



PROCUREMENT JUSTIFICATION FORM (PJF)

PART I: OVERVIEW

Department Office/Division/Program:		DECD/MOT	
Department Contract Administrator or Grant Coordinator:		Carolann Ouellette, Director	
Agency Department Code:	19A	Advantage CT / RQS #:	20241203*1424
Amount: (Contract/Amendment/Grant)		\$215,000.00	
CONTRACT	Proposed/Original Start Date:		Proposed/Most Recent End Date:
AMENDMENT	New Effective Date:	12/31/2025	New End Date (if Applicable):
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:		Media Planning & Travel Itinerary Development	

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 checked="" 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. Higher Education 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. Specifically, that strategy is to attract more diverse visitors. Miles Partnership, our advertising agency, has put in place a DEI strategy team

PART III: SUPPLEMENTAL INFORMATION

which has been incredibly helpful in working on this specific subject, 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. One of the additional ways to build awareness and connect with potential visitors in this market is to participate in events with small activations highlighting some of the top things that attract visitors to Maine.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

Through Black Travel Maine and Black Travel Marketing, Lisa has orchestrated several influence and media trips that capture 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 several 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.

We 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) or (026) – 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

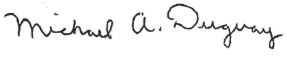
Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

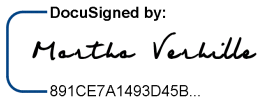
PART VI: APPROVALS

Governor/Department Commissioner or Designee

1. The signature below indicates approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Michael A. Duguay, Commissioner	Date:	17/Dec/25
2. Additional signature required ONLY if box E (Emergency) is selected in PART II . The signature below indicates approval by the Department's Commissioner, or the <u>designee specifically authorized to approve emergency procurement requests</u> .			
Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

****OSPS Section Only****

Signature of DAFS Procurement Official:			
Typed Name:	Martha verhille	Date:	12/23/2025






PJF - BTM amendment #2

Final Audit Report

2025-12-17

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"PJF - BTM amendment #2" History

-  Document created by Kimbalie Lawrence (Kimbalie.Lawrence@maine.gov)
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