



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.


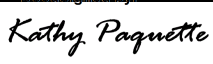
| PART I: OVERVIEW | | | |
|---|--|-----------------------|------------------------------|
| Department Office/Division/Program: | Economic and Community Development | | |
| Department Contract Administrator or Grant Coordinator: | Steve Lyons | | |
| (If applicable) Department Reference #: | | | |
| Amount: (Contract/Amendment/Grant) | \$ 45,000 | Advantage CT / RQS #: | CT:20221006000000001042 |
| CONTRACT | Proposed Start Date: | 10/10/2022 | Proposed End Date: 6/30/2023 |
| 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: | Adventure Travel Tourism Association, Monroe, WA | | |
| Brief Description of Goods/Services/Grant: | 2023 ATTA AdventureElevate Conference Management | | |

| 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. | An agreement with Adventure Travel Trade Association (ATTA) to manage the 2023 Adventure Elevate conference to be held in Portland, Maine in May 2023. This conference is expected to attract up to 300 national and international participants to Maine with a focus on outdoor adventure/recreation, positioning Maine as an outdoor adventure destination |
| 2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable. | This is an annual conference put on by the Adventure Travel Trade Association. This is a premier outdoor adventure conference that no other vendor may host. Participants include adventure tour operators, travel and adventure media and outdoor adventure brands from the U.S. and abroad. |
| 3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee. | In 2021, Maine welcomed more than 15 million visitors. Approximately 40% of these visitors participated in active outdoor activities. This conference will position Maine as an outdoor adventure destination in front of national and international media and adventure tour operators for a fraction of the cost of our overall marketing and advertising campaigns. Conference participants will share their experiences with their own audiences thereby promoting Maine as a great place for outdoor adventure. |
| 4. Describe the plan for future competition for the goods or services. | This is an annual conference that moves around to different locations around the world. It is unlikely the opportunity to host this conference in Maine will come up again for many years. |

| PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP) | |
|---|--|
| Does this request utilize ARPA/MJRP funds? | |
| <input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s). | |
| <input checked="" type="checkbox"/> 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: | 10/6/2022 |
| Signature of DAFS Procurement Official: |  | | |
| Typed Name: | kathy Paquette | Date: | 10/11/2022 |