

# State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

## PART I: OVERVIEW

Department Office/Division/Program:		MDIFW – I&E	
Department Contract Administrator or Grant Coordinator:		Emily MacCabe	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 5,571.72	Advantage CT / RQS #:	RQS-09A-2021101500000000414
CONTRACT	Proposed Start Date:		Proposed End Date:
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:		Maine Tourism Association, Hallowell, Maine	
Brief Description of Goods/Services/Grant:		Advertisement in Maine Travel Guide	

## PART II: JUSTIFICATION FOR VENDOR SELECTION

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

	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
<b>X</b>	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 INFORMATION

Please respond to ALL of the following:

### 1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

The State of Maine promotes opportunities for tourism-based activities to generate revenue. MDIFW regularly advertises opportunities to hunt, fishing, trap, boat, ATV and snowmobile in Maine to generate revenue from the sale of hunting, fishing and trapping licenses and ATV, snowmobile and boating registrations as well as supporting the Maine Office of Tourism in promoting lodging, and service industry. Providing an advertisement in the travel planning guide "Maine Invites You" supports these efforts.

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### PART III: SUPPLEMENTAL INFORMATION

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

Maine Invites You is a publication put together annually by the Maine Tourism Association and serves as the State of Maine's official travel planner for tourists and visitors. When annual budget allows, MDIFW provides an advertisement to be used in the publication to promote outdoor recreational opportunities in Maine, including hunting, fishing, trapping, ATV, snowmobile, and boating. The Department works to support the state's marketing and advertising efforts for tourism to help generate revenue for Maine's economy. This is a unique vendor/publication.

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

The Department selects an appropriate ad size in the publication based on annual budget availability. Ad rates are established by the vendor for this unique publication and are fair and reasonable in comparison to similar style publications.

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

The Department would consider opportunity for print ads in other state visitor planning guides if available.

### PART IV: APPROVALS

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

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

*Joseph Canuso*

**Printed Name:**

Joseph Canuso

**Date:**

10/15/21

**Signature of DAFS  
Procurement Official:**

**Printed Name:**

**Date:**