



## 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:	Department of 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)	\$ 80,000.00	Advantage CT / RQS #:	CT19A2022083000000000635
<b>CONTRACT</b>	Proposed Start Date:	8/1/2022	Proposed End Date: 6/30/2023
<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:	Maine the Way Portland, Maine		
Brief Description of Goods/Services/Grant:	Produce an Outdoor Recreation Guidebook highlighting the brand stories and products that make up the outdoor recreation ecosystem here in Maine, while also sprinkling in stories of Maine brands' outdoor gear in use + digital marketing of the guidebook.		

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 Provider shall create, produce and print a guidebook with a well thought out design that ensures a beautiful and user-friendly reading experience that draws readers in with adventure-based stories, and leaves them understanding the interconnected nature between the wealth of Maine’s outdoor landscapes and the brands that are inspired by it. A digital campaign will accompany the printed guidebook. Additionally MTW will provide recommendations for, and assist with, distribution.

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

Maine the Way began on Instagram in 2014 as a platform to showcase the beauty of Maine, and the photographers who capture it through their lenses. In 2016 Maine the Way editors moved the platform to print—all while the rest of the world seemed to be moving further into the digital sphere. They felt Maine would appreciate a slower pace of storytelling, and thus the quarterly was born. The original goal of Maine the Way—to share the vast beauty the state had to offer and featuring the talented artists capturing it—paired neatly with slow, thoughtful journalism, and wrapped up in a clean beautiful design.

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

The Office of Tourism worked with Maine the Way to produce a Bicentennial Edition. The rates from that project were used to determine rates for this project. This rates for this project will be a bit lower due to the amount of content and number of assets from prior projects that can be repurposed for this one.

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

This is a one-time project. If something of this scope were to be repeated, we would issue an RFP.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**



Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

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:	Heather Johnson	Date:	08/30/2022
Signature of DAFS Procurement Official:	<div style="border: 1px solid black; padding: 2px;"> <small>DocuSigned by:</small>    <small>249502C7B71A49A...</small> </div>		
Typed Name:	Thomas Paquette	Date:	9/9/2022