

**State of Maine**  
**Waiver of Competitive Bidding Request Form**

**Form Instructions:** Please provide the requested information in the white boxes below. This form is to precede all contract requests that are not the direct result of a competitive bid process.

<b>Requesting Department's Contract Administrator:</b>	Steve Lyons, Director	<b>Office/Division/Program of Contract Administrator:</b>	Maine Office of Tourism, Dept. of Economic & Community Development
<b>Est. Contract Amount:</b>	\$ 50,000.00	<b>Contract or RQS Number:</b>	CT 19A 20191115*1559
<b>Proposed Start Date:</b>	December 15, 2019	<b>Proposed End Date:</b>	December 14, 2019
<b>Vendor/Provider Name, City, State:</b>		Explore New England, Warwick, RI	
<b>Short Description of Good or Service:</b>		Marketing the Greenville/Moosehead Lake region.	
<p>Please note, for transparency purposes, Waivers of Competitive Bidding will be publicly posted. Public postings are placed on the Division of Procurement Services website for a period of seven consecutive calendar days.</p>		<p><b>To be completed by the Division of Procurement Services</b> Posting dates on Division of <b>Procurement Services</b> website: From: <u>12/5/2019</u> To: <u>12/11/2019</u></p>	
<b>Notice of Intent to Waive Competitive Bidding Number:</b>		NOI# 1220191972	
<p><b>1. Statutory Justification</b> State of Maine statute (5 M.R.S. §1825-B(2)) allows waivers of competitive bidding only for the specific reasons listed below. Please mark the appropriate box (X) next to the justification which applies to this specific request.</p>			
A.	The procurement of goods or services by the State for county commissioners pursuant to Title 30-A, section 124, involves the expenditure of \$2,500 or less, and the interests of the State would best be served;		
B.	The Director of the Bureau of General Services is authorized by the Governor, or the Governor's designee, to make purchases without competitive bidding because, in the opinion of the Governor or the Governor's designee, an emergency exists that requires the immediate procurement of goods or services;		
C.	<p><i>If citing the above justification for this Waiver of Competitive Bidding request, please have the requesting Department's Commissioner or Chief Executive (as the Governor's "designee") sign and date on the right.</i></p>	<p><i>By signing below, I signify as the Governor's designee there is an emergency that necessitates this non-competitive procurement.</i></p> <p><b>Signature:</b></p>	
<b>X</b>	<p>After reasonable investigation by the Director of the Bureau of General Services, it appears that any required unit or item of supply, or brand of that unit or item, is procurable by the State from only one source;</p>		
	<b>Printed Name:</b>		<b>Date:</b>

**State of Maine  
Waiver of Competitive Bidding Request Form**

	<p>D. It appears to be in the best interest of the State to negotiate for the procurement of petroleum products;</p>
	<p>E. The purchase is part of a cooperative project between the State and the University of Maine System, the Maine Community College System, the Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State involving:</p> <p>(1) An activity assisting a state agency and enhancing the ability of the university system, community college system, Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State to fulfill its mission of teaching, research, and public service;</p> <p>(2) A sharing of project responsibilities and, when appropriate, costs;</p> <p><i>If citing the above justification for this sole source request, please note that the specific approval of the Governor's Office is required, in accordance with Executive Order 26 FY 11/12, "An Order to Enhance Competitive Bidding". The approval must be documented on DAFS/BGS/Division of Procurement Services "GOVCOOP" form, found here: <a href="http://www.maine.gov/purchases/info/forms/govcoop.doc">http://www.maine.gov/purchases/info/forms/govcoop.doc</a>.</i></p>
	<p>F. The procurement of goods or services involves expenditures of \$10,000 or less, in which case the Director of the Bureau of General Services may accept oral proposals or bids;</p>
	<p>G. The procurement of goods or services involves expenditures of \$10,000 or less, and procurement from a single source is the most economical, effective and appropriate means of fulfilling a demonstrated need.</p>
	<p>If a different authorization specifically allows for this non-competitive procurement, please provide that reference here:</p>

**Please note that the following four points below (#2 through 5) all require a response.**

**2. Description of Specific Need**

Please identify, and fully describe, the specific problem, requirement, or need the resulting non-competitive contract would address and which makes the goods or services necessary. Explain how the requesting Department determined that the goods or services are critical and/or essential to agency responsibilities or operations.

The Maine Office of Tourism, through its Community Destination Academy, has worked with the Greenville/Moosehead Lake region to help identify and develop their assets and to become more tourist ready. Whereas the region has successfully completed the requisite coursework, the region is prepared and at a critical point to develop/launch a marketing plan to promote itself.

**State of Maine  
Waiver of Competitive Bidding Request Form**

**3. Availability of other Public Resources**

Please explain how the requesting Department concluded that sufficient staffing, resources, or expertise is not available within the State of Maine's government, or other governmental entities (local, other state, or federal agencies) external to the requesting Department, which would be able to address the identified need more efficiently and effectively than the identified vendor.

This project requires professional filming in order to broadcast it on television. The Maine Office of Tourism does not have the expertise, staffing or resources for such a production, nor is MOT aware of any other entities that could do same more efficiently or effectively.

**4. Cost**

Since a waiver of competitive bidding is being requested for this procurement, please explain how the requesting Department concluded the negotiated costs, fees, or rates are **fair and reasonable**.

Whereas the Maine Office of Tourism is a marketing organization, we are very familiar with the costs associated with marketing campaigns and their components. We find the Provider's rates to be fair and reasonable.

**5. Future Competition**

Please describe potential opportunities which may be available to foster competition for these goods or services in the future.

At this time, there are none we are aware of. This is a pilot project to determine if Explore New England and their collaboration with NESN offer an effective marketing program for communities successfully completing the Destination Academy program.

**State of Maine  
Waiver of Competitive Bidding Request Form**

**Please note that only one of the two points below (“Uniqueness” or “Timeframe”) requires a response. Requesting Departments are not required to respond to both points.**

**6. Uniqueness**

Please explain if the goods or services required are unique to a specific vendor. Describe the unique qualifications, abilities, and/or expertise of the vendor and how those particular unique factors address the specific need identified above. If the vendor has unique equipment, facilities, or proprietary data, also explain the necessity of these particular unique assets.

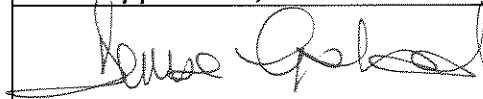
The vendor, Explore New England, promotes tourism and travel to New England. Whereas the vendor films at locations throughout the New England states, it has the equipment, staff and expertise to do so. Furthermore, the vendor has existing marketing channels through which the film will be marketed, including travel web sites and television program airing on NESN. Additionally, photo and video assets shot during the filming of the show will be made available to the tourism marketing partners in the Moosehead Lake Region for a period of 5 years, allowing for on-going marketing after the television show airs.

**7. Timeframe (Complete only if B. is the Statutory Justification marked on Page 1)**

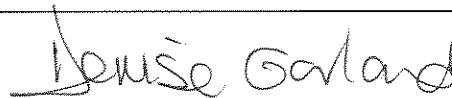
Please explain if time is of the essence and an emergency exists which requires the immediate procurement of goods or services. Describe the nature of this emergency, provide the date by which the goods or services must be delivered, and explain how that date was determined and its significance (i.e. impact if delayed beyond this date). Also, provide information as to how it was determined this vendor is the best option to address this time-sensitive procurement.

**Signature of requesting Department's Commissioner or Chief Executive (or designee within the Commissioner's Office):**

*By signing below, I signify that my Department requests, and I approve of, this Waiver of Competitive Bidding.*



**Printed Name: Heather Johnson, Commissioner or Denise Garland, Deputy Commissioner**



**Date:**

11-25-19