



Addendum Date: March 3, 2023

**ADDENDUM 1 TO RFP NO. RFP 23-08
for
SUPPORT SERVICES FOR DESTINATION STEWARDSHIP**

STATE OF HAWAI'I
HAWAI'I TOURISM AUTHORITY
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This Addendum includes:

- Replaces Mr. Marc Togashi as Procurement Officer and appoints Ms. Tracey Fermahin as Procurement Officer effective 2/27/23.
- RFP 23-08 Support Services for Destination Stewardship Pre-Proposal Conference PowerPoint.
- RFP 23-08 Support Services for Destination Stewardship answers to written questions submitted via HiePro and asked at the Pre-Proposal Conference.

This addendum will only answer unique questions that were not already addressed in the RFP.

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.

QUESTIONS AND ANSWERS

1. The link to the HTA Destination Management Action Plans does not work (Section 1.10, WEBSITE REFERENCE, page 8). What is the URL?

The URL is: <https://www.hawaiitourismauthority.org/what-we-do/destination-management/>

2. What MMAs should be included in the Visitor Education and Post-Arrival Marketing and Communication scope of work? (Section 2.2 SCOPE OF WORK (Page 12)

The major market areas (MMA) are: U.S., Japan, Canada, Oceania (Australia and New Zealand), Korea and China.

3. Could you please give an example of a “premium location,” in 2.3 of the RFP: “Number of premium locations utilized for visitor education activities and post-arrival campaign” Section: 2.3 KEY PERFORMANCE INDICATORS & PERFORMANCE EVALUATION METRICS 1. Visitor Education and Post Arrival Marketing & Communication (Page 16)

An example of a “premium location” is an advantageous, heavy foot-traffic area that is frequented by

visitors.

4. Please clarify the Compensation amounts (Section 2.4 COMPENSATION, Page 18).

This is a Fixed-Price contract, inclusive of all taxes and expenses, for an amount not to exceed **TWENTY-EIGHT MILLION SIXTY-FIVE THOUSAND AND NO/100 DOLLARS (USD \$28,065,000.00)** for the initial two contract periods of this multi-term contract.

- A fixed price amount no greater than **FIVE MILLION ONE HUNDRED NINETY-FIVE AND NO/100 DOLLARS (USD \$5,195,000.00)** for May 2023 through December 2023 of contract period 1;
- A fixed price amount no greater than **TWELVE MILLION TWO HUNDRED SEVENTY AND NO/100 DOLLARS (USD \$12,270,000.00)** for January 2024 through December 2024 of contract period 1;
- A fixed price amount no greater than **TEN MILLION SIX HUNDRED AND NO/100 DOLLARS (USD \$10,600,000)** for January 2025 through December 2025 of contract period 2

with options at the sole discretion of HTA to provide incremental funding, subject to the availability of funds, up to the amounts described below:

- A fixed price amount no greater than **TWO MILLION AND NO/100 DOLLARS (USD \$2,000,000.00)** for contract period 1; and
- A fixed price amount no greater than **FOUR MILION AND NO/100 DOLLARS (USD \$4,000,000.00)** for contract period 2, upon which performance measure targets would be reassessed.

Offerors shall submit their proposal for both the base and incremental funding described above as outlined in Section 3.

Total maximum compensation, inclusive of all taxes, expenses and optional incremental funding is for an amount not to exceed **THIRTY-FOUR MILLION SIXTY-FIVE THOUSAND AND NO/100 DOLLARS (USD \$34,065,000.00)** for this multi-year contract.

5. How was the annual Administrative Costs set at 15%? (Section 2.4 COMPENSATION, Page 18)

Based on market research and the type of activities that RFP 23-08 calls for, it was determined that the administrative fee cap amount for RFP 23-08 was sufficient and aligned with the professional services and administrative support required for the type of activity described in the Scope of Work as it relates to item page 15, section 2.2 Scope of Work, item number 5, Management and Administrative Support for 6 HTA Programs.

For further clarification, “administrative costs and contractor fee/profit which is included in the fixed amount and cannot exceed 15% of the total annual fixed price” pertains only to page 15, section 2.2 Scope of Work, item number 5, Management and Administrative Support for 6 HTA Programs.

Administrative costs is defined as to staffing salaries and office expenses, and the contractor fee.

There shall be no administrative cap placed upon section 2.2 Scope of Work, item numbers 1-4 on pages 12-15.

6. Do you have a list of other interested parties, attendees of the pre-proposal conference and/or anyone who expressed interest in partnering on this opportunity?

Please see Addendum 1, Attachment 1 for a list of the attendees of the pre-proposal conference.

7. Is there a level of effort for how many hours or FTE's required?

It is up to the offeror to recommend what is needed to fulfill the obligations of the scope of work.

8. Can multiple organizations apply together in one proposal?

Yes, but only one primary overall offeror shall submit a proposal. The additional vendors would be considered subcontractors.

9. Is the amount of funds available for CEP projects smaller than years before?

It is comparable.

10. How does HTA envision the contractor working together with other agencies for DMAPs where other agencies are involved in executing the DMAP? What responsibilities, if any, will the successful bidder have in supporting HTA with the DMAPs?

Please refer to page 12 of RFP 23-08, Section 2.2, No.1-5. There are five overall areas for the scope of work to assist with moving DMAPs' actions forward: 1) Visitor Education and Post Arrival Marketing & Communications, 2) Technical Assistance and Capacity Building, 3) Quality Assurance Program, 4) Tour Guide Certification Program, and 5) Management and Administrative Support for 6 HTA Programs. HTA envisions the contractor working with HTA staff and on-island DMAP managers in efforts regarding DMAP initiatives.

11. Will preference be given for local organizations?

Please refer to page 23 of RFP 23-08, Section 3.1.3, the Professional Experience section, in addition to the evaluation criteria found on pages 31 and 32, Section 4.2.

12. Would it be possible to create partnerships with local communities and pay them through this offer? For example, with local high schools and colleges in "eco-tourism/research" projects? Hilton Hotels CEO has done something similar in exciting locations such as Hawai'i.

It is up to the offeror as to propose activities that will meet the objectives of RFP 23-08, deliver on the measures of performance, and execute the scope of work.

13. What is the dollar range of contracts to be issued for this RFP? Is there a minimum or maximum?

Please refer to pages 15 and 16 of RFP 23-08, Section 2.2, item number 5.

14. My company would like to work with the awarded company to make all the destination stewardship-related documents for visitors accessible to non-English-speaking visitors. How can my company be the one?

Once the HTA notifies the public of the selected vendor for RFP 23-08, you are welcome to reach out to them.

15. Where might we find the list of existing HTA “Partners” - i.e., stakeholders, government agencies, and local communities? Are all islands considered, such as Lāna‘i?

HTA has not compiled a list. Please visit hawaiiitourismauthority.org site which contains various stakeholders and partners via webpages, press releases, and various planning documents.

16. Can an organization submit multiple proposals?

No, an organization should only submit one proposal for RFP 23-08. It is not a multiple proposal RFP.

17. Is this a single award?

Yes.

18. I had questions in regard to the compensation of this multi-term contract. How much would I, the offeror be paid if this contracted project is roughly \$34,000,000? What would I be paid from that?

Please refer to responses to questions 4 and 5, in addition to page 18 of RFP 23-08.

19. What measures have been taken to ensure that the contractors from both RFP 23-03 and 23-08 will be complementary and limit any potential for counterintuitive directions?

HTA staff works closely to ensure the messages are complimentary, and HTA staff will provide guidance to all of its contracts.

20. What criteria will be used to evaluate the requests for optional incremental funding subject to section 2.4 (assuming the maximum amount of funds is made available)?

Please refer to the table on page 32, Section 4.2, PROPOSAL EVALUATION CRITERIA AND SCORING GUIDE.

21. What opportunities will the successful bidder have to provide input into the marketing messaging and strategies of HTA and its contractors based upon what it is learning from community-based engagement?

HTA directs all its marketing contractors. The selected vendor can provide recommendations to HTA for consideration.

22. Do you have any historical pricing data and level of effort (how many FTE's) have performed in the key areas?

- Hawai'i Community Foundation (HCF) charged \$140,000 per year (a flat fee of \$75,000 for each year plus 5% of awarded funds) to oversee Kūkulu Ola and Aloha 'Āina programs. These 2 programs totaled \$1.3 million per years in 2013-2015.
- HCF in its 2021 contract is charging an admin fee of 10% (\$350,000) of the total contract amount of \$3.4 million. There is one PTE administrating these programs.
- The 2018, 2019, & 2020 Community Enrichment Program was administered by Hawaii Tourism Authority (HTA). There was 1 FTE administering the program for each year.
- The 2022 Community Enrichment Program was administered by the Hawai'i Visitors and Convention Bureau (HVCB). There were 4 PTE administering the program totaling \$350,000 for 23 months. The total 2022 CEP awarded funds were \$2.9 million.