



Addendum Date: March 08, 2023

**ADDENDUM 2 TO RFP NO. 23-03
for
HAWAII TOURISM DESTINATION BRAND MANAGEMENT & MARKETING
SERVICES FOR THE UNITED STATES MARKET**

STATE OF HAWAII
HAWAII TOURISM AUTHORITY
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This Addendum includes:

- RFP 23-03 Hawaii Tourism Destination Brand Management & Marketing Services for the United States Market additional answers to questions asked at the Pre-Proposal Conference and from HIEPRO.

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

Note: Not all questions submitted have been answered in this addendum, but those answers are forthcoming via another addendum by March 15, 2023.

- 1. Is there a limit to the number of people per bidder who are allowed to present during the oral presentation?**

A determination has not been made at this time. If a limit is set it will be communicated to priority listed offerors in their invitation to participate in the oral presentations.

- 2. Do you have in mind any limits to the number of presenters in the oral presentations?**

A determination has not been made at this time. If a limit is set it will be communicated to priority listed offerors in their invitation to participate in the oral presentations.

3. **Is there a limit to the number of people per bidder who are allowed to present during oral presentation? [Page 15, Section 4. Evaluation, Section 4.4, 2nd full paragraph]**

A determination has not been made at this time. If a limit is set it will be communicated to priority listed offerors in their invitation to participate in the oral presentations.

4. **There is no mention of a requirement for letter of recommendation. Are they allowable? If so, would that be considered an additional attachment? After item #37?**

Letters of recommendation were not called for in the procurement.

5. **There is no mention of a requirement for letters of recommendation. Are we still able to submit them? If so, would it be an additional attachment after Item 37? [RFP p.17, section/paragraph 3.1.2, items 28-37]**

Letters of recommendation were not called for in the procurement.

6. **If these are fixed price contracts, how does an offeror bid on something with incremental funding?**

Both the base and incremental funding will be fixed prices. Offerors shall submit their proposal for both the base and incremental funding described in Section 2.4 and as outlined in Section 3 of RFP 23-03.

7. **Are companies registered outside the United States eligible to submit a proposal?**

Yes.

8. **Why do you love Hawai'i? From the community angle?**

HTA recommends offerors to consider their own due diligence and answer this for themselves. You may also consider reading the most recent Resident Sentiment Survey by visiting <https://www.hawaiitourismauthority.org/research/>

9. **Are there metrics and data available from the incumbent agency?**

HTA is not sure how to answer the question. It is a very broad question. The number of metrics and data is immense and varies by area of work. Therefore, we elect not to answer the questions here.

Please consider visiting <https://www.hawaiitourismauthority.org/research/> and search data by market. The Monthly Fact Sheets include some data from the incumbent agency, and a lot of the sources of information.

10. From experience from the incumbents past experience work, what would you like to see different from the new contractor?

Offeror's original ideas for campaigns and projects that meet scope and objectives outlined in the RFP.

11. How long does the incumbent have to aid in the new contractor transition?

According to the current contract there is no set period of time for the transition defined. The contract language is noted here as an example: "Contractor agrees that upon expiration or termination of this Contract for any reason, Contractor shall provide sufficient efforts and cooperation to ensure an orderly and efficient transition of the authorized Annual BMP required under this Contract to the HTA and/or a third party..."

12. Will I be able to discuss and gather current research from areas like the DMAPs, previous KPIs, discussions with leaders, etc. before submitting and implementing a detailed plan and if so, how long can my research last before plan implementation or is it expected for me to immediately pick up where the incumbent left off?

HTA requests that the launch occurs on or about July 1, 2023, to coincide with the offeror's Brand Marketing Plan (BMP) that is being submitted with your proposal. There is lots of data available on our HTA website and can be accessed by visiting <https://www.hawaiitourismauthority.org/research/>. Finally, there is time for a review with the HTA staff before implementing your BMP.

13. In the PowerPoint deck shown during the pre-proposal conference, the slide entitled "Evaluation Committee" said that the evaluation committee will include "key stakeholders and industry experts." Question: Does that include someone specifically with destination marketing experience? [Page 28, Section 4.3, 2nd paragraph, 1st sentence]"

Please see Section 4.3 of the RFP. Also, HAR §3-122-45.01 requires that the evaluation committee "consist of at least three governmental employees with sufficient qualifications in the area of the goods, services, or construction to be procured". Additional individuals with sufficient knowledge to serve on the committee, who are not governmental employees, may also serve on the committee.

14. Could we request the last Marketing Program that was executed?

The last Partial Year 2023 Brand Marketing Plan approved and implemented can be accessed by visiting: <https://www.hawaiitourismauthority.org/media/10476/usa-2023-brand-marketing-and-management-plan.pdf>. It is still being implemented through March 31, 2023.

15. **Can you provide a breakdown of the marketing budget for this last contract? Ex. How much was spent on Consumer, Travel Trade, Internal Audience Marketing, etc.**

For the most recent contract which covers October 2022 to March 2023 we plan to expend roughly the amounts below. Please note these are estimates and subject to change.

Total Consumer Direct	\$5,300,000
Total Public Relations	\$630,000
Total Travel Trade	\$690,000
Total	\$6,620,000

16. **Is there an external deadline for the launch of the new campaign creative in light of the current campaign ending on March 30th? If so can that date be shared with us?**

HTA requests that the launch occurs on or about July 1, 2023, to coincide with the offeror's Brand Marketing Plan that is being submitted with your proposal.

17. **Can we receive a report of all current media placements?**

HTA will not be providing this as we don't want to unduly influence offerors ideas. The last Partial Year 2023 Brand Marketing Plan approved and implemented can be accessed by visiting: <https://www.hawaiitourismauthority.org/media/10476/usa-2023-brand-marketing-and-management-plan.pdf>. It is still being implemented through March 31, 2023.

18. **Can you provide us with the 2022 media budget?**

The paid media budget for CY2022 was roughly \$8,500,000 and is pending final reporting and subject to change.

19. **Is this new umbrella campaign intended to also be a halo over promotional events and partnerships?**

Without any details it is difficult for the HTA to understand the question fully. Generally, HTA believes the answer to this question is, yes.

20. **Is the Admin Cost limit of 22% applied to the annual base budget amount or the entire contract budget?**

The administrative cost cap is meant to be applied to the contract budget each calendar year.

21. Will the Offeror have consistent access to subject matter experts during the development and implementation process?

HTA is not sure the intent of the question and who the subject matter experts the question is referring to. However, HTA will endeavor to work with the awarded offeror to ensure the collective success for Hawai'i is achieved and to resource and connect the awarded offeror with subject matter experts as best as possible.

22. Are there any limitations on how content, solutions can be used to generate revenue for offeror?

The offeror should not be earning revenue beyond the profit/retainer outlined in the budget worksheet. State monies provided under this contract and/or the work product created under the contract shall not be used to generate revenue.

23. Can the Offeror phase deployment of solution across specific pre-determined islands?

HTA does not fully understand this question. HTA is not sure what the question refers to as "solution."

24. What would be the disposition of this contract award should HTA be dissolved by the legislature with functions moved to DBEDT?

While HTA is uncertain of what final actions the legislature may take this legislative session, it is common when functions and contracts are transitioned that they are moved to the new agency. As a reference The Hawaii Legislative Drafting Manual, 11th Edition published in 2022 is quoted in part below from Page 74 and reads in part:

“Transfer of Functions Between Agencies; Continuity of Rules, Policies, etc.

All rules, policies, procedures, guidelines, and other material adopted or developed by the department of _____ to implement provisions of the Hawaii Revised Statutes that are reenacted or made applicable to the department of _____ by this Act shall remain in full force and effect until amended or repealed by the department of _____ pursuant to chapter 91, Hawaii Revised Statutes.

In the interim, every reference to the department of _____ or director of _____ in those rules, policies, procedures, guidelines, and other material is amended to refer to the department of _____ or director of _____, as appropriate.

(See section 21 of Act 152, Session Laws of Hawaii 2021.)”

“Transfer of Functions; Effect on Deeds, Contracts, Permits, etc.

All deeds, leases, contracts, loans, agreements, permits, or other documents executed or entered into by or on behalf of the department of _____, pursuant to the provisions of

the Hawaii Revised Statutes, that are reenacted or made applicable to the department of _____ by this Act shall remain in full force and effect. Upon the effective date of this Act, every reference to the department of _____ or the director of _____ therein shall be construed as a reference to the department of _____ or the director of _____, as appropriate.

(See section 15 of Act 56, Session Laws of Hawaii 2019.)”

25. Does the HTA have a preference on island priority for testing and deployment?

While HTA doesn't fully understand the question. The awarded offeror should promote the Hawaiian Islands and Hawai'i as a whole. In doing so, we highlight each of the unique island essences and attributes.

26. What type of assistance would HTA need from the awardee in "crisis management and communications"? Is HTA no longer requiring on-island presence of the successful bidder? Is any prior experience/knowledge of Hawai'i crisis management required? [Page 11, Section 2.2, 3rd to last bullet of the section]

The awarded offeror will support HTA in communicating with industry partners as well as directly with visitors in the US Market. It is a supportive role, and all crisis communications are directed by the HTA and its staff.

27. What is HTA's expectation of how the awardee will work with HVCB's island chapter staff?

The cooperation of all HTA contractors is expected in achieving the goals of the HTA Strategic plan. All work is supervised, directed, and approved by HTA Staff. Both internal and external coordination and communication across our various contractors and internally with staff is critical to achieve our goals.

28. Can the State provide access to subject matter experts a pre-schedule interval for guidance on specific workflows (permitting, fees, etc.)?

HTA doesn't understand this question.

29. Can the state provide a listing of all businesses within the state that operate within the tourism economy, including hotels, activity suppliers, charter services, and other related business models?

The HTA does not maintain a local business database. However, the HTA does have professional contacts, and is willing to facilitate introductions as needed/appropriate once the contract is awarded.

30. What is the scope for MCI's contract? Are there specifications around interfacing with this contract during the term of this specific RFP?

The intention is that the awarded offeror support and liaise with Meet Hawai‘i on an as needed basis. Offerors can learn more about our Global MCI work by visiting: <https://www.hawaii-tourism-authority.org/what-we-do/brand-marketing/global-mci/>

31. If accepted when are funds made available to the offeror?

Funds will be made available as soon as possible. Please see Section 5.10 and Exhibit G for the State’s general conditions. The HTA will do everything in our power to expedite the contracting, financial encumbrances and issue the Notice To Proceed required to issue an initial payment based on the terms of the executed contract and in compliance with Hawai‘i state law.

32. What is the ramp up period for accepted offeror?

HTA requests that the awarded Offeror begins implementation of their Brand Marketing Plan (BMP) on or about July 1, 2023.

33. Will the current Island Chapter Support Services contract remain in effect for the entire the term of the new HTUSA contract?

The current Island Chapter Support Services contract is set to end on June 30, 2023.

34. Is there an expectation for how this RFP will interact with vendor SimpleView?

HTA doesn’t fully understand the question. SimpleView as a vendor has many products and services. HTA uses some of them now including the SimpleView Digital Asset Management for the Knowledge Bank. It is up to the offeror if they would recommend as part of their proposal the use of SimpleView in any capacity.

35. On the pre-proposal call, a slide showed the organization of RFP material by the 3 time periods. This differs from the organization of submittals. Can you confirm that the pre-proposal slide was meant to help us organize our approach for each time period, but the actual document must be organized as specified in 3.1.2. [pages 16-17, entire 3.1.2 section]?

Please use sections 3.1.2 and 3.1.3 of RFP 23-03.

36. What is your current year media spend and do you see that increasing or decreasing in 2024?

Our 2022 media spend was roughly \$8,500,000. We leave the 2024 amount to the Offeror to describe in their proposal based on the amounts in Section 2.4.

37. What are the expectations of the successful bidder to engage with the Destination Stewardship contractor to support appropriate marketing content development and target marketing to mindful travelers in alignment with Destination Stewardship goals?

Please reference Section 2.2, which include: Increase awareness, familiarization, and understanding of the diversity of Hawai‘i’s people, place, and culture. This includes, but is not limited to, supporting Hawai‘i-based projects, programs, and initiatives in market at HTA’s direction; and Implement a responsible tourism branding communications program to educate visitors pre-arrival with specific information about safe and respectful/mindful travel. This program should be coordinated with the HTA’s in-destination program to provide a seamless message throughout the entire visitor journey.

Finally, we expect the cooperation of all HTA contractors in achieving the goals of the HTA Strategic plan. All work is supervised, directed, and approved by HTA Staff. Both internal and external coordination and communication across our various contractors and internally with staff is critical to achieve our goals.

- 38. In regard to the Scope of Work, there is a bullet that says "Assist HTA’s Global MCI Contractor “Meet Hawai‘i” in securing MCI group business with special focus on the state-owned Hawai‘i Convention Center (HCC) and citywide convention growth." My question is, traditionally what responsibilities and or tactics would specifically fall under the preview of the contractor in securing meetings and conventions?**

The contractor would have no direct responsibilities for securing MCI business as that is another contractor’s role. The intention is that the awarded offeror support and liaise with Meet Hawai‘i on an as needed basis. Offerors can learn more about our Global MCI work by visiting: <https://www.hawaiitourismauthority.org/what-we-do/brand-marketing/global-mci/>

- 39. Traditionally, what responsibilities and or tactics would specifically fall under the preview of the contractor for group sales?**

HTA leaves the tactics and strategy to the offerors to propose. Leisure group sales are part of this scope.