

State of Maine Procurement Justification Form

This form must accompany ALL contract requests and sole source requisitions submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below.

PART I: OVERVIEW

Department Office/Division/Program:		Dept. of Economic & Community Development/Maine Office of Tourism	
Department Contract Administrator or Grant Coordinator:		Micki Mullen	
(If applicable) Department Reference #:		N/A	
Estimated Contract or Grant Amount:	\$ 5,450.00	Advantage CT / RQS #: CT 19A	20201009000000001205
AMENDMENT	Original Start Date:		New Start Date:
	Original End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
ALL OTHER	Proposed Start Date:	10/20/2020	Proposed End Date: 6/30/2021
Vendor/Provider/Grantee Name, City, State:		Maine Campground Owners Association 229 Center Street, Unit #5 Auburn, ME 04210	
Brief Description of Goods/Services/Grant:		The Maine Office of Tourism works with its industry partners and organizations to expand its presence at travel shows. Currently this expansion into primary market areas increases Maine's presence and also targets those visitors looking for a value-oriented vacation.	

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request.

	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 QUESTIONS

Please respond to ALL of the following questions.

1. Provide a more detailed description of the goods, services or grant to supplement the response in Part I.

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PART III: SUPPLEMENTAL QUESTIONS

The Maine Office of Tourism is responsible for implementing an integrated marketing program to entice out-of-state visitors to come to Maine, and attendance at consumer travel shows is an important component of the program. Attending consumer travel shows requires considerable staff time and time out of the office. Working with a tourism partner who staffs the booth allows for a strong presence in the marketplace without cutting into MOT's staff time.

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

- A. The contractor, because of being a statewide membership organization for a large segment of the tourism industry, has the unique ability to "sell" vacation experiences and travel to Maine.
- B. MECOA has a long history of exhibiting at consumer travel shows and very efficiently distributes statewide travel information and is trained to answer questions and encourage people to consider Maine for their next vacation.
- C. MECOA has a well-developed trade show booth with brochure racks that allow for broad display of many brochures from around the state.
- D. Many of the RV/camping shows MECOA will attend occur at the same time as other travel shows in primary target markets and the Office of Tourism does not have the staff to attend all of these shows ourselves.

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

On average, a consumer show of 3 days with a small booth, staff time and travel expenses costs approximately \$7,000 per show. For \$5,450, MECOA will represent Maine at 2 shows.

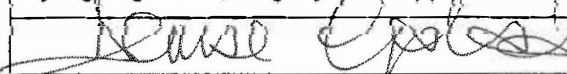
4. Describe the plan for future competition for the goods or services.

There is no plan at this time. This contractual arrangement results in market exposure at a very reasonable cost.

PART IV: APPROVALS

**Signature of requesting
Department's Commissioner
(or designee):**

By signing below, I signify that I approve of this procurement request.



Printed Name:

Heather Johns, Commissioner or
Denise Garland, Deputy
Commissioner

Date:

10-9-20

**Signature of DAFS
Procurement Official:**

DocuSigned by:



Printed Name:

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Debbie Jacques

Date:

10/13/2020