



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
**OFFICE OF STATE PROCUREMENT SERVICES**  
 STATE OF MAINE

**PROCUREMENT JUSTIFICATION FORM (PJF)**

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 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 State Museum	
Department Contract Administrator or Grant Coordinator:		Sheila McDonald, Deputy Director, Maine State Museum	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 7,980	Advantage CT / RQS #:	CT 20240903*467
<b>CONTRACT</b>	Proposed Start Date:	<b>10/1/2024</b>	Proposed End Date: 6/30/2025
<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:		Vendor code: VC0000271034  Julie Steiner Steiner Consulting LLC 5448 Catharine Street, Philadelphia PA 19143	
Brief Description of Goods/Services/Grant:		Museum store retail consulting	

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 checked="" 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.

<b>PART III: SUPPLEMENTAL INFORMATION</b>	
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.	
<p>The Maine State Museum Store closed in 2020, first because of the museum’s closure during COVID and then because of a catastrophic failure in the museum building’s systems that will result in a five-year closure for major renovations. With this closure, the Museum Store space has been reinvented and plans initiated to update the Museum Store’s business plan, inventory, staffing, and retail strategies. These major changes require a knowledgeable consultant to guide the Museum Store’s reinvention and upgrade. These consultant services are the subject of this construct.</p>	
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.	
<p>Julie Steiner has been working in museum retail and providing services for over 15 years to increase revenue streams in non-profit and governmental institutions. Those services include:</p> <ul style="list-style-type: none"> <li>-Retail Store Evaluations</li> <li>-Strategic and Revenue Planning</li> <li>-Display and Visual Merchandising</li> <li>-Merchandise Assortment Planning</li> <li>-Product Development</li> <li>-Marketing Strategies</li> <li>-Staffing Plans, Management Recruitment and Staff Coaching</li> <li>-Retail Store Operations, Policy and Procedure Planning</li> <li>-E-Commerce Planning</li> <li>-Exploring New Avenues for Growth for an Existing Retail Store</li> </ul> <p>Julie Steiner is active in the national Museum Store Association and was recommended by a representative of that organization for the consultancy at the Maine State Museum. Julie Steiner has been interviewed by Maine State Museum staff and has been determined to be a good fit to meet the museum’s needs. She is available and willing to do the work.</p>	
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	
<p>Maine State Museum staff studied other such consultancies and determined that the costs are very fair and reasonable. Funding for the work is provided by a grant targeted to retail recovery for institutions affected by the pandemic.</p>	
4. Describe the plan for future competition for the goods or services.	
<p>The Maine State Museum will continue evaluating competition for goods and services in museum store retail consulting. The museum is a member of the Museum Store Association, which will provide a forum for ensuring fair competition for goods and services related to retail planning.</p>	

**PART III: SUPPLEMENTAL INFORMATION**

**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.

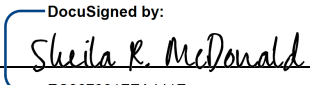
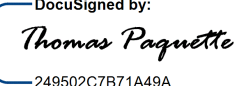
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

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):			
Typed Name:	Sheila McDonald	Date:	8/28/2024
Signature of DAFS Procurement Official:			
Typed Name:	Thomas Paquette	Date:	9/3/2024