8-25-21
Signature of DAFS Procurement Official:	DocuSigned by: 		
	Printed Name:	Kathy Paquette	Date: