



July 5, 2019

**ADDENDUM 1 TO RFP 20-05
FOR
HAWAII TOURISM INBOUND DESTINATION MARKETING
MANAGEMENT SERVICES IN THE KOREA MAJOR MARKET AREA**

RFP 20-05 and all the associated forms are available at <https://www.hawaii tourism authority.org/rfps/> .

This Addendum includes

- Changes and/or Additions to the RFP
- Answers to questions submitting in writing prior to the question deadline.

Note: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes.

CHANGES AND/OR ADDITIONS

1. HTA is adding a paragraph to the RFP. Paragraph **2.08 eCivis Support** reads as follows:

2.08 eCivis Support eCivis Support

The HTA is using an online RFP management system this year called eCivis. For technical problems with the eCivis system, please email support@eCivis.com . This is for technical problems only.

Applicants can also access an Application Submission Guide <https://bit.ly/2J1BMUi> and instructional video <https://bit.ly/2ZNBx5a>.

2. **Paragraph 3.01 Certificate of Vendor Compliance (CVC)** has been edited for clarification. Additions to the original text are noted by the underlined portion:

3.01 Certificate of Vendor Compliance (CVC)

HTA is requiring all applicants to produce evidence that they currently possess, or have filed for, a Hawaii State Certificate of Vendor Compliance (CVC). Per State law, once awarded, all contractors must have a "compliant" CVC as a precondition to signing a contract. Contract cannot be executed without a CVC.

This certificate requires approval from four different agencies: the Department of Labor, the Department of Commerce and Consumer Affairs (DCCA), the Internal Revenue Service (IRS), and the Hawaii Department of Taxation (DOTAX). All approvals can be acquired through one convenient location at Hawaii Compliance Express:

<https://vendors.ehawaii.gov/hce/splash/welcome.html>.

Your certificate will show the compliance status of each of the four agencies. The status will show as either “Submitted,” “Compliant,” “Exempt,” or “Not Compliant.” “Submitted” means we are waiting for a judgement from that agency. “Compliant” and “Exempt” mean that no further action is needed from you. “Not Compliant” usually means that you will need to correct something. Contact information for the different agencies can be found at the “Contact Information” link that appears on the left hand side of the Hawai’i Compliance Express webpage. HTA has no control over your compliance status under other agencies.

We recommend that applicants begin the process immediately to identify any possible challenges and to avoid any delays in processing. There is a \$12 annual fee for this service.

For those who are new to the system, ehawaii.gov has a YouTube channel with information on creating an ehawaii.gov account, vendor registration, and using Hawai’i Compliance Express. You can visit the YouTube channel at <https://www.youtube.com/user/eHawaiiGov1/videos>.

The name on the CVC is the name that will be used for contracting and payment purposes. There cannot be any variation in the name or tax ID. Government agencies are exempt from the CVC requirement.

3. HTA is adding a paragraph to the RFP. Paragraph **3.01a Applying for an FEIN Number** reads as follows:

3.01a Applying for an FEIN Number

Hawai’i Compliance Express requires entities to have a Federal Tax ID number (FEIN) in order to apply for CVC. This is true for foreign entities as well as domestic. Applicants can get an FEIN, by filling out IRS Form SS-4.

- Go to the Taxpayer Identification Numbers (TIN) page of the IRS website by going to the following link: <https://www.irs.gov/individuals/international-taxpayers/taxpayer-identification-numbers-tin>
- Scroll down to the paragraph entitled “Foreign Persons and IRS Employer Identification Numbers.”
- Click on the link in the paragraph entitled “Form SS-4 Application for Employer Identification Number”. This will take you to the “About Form SS-4, Application for Employer Identification Number” page.
- The “About Form SS-4, Application for Employer Identification Number” page includes a link to “Form SS-4” as well as to “Instructions for Form SS-4.”

4. Paragraph **3.02 Submission Method** had been edited for clarification. Deletion of the original text is noted by a strikethrough, and additions are noted by underlines.

3.02 Submission Method

HTA will accept submission via the eCivis online portal only. NO PAPER SUBMISSIONS. NO EMAILED SUBMISSIONS. NO FAX SUBMISSIONS. Please access through Chrome, Firefox, or Internet Explorer. Do not use Safari, Opera, or Edge.

Please follow the following steps:

1. Click on the link <http://bit.ly/HTAecivis>
2. Choose RFP 20-05 from the list. Click on it.
3. Click on the “Apply” button.
4. Click on “Create an account.”
5. Fill in the basic information and click “Sign Up.” You should receive a confirmation email.
6. Click on the link in the confirmation email.
7. Sign in. You will need to type in your login and password again.
See the menu on the left-hand column. Click “My Profile”. Fill out a profile. (No need to fill in the DUNS. For Congressional District type Hawai‘i.) If you click the wrong button you will not be able to log in. See the menu on the left-hand column. Click “My Profile.” Fill out profile.
 - a. First Name
 - b. Last Name
 - c. State DUNS: Leave blank or enter all zeroes
 - d. Address: Physical address
 - e. Address 2: Mailing address
 - f. Congressional District/Region: Input the word Hawai‘i
8. Note: There is a second login that you will need to complete once inside the Portal to access the Grant Application. Same as above.

***Warning:** If you proceed to “My Application” before you fill in “My Profile,” your application will not save and you will need to start over.*

Note: When logging back into the system you will be given a choice of “Portal” or “eCivis” login. Please choose the Portal login.

5. HTA is adding a paragraph to the RFP. **Paragraph 3.02a IP Addresses and VPN** reads as follows:

3.02a IP Addresses and VPN

Some applicants will have trouble accessing eCivis because of their Internet Protocol address (IP address). An IP address is a number assigned to your computer when it connects to the internet. The IP address identifies you and your location. Sometimes, if you are located in a geographic area that is considered an internet security risk, the portal may block that IP address and you will not be allowed to log in. You may have this problem if you are located outside the United States. It can even happen in remote locations in the US. (We have reason to believe that Kaua‘i may be one of these remote locations.)

If you have this problem, you can use a virtual private network (VPN) to make it look like you are in the continental US instead of in a foreign country—that way you won’t be blocked. This is very easy to do. HTA does not want to recommend any particular service, but we have seen good results from [ExpressVPN](#) and [proXPN](#). You can find reputable VPN providers at this link: <https://www.pcmag.com/roundup/296955/the-best-vpn-services> .

If you continue to have challenges, please email eCivis at support@eCivis.com.

6. HTA is adding a paragraph the RFP. **Paragraph 3.02b Additional Instructions** reads as follows:

3.02b Additional eCivis Instructions

- When logging back into the system you will be given a choice of “Portal” or “eCivis” login. Please choose the “Portal” login. The “eCivis” login is for administrators only.
- eCivis accepts only one unique user and password per application. Do not try to fill out the application online using multiple usernames. If you have multiple people working on the application, our advice is to create your answers in a separate word document and have one person copy and paste the answers into the template on eCivis.
- Note: eCivis refers to your proposal as a “grant” application. What you are applying for is actually a contract, not a grant. “Grant” is just the term used by the management system.
- The space for phone number might be formatted as a phone number (with dashes between digits). That’s okay for our purposes. Please just enter your number and do not worry about the dashes or commas.
- You must SUBMIT your application in order for it to be received. You will receive an email confirmation immediately after the application is successfully submitted. If you do not receive an email confirmation then your application has probably not been submitted successfully. HTA will not accept applications unless they have been submitted and received.

7. Paragraph **4.02 Format** had been edited for clarification. Additional text is noted by underlines.

4.02 Format

The applicant will be responsible for delivering all the work agreed to in the Proposal within the established budget. As used herein, "Proposal" means all the requested documents listed in Section 4.03, Submission Content, and any other information described in and submitted in response to this RFP.

- **Slide shows and PowerPoint Presentations will not be accepted.** The proposal should be compact and substantive. Proposals may include a web address that evaluators will have the option of reviewing. However, evaluators will not be required to review your website, so please do not omit essential information in reliance on website content. Video, audio or other similar multimedia materials will not be considered during evaluation of written proposals, although they may be accepted in Round 2 (oral presentations) of the procurement process.
- **The format must be U.S. standard 8 1/2 by 11 inches.** This is a U.S. buyer and therefore must be oriented to U.S. document sizes. Orientation should be primarily portraited, though landscape is welcome for data presentations as appropriate. No odd-sized pages allowed.
- **Page limit.** The complete proposal (all contents listed in Section 4.03) must not exceed one hundred (100) pages. Proposals that exceed 100 pages may be disqualified prior to evaluation.
- **One PDF.** Proposal and all attachments should be presented as one PDF document.

QUESTIONS AND ANSWERS

Note: This addendum will only answer unique questions that were not already addressed in the RFP. If your question does not appear here, it may be for one of the following reasons:

- The question is being answered in the “Changes and/or Additions” listed above.
- The question was already addressed in the RFP.
- The question asks the HTA to provide answers to the items being requested in the RFP. Applicant is expected to know the market, to know the destination, and to be able to provide recommendations to the HTA as part of their proposal.

8. It was announced that the RFP is open to in-state and out-state applicants. But when we created an account on <http://bit.ly/HTAecivis> and tried to complete the company’s profile, the table seems not for international companies, e.g. we do not have EID, congressional district/region, and all options of states provided by system are US states.

- See this Addendum for instructions on how to get a federal tax ID. If you do not have a tax ID by the application deadline, please leave the EID blank. For Congressional District/Region or State, please enter the word Hawaii.

9. If an agency has capabilities servicing multiple regions (i.e. China, Korea, Japan, Taiwan etc.) can one agency answer multiple different regions?

- Yes.

10. Can one agency apply for the various RFPs under one proposal?

- No.

11. Can more than 1 agency respond jointly?

- We will be contracting with one agency. You are welcome to work together on the proposal, and you are even welcome to merge into a new agency, but one contract will be signed with one applicant. If there is a major subcontractor, applicant should inform us of that in the proposal.

12. Do we need to follow the proposal structure set out on page 32 of the RFP? Can we follow our own preferred structure?

- Please follow the structure outlined in the RFP. Applicants who fail to follow the instructions may be disqualified.

13. Can a portion of the response be in slide format and saved as one PDF?

- We will accept a PDF of a slide only if the PDF is in U.S. standard 8 1/2 x 11 as outlined in Paragraph 4.02 of the RFP. We will not accept submission in any other ratio, or in any combination of ratios.

14. Should the conflicts of Interest Disclosure form be included in the 1 PDF response, or is this counted/done separately? What about the calculations for excel files such as BMP leisure MCI budget plan worksheets, or bmp leisure/mci KPI?

- All documents are to be offered as one PDF. The 100 page limit applies to ALL documents and attachments.

- 15.** Is there a minimum or maximum number of staff allowed to attend the oral presentation? Also, will oral presentations be conducted in Hawai'i and, if so, can we video conference additional staff?
- No there is no minimum or maximum. Yes, you may video conference in additional staff.
- 16.** Paragraph 4.07 Organizational Capacity: Does HTA have a preference in where the POC is located?
- We would like the lead person to be in market.
- 17.** Paragraph 4.10 Client References. Regarding providing the total contract price, is it mandatory to include the information in the proposal? As we signed a Non-Disclosure Agreement for our clients, we cannot provide the information.
- The letter and proposal may provide a range, e.g. a contract amount between \$50,000 and \$100,000. However, it must include some kind of monetary information in order to give a sense of the size of the contract, and the amounts should be graduated so that we can tell which contracts were bigger than others.
- 18.** Will the contractor be expected to work with, or work independently from HTA's incumbent agency in market?
- Independently.
- 19.** Please list your direct competitors.
- See RFP-BMP. Applicants are expected to provide an overview of the current market conditions and trends including competition to Hawai'i.
- 20.** Creative Content (page 34): will you accept video content?
- Video content will not be accepted for Round 1 written proposal (see Paragraph 5.06 of the RFP). Applicant may refer to their website for access to video work, but evaluators are under no obligation to view these websites (see Paragraph 4.02 of the RFP). Video presentations will be allowed in Round 2, described in Paragraph 5.06 of the RFP.
- 21.** Appendix 1. Regarding the samples of the creative assets that we should submit, do the samples mean things like advertising banners or Facebook postings, etc.?
- Yes.
- 22.** Aside from the numbers provided in table 1.06 of the RFP, is there any other data you can provide? For example: make up of leisure visitors (FIT vs Group)?
- Please see <https://www.hawaiitourismauthority.org/research/> for additional visitor data.
- 23.** Do you have any guidelines on budget allocation between Leisure and MCI?
- Applicants will need to propose the budget allocation based upon their assessment of both segments and marketplace potential.

- 24.** Can HTA share previous social media performance with us?
- Board members receive a packet every month that includes the “Monthly Marketing Report” from each of the major market area contractors. Please visit <https://www.hawaiiauthority.org/who-we-are/board-of-directors/meetings-minutes/> and under the middle column labelled “BOARD,” click on “Packet” for the respective Regular Board Meeting packets.
- 25.** Appendix 1 Narrative 7: Will the winning agency be working with the HTA social media contractor or will the winning agency curate content and community manage the social media account?
- Yes to both questions.
- 26.** Appendix 1. Can we suggest new social media channels and relevant ideas in the digital marketing strategy.
- Yes.
- 27.** Who is the current target audience, and does HTA consider this audience to have been successfully targeted? Are there any specific observations on inbound travel trends of this market? Such as growing group traveller/FIT, or more demand from tier 2/3 cities? Does the visitor profile (p36) apply to Chinese visitors? If not, are there any information that can inform a profile for the visitors in this market?
- See RFP-BMP. Applicants are expected to provide an analysis of the market as it relates to travel to Hawai'i including the target audience and rationale.
- 28.** Is there a current positioning/theme for MCI?
- See <https://www.meethawaii.com/why-hawaii/>.
- 29.** What events does Hawaii have in market to promote itself? For Leisure, and separately MICE?
- See <https://www.hawaiiauthority.org/what-we-do/hta-programs/>.
- 30.** What MICE facilities does Hawaii currently boast or plan for future development? Convention centers, hotel meeting space capacity, resorts vs business properties. Star ratings?
- See <https://www.meethawaii.com/why-hawaii/>. The information you seek can be navigated from the left sidebar of this webpage.
- 31.** What does HTA believe are the Hawaiian Islands' strength as a MICE destination?
- See RFP-BMP. Applicants are expected to have existing destination and market segment knowledge in order to develop a comprehensive BMP.
- 32.** What Return on Investment (ROI) systems are currently used to assess success? (p21)
- See Paragraph 6.09 of the RFP, Evaluation of Contract Performance, as well as the Key Performance Indicators (KPI) described in the appendices. The applicant will responsible for meeting the objectives set out in its “2020 MMA BMP— Leisure MCI KPI Worksheet.”

- 33.** Will the files or documents such as marketing activity files or contact files be transferred from the old contractor to the new contractor?
- HTA will guide the transition from the previous contractor to the new one.
- 34.** Can you explain the definition of “high-value” (page 18)?
- High-value visitors are well-traveled, active, and engaged consumers who drive higher trip spending to the destination as defined in paragraph d on page 18 of the RFP. Applicants are expected to provide a market overview and propose a position strategy for Hawai‘i.
- 35.** Will the agency be responsible for performing trade initiatives as well?
- The selected contractor will be responsible to perform all proposed and approved initiatives in the proposal including trade initiatives
- 36.** How is your current partnership with the market’s trade players (such as OTA, travel agents, or other collaborations)? What is your future plan to further enhance these relationships?
- See RFP. Applicants are expected to have existing relationships with key travel trade partners in market and also develop a brand management plan to include relationship building with travel trade in market and in destination.
- 37.** Paragraph 4.09 Brand Management Plan: Can you share the travel trade calendar for the previous years?
- Please visit the HTA Brand Marketing page, and explore resources on your region. <https://www.hawaiiitourismauthority.org/what-we-do/brand-marketing/>
- 38.** Paragraph 4.09 Brand Management Plan: What are the peak seasons for Hawai‘i (for leisure travel) and what are the shoulder seasons?
- See Appendix 2 of the RFP. Shoulder seasons for Hawai‘i are April – May and October – November. All other months are considered peak season.
- 39.** What are the major routes HTA wants to focus on for this market (which city)?
- Applicants are expected to identify specific geographic regions (including major routes) and target lifestyle segments applicable to the market that will have the greatest return on marketing investments.
- 40.** Appendix 1 Narrative 6: Will the winning agency be responsible to work on the content of gohawaii.com as well as hosting, or will there be a separate hosting agency?
- Yes to content development. No to hosting.
- 41.** Who are your brand ambassadors/influencers?
- Applicants are expected to be knowledgeable with the market and destination and propose a brand ambassadors/influencer marketing strategy.

42. Does Hawaii offer medical tourism? Eco tourism? Any plans?

- Applicants may include, in their proposal, any recommended niche tourism development and the rationale for pursuing it.

43. Is there an MMA KPI measurement basis or criteria for our market area that we should consider, especially for PR, promotion, and advertising programs? For quantitative KPIs, can it be based on Kobacco (Korea Broadcast Advertising Corporation) data, or do you have your own standard to evaluate KPIs?

- Applicants are expected to propose KPI targets and explain the measurement methodology used to develop the KPI targets.