



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:		DECD/Office of Outdoor Recreation		
Department Contract Administrator or Grant Coordinator:		Carolann D Ouellette		
(If applicable) Department Reference #:		N/A		
Amount: (Contract/Amendment/Grant)	\$ \$9,500.00	Advantage CT / RQS #:	2021122000000001551	
CONTRACT	Proposed Start Date:	December 1, 2021	Proposed End Date:	February 28, 2022
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:		Edgard Membreño, 92Luther St., Peaks Island, ME 04108		
Brief Description of Goods/Services/Grant:		The Provider shall provide technical assistance to each participating Maine brand to target their ideal customer profile and create content to drive those customers to the Maine exhibit.		

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


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.	<p>Generating quality sales leads will be dependent upon a well-designed and branded exhibit, and to that end, the scope of work also includes assistance with creating an exhibit that connects with attendees and communicates clearly who the exhibitor is, what are they presenting and where the products can be seen in order to achieve the goal and priorities outlined above.</p> <p>The primary goal is to maximize trade show exhibiting results and increase the effectiveness of exhibiting as it relates to sales and marketing objectives. Building awareness of Maine’s outdoor brand and return on investment for Maine brands participating in the show are top priorities.</p>
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.	<p>The selected vendor has years of experience successfully navigating Outdoor Retailer as a former executive of Toad & Co with a proven track record of securing orders/contracts with buyers. The commitment here is to partner with a consultant with the experience and expertise related to the mechanics of a successful trade show to help execute a highly successful Outdoor Retailer Snow Show and make it a productive sales events for Maine brands.</p>
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	<p>The scope of work is very targeted and fees are in line with other small consulting contracts at the Office of Tourism.</p>
4. Describe the plan for future competition for the goods or services.	<p>Based on the success of this pilot program, we will put this out to bid in subsequent years.</p>

PART IV: LATE JUSTIFICATION		
1. Is the vendor currently working?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No – If No, proceed to Part V
2. If you answered Yes to question 1, explain why the vendor is working before the contract is final approved.	<p>There has been a very limited amount of work to date – just a few planning meetings that included floor plan and exhibit review in order to meet show deadlines in December. We have been waiting for a VC#. The majority of the work will be in January and early February.</p>	

PART V: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)	
1. Does this request utilize ARPA/MJRP Funds?	<p><input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).</p> <p><input checked="" type="checkbox"/> No – If No, proceed to Part VI</p>

PART VI: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
Printed Name:	Denise Garland, Deputy Commissioner	Date:	December 20, 2021
Signature of DAFS Procurement Official:			
Printed Name:	<small>1DEA565D481F42E...</small> Debbie Jacques	Date:	12/28/2021