



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMÖHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKAI

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

SUSAN M. HIRAI
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

December 5, 2022

Mr. John Monahan
President & CEO
Hawai'i Visitors and Convention Bureau
2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815

**Subject: RFP 22-01 Hawai'i Tourism Destination Brand Marketing and
Management Services for the U.S. Major Market Area**

Dear Mr. Monahan:

As the Head of the Purchasing Agency for the Department of Business, Economic Development and Tourism (DBEDT), I am responsible for overseeing the process and complaint for RFP 22-01 for the Hawai'i Tourism Authority (HTA).

Given the emerging and erratic market coming out of the COVID-19 pandemic, which is not expected to be in full recovery until 2025 and the evolving needs of the community, it is clear to us that to address the needs of the current market more effectively, it is no longer in the best interest of the State and people of Hawaii to enter into one single RFP. We must have two contracts one for marketing communications and travel trade and one for destination brand management, communication, education, and community-based economic development. A single contract would not only put us at a competitive disadvantage in the market but also in dealing with the community.

At the conclusion of an extended mediation lead by Judge Michael Broderwick which allowed all the competitors and HTA to speak openly and honestly and to put the needs of Hawaii first instead of their personal benefits, and on the advice and counsel of the head of the State Procurement Office and the Department of the Attorney General, the June 2022 award for RFP 22-01 to the Council for Native Hawaiian Advancement is being rescinded on my authority, and RFP22-01 is hereby cancelled. The services described in RFP 22-01 will be re-solicited in an effort to arrive at a result most advantageous to the people of Hawai'i pursuant to my responsibilities under HRS 103D.

Mr. John Monahan
December 5, 2022
Page 2

It is my recommendation that the Chair of HTA meet with the board members and work in collaboration with Bonnie Kahakui, State Procurement Office, Cheryl Kakazu Park, Hawaii Office of Information Practices, the Department of the Attorney General, and the Department of Budget and Finance with the guidance and support of the legislature and Governor Green. This will not only be advantageous for Hawaii and reflect who we are and where we are going but will also better position Hawaii and our ability to remain competitive in a global tourism economy.

This decision to rescind the award and cancel the solicitation should not be considered a ruling on the protest filed by HVCB in June 2022. This decision is final and binding. I am confident that HTA through its President and CEO and board will exercise its authority to move forward and put Hawaii's best interest first to carryout 201B and put the right RFP out in the next round.

With aloha,



Mike McCartney

cc: Governor David Ige
Governor-Elect Josh Green
Lt. Governor-Elect Sylvia Luke
Speaker Scott Saiki and Members of the House of Representatives
President Ronald Kouchi and Members of the Senate
Gregg Kinkley, Deputy Attorney General
Bonnie Kahakui, State Procurement Office
John De Fries, Hawai'i Tourism Authority
George Kam, Hawai'i Tourism Authority



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMŌHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKA'I

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

SUSAN M. HIRAI
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

December 5, 2022

Mr. Kūhiō Lewis
President & CEO
Council for Native Hawaiian Advancement
91-1270 Kinoiki Street, Building 1
Kapolei, Hawai'i 96707

**Subject: RFP 22-01 Hawai'i Tourism Destination Brand Marketing and
Management Services for the U.S. Major Market Area**

Dear Mr. Lewis:

As the Head of the Purchasing Agency for the Department of Business, Economic Development and Tourism (DBEDT), I am responsible for overseeing the process and complaint for RFP 22-01 for the Hawai'i Tourism Authority (HTA).

Given the emerging and erratic market coming out of the COVID-19 pandemic, which is not expected to be in full recovery until 2025 and the evolving needs of the community, it is clear to us that to address the needs of the current market more effectively, it is no longer in the best interest of the State and people of Hawaii to enter into one single RFP. We must have two contracts one for marketing communications and travel trade and one for destination brand management, communication, education, and community-based economic development. A single contract would not only put us at a competitive disadvantage in the market but also in dealing with the community.

At the conclusion of an extended mediation lead by Judge Michael Broderwick which allowed all the competitors and HTA to speak openly and honestly and to put the needs of Hawaii first instead of their personal benefits, and on the advice and counsel of the head of the State Procurement Office and the Department of the Attorney General, the June 2022 award for RFP 22-01 to the Council for Native Hawaiian Advancement is being rescinded on my authority, and RFP22-01 is hereby cancelled. The services described in RFP 22-01 will be re-solicited in an effort to arrive at a result most advantageous to the people of Hawai'i pursuant to my responsibilities under HRS 103D.

It is my recommendation that the Chair of HTA meet with the board members and work in collaboration with Bonnie Kahakui, State Procurement Office, Cheryl Kakazu Park, Hawaii Office of Information Practices, the Department of the Attorney General, and the Department of Budget and Finance with the guidance and support of the legislature and

Mr. Kūhiō Lewis
November 28, 2022
Page 2

Governor Green. This will not only be advantageous for Hawaii and reflect who we are and where we are going but will also better position Hawaii and our ability to remain competitive in a global tourism economy.

This decision to rescind the award and cancel the solicitation should not be considered a ruling on the protest filed by HVCB in June 2022. This decision is final and binding. I am confident that HTA through its President and CEO and board will exercise its authority to move forward and put Hawaii's best interest first to carryout 201B and put the right RFP out in the next round.

With aloha,



Mike McCartney

cc: Governor David Ige
Governor-Elect Josh Green
Lt. Governor-Elect Sylvia Luke
Speaker Scott Saiki and Members of the House of Representatives
President Ronald Kouchi and Members of the Senate
Gregg Kinkley, Deputy Attorney General
Bonnie Kahakui, State Procurement Office
John De Fries, Hawai'i Tourism Authority
George Kam, Hawai'i Tourism Authority