

**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:		Department of Economic and Community Development		
Department Contract Administrator or Grant Coordinator:		Jeanne St. Pierre		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$ 21,600	Advantage CT / RQS #:	CT19A2023112100000001466
CONTRACT	Proposed Start Date:	11/30/2023	Proposed End Date:	6/30/2024
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:		Blaze Partners Yarmouth, ME		
Brief Description of Goods/Services/Grant:		Contract provides funding to refresh the Statewide Strategic Plan and design new tax incentive promotional materials.		

**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.

Blaze-Partners have been intricately involved in the development of the State's 10 Year Strategic Plan since its inception in 2019. As a result of their work, DECD is seeking their assistance in the development of the Plan refresh and to assist with the marketing and educational materials to effectively launch the new Dirigo Business Incentives Program recently approved by the Legislature.

It is critical that materials relating to the Strategic plan and programs designed to meet the goals and objectives have the same marketing appearance. The new tax incentive program is designed to replace the existing program and effective marketing and promotion will be key to the success of the transition and ramp-up of the new program.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Blaze-Partners is poised to assist with the immediate need to effectively communicate Maine's refresh of the Statewide Strategic Plan and newest business attraction incentive. Their knowledge, expertise and insight into the goals and objectives of the Statewide Strategic Plan will ensure a smooth transition to the development of effective marketing materials. Attracting new business to Maine and expanding existing businesses with the ultimate goal of increasing Maine's GDP is a key element of the Strategic Plan and the effective communication of the changes in Maine's tax incentive programs will be critical to business growth and expansion.

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

The costs for this project are reduced due to the existing work provided by Blaze-Partners. We are able to leverage their knowledge and expertise to expand promotional materials that complement those of the Statewide Strategic Plan.

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

None anticipated.

### PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

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, Commissioner	Date:	11/27/2023
Signature of DAFS Procurement Official:	<div data-bbox="557 436 812 541" style="border: 1px solid black; padding: 5px;"> <p><small>DocuSigned by:</small>  <i>Martha Verhille</i>  <small>891CE7A1493D45B...</small></p> </div>		
Typed Name:	Martha Verhille	Date:	12/7/2023