Addendum Date: August 15, 2023

ADDENDUM 2 TO RFP NO. RFP 24-03
for
HAWAI‘I TOURISM DESTINATION BRAND MANAGEMENT & MARKETING SERVICES FOR THE EUROPE MAJOR MARKET AREA

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

This Addendum includes:

- RFP 24-03 Hawai‘i Tourism Destination Brand Management & Marketing Services for the Europe Major Market Area answers to additional questions submitted.

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. 1.3.3 As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee not to exceed $5,000 for the total contract term. The mandatory fee (.75%) is applicable for awards by Hawai‘i government agencies only. This transaction fee is payable to NIC Hawai‘i (formerly known as Hawai‘i Information Consortium), the vendor administering HlePRO. Refer to the "Instructions" tab in the HlePRO solicitation for more details. The mandatory transaction fee shall be at the Contractor's sole cost and expense. Do we need to pay $5,000 to submit a proposal? Or do we need to pay money if we win? Please clarify.

The mandatory .75% transaction fee shall be at the Contractor's sole cost and expense, which is not to exceed $5,000 for the total contract term. This fee is not required to submit a proposal.

2. Referring to Page 7, section 1.4 of the RFP: It states: oral Presentation with Priority Listed Offerors September 8, 2023. As this is due to take place in Hawai‘i, will HTA cover any costs of the trip, such as ground arrangements or hotel?
No, the offerors shall cover all costs of the trip. An offeror shall have at most 5 people for Round 2 oral presentation.

3. Referring to Attachment 7, page 9, Financial Statement. Can we submit our financial statements, or must we complete the template provided? It asks for a lot of detailed/confidential information.

   The offeror must use the RFP attachment templates provided in the solicitation.

4. Referring to Attachment 1, tab Program A. Do we need to complete all the tabs from 'Program A' to 'Program E'?

   It depends on the number of programs you propose; you may add or delete Program tabs.

5. Does HTA have a preferred budget split between the geographic regions?

   Offerors shall propose budget allocations between different geographic regions.