

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:		Maine Department of Marine Resources	
Department Contract Administrator or Grant Coordinator:		Jeff Nichols	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 1,000,000.00	Advantage CT / RQS #:	13A 20201202000000001664
CONTRACT	Proposed Start Date:	10.1.20	Proposed End Date: 9.1.21
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:		IPG DXTRA Inc dba Weber Shandwick, procurement address: 40 Broad St 8 th floor, Boston, MA 02109 payment address: P.O. Box 74008263, Chicago, IL 60674-8263	
Brief Description of Goods/Services/Grant:		Maine Seafood branding and promotion	

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
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 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.**

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PART III: SUPPLEMENTAL INFORMATION

The purpose of this contract is to develop and implement a Maine Seafood branding and promotion campaign. The campaign will develop a unified brand for Maine Seafood and target consumers with information about Maine Seafood brand attributes, as well as information on where and how to source it and how to prepare it. The overall objective is to help Maine Seafood suppliers adapt to the COVID-19 driven loss of markets like including restaurants, by driving demand and purchase of Maine Seafood by consumers for preparation at home.

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

Weber Shandwick has been the agency of record for the past seven years for the Maine Lobster Marketing Collaborative (MLMC). As such, they have developed plans, strategies and tactics to brand, promote, and grow demand for Maine's most valuable seafood. Their work led to the successful reauthorization of the MLMC in 2017, and they were awarded a second contract in 2019 by the MLMC to continue their work. They have also been instrumental in successfully supporting Maine lobster's strategic communications in the press as the industry has confronted challenges associated with issues including whale protection regulations and sustainability.

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

Funding was allocated based on a survey of industry about how best to spend the \$20 million CARES Act relief funds allocated to Maine. While most respondents supported direct payments, twelve percent of the respondents supported other uses for the funds, including marketing. A decision was made to use five percent of the total CARES Act amount, which is half the annual budget of the Maine Lobster Marketing Collaborative, to support the Maine seafood industry's efforts to address the short-term loss of markets by targeting consumers directly.

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

Funding for CARES Act Relief will conclude in September of 2021, at which time the program as funded will also conclude. Future promotional initiatives for Maine seafood, and any competitive bid process to solicit marketing services, will depend on the availability of funding.

PART IV: APPROVALS

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Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>	
Printed Name:	<i>TCS CLK</i> <i>Thomas C. Leiber</i>	Date: <i>12/03/2020</i>
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Jaime Schorr</i>	
Printed Name:	<small>6D6437754DD0459...</small> Jaime Schorr	Date: 12/15/2020