



PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW				
Department Office/Division/Program:		Economic & Community Development, Office of Tourism		
Department Contract Administrator or Grant Coordinator:		Carolann D. Ouellette		
(If applicable) Department Reference #:		N/A		
Amount: (Contract/Amendment/Grant)		\$ 165,000.00	Advantage CT / RQS #:	19A 20241203*1424
CONTRACT	Proposed Start Date:	11/25/2024	Proposed End Date:	12/31/2025
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:		Black Travel Maine Portland, ME		
Brief Description of Goods/Services/Grant:		Enhance Maine's appeal to Black travelers through itinerary development, influencer engagement, communications and media relations. This work will leverage targeted media relations and strategic partnerships to build awareness of Maine as a welcoming destination for Black travelers to increase year over year visitation of Black travelers to Maine.		

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.

In 2022 the Office of Tourism released its first Destination Management Plan. One of the 5 strategic imperatives is to optimize long-term economic impact. Specific to that strategy is attracting more diverse visitors. Miles Partnership, our advertising agency, has put in place a DEI strategy team which has been incredibly helpful in working on this specific element, but we recognize the need to partner with a travel and tourism expert with this type of experience that lives and works in Maine. Lisa Jones, Founder of Black Travel Maine, is an ideal partner for building awareness of Maine as a destination with the goal of attracting more Black travelers to Maine.

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

Through Black Travel Maine and Black Travel Marketing, Lisa has orchestrated several influence and media trips that captures Maine's cultural diversity and scenic landscape, directly enhancing Maine's image as an inclusive destination. With her connections to influencers, media and content creators in this space, BTM will be able to leverage those relationships to expand Maine's outreach to underrepresented markets by presenting unique and immersive experiences. Lisa has done similar work with other tourism boards and organizations with positive results.

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

We discussed a number of opportunities but agreed upon a limited number of those that best aligned with the current DEI work of the Office and filled gaps in our current marketing plan. Project costs and rates are in step with those of current contractors who were successful bidders in RFP processes.

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

As we learn of other organizations in Maine with this level of expertise and in this area of focus, we will plan on developing a RFP moving forward.

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: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department signatory understands and acknowledges Maine's Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Heather Johnson, Commissioner	Date:	Dec 5, 2024
Signature of DAFS Procurement Official:	<div style="border: 1px solid black; padding: 5px;"> <small>DocuSigned by:</small>  <small>891CE7A1493D45B...</small> </div>		
Typed Name:	Martha Verhille	Date:	12/5/2024






Black Travel Maine PJJ

Final Audit Report

2024-12-05

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