

**State of Maine**  
**Master Score Sheet**

RFP# 202412222					
Cruise Visitor Profile Research & Economic Impact					
<b>Bidder Name:</b>		<b>Bruan Research, Inc.</b>	<b>Digital Research Inc.</b>	<b>Downs &amp; St. Germain Research, Inc.</b>	<b>The MassInc Polling Group, Inc.</b>
<b>Proposed Cost:</b>		<b>\$299,700.00</b>	<b>\$140,000.00</b>	<b>\$80,000.00</b>	<b>\$174,963.00</b>
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	25	5	25	17	20
Section III: Proposed Services	50	15	50	30	28
Section IV: Cost Proposal	25	6.67	14.29	25	11.43
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>26.67</u></b>	<b><u>89.29</u></b>	<b><u>72</u></b>	<b><u>59.43</u></b>
<b>Bidder Name:</b>		<b>Nyaa Scientific Research Services</b>	<b>RRC Associates</b>	<b>Zenith Economics LLC</b>	
<b>Proposed Cost:</b>		<b>\$191,923.00</b>	<b>\$84,946.00</b>	<b>\$131,625.00</b>	
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	25	8	20	17	
Section III: Proposed Services	50	10	35	35	
Section IV: Cost Proposal	25	10.42	23.54	15.19	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>28.42</u></b>	<b><u>78.54</u></b>	<b><u>67.19</u></b>	

**Award Justification Statement**  
**RFP# 202412222-Cruise Visitor Profile Research & Economic Impact**

**I. Summary**

The Department of Economic and Community Development (DECD) is seeking proposals to provide research services for the Maine Office of Tourism (MOT). The DECD seeks to establish one contract to conduct the following research services for the MOT:

- 1.) Visitor Profile Research** that provides an updated, in-depth profile of cruise ship visitors in terms of behavior, attitudes, and spending of cruise ship passengers and crew, as well as identifies differences between first-time visitors and repeat visitors including intent to return via cruise or by a land-based method.
- 2.) Economic Impact Analysis** for cruise ship visitation to the Maine travel and tourism industry evaluating the 2025 cruise ship season beginning in April 2025 – November 2025. Impact figures are to be reported for the State of Maine. The main objective for the Economic Impact Research is to measure the economic impact of tourism to Maine, direct and indirect, in terms of total sales (including provisioning and marine services), jobs supported, tariff fees collected, and taxes generated.

**II. Evaluation Process**

- Hannah Collins, Deputy Director, DECD/Maine Office of Tourism
- Matthew Burns, Director, MaineDOT/Ports & Marine Office
- Sarah Flink, Director, CruiseMaine
- Chelsea Pettengil, Interim Executive Director, Maine Port Authority

This group has strong expertise and qualifications related to tourism and the travel/trade and cruise industries in Maine, along with knowledge of Maine ports and the operations necessary to accept cruise visitors to Maine. The group evaluated these proposals following the Office of Procurement Services recommended process.

**III. Qualifications & Experience**

- Specialized in consulting for travel and tourism
- Subcontractor experience well defined
- Past tourism research experience in many states, regions, destinations, and attractions.
- Travel industry clients in both the public and private sectors including tourism departments of 35 U.S. states and 4 Canadian provinces
- Has completed previous cruise specific studies around visitation and spending

#### **IV. Proposed Services**

- Gave clear examples of survey types and deliverables
- Local stakeholder relationships and knowledge of each port community's uniqueness was a highlight of the proposal.
- Inclusion of a port-by-port sample plan further demonstrated a deep knowledge of the cruise tourism in the state.
- Travel industry clients in both the public and private sectors including tourism departments of 35 U.S. states and 4 Canadian provinces

#### **V. Cost Proposal**

All points were calculated as stated in the RFP #202412222 and stated below for comparison:

Bruan Research Inc. - 6.67 points

Digital Research Inc. – 14.28 points

Downs & St. Germain Research Inc. – 25 points

The MassInc Polling Group Inc. – 11.43 points

Nyaa Scientific Research Services – 10.42 points

RRC Associates – 23.54 points

Zenith Economics LLC – 15.19 points

#### **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 said bidder will provide an unmatched, high quality, actionable product for the State of Maine.



**STATE OF MAINE  
DEPARTMENT OF ECONOMIC &  
COMMUNITY DEVELOPMENT**

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Commissioner**

**Janet T. Mills  
Governor**

3/13/2025

Cindy Miller  
Braun Research, Inc.  
174 Nassau Street #335  
Princeton NJ 08542

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Cindy:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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:

- Digital Research, Inc.

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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  
RFP Coordinator  
Grant Administrator

## **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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3/13/2025

Traverse Burnett  
Digital Research Inc  
172 Commercial Street  
Portland ME

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Traverse:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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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Thank you for your interest in doing business with the State of Maine.

Sincerely,

*Kimbalie Lawrence*

Kimbalie Lawrence  
RFP Coordinator  
Grant Administrator



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3/13/2025

Isiah Lewis  
Downs & St. Germain Research  
2992 Habersham Drive  
Tallahassee FL 32309

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Isiah:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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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Sincerely,

*Kimbalie Lawrence*

Kimbalie Lawrence  
RFP Coordinator  
Grant Administrator

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3/13/2025

Steve Koczela  
The MassINC Polling Group Inc.  
11 Beacon Street Suite 500  
Boston MA 02108

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Steve:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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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Sincerely,

*Kimbalie Lawrence*

Kimbalie Lawrence  
RFP Coordinator  
Grant Administrator

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3/13/2025

Jubin Cheruvellil  
Nyaa Scientific Research Services  
4753 Arapaho Trail  
Okemos MI 48864

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Jubin:

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Sincerely,

*Kimbalie Lawrence*

Kimbalie Lawrence  
RFP Coordinator  
Grant Administrator

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3/13/2025

Jeremy Sage, Ph.D.  
RRC Associates  
4771 Baseline Road Suite 355  
Boulder CO 80303

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Jeremy:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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  
RFP Coordinator  
Grant Administrator

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3/13/2025

Samuel Maury-Holmes  
Zenith Economics LLC  
355 S Grand Ave, Ste 2450 PMB 2220  
Los Angeles CA 90071

**SUBJECT: Notice of Conditional Contract Award under RFP #202412222,  
Cruise Visitor Profile Research & Economic Impact**

Dear Samuel:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Cruise Visitor Profile Research & Economic Impact. 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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Sincerely,

*Kimbalie Lawrence*

Kimbalie Lawrence  
RFP Coordinator  
Grant Administrator

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**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Bruan Research, Inc.

**DATE:** 3/6/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matthew Burns, Sarah Flink, Chelsea Pettengill

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Eligibility) <b>N/A</b>		
<b><u>Scoring Sections</u></b> (Edit sections below to match evaluation criteria within RFP)	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>5</b>
Section III. Proposed Services	<b>50</b>	<b>15</b>
Section IV. Cost Proposal	<b>25</b>	<b>6.67</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>26.67</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Bruan Research, Inc.

**DATE:** 3/6/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Bruan Research, Inc.

**DATE:** 3/6/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>5</b>

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**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - No project contact, this is needed for references
  - Redlines makes this proposal very hard to read
  - No signature on Appendix A
  -
- II. Subcontractors
  - No
- III. Organizational Chart
  - None
- IV. Litigation
  - Not shown
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Bruan Research, Inc.

**DATE:** 3/6/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>15</b>

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**Evaluation Team Comments:**

- Lacking critical information
- More general information than specific to RFP
- Proposal was a mess
- Couldn't really tell how they were going to carry out the project
- No subcontractors
- Mass texting was not favorable
- Not possible to get phone numbers of the cruise lines
- Plan for gathering info was not strong
- Low number of people surveyed not favorable
- Tabulating their scores in October is not good because we still have cruises in October
- Should have looked at our schedule

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Bruan Research, Inc.

**DATE:** 3/6/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$299,700.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>6.67</b>

**Evaluation Team Comments:**

Anticipated out of pocket cost was 1K/day but didn't list how many days, this could balloon unless defined

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Digital Research, Inc.

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

---

<b><u>Pass/Fail Criteria</u></b>		
Section I. Preliminary Information <b>N/A</b>		
<b><u>Scoring Sections</u></b> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>25</b>
Section III. Proposed Services	<b>50</b>	<b>50</b>
Section IV. Cost Proposal	<b>25</b>	<b>14.29</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>89.29</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Digital Research, Inc.

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Digital Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>25</b>

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**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - They have the knowledge to complete the work
  - Mentioned activity around the cruise
  - Inplan being used which is inline with tourisms other reports
  - Great qualifications
- II. Subcontractors
  - Provided – roles well explained in proposal
- III. Organizational Chart
  - Provided
- IV. Litigation
  - None
- V. Certificate of Insurances
  - Provided



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Digital Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>50</b>

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**Evaluation Team Comments:**

- Working with local entities is favorable
- Surveyors are experienced
- Focus on harbormasters is favorable
- Took the time to truly propose a plan for Maine
- Cruisers age was considered
- Incentives provided to people for filling out surveys
- Paper surveys is a good idea, tablets may miss a large group of people
- QR offered which is favorable
- Covered all the ways to survey
- They are aware of reporting needs
- Responded with a strong proposal
- Answered the scope well
- Reasonable approach to the work
- Inplan was researched

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Digital Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$140,000.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.29</b>

**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Downs & St. Germain Research, Inc.

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

---

<b><u>Pass/Fail Criteria</u></b>		
Section I. Preliminary Information <b>N/A</b>		
<b><u>Scoring Sections</u></b> (Edit sections below to match evaluation criteria within RFP)	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>17</b>
Section III. Proposed Services	<b>50</b>	<b>30</b>
Section IV. Cost Proposal	<b>25</b>	<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>72</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Downs & St. Germain Research, Inc.

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Downs & St. Germain Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>17</b>

---

**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - Brief description is too brief
  - No cruise specific studies presented
  - Questioned how no experience is going to favor them
- II. Subcontractors
  - None
- III. Organizational Chart
  - Provided
- IV. Litigation
  - None
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Downs & St. Germain Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>30</b>

---

**Evaluation Team Comments:**

- questioned methodology
- forms required from RFP were not submitted
- only collecting 1000 surveys is not enough
- estimated sample size without showing they know how many people to be surveyed
- targeting crew is not favorable approach
- liked the mystery shopper idea
- not a strong proposal – feels like copy and pasted from other proposals
- appear to assume we know their firm

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Downs & St. Germain Research, Inc.

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal		Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$80,000.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** The MassInc Polling Group, Inc

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

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<u>Pass/Fail Criteria</u>		
Section I. Preliminary Information <b>N/A</b>		
<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>20</b>
Section III. Proposed Services	<b>50</b>	<b>28</b>
Section IV. Cost Proposal	<b>25</b>	<b>11.42</b>
<u>Total Points</u>	<b><u>100</u></b>	<b><u>59.42</u></b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** The MassInc Polling Group, Inc

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** The MassInc Polling Group, Inc

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>20</b>

---

**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bullet outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - No cruise experience
  - Project outlines were well written
  - Research experience shown
- II. Subcontractors
  - Yes
- III. Organizational Chart
  - Provided
- IV. Litigation
  - NONE
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** The MassInc Polling Group, Inc

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>28</b>

---

**Evaluation Team Comments:**

- Not surveying until July is not good, we showed an May start
- Added incentives
- Research model will not be easily presented
- Very boilerplate proposal
- No specific examples of how this work will
- They knew Bucksport only had one ship, showing they investigated working in Maine
- Mentioned the 2018 which shows that they look through existing information
- Not using the correct methodology
- Will be difficult to present the proposed type of report
- Not using the same model we expected

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** The MassInc Polling Group, Inc

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$174,963.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>11.42</b>

**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Nyaa Scientific Research Services

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

---

<u>Pass/Fail Criteria</u>		
Section I. Preliminary Information <b>N/A</b>		
<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>8</b>
Section III. Proposed Services	<b>50</b>	<b>10</b>
Section IV. Cost Proposal	<b>25</b>	<b>10.42</b>
<u>Total Points</u>	<b><u>100</u></b>	<b><u>28.42</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Nyaa Scientific Research Services

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Nyaa Scientific Research Services

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>8</b>

---

**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - Work experience doesn't align with our project
  - Experienced with research
  - No cruise experience
  - A big team with impressive credentials
- II. Subcontractors
  - Yes -
- III. Organizational Chart
  - Provided
- IV. Litigation
  - Not Applicable? Are they refusing to answer or do they have None?
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Nyaa Scientific Research Services

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>25</b>

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**Evaluation Team Comments:**

- NO NEED FOR A SOCIAL MEDIA CAMPAIGN
- MISSING AUGUST SEPT OCT SURVEYS
- HOW WOULD THEY "PREPARE" THE AUDIENCE
- SEEMS THEY DON'T UNDERSTAND WHAT IS REQUIRED
- BOILER PLATE WRITING
- WHAT WAS PROPOSED DOES NOT SHOW THEIR ABILITY TO EXECUTE THE PROJECT
- NOTHING MAKES SENSE RELATED TO WHAT WE NEED



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Nyaa Scientific Research Services

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$191,923.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>10.42</b>

**Evaluation Team Comments:**

Very detailed cost proposal

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** RRC Associates

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

---

<b><u>Pass/Fail Criteria</u></b>		
Section I. Preliminary Information <b>N/A</b>		
<b><u>Scoring Sections</u></b> (Edit sections below to match evaluation criteria within RFP)	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>20</b>
Section III. Proposed Services	<b>50</b>	<b>35</b>
Section IV. Cost Proposal	<b>25</b>	<b>23.54</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>78.54</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** RRC Associates

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** RRC Associates

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>20</b>

---

**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - Experience is reasonably relevant
  - No cruise experience shown
  - Experience is adjacent to cruise survey and report
- II. Subcontractors
  - No
- III. Organizational Chart
  - Provided
- IV. Litigation
  - None
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** RRC Associates

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>35</b>

---

**Evaluation Team Comments:**

- Incentive offers to take survey mentioned
- Clear timeline
- Sample plan provided
- Have knowledge of sensitive material in digital apps
- Post visit surveys a positive
- They did the work to present a good proposal
- Is this realistic with no surveyor staff mentioned
- not clear how they would hire staff for surveying
- not clear they can do this
- are tablets being purchased for the surveyors?
- looking for volunteers from Office of Tourism?
- volunteers may not provide a thorough survey
- 2500 estimated to survey is good

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** RRC Associates

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$84,946.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>23.54</b>

**Evaluation Team Comments:**

Is it possible to do this at this price

Intercept studies included?

\$32000 seems incredibly low for staff to do intercept studies

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Zenith Economics, LLC

**DATE:** 3/5/2025

**SUMMARY PAGE**

**Department Name:** DECD/MOT

**Name of RFP Coordinator:** Kimbalie Lawrence

**Names of Evaluators:** Hannah Collins, Matt Burns, Chelsea Pettengill, Sarah Flink

---

<b><u>Pass/Fail Criteria</u></b>		
Section I. Preliminary Information <b>N/A</b>		
<b><u>Scoring Sections</u></b> (Edit sections below to match evaluation criteria within RFP)	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>17</b>
Section III. Proposed Services	<b>50</b>	<b>35</b>
Section IV. Cost Proposal	<b>25</b>	<b>15.19</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>67.19</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Zenith Economics, LLC

**DATE:** 3/5/2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Zenith Economics, LLC

**DATE:** 3/5/2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>25</b>	<b>17</b>

**Evaluation Team Comments:**

Refer to the sections and content of your RFP to develop a bulleted outline for notes for each section. Delete the sample below and these directions and replace with your own outline based on your RFP.

- I. Overview of the Organization
  - Interesting experience
  - Previous experience researching economic impact
  - No cruise or tourism experience
  - Not showing experience with a project of this size
- II. Subcontractors
  - Yes – named and role described
- III. Organizational Chart
  - Provided
- IV. Litigation
  - None
- V. Certificate of Insurances
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Zenith Economics, LLC

**DATE:** 3/5/2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>50</b>	<b>35</b>

---

**Evaluation Team Comments:**

- so many subcontractors is concerning
- partnering with USM
- project personnel is upper management. who is managing the project directly
- what is the staff going to actually work on the project?
- focus on subcontractors not Zenith workers
- FAQ was favorable
- lack of understanding that the crew will not be surveyed
- 2600 surveys goal is positive
- more focused on the economic side vs the survey side which is our focus
- no incentives listed

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact

**BIDDER:** Zenith Economics, LLC

**DATE:** 3/5/2025

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$80,000.00</b>	,	<b>\$131,625.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.19</b>

**Evaluation Team Comments:**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Braun Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

\*\*\*\*\*

**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- N - Provided required Appendices but did not separate from posted RFP
- N - Submission not properly titled per RFP requirements

**2. File 2 – Organization Qualifications and Experience**

- N - Provided required Appendices but did not separate from posted RFP
- N - Submission not properly titled per RFP requirements
- P – Have experience collecting data from a range of people/industry
- N – No examples of how research has been analyzed and used to create deliverables
- N – No examples of how successful data collection has been (i.e response rate)

**3. File 3 - Proposed Services**

- N - Provided required Appendices but did not separate from posted RFP
- N - Submission not properly titled per RFP requirements
- Q – How likely is it cruise lines will provide necessary information for the “combination of text-to-web (ttw) email and panel/online methods to interview respondents.”
- Q – How is it being ensured that duplicate respondents are weeded out? By name, number?
- I – like the further dive into excursions and how they “make or break” the trip
- Q – Planning to survey 1,000 visitors and 500 crew members. Is this ratio representative of the industry? How does this spread across the 8 ports listed? This feels like a small number to survey compared to passenger days
- P – gave examples of QC for the study
- N – From page 7 on should have been included in **File 2**. This is just a general overview of their organization and is not tied into proposed services for this specific RFP

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Braun Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

**4. File 4 – Cost Proposal**

- N - Provided required Appendices but did not separate from posted RFP
- N - Submission not properly titled per RFP requirements
- N – Cost breakdown from **File 3** should have been placed here
- Q – Cost proposal in **File 3** shows “anticipated out-of-pocket costs” at \$1,000/day. Based on this, they have only included one day in the proposal, which seems unlikely.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Braun Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

\*\*\*\*\*

**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- N - Did not provide separate proposal from original RFP document.

**2. File 2 – Organization Qualifications and Experience**

- P – Have experience collecting data
- N – Difficult to understand how the firm has experience with the cruise industry

**3. File 3 - Proposed Services**

- N - Some of the methodology for screening and surveying is unclear.
- N – Out of place information from required submittals.
- N – It is unclear how they will accomplish the tasks outlined in the RFP.

**4. File 4 – Cost Proposal**

- N – Improperly placed information in the submittal.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME:** Braun Research

**DATE:** 2/25/2025

**EVALUATOR NAME:** Hannah Collins

**EVALUATOR DEPARTMENT:** DECD/MOT

\*\*\*\*\*

**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Overview of Organization

- N – Messy - Format of report was really hard to read – formatting and track changes were reflected in the PDF file making this very cumbersome to understand.
- P – past cruise research mentioned
- N – did not provide at least ONE client example where project references could be checked if needed.

2. Subcontractors

- N – Did not provide information - incomplete

3. Organizational Chart

N – unclear of who the team is except Cindy Miller

II. Proposed Services

1. Services to be Provided

- N/Q – did not provide how they would guarantee that respondents would have been on a cruise to Maine during the 2026 summer and fall seasons through text, phone, online
- N – does not articulate an understanding of the cruise industry in Maine
- Q – since they wouldn't provide references, how do we know that the cruise lines will share phone numbers/emails with them?
- N – adding elements to the questionnaire that de did not ask for

2. Implementation – Work Plan

- N – timeline misses April and May ships
- N – did not really present a clear work plan/timeline

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Braun Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. History of Organization
    - Braun Research, Inc. is primarily a **data collection** firm that has expanded its services to include consulting and reporting
    - Founded in 1995
  2. Pertinent Skills
    -
  3. Special / Unique Characteristics
    - **International Ingenuity:** Braun Research has international research experience across industries and methods.... Managing Director Cynthia Miller speaks three languages (English, French, and German) and has good communication skills in two others (Spanish and Italian)
      - Q: Are they proposing to be able to conduct research in other languages? We do have international guests on cruises to Maine and the language piece would be a positive.
  4. Recent Project 1
    - **Project One:** Braun Research interviewed **travel and cruise agents from over ten different geographies in the United States** about the state of the cruise industry and where respondents see the cruise industry in the future. This research has been conducted via **phone, online and text-to-web, as well as some intercept/in-person interviewing**. Except during the pandemic years, this research has been almost constant, with fourteen waves of this study being executed.
      - **P:** helpful that they have this background on cruise specifically
      - N: but it's with travel agents, so very different than the pax and crew
  5. Recent Project 2
    - **Project Two:** Braun Research interviewed respondents **online, via a network of panels**, who qualified based on age (25-70 years old), as well as income (\$75,000 a year) and some other factors to take part in a **survey about traveling to all-inclusive resorts**. The study explored what these respondents experienced, what they



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Braun Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

seek in any destination that is an all-inclusive resort, as well as consideration for a new concept in an all-inclusive resort

- **P:** seems relevant in the attitudes research. I don't know enough about online panel research to comment on

6. Recent Project 3

- **Project Three:** Braun Research spoke with and sent emails for an **online survey to respondents from multiple geos who were ages 22-42 and making at least \$50,000 a year** as well as having other qualifications for the study<sup>5</sup>. Braun Research utilized sample from twenty-five states as well as the District of Columbia and spoke with respondents about **tourism to Florida** as well as expectations not only for a trip to Florida but also one that might present some new offerings
  - Seems a bit inverted from our goals. They see a target audience and are trying to figure out how to market to them. Possibly relevant for our remarketing hopes in cruise one day.

7. Organizational Chart

- The description of their team seems very high level and does not specify who would be doing what. More like bios. No org chart provided.

II. Proposed Services

1. Services provided, including Methods & Resources

- “we suggest using a combination of text-to-web (ttw), email and panel/online methods to interview respondents.”
- The approach and sampling plan work in tandem: we wanted to recommend that we work with the cruise lines to do one or both of the following: obtain phone and email lists of crew and listed passengers who have visited and disembarked at each of these ports; and/or ask the cruise lines to help with communicating with these individuals for us. What we recommend is to take the phone (for whichever numbers are indicated as cell phone) and send links with the survey via ttw to potential respondents.
  - Would love to see this happen but I think it's extremely unlikely the lines will share phone numbers of their customers

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Braun Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

- N: seems to lack details on how representativeness will be ensured across all demographic groups, particularly those less likely to participate in online surveys.
  - P: they do seem to have a lot of methods for ensuring the data collected through online panels etc represents real people
  - Suggesting a survey length of 15-20 minutes
  - The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
    - Braun does not mention it
2. Subcontractors
- They have not yet selected a subcontractor but can furnish a bio upon request if they are selected as the main vendor for this study
  -
3. Sample Plan
- The proposal also only mentions working "with the State of Maine" to build in screening, but does not describe a detailed sampling plan
4. Work flow & Proposed Timeline
- Looks reasonable. Maybe ignores that Oct is still a big month for ship visits
    - P: they have testing of the survey instrument in May

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Digital Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – both appendices properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – specialize in consulting for travel and tourism
- P – give examples of survey types and deliverables
- P – wide array of industry work and clients
- P – have completed this level of study in the past
- P – identify subcontractor

**3. File 3 – Proposed Services**

- P – Customization for each port
- I – Take into account age of average cruise passenger and survey medium they will be most receptive to (including large print)
- P – offer two ways to capture data (paper & online)
- P – provide harbor masters and stakeholders advance notice of planned survey dates
- P – boots on the ground approach
- I – plan to provide incentives (pens, etc) to encourage participation
- P – upfront about information that is hard for them to gather regarding economic impact
- I/N – compatibility of economic modeling (IMPLAN-based model) with state. However, old model was RIMSII and not compatible for comparison
- P – included sample plan for each port from April-Nov. 2025

**4. File 4 – Cost Proposal**

- P – properly submitted

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Digital Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – Submitted correctly.

**2. File 2 – Organization Qualifications and Experience**

- P – They have experience with the state and similar projects.
- P – Subs identified in the proposal.

**3. File 3 – Proposed Services**

- P – Good methodology for collecting and interpreting data.
- P – I like how they plan to engage stakeholders locally.
- P – Inclusion of a port by port sample plan.
- P – Compatibility and understanding of how DECD presents uses this data.

**4. File 4 – Cost Proposal**

- P – Submitted correctly.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME:** Digital Research

**DATE:** 2/25/2025

**EVALUATOR NAME:** Hannah Collins

**EVALUATOR DEPARTMENT:** DECD/MOT

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - P – Has completed cruise specific research before
    - I – understanding of the sensitivity and controversy surrounding cruise in Maine
    - P – past tourism research in many states, regions, attractions, etc.
    - P – included overview of past research done for cruise industry
    - P – use of IMPLAN, which is used in all current Tourism Office visitor research
  2. Subcontractors
    - IMPLAN
  3. Organizational Chart
    - P – sufficient staff assigned to project
    - P – have staff that were on the ground as survey takers for the last cruise survey that was done
- II. Proposed Services
  1. Services to be Provided
    - P – large sample size 2500
    - P – knowledge of cruise ports in Maine – will customize surveys to each port if needed
    - P – output – up to 3 presentations to stakeholders/agencies
  2. Implementation – Work Plan
    - P – very detailed/structured plan of measurement
    - P – timeline very realistic and detailed with a clear understanding of the cruise ship season in Maine, and factors that may affect sampling. Ability to pivot quickly with changing cruise schedule is apparent.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Digital Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. History of Organization
    - Founded in 1974. Focused on travel & tourism. Managed MOT account from 2008-2019.
  2. Pertinent Skills
    - P: travel industry clients in both the public and private sectors including tourism departments of 35 U.S. states and 4 Canadian provinces; counties, cities and convention and visitors' bureaus in 47 states; attractions of all types; and national associations.
  3. Special / Unique Characteristics
    - P: DRI also conducted the most recent study on cruise travel to Maine and claim to have "an unparalleled understanding of the sensitivities surrounding cruise travel in the state". They make a strong case, as all of the following seem like positives to me:
      - Operational understanding: arrivals, departures, and passenger/crew return patterns. Delays, cancellations, etc
      - Where and when to set up interviewing stations at the ports.
      - head start in refining the questionnaire and scheduling the port visits, given the limited lead time before the first ships arrive in April
      - Understanding of the **political considerations surrounding cruise travel in specific ports.**
      - Continuity in the project team. **Trav Burnett**, who led the effort in 2018, will be the research lead again in 2025 **Lisa Belmain**, the data processor, will also be working on the project for the second time [1]. Many of the interviewers who collected and entered data in 2018 will also be collecting and entering data for the upcoming work.
      - Offices in Portland's Old Port (within a 5-minute walk of the Ocean Gateway terminal), which will allow them to be more flexible and efficient in conducting their work at the state's primary port for cruise travel.
    - Their note about doing resident sentiment studies has made me wonder if we should be doing that as well....although possibly the

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Digital Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

local communities should take the lead and ask for state support, if appropriate.

- P: Maine-based staff is a positive
  - Q: and seems like a \$ saver?

4. Recent Project 1

- **Montana Department of Commerce:** DRI conducted qualitative and quantitative research to profile business travelers to Montana. The goal was to understand how to convince business travelers to return for leisure trips
  - P: while the target is business travelers, I like that there is the plan to look for ways to encourage them to return. That is a long-held goal for cruise as well.

5. Recent Project 2

- **Outer Banks, NC Visitors Bureau:** DRI conducted an online survey of travelers in the primary feeder markets for leisure travelers to the Outer Banks of North Carolina. The 16-month study was designed to gauge awareness of the area as a vacation destination. It also aimed to identify barriers to leisure travel, measure the effectiveness of advertising, and profile recent visitors
  - P: certainly helpful to have this additional tourism experience, including with online surveys (not just intercept as the prior CruiseMaine study involved)

6. Recent Project 3

- **Maine Office of Tourism:** DRI is conducting an ongoing series of online surveys designed to measure awareness and effectiveness of Maine's seasonal travel advertising

7. Organizational Chart

- P: Impressive. The best org chart I've seen in terms of clarity.

II. Proposed Services

1. Services provided, including Methods & Resources

- Focus on paper questionnaires.
  - P: most comparable to 2018 research
  - They make a strong case for the use of paper, and it sounds reasonable. Would love to know what others with more experience think of paper vs. tablet. I see the arguments for

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Digital Research

**DATE:** 3/4/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

both (cleaner data with tablets vs. readability / quick dispersal with paper)

- P: DRI shows an awareness of the need for coordination with local harbor / municipal staff. This is crucial. We would ensure it happens no matter who is chosen, but it is notable that DRI is aware of it.
- P: I like the Maine-themed incentives
- P: I have worked with Trav and DRI on the prior study and I think their methodology worked to get us defensible data. I could see supplementing with online in a hybrid method to get people who don't like to do in person surveys, but I do believe it works.
- The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
  - P: DRI acknowledges the potential economic impact of provisions and marine services (like tug boats and shore services) but notes difficulties in obtaining this information. They state that if MOT can provide spending data on these services for a cross-section of cruise lines, ports, and months, DRI will include it in their economic impact estimates. However, they cannot guarantee that ship captains or harbor masters will provide this information reliably. DRI emphasizes that even without these figures, their calculations will provide a robust estimate of the primary economic benefits of cruise travel to Maine.
- 
- 2. Subcontractors
  - IMPLAN
- 3. Sample Plan
  - P: a thorough sample plan that reflects proportions of cruise calls to each port on Maine.Portcall.com
- 4. Work flow & Proposed Timeline
  - P: this is where the “Leg up” from doing the 2018 research helps.
  - P: they acknowledge coordination with the local harbor masters, etc. which is key. In fact, we should do more of that interfacing than we did in 2018.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Downs and St. Germain Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- N – in using their own form for the appendices, they have not agreed that they meet the requirements of article g in Appendix B which states they are not on the list of prohibited companies...

**2. File 2 – Organization Qualifications and Experience**

- P – experience with visitor profiling and economic impact
- N – no real information given in the description of projects
- P – experience staff

**3. File 3 – Proposed Services**

- Q – what counts as a “key cruise port” in Maine for in-person survey? This leads me to believe there aren’t plans to have people on the ground at all 8 ports listed
- I – like that there will be separate surveys specific to vessel crew and plan for specific locations to sample crew
- P – focus on reviewing existing reports and data
- N – only planning to use iPads to survey on-site.. does this limit number of people that can be captured as they wait for a tablet to become available?
- N – only aiming for a survey size of 1,000
- P – IMPLAN analysis
- P – metrics seem to gather what is requested in RFP and there seems to be a good plan for model validation
- N – all ports have TBD, so estimate used despite a link to 2025 bookings provided in RFP

**4. File 4 – Cost Proposal**

- P – properly submitted with budget narrative

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Downs and St. Germain Research

**DATE:** 02/17/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- N – Lacking in format and necessary information.

**2. File 2 – Organization Qualifications and Experience**

- P – experience with visitor profiling and economic impact
- N – Very little information here about past projects.

**3. File 3 – Proposed Services**

- N – Unsure of the methodology used that will allow for good data to be collected for the cruise ports.
- N – All TBD in the sample plan
- P – Utilizing IMPLAN

**4. File 4 – Cost Proposal**

- P – properly submitted with budget narrative

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME:** Downs & St. Germain

**DATE:** 3/3/25

**EVALUATOR NAME:** Hannah Collins

**EVALUATOR DEPARTMENT:** DECD/MOT

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - P - Very experienced in tourism industry / 30 destinations/75 clients/1500 studies
    - P – established relationships with local companies
    - P – very qualified staff proposed for project
    - N – did not see any cruise passenger specific studies in prior experience
  2. Subcontractors
    - N/A
  3. Organizational Chart
    - Sufficient number of staff assigned to project
- II. Proposed Services
  1. Services to be Provided
    - Q/N – I question the ability to partner with cruise lines to send follow-up information. Did not provide any instances of this relationship in past work.
  2. Implementation – Work Plan
    - Work Plan seems realistic

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Downs & St. Germain

**DATE:** 3/3/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. History of Organization

- P: work with over 30 destinations and 75 clients, including the Maine Office of Tourism
- Predecessor since 1983. Rebranded in 2016 as DSG

2. Pertinent Skills

- P: extensive tourism experience. Tourism only focus.

3. Special / Unique Characteristics

- P: held MOT contract since 2019
- Project lead would be the same (Erin Dinkel)

4. Recent Projects

- N: Weak description of all of these. Seems like they took it more like asking for references. Although they do all entail what we are looking for here (visitor profiling and economic impact)
  - MOT
  - Space Coast
  - Walton County Tourism v

5. Organizational Chart

- Huge team. Many doctorates.
- N: Technically no org chart provided

II. Proposed Services

1. Services provided, including Methods & Resources

- Multi-pronged: “The approach combines onsite intercept surveys, online post-visit surveys, and targeted crew surveys, integrating seamlessly with current visitor tracking methods in Maine”
  - P: Uses iPads at the dock / terminal
  - Q: Have they partnered with lines before to conduct follow-up surveys? I have not know the lines to be forthcoming in this way...” DSG partners with cruise lines to distribute follow-up online surveys to passengers after their Maine visit”
  - Q: would like to know more about how they will target crew?
  - Q: Would like to know more about how they use social to target respondents?

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Downs & St. Germain

**DATE:** 3/3/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

- P: random sampling, distributed across season
    - they believe they can start surveys in April which seems very quick
  - 1000+ samples → +-3% at 95% confidence
    - Q: is that enough to do any port-specific reports?
  - P: Love their quality control measures, including 'mystery shopper'
  - P: also love the pilot testing of the questionnaire
  - P: like to see inclusion of some kind of open-ended questions for qualitative data: "Inclusion of open-ended questions to capture qualitative insights"
  - The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
  - DSG does not mention accounting for marine/ port services data (e.g., docking fees, local transportation, municipal head taxes).
2. Subcontractors
    - None
  3. Sample Plan
    - Vague but there. As above, wondering if 1000 allows for individualized reports (Portland and Eastport both want, I believe.)
  4. Work flow & Proposed Timeline
    - Timeline in general is realistic except we are already a bit behind. They may not be able to start surveys in April.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** MassINC Polling Group

**DATE:** 02/18/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – well written examples of the work they have done on similar projects and illustrates their ability to plan and execute
- P – outline role subcontractor will play
- P – clear outline of the roles MPG staff will fill for this project
- N – no cruise specific examples

**3. File 3 – Proposed Services**

- P – a sample plan with proposed interview numbers at each port
- P – proportional to expected 2025 traffic
- P – plan a pretest to be sure methods work
- I – a focus on what ship passengers came off of, which offers additional insight and get help gather data for smaller ports if they are on the itinerary
- P – offer a variety of survey options (paper, online, face-to-face)
- I – like the idea of an incentive. Likely the best way to boost participation
- P – good understanding of what data was in the 2018 study
- P – supplied proposed timeline
- N – late start to survey season
- N – not IMPLAN

**4. File 4 – Cost Proposal**

- P – provided cost proposal with breakdown

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** MassINC Polling Group

**DATE:** 02/18/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – well written examples of the work they have done on similar projects and illustrates their ability to plan and execute
- P – outline role subcontractor will play
- P – clear outline of the roles MPG staff will fill for this project
- N – no cruise specific examples

**3. File 3 – Proposed Services**

- N – unusual choice to start surveying.
- P – a sample plan with proposed interview numbers at each port
- P – offer a variety of survey options (paper, online, face-to-face)
- I – Incentivizing participation
- P – good understanding of what data was in the 2018 study
- P – supplied proposed timeline
- N – no IMPLAN

**4. File 4 – Cost Proposal**

- P – provided cost proposal with breakdown

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME: Mass Inc Polling Group**

**DATE: 3/3/2025**

**EVALUATOR NAME: Hannah Collins**

**EVALUATOR DEPARTMENT: DECD/MOT**

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**Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Overview of Organization

P- experience with intercept surveys relating to visitation

P – Extensive research experience by both Mass Inc and subcontractor

N- no cruise specific research previously

2. Subcontractors

- P – extensive experience with contractor for the economic impact analysis.

3. Organizational Chart

- P- sufficient team members assigned to project

II. Proposed Services

1. Services to be Provided

- N – will not use the same model that MOT currently uses (IMPLAN)
- P – up to 2 in person or virtual events included.

2. Implementation – Work Plan

- N – surveying doesn't start until July – missing shoulder season cruises
- P – incentives to taking the survey are included



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: MassINC**

**DATE: 3/3/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. History of Organization
    - Est. in 2010
    - P: they seem very experienced in this kind of research, in particular in the northeast
  2. Pertinent Skills
    - Extensive experience in qualitative, quantitative, including hybrid collection methods: “a mix of self-administered online surveys, face-to-face interviews, and paper-and-pencil surveys”
  3. Special / Unique Characteristics
    - They use Cambridge Econometrics’ FRAMES platform instead of IMPLAN. No idea if that’s good, bad or neutral
    - They have conducted elections and policy polling across the country and are consistently ranked among the most accurate polling providers in the country by the polling aggregator FiveThirtyEight
  4. Recent Project 1
    - Boston Harbor Now.
    - P: seems very similar to our project. “visitor and occupancy counts and intercept surveys in five parks along the Boston waterfront with thousands of daily visitors. MPG developed a sampling plan for each park, trained staff on survey administration, collected data, and analyzed the results”
  5. Recent Project 2
    - Massachusetts Bay Transportation Authority (MBTA)
    - P: huge, complex data set across multiple sites: “MPG developed a plan that combined on-board passenger counts and platform counts at the busiest stations, and oversaw counters3. MPG counters collected data on over 5,000 boardings and alightings across 12 lines, nearly 400 miles of track, and over 130 stations”
  6. Recent Project 3
    - Massachusetts Commission for the Blind (MCB)
    - I: required many types of surveys, also across the entire state
  7. Organizational Chart

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: MassINC**

**DATE: 3/3/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

- P: a good-sized team (7) and their roles make sense to me. Managing the survey field teams is a huge job and this firm seems to understand that.

II. Proposed Services

1. Services provided, including Methods & Resources

- **“Survey Modes:** A mix of self-administered online surveys, face-to-face interviews, and paper-and-pencil surveys to be taken immediately onsite is recommended”
  - P: hybrid collection methods seem strongest
- P: they have been looking at Portcall.com and have designed a schedule accordingly. E.g., they caught that Bucksport has only one ship scheduled this year
- P: they also know about BH’s ordinance. Would need to discuss how to handle the remaining few large ships they have on the schedule (MassINC doesn’t quite get that those ships are grandfathered so there will be more than 1k ashore, but I don’t count that against them)
- I: MassINC suggests a pretest in June to assess response rates and port layout for the best ways to collect data
- P: they just seem very professional in their methodology and seem to understand how cruise visitation works, even though they do not appear to have done this before
- The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
  - N: MassINC did not mention marine services in their proposal.

2. Subcontractors

- Cambridge Econometrics will conduct the **economic impact analysis portion of the project**
- P: they have looked at our 2018 research and seem prepared to give us a lot of data we can compare.
- I’m not qualified to evaluate the direct vs indirect, induced, etc, but it sounds thorough

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: MassINC**

**DATE: 3/3/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

3. Sample Plan
  - P: a detailed sample plan was included, including ship name.
  - P/N: love the pretest but June is late
  - N: small thing but I think their survey window is too late. Easy to correct. “Shifts are planned to run from approximately 4 hours before ship departure until departure”
4. Work flow & Proposed Timeline
  - P: work flow looks reasonable

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** NYAA Scientific Research Services

**DATE:** 02/19/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- N – none of the examples really relate to tourism or economic impact and are heavily focused on public health.
- P – Have research experience

**3. File 3 – Proposed Services**

- N – feels very generic and not specialized to this RFP. No real concrete plans for execution. Honestly it feels like it has just been copy/paste. There's a lot that doesn't even relate to what was asked for in the RFP.
- N – It doesn't seem like they looked at port data. To only plan the surveys for April-July, which isn't even the height of the cruise season, doesn't feel helpful. Again, it seems that they don't understand what is required.

**4. File 4 – Cost Proposal**

- P – very specific cost breakdown
- N – missing final report and out-of-pocket as their own categories

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** NYAA Scientific Research Services

**DATE:** 02/19/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- N – none of the previous examples are very relevant.
- P – Have research experience

**3. File 3 – Proposed Services**

- N – Proposal seemed ‘cookie cutter’, not tailored well for the RFP scope.
- N – Unusual time to run the surveys.

**4. File 4 – Cost Proposal**

- P – very specific cost breakdown
- N – missing some important information.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME: Nyaa**

**DATE: 2/25/2025**

**EVALUATOR NAME: Hannah Collins**

**EVALUATOR DEPARTMENT: DECD/MOT**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - N- no prior experience in tourism industry, seems to focus more on Health and Human Services
    - N- prior work experiences do not align well with RFP requests.
  2. Subcontractors
    - Q – unclear experience from sub-contractor.
  3. Organizational Chart
- II. Proposed Services
  1. Services to be Provided
    - N – services provides/scope of work does not seem to demonstrate an understanding of the project and cruise, tourism industry.
    - Q – “project framework” – is this a standard template used in every RFP?
    - N - Mentions surveying the community, which is not what is asked of in the RFP.
    - N- not sure there is a full understanding of the project – lack of knowledge about tourism/cruise tourism.
  2. Implementation – Work Plan
    - N – not sure there is a need for social media, and other promotion of this project/research.
    - N-Timeline seems to miss the mark on data collection – missing August, September, October – tend to be busy times for Cruise visitation.
    - N - Still unclear the role of the subcontractor, and team for collecting in-person data.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Nyaa Science

**DATE:** 3/2/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. History of Organization
    - “Nyaa is a research science and health services firm that supports organizations, governments, and communities, with a focus on **data sciences, research-based studies, program evaluation, management, administration, and capacity-building**”
    - N: Admirable mission but not relevant: “Nyaa aims to work with clients to promote health and advance well-being for all”
  2. Pertinent Skills
    - N: they seem very public health focused, with no tourism experience at all.
    - It’s a bit of a stretch but this seems to be the most relevant work they do:
      - Workforce development – assessment, compensation analysis, human centered design, evaluation
      - Community development – economic impact, needs assessment, program implementation, evaluation
  3. Special / Unique Characteristics
    - Q / I: Is there something in the “Life Cycle” analysis that could be relevant to us? Bar Harbor vs. the other ports, for example?
  4. Recent Project 1
    - “Nyaa designed and implemented a three-phase project for the Michigan Department of Health and Human Services to assess healthy eating and physical activity opportunities for SNAP-eligible individuals in Michigan”
    - N: seems focused on behavior change. Although it is interesting to think about how we might be able to look at this data collection as an opportunity to expand cruise visitor spending in Maine, for example
  5. Recent Project 2
    - **Statistical and qualitative analysis:** Nyaa conducted statistical analysis (p values, ANOVA, hierarchical linear modeling) and qualitative analysis for the Michigan Fitness Foundation. This included writing formal reports of outcomes and developing solutions for equitable strategies
  6. Recent Project 3

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Nyaa Science

**DATE:** 3/2/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

- **Evaluation:** Nyaa implemented evaluations (formative, process, outcome, impact) in multiple states and counties to assess interventions for substance abuse and adverse childhood experiences. This project involved integrating the strengths of local health departments with community-engaged organizations to influence social determinants of health through policy change. Nyaa possesses expertise in evaluation sciences.

- N: focused on informing policy change

7. Organizational Chart

- P: A big team with impressive credentials
- I: a “local liaison”: Ruth Anne Spence, PhD from Cape Elizabeth

II. Proposed Services

1. Services provided, including Methods & Resources

- The language used here is different from what I’m familiar with: a combination of “place-based and broad population approaches”. I found reference to this as their “raw data”: **multi-method approach** that combines surveys, interviews, and focus groups
  - N: these all seem to require time for open ended discussion so there are answers to qualitatively code, so it sounds like a very long interview
- Q: what kind of “variable strategies” are they intending?: “we shall focus on **established sites with variable strategies that yield the best response rate**”
- Q: what is a “code book” that would track themes from prior surveys?
- Q: how would they execute this audience preparation they are talking about? : **Audience preparation:** Involves engaging with survey groups early, building a community of practices, committing to delivering results and findings, and sending out a communication and primer survey focusing on preferences for delivery mechanisms and question types
- Q: Similarly, how would they develop a contact list in advance? Maybe they just mean which ships they would survey? Or do they mean they will try segment out demographics? They cannot possibly mean knowing individual names...



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Nyaa Science

**DATE:** 3/2/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

- I/Q: I love the idea of getting to underrepresented demos but since the cruise lines do not give us this demo data in advance, how will Nyaa know how to correctly calibrate this? And what do they mean by qualitative methods?
  - “We will use mixed qualitative and quantitative methods to humanize the data – telling the story behind the numbers while capturing the nuances and place-based and cultural context of the individuals and communities represented. Quantitative data can mislead the truth, strength, and power within communities of color, immigrant, rural, and low-income communities. Our effort will actively lift the voices of those previously unheard while we partner with stakeholders.”
- The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
  - N: Nyaa did not mention marine services, and I am not sure they’d even know what they include.
- 
- 2. Subcontractors
  - N: Would like to see more detail on the role of the local liaison, Ruth Anne Spence
- 3. Sample Plan
  - N: they don’t seem to have any understanding of the cruise schedule or how they might build a schedule of surveys. Aside from the issue of when / how they could achieve focus groups (which I would love but just seem impractical), I think their lack of familiarity with cruise ship tourism would make the planning stage take a long time. Case in point: no sample plan provided.
- 4. Work flow & Proposed Timeline
  - N: April – July would not work for the surveys. ~70% of our traffic is in Sept-Oct

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** RRC Associates

**DATE:** 02/19/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – thorough list of project examples
- P – have conducted similar studies in the tourism industry
- N – no cruise experience

**3. File 3 – Proposed Services**

- P – plan to use intercept and online survey
- Q/N – plan to use incentives to up response rates, not included in budget though
- P – alternate survey mode to offset intercept survey (post card invitation)
- P – provide proposed sample size for each port
- N – mention volunteers from Office of Tourism which were not offered

**4. File 4 – Cost Proposal**

- P – specific cost breakdown
- P – seems like there might be cost savings on design & implementation as this is a method they have successfully used in the past

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** RRC Associates

**DATE:** 02/19/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – thorough list of project examples
- P – have experience primarily with the tourism industry
- N – no cruise industry experience

**3. File 3 – Proposed Services**

- P – good methodology used for surveying.
- N – mention of using MoT staff as volunteers which is out of scope.

**4. File 4 – Cost Proposal**

- P – specific cost breakdown

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME: RRC Associates**

**DATE: 3/4/2025**

**EVALUATOR NAME: Hannah Collins**

**EVALUATOR DEPARTMENT: DECD/MOT**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. Overview of Organization
    - P – overview of organization provides similar experience and research projects (NPS, visitor spending)
  2. Subcontractors
    - N/A
    -
  3. Organizational Chart
    - Sufficient team experience and qualifications for this project
  
- II. Proposed Services
  1. Services to be Provided
    - P – postcard/QR code and post visit survey
    - P – will use same economic modeling as MOT currently uses IMPLAN
  
  2. Implementation – Work Plan
    - P- sample plan included with sample sizes by port
    - P-clear timeline that matched needs outlined in RFP
    - N- did not include incentive program
    - N – MOT will not provide volunteers, full staffing needs to be included in work plan
    - Q/N – unclear how they would implement intercept surveys/hire survey staff

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: RRC Associates**

**DATE: 3/1/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  1. History of Organization
    - P: 40 years of experience in tourism and recreation research, and highlights similar projects with clients like the National Park Service, Ski Utah and Explore Minnesota
  2. Pertinent Skills
    - P: visitor movement analyses for national parks and trails like Acadia and the Appalachian Trail
  3. Special / Unique Characteristics
    - P: RRC has experience conducting cruise ship based market assessments to evaluate infrastructure investment.
    - Q: Only one with direct cruise experience other than DRI?
  4. Recent Project 1
    - NPS, ongoing for 4 years.
    - P: cruise visitors are part of that population. “We have further worked over the last four years to refine and improve opportunities for the NPS to better understand the spending behaviors of cruise ship passengers or other travel package based visitors that arrive at National Parks (e.g., Hawai’i Volcanoes, HI; San Juan Historic Site, PR; Klondike Gold Rush, AK).”
  5. Recent Project 2
    - Ski Utah Skier & Snowboarder survey, since 2010/11
    - P: almost identical data that we want to collect: “using intercept and online surveys, including demographics, trip characteristics, expenditures, trip planning and information sources, evaluation of the experience, and related issues”
  6. Recent Project 3
    - Hayden Homes Amphitheater Summer Concert Series
    - Multiple events: “Research via in-person and QR code recruitment at 25 of their 50+ events”
    - Differentiated types of visitors: “discerned the varying spending characteristics of local and visiting concertgoers, as well as variation by genre”
    - Q: should we be looking at resident / local views during this research?? RRC “assessed the perspective of local residents as to

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: RRC Associates**

**DATE: 3/1/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

the perceived value of the Amphitheater to the local economic vitality and quality of life”

7. Organizational Chart
  - Provided. 4 people on the team plus the hired surveyors
  
- II. Proposed Services
  1. Services provided, including Methods & Resources
    - P: dedicated project manager
    - P: hybrid methodology: intercept and post-visit surveys
    - Q: Is the IMPLAN driven input-output (I-O) model considered best practice?
    - Q: Anyone familiar with the Qualtrics survey platform?
    - Variable RRC will survey:
      1. Demographics
      2. Party Size & Makeup
      3. Visitor Origins and History of Prior Visitation to Maine
      4. Travel Motivators & Satisfaction
      5. Shore Activities & Excursions
      6. Maine Expenditures by Visitor Type and Category of Expenditure
      7. Visitor Origins
      8. Net Promoter Score & Intent to Return
        - a. Q: can we make sure they include the method for return (cruise or land-based)?
    - Big emphasis on use of tablets. Seems positive, especially because the logic can skip irrelevant questions, but would love others' thoughts.
    - P: 5 min or less to complete
    - P: Post-visit surveys seem like an excellent tool, and I like their use of incentives for both the intercept and the follow up. As well as use of QR codes if someone does not want to give their email.
    - The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: RRC Associates**

**DATE: 3/1/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

1. P: RRC Associates notes that if spending by cruise lines for port services is available (e.g., docking fees, local transportation), these may be included in the final reporting as separate from passenger-driven impacts
2. Subcontractors
  - None needed. However, “RRC plans to hire the needed intercept surveyors directly and conduct the corresponding training and management in house.”
  - Q: will that be difficult for them to find? Where will these people be housed for so many ports across Maine?
3. Sample Plan
  - Aiming for: **95% confidence level with a ±5% margin of error**
  - Weighting, stratification, minimum viable sample: all sounds reasonable but again, not my area of expertise.
  - P: I do like that they acknowledge they might have to survey the same ship in two ports because that is very common with ACL, but that they will make sure not to survey the same people.
4. Work flow & Proposed Timeline
  - 9 months. Surveys begin in June.
  - Final report
    1. P: include cross tabs “by any variable to focus on visitor feedback and priorities for specific target markets, demographic profiles, and cruise characteristics (e.g., day of the week, port)”
  - P: accountability / progress dashboard. “Throughout the cruise season, RRC will provide a status dashboard with key performance metrics to track survey progress. The content and depth of these metrics can be established at the project kick-off”

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Zenith Economics, LLC

**DATE:** 02/21/2025

**EVALUATOR NAME:** Chelsea Pettengill

**EVALUATOR DEPARTMENT:** Maine Port Authority

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – vast experience with economic impact analysis
- N – do not appear to have conducted similar studies in the tourism industry
- Partnership with USM
- N – seems like a lot of sub-contractors

**3. File 3 – Proposed Services**

- P – planning to keep questions as similar to those asked previously to provide best comparison
- P – minimum 2,600 interviews/surveys
- P – 3 hour or less response time during normal business hours
- I – individual port brochures
- P – FAQ document to help explain findings

**4. File 4 – Cost Proposal**

- P – specific cost breakdown
- P – explanation of desired billing
- P – price guarantee for overages not caused by additional services



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412222

**RFP TITLE:** Cruise Visitor Profile Research & Economic Impact Analysis

**BIDDER NAME:** Zenith Economics, LLC

**DATE:** 02/21/2025

**EVALUATOR NAME:** Matt Burns

**EVALUATOR DEPARTMENT:** MaineDOT

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**Individual Evaluator Comments:**

**1. File 1 - Preliminary Information**

- P – properly submitted

**2. File 2 – Organization Qualifications and Experience**

- P – experience with economic impact studies
- N – Not much relevant tourism industry experience.
- P – Local partnerships.

**3. File 3 – Proposed Services**

- P – Good methodology proposed for completing the work
- P – 3 hour or less response time during normal business hours
- I – Brochures for each port is really good.
- P – suggestion of an FAQ is good.

**4. File 4 – Cost Proposal**

- P – specific cost breakdown
- P – explanation of desired billing

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: CRUISE VISITOR PROFILE RESEARCH & ECONOMIC IMPACT**

**BIDDER NAME: Zenith**

**DATE: 3/4/2025**

**EVALUATOR NAME: Hannah Collins**

**EVALUATOR DEPARTMENT: DECD/MOT**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - 1. Overview of Organization
    - N- no previous experience with tourism/cruise visitation, however does seem to have previous experience researching economic impact
  - 2. Subcontractors
    - P – detailed information provided for each subcontractor
  - 3. Organizational Chart
    - P – detailed information is provided in the org chart.
- II. Proposed Services
  - 1. Services to be Provided
    - P - Use of Maine based partner for survey work, demonstrates and overall knowledge of Maine and its different cruise ports
    - P – overall project seems to aim to be as consistent as possible with the 2018 research.
  - 2. Implementation – Work Plan
    - P – specific and detailed sampling plan
    - P – will utilize same model that MOT currently uses (IMPLAN)
    - Q/P – need for individual port results
    - P – 2 in-person or virtual presentations of findings
    - P – really like the FAQ included in the deliverables
    - N – did not provide an incentive plan to encourage survey takers

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME: Zenith Economics**

**DATE: 3/1/2025**

**EVALUATOR NAME: Sarah Flink**

**EVALUATOR DEPARTMENT: DECD – MOT (CruiseMaine)**

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - 1. History of Organization
    - Seems fine. Not something I'm super qualified to evaluate.
  - 2. Pertinent Skills
    - Project lead and another team member have IMPLAN Certified Economist accreditation
  - 3. Special / Unique Characteristics
    - Partnership with USM SRC
    - Q: Seem like it might give them personnel resources for interviews that others could struggle to find?
  - 4. Recent Projects
    - N: They all seem like serious projects, though I would like to see more tourism-specific experience. The festivals are tourism related, but nothing that incorporates the complexity of the geographic spread of these ports.
    - P: The experience and local knowledge of SRC does make up for some of the lack of experience of Zenith in Maine or in tourism.
    - Q: Has SRC done any tourism-related research?
  - 5. Organizational Chart
    - Q: seems like an impressively large team with 5 from Zenith and 4 from SRC. Would we have this many on this actual project?
    - P: I like that the surveys will be conducted by the local team, but there is a big research firm packaging it.
  
- II. Proposed Services
  - 1. Services provided, including Methods & Resources
    - Intercept only. The questionnaire will include questions related to demographics, history of prior visitation to Maine, travel motivators, shore excursions and other activities, expenditures in Maine, visitor origin, impressions of Maine, and intent to return to Maine
      - 1. Q: can we include method of return? Cruise vs. non-cruise?
      - 2. Minimum of 2,600 pax and crew

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Zenith Economics

**DATE:** 3/1/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

3. Zenith recommends this methodology because it provides a consistent, transparent, and well-documented framework which is comparable with past studies and can be replicated in future years
  - Q: What to make of their use of “Parallel Analysis”? “a leading technique for maximizing research accuracy and robustness, where multiple project personnel independently conduct the same research before meeting to verify consistencies or rectify discrepancies during the data cleaning and modeling processes.”
  - P: P: 5 min or less to complete survey
  - Q: is the IMPLAN platform a preferred one for MOT? Way outside my area of expertise.
  - Q: Similarly, what is a multi-regional input-output (MRIO) model?
  - Q: do we want eco impact data broken out by port? We vetoed that last time but it’s now been so long since any individual port has done their own research so we have less to worry about with contradicting earlier figures.
    1. P: I personally am really in favor of the individual port brochures. Residents and elected officials tend to discount “statewide” figures. However, I think we have to be very conscientious about how we conduct the Bar Harbor one: this year and 2026 are essentially the only years with remaining calls of vessels over 1000 pax, so we will really want to differentiate those types of vessels. And all the large ships are from one brand.
  - I: Zenith will develop brochures with cruise visitor profiles. This is interesting. Less about “average cruise visitor” and more segmented.
  - Q: I remember MOT’s larger agency of record did work with this kind of profile. How did it work? Pros or cons?
  - The RFP seems to have omitted any mention of measuring eco impact of marine services or head taxes (fees paid to the ports / municipalities). There are challenges to collecting the marine services data from private companies, but we could try. The municipal fees are public.
    1. Zenith’s methodology does not mention measuring any of these impacts.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202412222**

**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

**BIDDER NAME:** Zenith Economics

**DATE:** 3/1/2025

**EVALUATOR NAME:** Sarah Flink

**EVALUATOR DEPARTMENT:** DECD – MOT (CruiseMaine)

2. Subcontractors
  - P: seems like a positive thing that this project would be training USM students through their Survey Research Center
  - Q: Anyone on the committee have experience with their work?
3. Sample Plan
  - Aiming for: 95% confidence level with a  $\pm 5\%$  margin of error
  - I am not a statistician so cannot effectively evaluate these.
  - However, I'm not sure their crew numbers are reasonable. They are correct that the average ratio is 2.5 passengers / 1 crew member on board, but only a small % of crew are allowed to debark in a port. Also, that ratio varies widely across segments of the market. Ultra luxury is closer to 1:1. This is not a major criticism, but I suspect their numbers for crew will need to be revised down significantly and we are unlikely to have sufficient sample size to break out crew spending by port, especially the ACL only ports.
4. Work flow & Proposed Timeline
  - P: Professional project management. "Zenith will provide monthly progress reports in PDF format with updates on each task, percentage completion estimates, general notes, challenges, and assessments of whether tasks will be completed on schedule"
  - P: appreciate they want to pay careful attention to the prior research so that we can find as many comparisons as are feasible.
  - I: Love the PowerPoint deck to be included. Ideally branded as MOT / CruiseMaine so we can use those slides easily in presentations.
  - Would love to see this data incorporated seamlessly into the *CruiseMaine website...*



STATE OF MAINE  
DEPARTMENT OF ECONOMIC &  
COMMUNITY DEVELOPMENT

Janet T. Mills  
Governor

Heather Johnson  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202412222**  
**RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

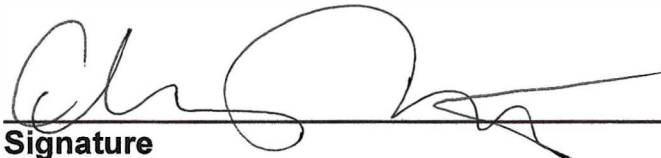
I, **Chelsea Pettengill**, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have 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.**

  
Signature

02/14/2025  
Date



STATE OF MAINE  
DEPARTMENT OF ECONOMIC &  
COMMUNITY DEVELOPMENT

Janet T. Mills  
Governor

Heather Johnson  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412222

RFP TITLE: Cruise Visitor Profile Research & Economic Impact

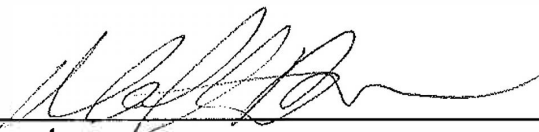
I, **Matthew Burns**, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in 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).

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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.**

  
Signature

2/28/2025  
Date



STATE OF MAINE  
DEPARTMENT OF Economic &  
Community Development

Janet T. Mills  
Governor

Heather Johnson  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP# 202412222**

RFP TITLE: Cruise Visitor Profile Research & Economic Impact

I, Hannah Collins accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. 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.**

Signature

Date





**STATE OF MAINE  
DEPARTMENT OF ECONOMIC AND  
COMMUNITY DEVELOPMENT  
Maine Office of Tourism**

**Janet T. Mills  
Governor**

**Heather Johnson  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412222  
RFP TITLE: Cruise Visitor Profile Research & Economic Impact**

I, Sarah Flink, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic and Community Development. 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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\_\_\_\_\_  
**Signature**

2/28/2025

\_\_\_\_\_  
**Date**