



PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW			
Department Office/Division/Program:		DECD/Maine Office of Tourism	
Department Contract Administrator or Grant Coordinator:		Kimbalie Lawrence	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$19,360.00	Advantage CT / RQS #:	19A 20240805*0230
CONTRACT	Proposed Start Date:	8/15/2024	Proposed End Date: 6/30/2025
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:		Unicomm LLC Milford, CT	
Brief Description of Goods/Services/Grant:		Tradeshaw Booth space	

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 Maine Office of Tourism participates in consumer travel shows to promote the state as a destination in key travel markets. Travel shows are an opportunity to reach a qualified audience and interact with them directly to share curated information and learn what inspires travelers to visit Maine. Participation in shows in Atlanta, Chicago, New York and Washington DC will be supported

**PART III: SUPPLEMENTAL INFORMATION**

by other advertising outreach in these markets and is an element of MOT’s integrated marketing plan.

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

Unicomm is a specialized show production company that is the primary company serving four of the markets we are targeting. The Atlanta, Chicago, New York and Washington DC Travel Adventure Shows serve a core market for Maine tourism. The shows are located close to transportation lines. Unicomm has a proven track record and is well positioned to provide the support services and the marketing services needed to attract attendees and ensure a positive outcome.

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

Unicomm is competitive with other shows of similar size and is giving Maine an early signing discount rate. The Office of Tourism finds these rates to be fair and reasonable.

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

MOT will continue to review the benefits delivered by show participation and opportunities to reach the desired markets. This includes review of show attendance numbers and amount of content distributed. MOT will be attending fewer shows in 2025.

**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:	Heather Johnson, Commissioner	Date:	Sep 18, 2024
Signature of DAFS Procurement Official:	<div style="border: 1px solid black; padding: 5px;">                     DocuSigned by:                        891CE7A1493D45B...                 </div>		

Typed Name:	martha verhille	Date:	9/19/2024
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Final Audit Report

2024-09-18

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