State of Maine
Master Score Sheet

RFP# 202507097					
Visitor Profile Research					
	Bidder Name:	Bangor Publishing Co dba Pulse Marketing Agency	Destination Analysts dba Future Partners	Downs & St. Germain	Eastern Research Group, Inc.
	Proposed Cost:	$314,500	nonresponsive	$590,000	$774,121
Scoring Sections	**Points Available**				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35	9	35	35	17
Section III: Proposed Services	40	12	37	37	30
Section IV: Cost Proposal	25	24.64	0	13.14	10.01
TOTAL	**100**	**45.64**	**72**	**85.14**	**57.01**
	Bidder Name:	Jones Lang LaSalle	Strategic Marketing & Research Insights LLC	The Martec Group, Inc.	
	Proposed Cost:	$376,500	$310,000	$375,000	
Scoring Sections	**Points Available**				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35	20	17	5	
Section III: Proposed Services	40	15	15	5	
Section IV: Cost Proposal	25	20.58	25	20.67	
TOTAL	**100**	**55.58**	**57**	**30.67**	

Award Justification Statement
RFP# 202507097 Visitor Profile Research

I. Summary

Visitor Profile Research is to evaluate the Maine Office of Tourism's seasonal visitors. The Maine Office of Tourism has a goal of becoming nimbler with its paid media efforts and having insights into progress toward meeting our marketing and business goals on an on-going basis, rather than waiting until traditional research reports are published.

II. Evaluation Process

Micki Mullen, Marketing Manager, DECD-Maine Office of Tourism
Christine Rosen, Development Project Officer, DECD-Maine Office of Tourism Andria Godfrey, Vice President, Data Science, Miles Partnership
This group has strong expertise and qualifications related to tourism and the travel/trade industries in Maine. The group evaluated these proposals following the Office of Procurement Services recommended process

III. Qualifications & Experience

Downs & St. Germain

- Strong experience with tourism industry
- Employee experience well presented
- Exemplary qualifications
- Strong qualifying projects

IV. Proposed Services

Downs & St. Germain

- Scope of work proposed shows strong ability to perform for MOT
- Strong Sample plan
- Methodology is well presented and understandable
- Data integrity is shown and impressive

V. Cost Proposal

- Bangor Publishing Co. dba Pulse Marketing Agency – 24.64
- Destination Analysts dba Future Partners – 0
- Downs & St. Germain – 13.14
- Eastern Research Group, Inc. – 10.01
- Jones Lang LaSalle – 20.58
- Strategic Marketing & Research Insights LLC – 25
- The Martec Group, Inc. – 20.67

VI. Conclusion

The Evaluation Team concluded that the selected bidder is the most qualified to execute the scope of work set forth in the RFP and that this bidder will provide an un-matched, high quality, actionable product for the State of Maine.

STATE OF MAINE
DEPARTMENT OF ECONOMIC &
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10/31/2025

Jennifer Holmes, President
Bangor Publishing Company dba
Pulse Marketing Agency
1 Merchants Plaza
Bangor ME 04401

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Jennifer and Angela:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Downs & St. Germain

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As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Kimbalie Lawrence

Kimbalie Lawrence
Grant Administrator
Department of Economic & Community Development

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

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Erin Francis-Cummings, President
Destination Analysts dba Future Partners
2855 Jackson St., #302
San Francisco CA 94115

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Erin and Courtney:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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Joseph St. Germain
Downs & St. Germain
2992 Habersham Dr.
Tallahassee FL 32309

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Joseph:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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10/31/2025

David Meyers CEO
Charles Goodhue, PMP, VP
Eastern Research Group Inc.
561 Virginia Road, Building 4, Suite 300
Concord MA 01742

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear David & Charles:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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Department of Economic & Community Development

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10/31/2025

Daniel Fenton, Managing Director
Jones Lang LaSalle Americas, Inc.
200 E. Randolph Street, Suite 4300
Chicago IL 60601

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Daniel:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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Kimbalie Lawrence

Kimbalie Lawrence
Grant Administrator
Department of Economic & Community Development

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10/31/2025

Alisha Valentine, Vice President
Strategic Marketing & Research Insights LLC
135 North Pennsylvania Street, Suite 1330
Indianapolis IN 46204

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Alisha:

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Visitor Profile Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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Kimbalie Lawrence

Kimbalie Lawrence
Grant Administrator
Department of Economic & Community Development

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10/31/2025

The Martec Group
202 E. 3rd Street, Suite 200
Royal Oak MI 48067

SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202507097, Visitor Profile Research

Dear Richard and Emily:

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Department of Economic & Community Development

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STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Bangor Publishing Company dba Pulse Marketing Agency
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**9**
Section III. Proposed Services	**40**	**12**
Section IV. Cost Proposal	**25**	**24.64**
Total Points	**100**	**45.64**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Bangor Publishing Company dba Pulse Marketing Agency
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
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EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**9**

Evaluation Team Comments:

I. Overview of the Organization
- No talk of the relationship with Vado
- Looks like sub is doing the work are contracting two vendors?
- Work done out of state with another vendor
- No expertise for profile survey and relying on sub
- Managing two different agencies?
- No talk of who they will work together
- From management point of view this is not ideal
- Not enough information about Vado Analytics
- Not enough detail about use of AI
- Very little experience in tourism
- Strong marketing research is hard to evaluate the research capabilities

II. Subcontractors
- Yes – Vado Analytics

III. Organizational Chart
- Provided

IV. Litigation
- No Litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Bangor Publishing Company dba Pulse Marketing Agency
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**12**

Evaluation Team Comments:

- Talk specifically about beta and AI usage but not clear on who has the subscription
- This vendor is dependent on Vado to do the work
- Sample size not provided clearly
- Placer AI geo spatial data is used for retail use cases, not tourism
- Geolocation tracking is not strong
- Concerned with ability to get accurate # with Placer
- Not strong proposed services, very vague and no specifics on methodology
- Focus groups? Not a fit for visitor profile depth we are looking for
- Large volume lacking
- Proposed approach does not address data points to get at visitor volume
- Marketing focus
- Not a lot of details about this type of research
- Work plan was tight timeline because they included extras
- Not strong plan for our timelines
- Didn’t address core metrics
- Secondly metrics are unclear
- Good ideas at top level but lacks description of detailed work

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Bangor Publishing Company dba Pulse Marketing Agency
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**314,500**	**x**	**25 points**	**=**	**24.64**

<u>Evaluation Team Comments</u>:

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Destination Analysts dba Future Partners
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

---

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**35**
Section III. Proposed Services	**40**	**37**
Section IV. Cost Proposal	**25**	**0**
Total Points	**100**	**72**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Destination Analysts dba Future Partners
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Destination Analysts dba Future Partners
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**35**

Evaluation Team Comments:

I. Overview of the Organization
- Large experience of working with states
- International experience
- Experiences with city
- Understand micro movement of travel
- Years of service is strong
- Provided detail about leadership in their background
- Project manager previously managed data and captured interest was to present data
- Regional reports expertise
- Above and beyond on project descriptions – depth and insights
- Needed more detail beyond top level on lower-level work
- Clear concise organization descriptions

II. Subcontractors
- None used

III. Organizational Chart
- Provided

IV. Litigation
- No Litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Destination Analysts dba Future Partners
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**37**

Evaluation Team Comments:

- Sample size is provided and reasonable
- Details on secondary data research
- Methodology is online survey to reduce bias
- A well-known audience will give us a more representation of results
- State of American travel is a huge plus to know where we are in detail
- Can filter competitors provide strong results
- like that Maine will be shown how they stand out
- and ins are of value
- Bias removal in methodology is good
- Online surveys may not hit our older experienced travelers
- methodology with focus on fast changing travel experience is validating
- dashboard interactive is a big plus – platform was a bit unclear on storage lacks detail
- dashboard may not be sustainable for future projects
- project structure was very clear
- geolocation is a good reference but did not strongly refer to usage.
- Concerns with the large change in strategy to be solely online may not hit our target
- Concerns on intercept surveys are being skewed because of the major changes in travel industry
- Big Challenges in the industry may not be the time to make this change
- More flexibility may be needed for this plan
- More info on how they manage transition to onboarding needed
- Geolocation additional cost was not mentioned

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Destination Analysts dba Future Partners
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
130,980	÷	**Nonresponsive**	**x**	**25 points**	**=**	**0**

Evaluation Team Comments:

Bidder submitted a one-year cost proposal, RFP asked for a two-year cost proposal; therefore, this bid is nonresponsive.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Downs & St. Germain
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**35**
Section III. Proposed Services	**40**	**37**
Section IV. Cost Proposal	**25**	**13.14**
Total Points	**100**	**85.14**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Downs & St. Germain
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Downs & St. Germain
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**35**

Evaluation Team Comments:

I. Overview of the Organization
- Strong experience in tourism
- Resources used are familiar
- Ongoing experience with Maine
- Clear project details experience
- Strong qualification presented
- Org chart was well done showing how it relates to MOT

II. Subcontractors
- None used

III. Organizational Chart
- Provided

IV. Litigation
- No Litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Downs & St. Germain
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**37**

Evaluation Team Comments:

- Combination of methodology provided is strong
- Not necessarily clear on multi model approach
- Further introducing a sample bias with social media needs more information
- Social media could skew results in bias
- Reports would be good to step back to analyze lodging
- Leveraging more data sets
- Streamline data for reports
- Have a strong data set for the state of Maine
- Strong understanding of this state
- Spoke directly to prevent fraudulent responses – shows data integrity
- Sample plan provided +++
- Well matching services to the RFP
- Previous work mentions:
    - Quick responses to MOT
    - Very open to MOT requests
    - Great presentations for MOT

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Downs & St. Germain
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**590,000**	**x**	**25 points**	**=**	**13.14**

Evaluation Team Comments:

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Eastern Research Group
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**17**
Section III. Proposed Services	**40**	**30**
Section IV. Cost Proposal	**25**	**10.01**
Total Points	**100**	**57.01**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Eastern Research Group
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Eastern Research Group
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**17**

Evaluation Team Comments:

I. Overview of the Organization
- Long history of 40 years work
- Specific new England locations experience
- Direct experience with profiles
- Academic strategy
- Too many resumes
- experience in travel tourism not shown
- expertise in consumer behavior not shown
- National experience
- Strong scientific background
- Subcontractors doing most of the work
- No presentation experience shown
- Roles for storytelling not shown

II. Subcontractors
- Yes-Robert C. Burns Consulting and Outdoor Research Insights LLC

III. Organizational Chart
- Provided

IV. Litigation
- No litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Eastern Research Group
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**30**

Evaluation Team Comments:

- 40K intercept surveys+
- too many resumes
- copy paste feel to the proposal
- Combination of panels as a supplement to remove skewing
- Intercept plan may have bias in sampling
- Geolocation data is a plus but needs more info
- Strong detail on reasoning of survey details
- Strong reasoning of projects-lacks outcome
- Talk a lot about methods to avoid bias +++
- Those methods to avoid bias are weakly detailed.
- Their use case for our industry was weak
- Sticking with excel is not sustainable
- Data privacy and management are questionable
- Methodology of services is well written but no connection to outcomes
- Presentation reports aspect was not a focus

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Eastern Research Group
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**774,121**	**x**	**25 points**	**=**	**10.01**

Evaluation Team Comments:

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Jones Lang LaSalle
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**20**
Section III. Proposed Services	**40**	**15**
Section IV. Cost Proposal	**25**	**20.58**
Total Points	**100**	**55.58**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Jones Lang LaSalle
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Jones Lang LaSalle
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**20**

Evaluation Team Comments:

I. Overview of the Organization
- Experienced in surveys
- Nice job description vs. resumes
- Specific experience to project shown
- Tourism division is a +
- Interaction with Maine may get lost in the large organization
- Tourism specific but not to Maine or New England
- Like their partnership experience
- Questionable new England experience
- Not shown to be in local context
- Short term projects shown?
- Lacks long term relationships
- Lots of experience with flights survey

II. Subcontractors
- None – one other org mentioned but no specify to who

III. Organizational Chart
- Provided

IV. Litigation
- No litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Jones Lang LaSalle
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**15**

Evaluation Team Comments:

- Strong experience but no specifics to methodology
- Maine is a largely drive in visitors – no need for to survey so many in flight
- Email addresses gathering need not clear
- Survey invitations are paper
- Paper surveys are not concise.
- Talked of subs providing labor for inventory audits not clear
- Multi modal approach to surveying
- Hiring local data collection partners is not clear
- Recruiter method opens surveys to strong bias
- Methodology feels fragmented
- Question how to provide value to lead to change
- Needs beyond descripted do not appear flexible
- Strong understanding of statistical needs
- Talk to sing tablets needing Wi-Fi partnership proposals
- Did they research this state's needs and quirks?

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Jones Lang LaSalle
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**376,500**	**x**	**25 points**	**=**	**20.58**

Evaluation Team Comments:

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Strategic Marketing & Research Insights
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**17**
Section III. Proposed Services	**40**	**15**
Section IV. Cost Proposal	**25**	**25**
Total Points	**100**	**57**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Strategic Marketing & Research Insights
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Strategic Marketing & Research Insights
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**17**

Evaluation Team Comments:

I. Overview of the Organization
- 30 years' experience in tourism
- 40 state DMO
- Experience in tourism industry
- Qualifications aligned well
- Limited discussion of org capacity to perform
- Not enough info about staff experience
- Executive level on team may be too broad
- Need more specifics of team roles
- Is research director/project manager taking the lead?
- Is shown that president and vice are leads

II. Subcontractors
- No

III. Organizational Chart
- provided

IV. Litigation
- No litigation

V. Certificate of Insurances
- Provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Strategic Marketing & Research Insights
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**15**

Evaluation Team Comments:

- intercept bias well known by this firm
- shown efficiency in reaching visitors
- proprietary database questionable
- Online surveys approach is strong
- need info on how to reach the less technological people
- regional observations and surveys are not strong
- not a strong proposal
- doesn’t represent hard work into this proposal
- lake of effect into this proposal
- this research is core to state of Maine and regions, and lack of information doesn’t reflect the needs of state of Maine
- relying heavily on previous data does not reflect the need for innovation and changing times

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: Strategic Marketing & Research Insights
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**310,000**	**x**	**25 points**	**=**	**25**

Evaluation Team Comments:

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: The Martec Group
DATE: 10/16/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Christine Rosen, Micki Mullen, Andria Godfrey

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Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**5**
Section III. Proposed Services	**40**	**5**
Section IV. Cost Proposal	**25**	**20.67**
Total Points	**100**	**30.67**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: The Martec Group
DATE: 10/16/2025

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments: **N/A**

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: The Martec Group
DATE: 10/16/2025

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**35**	**5**

Evaluation Team Comments:

I. Overview of the Organization
- Projects have no reference information, this is important during the RFP process
- Very brief qualifications
- No tourism experience
- “Dozens of studies” we expected specific numbers
- Details are important for research
- No timeline for experiences
- No examples of impact
- No indentation of studies for states and regions

II. Subcontractors
- No information provided

III. Organizational Chart
- Provided

IV. Litigation
- no information provided

V. Certificate of Insurances
- provided

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: The Martec Group
DATE: 10/16/2025

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**40**	**5**

Evaluation Team Comments:

- Online and in person intercept +
- Emotional intelligence tool?
- “Best effort” for languages a negative
- Why did they do qualitative interviews in Maine 2024
- Survey sample not adequate
- Work plan is weak
- Have they researched the state of Maine to know our needs

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER: The Martec Group
DATE: 10/16/2025

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
310,000	÷	**375,000**	**x**	**25 points**	**=**	**20.67**

Evaluation Team Comments:

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Bangor Publishing Company d.b.a. Pulse Marketing Agency
DATE: 10/03/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization/Qualifications/Experiences
      - Subcontractor indicated to be completing the bulk of the work.
      - Unclear how the two subcontractors would work with organization and MOT team with cohesion. More oversight of relationships is possibly required by MOT team.
      - Lists comprehensive competencies aligned to the Visitor Profile Research scope.
      - Includes several relevant past projects that demonstrate the ability to conduct statewide research.
      - The narrative, while detailed, leans more toward marketing and communications achievements than empirical tourism research.
      - The submission blends marketing case studies with research examples, which may make it harder to evaluate research-specific expertise.
      - The narrative lacks detail about research methodologies to demonstrate technical proficiency expected for visitor profile research.
   2. Subcontractors
      - The proposal clearly identifies Vado Analytics as the subcontractor and provides leadership details including executive titles and experience.
      - While technically impressive, Vado's prior experience in tourism or visitor research is not clearly demonstrated.
      - No past work with Vado highlighted.
   3. Organizational Chart
      - Including UX and multimedia design roles within the team, suggesting reports and dashboards will be visually engaging and accessible to varied audiences.

II. Proposed Services
   1. Services to be Provided
      - The proposal shows some understanding of Maine's tourism research goals.
      - Vado analytics relies on Inrix and Placer.ai.
      - The proposal does not explain how sample size or accuracy levels will be set.
      - Focus Groups included in methodology, which is outside of the request, unclear why or how this will be used to improve outcomes or deliverable.
   2. Implementation – Work Plan
      - Maine-based origination provides potential of more close oversight of intercepts.
      - The schedule is tight, and the proposal could better explain how staff will stay on track with so many deliverables.
      - The "High Touch" visitor conversations are interesting, but it's not clear how those comments will be analyzed or summarized into useful findings.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

- The real-time dashboards and progress updates are practical and improve transparency.

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INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Bangor Publishing Company d/b/a Pulse Marketing Agency
DATE: 10/13/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

File 2 – Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	Yes.
Subcontractors	Yes, Vado Analytics would do the research.
Organizational Chart	Yes, provided.
Litigation	0
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes

Notes: Pulse is actually a marketing agency – they are not researchers which why they propose subcontracting with Vado Analytics. What is their relationship with them? Have they worked with them before? How will this work? They do not address how they work together or even if they have ever worked on any projects together.

File 3 – Proposed Services

	Individual Notes
Proposed Services	Bidder provided very little information in terms of methodology. They recommend using placer.ai which is more for retail purposes. Bidder did not address core metrics.
Implementation – Work Plan	Yes, provided.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Pulse Marketing Agency
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Based in Maine, with a history of working in the state with non-profits, private sector and state agencies
      - Does not have a deep bench of tourism research or background in syndicated research
   2. Subcontractors
      - Vado Analytics
        1. While the agency is in-state, research work would be in Texas

II. Proposed Services
   1. Services to be Provided
      - The approach feels frenetic and does not clearly detail volume and spending modeling that would provide context for trending.
      - Placer.ai is a geospatial data set that is not conducive for a large-scale geo tracking study
   2. Implementation – Work Plan
      - Unable to discern how the approach will yield core metrics important for measuring travel demand and spending

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Destination Analysts dba Future Partners
DATE: 10/03/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Company has 20+ years of experience in tourism research with over 300 clients, including 40 states.
      - Clear communication aligns with proposed services requested.
      - Project Roles of team members defined outright.
   2. Relevant Experience
      - Past projects shared are very similar to Maine's needs with statewide visitor profile studies that align well with current strategies.
   3. Subcontractors
      - No subcontractors all work done by in-house staff.
   4. Organizational Chart
      - Strong leadership team with senior researchers and data experts who've done many state-level tourism studies.

II. Proposed Services
   1. Services to be Provided
      - Focus on a unique to Maine approach. Multiple communications regarding alignment with Maine desires and discovering what makes make different.
      - Modern data tools: Offers a custom digital dashboard for real-time access, filtering, and visualization of data. Focus on sharing externally with stakeholders.
      - Geolocation mentioned as part of three prong data source approach.
      - No in person intercepts, just online using surveys to outside and owned audiences.
      - Includes use of State of the American Traveler tracking data, with Maine-specific comparisons to regional competitors.
   2. Implementation – Work Plan
      - Large sample size and clear reasoning.
      - Clear project structure: Five detailed phases with defined deliverables and timeline.
      - Dashboard sustainability question. The proposal doesn't specify whether Maine will retain dashboard access or data after the contract ends.
      - Specifically pointed out a plan for hosting webinars and an openness to be a part of disbursing the data results as requested.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Destination Analysts dba Future Partners
DATE: 10/13/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

****

Individual Evaluator Comments:

File 2 – Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	
Subcontractors	0
Organizational Chart	Yes, provided.
Litigation	0
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes, provided.

Notes: Bidder has experience with Texas, Oregon, South Dakota and Wyoming, plus a long list of clients who are major metropolitan areas. Very experienced project team. Liked “reporting deliverable design including visually engaging infographics and traveler profile summaries that effectively illustrate the data’s story.” Overall, a very good proposal.

File 3 – Proposed Services

	Individual Notes
Proposed Services	Bidder proposes online surveying. Sample providers are Prodege, Dynata and more. Propose a sample size of 4,000. Like the added value with the State of the American Traveler, a monthly tracking study that provides the latest insights into travelers’ sentiments.
Implementation – Work Plan	Well explained.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Destination Analyst Future Partners DBA
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

****

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Extensive research expertise in the travel and tourism industry
      - Has both domestic and international travel research experience
      - Works with both states and cities, which shows ability to scale research and evaluate regional variances
      - Detailed project examples, that show application for MOT use case.
      - Experience and expertise in visualization, analysis, etc.
   2. Subcontractors
      - N/A

II. Proposed Services
   1. Services to be Provided
      - The proposed plan will provide national level and competitive context to evaluate demand and trends in relation to the market at large
      - Online survey approach ensures a balanced and representative sample in the data set
      - Doing an online survey ensures that sampling is not skewed toward prior trends and captures shifts occurring in the market in real time.
      - An online dashboard makes the data easy to navigate and user friendly to engage for custom use cases.
      - The phases of this project are well suited to establish clear objectives and go-forward plans for the work to transpire.
      - The added value of State of the American traveler is a benefit for evaluation future demand questions and national and to do competitor evaluations.
   2. Implementation – Work Plan
      - The use of multiple panels will ensure there's a comprehensive and diverse sample.
      - The use of owned audiences gives a robust base to evaluate content engagement and influence of MOT comms
      - The use of geolocation data from Azira aligns with the MOT data, company shows extensive experience working with this data to create visitor estimates and show movement

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Downs & St. Germain Research
DATE: 10/15/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Strong, directly relevant experience in tourism and visitor profile research, with over 1,500 studies and 35+ destination clients, demonstrating extensive tourism and hospitality sector expertise.
      - Specific and ongoing experience in Maine, having led the Maine Office of Tourism's Visitor Profile and Economic Impact studies since 2020, an important indicator of continuity and institutional knowledge.
      - Clear and detailed project examples that mirror the RFP scope, including large-scale visitor surveys with seasonal and annual reporting.
   2. Subcontractors
      - Explicit statement of no subcontractors, with all processes managed internally to ensure control and accountability.
   3. Organizational Chart
      - Comprehensive staffing plan and organizational structure, identifying leadership, analysts, field management, and support staff, each with defined roles in the Maine project.

II. Proposed Services
   1. Services to be Provided
      - Clear linkage between research outputs and policy/marketing decisions indicates an applied, strategic plan beyond raw data delivery.
      - Demonstrates a full understanding of the project's objectives, including statewide, regional, and seasonal visitor profiling.
      - Presents a robust methodology (in-person intercepts, online panels, social media outreach, and partner email surveys) that directly fulfills the RFP's requirement for comprehensive coverage of visitor types.
      - Provides a detailed, statistically grounded sampling plan, including regional, seasonal, and location-type quotas.
   2. Implementation – Work Plan
      - Effective integration with external datasets to cross-validate findings, enhancing the accuracy of visitor volume and expenditure estimates.
      - Strong communication and coordination plan, including monthly meetings, real-time dashboards, and ad hoc analytic support for MOT and stakeholders.
      - Clear deliverables and rapid reporting schedule directly meeting RFP requirements.
      - Shared use of tactics to prevent fraudulent responses shows an elevated commitment to data integrity and technological sophistication.

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INDIVIDUAL EVALUATION NOTES

- While collaboration with Miles Partnership is emphasized, formal communication protocols or joint deliverable checkpoints are not outlined.

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INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Downs & St. Germain
DATE: 10/13/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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File 2 – Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	Yes.
Subcontractors	0
Organizational Chart	Yes.
Litigation	0
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes, provided.

Notes: DSG has conducted "more than 1,500 tourism research studies for over 35 destinations and 40 tourism and hospitality clients." Very experienced agency and very educated staff.

File 3 – Proposed Services

	Individual Notes
Proposed Services	Proposes a multimodal approach with intercept surveys, online panels, social media surveys and partner email surveys. Provided a good sampling plan and thoroughly described methodology. Also provided a good timeline.
Implementation – Work Plan	Yes, provided.

Notes: Overall, a very good proposal.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Downs & St. Germain Research
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

****

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Extensive knowledge of the state of Maine, experience in tourism, and full staff that is trained in tourism research
      - Knowledge and experience with state and city tourism work
      - Bring additional research sources to project work to create greater scope of understanding of trends and insights
   2. Subcontractors
      1. n/a

II. Proposed Services
   1. Services to be Provided
      - Combination approach to data collection, while that can benefit diversity of data points, it also can lead to bias in sampling
      - Has strong foundational dataset for the state, which long-term trending would be applied
   2. Implementation – Work Plan
      - Intercept and data management process is essential for data quality management. - data integrity
      - Flexibility in approach and process for engaging MOT would assist in shaping deliverables that address industry needs.
      - Sample plan shows forethought and understanding of the diverse needs around the state

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Eastern Research Group Inc
DATE: 10/07/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Strong organizational profile and regional relevance. 40-year history of research, survey, and economic analysis services.
      - Alignment between project experience and proposal requests are unclear.
   2. Subcontractors
      - Will partner with Dr. Robert Burns and Dr. Michael Ferguson, both experts in visitor research and survey design. Missing context of subcontract dollar values or scope boundaries.
   3. Organizational Chart
      - Chart details do not identify project roles specifically.

II. Proposed Services
   1. Services to be Provided
      - Academic/industry collaboration model brings university level research rigor to an applied tourism study.
      - Detailed sampling and geographic strategy.
   2. Implementation – Work Plan
      - Proposal outlines a multi-layered research approach integrating intercept surveys, online surveys, mobility data, and secondary data sources.
      - Mobility data from Cuebiq/Spectus mobility dataset. Unclear what this will bring to the table.
      - Alignment with Maine's strategic objectives.
      - Strong quality control plan with clear training, supervision, and follow-up steps to ensure accurate, reliable data.
      - Proposes Excel dashboard but acknowledges potential for web-hosted alternatives.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Eastern Research Group, Inc.
DATE: 10/13/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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File 2 – Organization Qualifications and Experience	
	Individual Notes
Overview of the Organization	Yes.
Subcontractors	Yes.
Organizational Chart	Yes.
Litigation	0
Financial Viability	N/A.
Licensure/Certification	N/A.
Certificate of Insurance	Yes, provided.

Notes: Bidder lacks experience in the travel & tourism realm.

File 3 – Proposed Services	
	Individual Notes
Proposed Services	Proposes intercept surveying. N=4,000.
Implementation – Work Plan	Provided.

Note: Bidder provided a thorough but lengthy proposal. Would have preferred a shorter, more concise proposal. Concerns about presenting data in an easily comprehensible format.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Eastern Research Group
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Company not focused in tourism, environmental and economic services specialty.
        1. Have done work in the region and within Maine
        2. Do have government experience and work with MIRO
      - Expertise and experience is more academic in nature
      - Felt a bit cut & paste from broader documents, vs a curated response
      - No information on industry engagement and presentation
   2. Subcontractors
      - N/A

II. Proposed Services
   1. The mix with panel research is a good supplement to any skewing from intercept, however without a national level data set there can be skews due to a lack of sampling all markets at a representative rate.
      - While the methodology was well detailed, showing logic
   2. Geolocation data set, Cuebiq, is not consistent with state used geolocation data.

III. Proposed Approach
   1. Using STR and Geolocation data has biases, which when compounded together will have skews
   2. Do like the collaboration with regional stakeholders to identify areas to survey. While this collaboration is essential for success in implementing intercepts, this has inherent biases with purposeful selection vs relying on existing trends.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Jones Lang LaSalle Americas, Inc. (JLL)
DATE: 10/14/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Tourism division identified.
      - Information clearly demonstrates extensive global tourism research experience, citing high-profile projects all directly relevant to visitor profiling and tourism analytics.
      - Emphasizes continuity and data comparability.
      - While global experience is robust, there is no evidence of direct project work in Maine or New England, limiting demonstrated local context understanding.
      - More detail in specific systems and processes that would be applied to this contract desired.
   2. Subcontractors
      - No subcontractors identified.
   3. Organizational Chart
      - Well-qualified team with strong individual resumes.
      - Organizational capacity is substantial showing deep resources and stability.
      - Several team members are former tourism leaders, bringing high-level industry insight.
      - Demonstrated large team with global reach and expertise. Light context in regard to team roles in Maine project.

II. Proposed Services
   1. Services to be Provided
      - Strong technical methodology and structured four-phase plan clearly align with RFP objectives.
      - Demonstrates a comprehensive understanding of the objectives, including maintaining data series continuity, sampling representativeness, and comparative analysis over time.
      - The proposal refers to contracting “professional companies that provide labor,” but does not identify which subcontractors or local data collection partners will be used.
   2. Implementation – Work Plan
      - The plan is well-organized and structured into four clear phases showing strong project planning.
      - The mixed data collection approach (airport/welcome center intercepts + online surveys) mirrors successful models from relevant shared experiences.
      - Some descriptions rely heavily on prior experience without specifying how Maine’s distinct geography and visitor patterns will modify the design.

- Commits to biweekly communication and collaboration with MOT, ensuring accountability and alignment.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Jones Lang LaSalle
DATE: 10/14/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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File 2 – Organization Qualifications and Experience	
	Individual Notes
Overview of the Organization	Yes.
Subcontractors	Yes, that provide labor for inventory audits.
Organizational Chart	Yes.
Litigation	?
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes, provided three.

Notes: Liked the way they presented information on their team members.

File 3 – Proposed Services	
	Individual Notes
Proposed Services	Conduct intercept surveys to collect email addresses? Instrument for gathering email addresses? “Recruitment survey.” Sign in sheet in the event of device problems? “If data collection efforts. . .fail to reach target levels, hand out survey invitations on cards or small sheets of paper.” ???
Implementation – Work Plan	Yes.

Notes: This research firm failed to do their research. They cite their experience with Hawaii and Fiji, however, those are strictly fly or cruise markets. Maine’s visitation comes primarily from a drive market, with approximately 80% of our visitors driving to Maine. Also, the projects they cited were either quite old or short-lived.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Jones Lang LaSalle Americas, Inc. (JLL)
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Company has a division specialized in tourism, which would support this project
      - Daneil Nahoopii has extensive experience working with Hawaii, which has similar needs for balancing demand, driving dispersion and supporting natural amenities
      - Would like to have seen more regional experience or examples of that if this is a background held
      - Details on work and workflows, vs corporate overview would have been valuable to see.
   2. Subcontractors
      - N/A

II. Proposed Services
   1. They propose an 'augmentation' and 'evolution' of the existing research, which would create a synergistic approach for longitudinal trending
   2. The proposal has detailed plans for data analysis, cleaning and maintenance.
   3. While diverse, the data collection method reads fragmented
   4. The comparison to work done on island destinations caused question as to the ability to understand and measure the Maine market.

III. Proposed Approach
   1. Recruitment methods for intercept introduce strong bias due to self-selection for response
   2. This proposal demonstrates a strong understanding of statistical significance and importance of maintaining that.
   3. The use of geolocation data to improve accuracy of volume estimates, is concerning as the state has numerous areas with no service, which can lead to undercounting in regions.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Strategic Marketing and Research Insights LLC
DATE: 10/14/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Over 30 years of focused work in tourism research, partnering with 40 state tourism offices and 92 local destinations, experience that directly fits Maine's project needs.
      - All three recent projects demonstrate expertise in visitor profiling, survey design, trend analysis, and marketing impact evaluation, all central to RFP requirements.
      - Proprietary Travel Trending database shared with limited detail of how it works.
   2. Subcontractors
      - No subcontractors.
   3. Organizational Chart
      - Limited discussion of organizational capacity beyond the project team.
      - Senior staff are directly involved in overseeing the project.
      - Details about staff are limited to project role.

II. Proposed Services
   1. Services to be Provided
      - Proposes a comprehensive approach using online surveys rather than intercept interviews. This methodology change is acknowledged, and evidence is provided that the expected outcome is improved representativeness, reductions in bias, and cost efficiency.
      - Large sample size proposed.
      - Includes both repeat and potential visitor tracking (by following up with people who've visited Maine before and those who plan to visit).
   2. Implementation – Work Plan
      - Strong methodological justification and understanding of visitor research needs.
      - Plan to oversample less-visited regions ensures adequate representation across Maine's eight tourism regions, meeting RFP expectations for statewide coverage.
      - Filterable dashboard.
      - We received evidence about benefits of online only surveys, but there was no discussion of possible negative impact. How will they ensure adequate representation of less digitally engaged populations?
      - Evidence for the recontact model for known Maine visitors has limited context.
      - The integration of "potential visitors" into the sample.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: Strategic Marketing & Research Insights LLC
DATE: 10/13/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

File 2 – Organization Qualifications and Experience	
	Individual Notes
Overview of the Organization	Yes.
Subcontractors	None
Organizational Chart	Yes.
Litigation	None
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes, provided.

Notes: Bidder has experience with Ohio, New Hampshire, and New Mexico. Organizational chart was light on staff qualifications. Question as to whether or not they have the personnel bandwidth to service this project.

File 3 – Proposed Services	
	Individual Notes
Proposed Services	Sample providers are Prodege and Dynata. Addressed shortfalls inherent with intercept surveys.
Implementation – Work Plan	No.

Note: Overall, Bidder's proposal was very light on details

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: SMARInsights
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Specialized in travel
        1. With experience in the NE
      - Travel Trending Database raises concerns over sample reuse and not including a full scope of addressable sample, while can create sample efficiency
      - Case studies align well with contract needs
   2. Subcontractors
      - N/A

II. Proposed Services & Approach
   1. Have good understanding of methodologies for this area of study, and process biases with each approach
   2. Sample plan is comprehensive in scope
   3. The services were lacking detail on the delivered value that MOT would receive
   4. Did see value in the potential visitors being surveyed as this can lead insight into opportunity for driving demand
   5. The inclusion of TTD as the core data set, lends question into comprehensiveness of market segment inclusion
   6. Proposal lacked aesthetic and visualizations that would have demonstrated ability to create industry focused reports.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: The Martec Group
DATE: 10/06/25
EVALUATOR NAME: Christine Rosen
EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - 40 year history of organization.
      - There is no discussion of past experience in tourism.
      - Project descriptions are short and lack qualitative details.
      - No shared experience with public sector/state agency in the past.
      - No indication of longitudinal research in projects shared.
   2. Subcontractors
      - No subcontractor information shared.
   3. Organizational Chart
      - Geographic dispersion across multiple states is not accompanied by a statement on coordination methods or communication strategy.
      - Unclear management roles of contract project.

II. Proposed Services
   1. Services to be Provided
      - Inclusion of both online and in-person intercepts.
      - Plans for reaching audience aligning with RFP but details on achieving quotas, respondent recruitment processes are missing. Tactics for ensuring representative sample light.
      - “Best-effort basis” language: The note that results are “best-effort” signals uncertainty about sample achievement.
   2. Implementation – Work Plan
      - Robust baseline survey with less robust pulse check method outlines in sample and project timeline.
      - Plan to achieve “as many as possible in person intercepts and supplement with online surveys. Adaptable but not specific.
      - Unclear that plan achieves goals of insights requested.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: The Martec Group Inc.
DATE: 10/14/25
EVALUATOR NAME: Micki Mullen
EVALUATOR DEPARTMENT: DECD/MOT

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File 2 – Organization Qualifications and Experience	
	Individual Notes
Overview of the Organization	
Subcontractors	
Organizational Chart	Yes, a very busy one.
Litigation	
Financial Viability	N/A
Licensure/Certification	N/A
Certificate of Insurance	Yes, provided.

Notes: Bidder has absolutely no experience in the travel and tourism realm and throughout the proposal pitches their market segmentation services. Bidder does not appear to grasp what visitor profile research is nor does it appear to have the capabilities.

File 3 – Proposed Services	
	Individual Notes
Proposed Services	Reference is hereby made to notes above.
Implementation – Work Plan	Yes.

Note: One page of the proposal was submitted in handwriting.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202507097
RFP TITLE: Visitor Profile Research
BIDDER NAME: The Martec Group
DATE: October 16, 2025
EVALUATOR NAME: Andria Godfrey
EVALUATOR DEPARTMENT: DECD/MOT

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Shows lack of tourism experience
      - Details on scope of experience did not meet expectations to be able to fully evaluate their ability to provide service
      - Lack of contact information for sample projects raises concerns
   2. Subcontractors
      - N/A

II. Proposed Services & Approach
   1. The proposed approach indicated a lack of understanding of the work being RFP'd.
   2. The sample plan is not accurate to capture full national scale demand for the state of Maine
   3. Reads as a segmentation survey vs a visitor study
   4. For the survey portion, sample is not adequate

STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507097
RFP TITLE: Visitor Profile Research

I, Christine Rosen, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of (enter Department). I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Christine E Rosen
Signature

9/22/25
Date

STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507097
RFP TITLE: Visitor Profile Research

I, Micki Mullen, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of (enter Department). I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Micki Mullen
Signature

10/14/25
Date

STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507097
RFP TITLE: Visitor Profile Research

I, Andria Godfrey, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of (enter Department). I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Andria N Godfrey
Signature

10/13/25
Date