

'Umeke



POWERED BY



2024 SIGNATURE EVENTS PROGRAM REQUEST FOR PROPOSALS

DEADLINE FOR RECEIPT OF PROPOSALS IS

November 13, 2023 11:59PM HST

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SECTION 1 – OVERVIEW AND TIMELINE

1.1 Purpose of Signature Events Program

Pursuant to Chapter 201B of the Hawai'i Revised Statutes, the Hawai'i Tourism Authority (HTA) is the lead government agency for tourism, established by the State of Hawai'i in 1998. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. In addition, HTA's Five-Year Strategic Plan 2020-2025 lays out HTA's community pillar objective to "generate and/or invest in initiatives and projects that provide for positive resident-visitor interaction, celebrate Hawai'i's multicultural heritage, and support better relations between the community and tourism industry."

The Signature Events program supports major events that have broad appeal and align with Hawai'i's destination image and brand. These world-class events help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits, and ensure tourism and communities enrich each other. Signature Events aim to attract attendees and participants from outside the state of Hawai'i with extensive national and international marketing, and have a significant economic impact as measured by the number of out-of-state participants. The program also seeks to support and strengthen existing events in our communities and create new events for both residents and visitors alike.

As the contractor for HTA, Kilohana is seeking proposals from qualified applicants for the HTA's Signature Events program. The HTA supports Signature Events that provide an experience that is unique and enriching, while valuing and perpetuating Hawai'i's natural resources, Hawaiian culture, and honoring its people and traditions. To provide a diverse and quality tourism product unique to Hawai'i, the Signature Events Program also supports such events that celebrate its diverse cultures and community. Signature Events are strategically positioned during normally soft or "shoulder" periods to attract visitors to travel during these times of the year.

1.2 Orientation/Informational Briefings

Kilohana will conduct 2 virtual webinars on the following dates and times:

Tuesday, October 10, 2023 10am-11am HST

Thursday, October 12, 2023 6pm – 7pm HST

These informational briefings will orient interested applicants to the application process for all HTA funding opportunities (ie, Community Enrichment Program, Signature Events, Kukulu Ola, Kahu `Āina, Resort Area Hawaiian Cultural Initiatives – Statewide, and Resort Area Hawaiian Cultural Initiatives – Maui only). Interested applicants will be able to submit questions in an interactive Q&A session during these briefings. To access the webinars, go to the Kilohana website at www.Kilohana.com.

Following these briefings, a recording of both webinars will be posted on the Kilohana website at www.Kilohana.com.

1.3 RFP Point-of-Contact

All questions and communications regarding this RFP shall be sent via email to umeke@kilohana.com. All emails must include "Signature Events RFP" in the subject line. Frequently asked questions (FAQs) can be found online at www.kilohana.com.

1.4 Disclaimer: Cancellation and Cost Liability

Kilohana reserves the right to cancel this RFP, or any components of this RFP, at any time. Kilohana assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submission of proposals in response to this RFP. An applicant may not bill Kilohana for any costs or expenses incurred in pursuit of this award. Any incumbent under any HTA contract may not use HTA-funded resources to prepare its Proposal.

1.5 Description of HTA Funding Opportunities

The following funding opportunities are offered by HTA:

Signature Events:

Supports major events with broad national/international appeal that align with Hawai'i's destination image and brand. The program also seeks to strengthen and enhance existing community events, as well as create new ones, catering to both residents and visitors.

Kahu 'Āina:

Provides financial support to responsible community-based organizations, with a focus on āina-Kānaka (land-human) relationships and knowledge, for the management, preservation, and regeneration of Hawai'i's natural resources and environment.

Kūkulu Ola:

Offers funding support to community-based organizations dedicated to enhancing, strengthening, and perpetuating Hawaiian culture through authentic experiences for both residents and visitors.

Community Enrichment Program:

Delivers distinctive, authentic, and highly-valued visitor-related experiences, representing activities developed by the community for the community. These are offerings that the community is eager and willing to share with our visitors.

Resort Area Hawaiian Cultural Initiatives (Statewide):

Provides support to cultural practitioners offering authentic Hawaiian experiences and musicians providing Hawaiian entertainment and music in resort areas throughout Hawai'i.

Resort Area Hawaiian Cultural Initiatives (Maui only):

To support the musicians and cultural practitioners affected by the Lahaina wildfires, this initiative offers funding support to cultural practitioners providing authentic Hawaiian experiences and musicians offering Hawaiian entertainment and music exclusively in resort areas on Maui.

SECTION 2 – APPLICANT AND PROJECT ELIGIBILITY/SPECIFICATIONS

Kilohana seeks proposals for HTA's Signature Events Program that meet the proposal guidelines and the following project eligibility.

2.1 Entity Type

Entity Type: Applicant must be a licensed 501(c)(3), government agency, or for-profit business. Fiscal sponsors are not allowed for this program.

2.2 Term, Location, Award Limit

- **Program Term:** Program occurring during the 2024 calendar year (January 1, 2024 – December 31, 2024).
- **Program Location:** Program must take place in the State of Hawai'i.
- **Award Limit:** An award limit will not be imposed. However, applicant will be judged on the reasonableness of their request and the likelihood of success. See also, Paragraph 2.4, "Use of HTA Funds/Non-Allowable Expenses."

2.3 Media Exposure

The proposal should outline marketing efforts within Hawai'i, nationally, and internationally. It should also include anticipated media exposure and as many details as possible should be provided.

2.4 Brand Experience

The HTA has developed a marketing strategy to integrate the brand experience into the overall marketing strategy to help drive demand. As a part of this strategy, this proposal must fall into one of the given tourism niche areas.

- **Agriculture Tourism:** Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.
- **Cultural Tourism:** Tourism related to Hawai'i's multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, arts, and traditions of our islands.
- **Culinary Tourism:** Tourism related to exploring unique and memorable eating and drinking experiences in order to get a sense of the destination.
- **Nature Tourism:** Tourism related to experiencing Hawai'i's natural attractions, unique flora, fauna, and culture in a manner which is ecologically responsible, economically sustainable, encourages the well-being of the community, and is infused with the spirit of *aloha 'āina*.
- **Education Tourism:** Tourism related to formal and informal education and training in life-long learning experiences in Hawai'i's unique natural and multi-cultural environment.
- **Health and Wellness Tourism:** Tourism focused on travel to enhance the wellness of the mind, body, and spirit of individuals, families and groups.
- **Sports Tourism:** Tourism focused on attracting participants or spectators in community-based sporting events, such as running, swimming, cycling, surfing, and stand-up paddling.
- **Voluntourism:** Tourism related to travel to participate in voluntary work, typically for a charity.

2.5 Use of Funds/Non-allowable Expenses

The following activities are **not** eligible for SE funding:

- a. A recurring Hawaiian culture or natural resources event/activity. Please apply to HTA's Kūkulu Ola program or Kahu 'Āina. Recurring means weekly, monthly, or quarterly.
- b. Business or organizational start-up plans;
- c. Fundraising events (an event to raise money for your organization or a specific cause);
- d. Litigation efforts;
- e. Endowments;
- f. Real Property;

- g. Capital improvements;
- h. Conferences/Conventions;
- i. Salaries and fringe benefits;
- j. Prize money;
- k. Merchandising (HTA funds to purchase goods (e.g. T-shirts which will be resold for a profit);
- l. Computer equipment;
- m. Projects receiving funding from other HTA programs, including, but not limited to, the HTA's Kūkulu Ola Program and Kahu 'Āina Program;
- n. Reimbursement for pre-award expenditures or costs before January 1, 2024;
- o. Administrative costs outside of salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.

2.6 Multiple Proposals and Other HTA Programs

- **Multiple Proposals to Signature Events Program.** Multiple proposals from an organization for *different and separate projects* will be accepted and considered independently of each other.
- **Applications to Other HTA Programs for the Same Proposal.** HTA solicits proposals for a variety of programs (Community Enrichment, Signature Events, Kahu `Aina, Kūkulu Ola, etc.). An applicant may not apply for funding from more than one (1) of those programs for the same proposal or event. In addition, a proposal or event may not receive funding from more than one (1) HTA program in the same year.

2.7 Matching Funds Are Required

Matching funds are a requirement. A minimum of one to one (1:1) in matching funds to the amount of funds awarded by the HTA is required. At least 50% (.5:1) of the match must be in the form of cash. An additional 50% (.5:1) match is required but may be in the form of cash, in-kind contributions, or a combination of cash and in-kind contributions.

Matching funds shall not come from other state government sources including other HTA programs or any of HTA's contractors. The project may be supported by other state government funds, but these funds may not be used as part of the required match to the HTA funds.

2.8 Signature Events Program Awardee Training Workshops

Applicants awarded funds through this RFP must agree to attend Kilohana-mandated training and/or seminars on contract management, payment process, public relations, and other relevant topics. Post-award training and workshop sessions will be announced to awardees only.

2.9 Signature Events Program Evaluation

Applicants awarded funds through this RFP must agree to be evaluated by HTA's contracted evaluation team, if requested.

2.10 Preferred Practices

Many efforts tied to the future of Hawai'i's visitor industry call for encouraging sustainable practices that affect the "triple bottom line" – the economy, the community, and the environment. These practices are strongly encouraged and recommended.

- a. **Environmental Sustainability.** The HTA would like to encourage applicants to consider incorporating and implementing "green" practices into your program and/or project. These

practices could include, but are not limited to, efforts such as:

1. Increasing recycling efforts;
2. Minimizing waste production;
3. Buying local;
4. Minimizing printing and limiting number of handouts;
5. Using recycled products such as paper for printing;
6. Using more environmentally friendly products or biodegradable products;
7. Providing transportation alternatives such as car sharing or park and rides;
8. Conserving water;
9. Ensuring your venue has an environmental sustainability policy; and/or
10. Incorporating energy efficient practices.

Please refer to the state of Hawai'i Department of Business, Economic Development & Tourism's ENERGY Office's [Green Business Program](#).

- b. **Authentic & Accurate Representation.** As identified in HTA's Strategic Plan 2020-2025, one of HTA's objectives is to "encourage accurate portrayal of Hawaiian culture in visitor industry marketing and experiences for visitors." As such, the HTA encourages applicants to use best efforts to follow the [Ma'ema'e Tool Kit](#) on the HTA website. This Tool Kit includes Hawaiian Language Tools and a Style & Resource Guide among other resources.

2.11 Rejection of Proposals

- **Requirements must be met.** Kilohana reserves the right to consider as acceptable, responsible, and responsive only those proposals submitted in accordance with the RFP requirements.
- **Reasons.** A Proposal may be automatically rejected for the following reasons:
 - Failure to cooperate or deal in good faith;
 - Late proposals;
 - Proposal submitted to multiple HTA programs simultaneously;
 - Failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP;
 - Lack of demonstrated experience or expertise;
 - Inadequate accounting system or internal controls;
 - Failure to meet the terms of agreement on any previous HTA award.

SECTION 3 – PROPOSAL OUTLINE AND INSTRUCTIONS

3.1 Submission Method

Applications must be submitted via online portal at www.kilohana.com. The deadline is Monday, November 13, 2023 at 11:59pm Hawai'i Standard Time (HST).

3.2 Schedule of Events

	Date
Initial RFP release date	Monday, October 2, 2023

RFP Informational Briefing	Tuesday, October 10, 2023 10am-11am HST Thursday, October 12, 2023 6pm – 7pm HST
Deadline for submission of proposals	Monday, November 13, 2023 at 11:59pm HST
Contract award notification (estimated)	Week of December 18, 2023

3.2 Submission Deadline

The deadline for submission is Monday, November 13, 2023 at 11:59pm HST. .

3.3 Proposal Contents

All applicants shall upload the following to the online portal:

- **Certificate of Vendor Compliance** – Go to <https://vendors.ehawaii.gov/hce/> to obtain a vendor compliance certificate.
- **Financial Statement** – annual financial statement of organization (ie,
- **Itemized Budget Form**
- Applicant’s **Articles of Incorporation** (preferred), or other documentation such as Bylaws that verify the person(s) authorized to sign legal documents on behalf of the organization.
- **Letters of Recommendation/Support.** Any letters of recommendation/support must be included with the proposal and submitted by the proposal deadline. Letters should be dated and signed. We will not accept recommendation letters after the deadline has passed. Maximum 3 letters.

All proposals shall include the following components below and will be scored accordingly (see Section 5).

Program Components

Executive Summary

Provide a brief summary of the proposed program. Include program title, duration, area of interest, program location(s), and target audience (briefly describe who the program intends to reach). This executive summary may be used for different purposes if awarded, including external communications and marketing campaigns.

Program Details

Provide a detailed description of the proposed program. Include the intended scope of work with activities, implementation plans, and timeline (ie, start date of overall program, dates of specific events/activities, and/or end date of overall program).

Risk Assessment

Describe the challenges, obstacles, or threats to the successful delivery of the proposed program and the risk management plan you will put in place to ensure a successful outcome. What measures will be taken and be in place to provide a safe environment. What will trigger you to cancel an in-person event (if program is an event/festival)? Max 5,000 characters.

Marketing Plan

Describe your marketing and communications activities to attract target audience(s), including residents and pre- and post- arrival visitors. Show the ability to reach the right target audiences to ensure visitor and resident attendance and/or participation goals. Demonstrate how there is sufficient reach, frequency, and other measures to be effective. Activities should be timed appropriately to affect awareness, consideration, and conversion of audience. Provide specific examples of past activities and performance, if applicable.

Who is your target audience and why? How do you intend to reach the target audience to attend your program? Be specific (ie, use of social media, use of advertising, use of public relations, other promotional efforts). Provide specific examples of past activities and performance. Identify specific visitor-related marketing and promotional efforts.

Media Exposure

Describe what media assets will be provided to HTA, which highlight the Hawaiian Islands through your event, such as on air, on site, and online. For example:

- a. Who will broadcast event
- b. On what platforms will the event be broadcast (on air/live, tape delay, streamed)
- c. To what countries will the event be broadcast
- d. To what markets in the continent will the event be broadcast
- e. Date and time slots which the event will be broadcast and re-broadcast (prime time positioning is desirable)
- f. Number of commercial spots
- g. Vignettes and bumpers featuring unique attributes of each Island
- h. Online initiatives
- i. On site initiatives
- j. PR components
- k. Other advertising and promotions

Program Impact

Problem/Opportunity

Describe how your program meets the goals and objectives of this HTA program. Describe the need or opportunity you are trying to address and why this is critical. How does this proposed program improve the current situation? Does the program provide an innovative, new solution? Identify the program's relationship to the community and how it fulfills the needs of the community. Provide specific examples.

Results

Describe 4-5 expected outcomes and how the organization plans to track milestones and progress to achieve them. Indicate what tools will be used to gather data and track performance, and how often.

Highlight – Hawaiian Culture

Describe how you will highlight the Hawaiian culture through the event using `olelo Hawai`i, support of cultural practitioners, and engagement with the Hawaiian community.

Highlight – State's Diversity

Describe how you will highlight unique attributes of Hawai`i during the event(s). Proposed event(s) must highlight the unique attributes of the Islands of Hawai`i (Kaua`i, Oahu, Maui, Molokai, Lanai, Hawai`i island), natural resources, culture, activities, attractions, and other events.

Organization Capacity

Organization description

Describe the history and mission of your organization and how it aligns with the program you are applying to. What is the organization's experience in implementing the proposed program? Has the organization implemented this type of program in the past?

Org capacity

List current Board of Directors and/or leadership team including names, titles, and affiliations.

What are the professional qualifications and experience of your organization's staff? How do the qualifications and experience align with the program you are applying to? Identify any lead individuals and/or subject matter expert(s).

Identify all entities that support or are directly involved as key partners in this program. Letters from community organizations and businesses acknowledging this relationship are encouraged.

Program Budget

An **itemized budget form** is required and will be provided through the online portal. The form may be downloaded, filled out, and uploaded directly through the online portal.

Budget narrative

Provide a detailed description of the proposed program expenditures, including the total amount of the program budget. The detailed description must align with expenditures listed on your uploaded itemized budget form.

SECTION 4 – SCORING/EVALUATION CRITERIA

4.1 Selection Committee

Proposals are evaluated by a Selection Committee whose members are selected by Kilohana and reflective of a diverse group of community members, business representatives, and/or HTA throughout the state of Hawai'i.

4.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria. Also refer to the rubric, which provides a breakdown of the scoring the Selection Committee will be referencing:

Program Components (0-40 points)

- Meets Signature Events Program goals and objectives
- New Project – development of new experiences that have not been offered by others more generally.
- Enhancement of Existing Project – demonstrates enhancement and/or innovation of existing project or event to better the experience for the attendee.
- Executable Marketing & Promotional Plan – shows the ability to reach the right target audiences to ensure visitor and resident attendance and/or participation goals. Plan should show there is sufficient reach, frequency, and other measures to be effective and is timed appropriately to affect awareness, consideration and conversion of audience.
- High exposure and alignment with the [Hawai'i Brand - The Hawaiian Islands](#).

- Market penetration of HTA’s major market areas: U.S., Canada, Japan, Oceania, Korea, and China.
- Highlights state’s diversity and host culture.
- Work Plan and Timeline – work plan and timeline appear reasonable to execute the event/program.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Project has broad based community support and is in line with community value and community resources.

Program Impact and Performance Measures (0-30 points)

Reasonable and significant measures identified demonstrating positive economic impact on Hawai’i’s community and visitor industry future. Positive impacts to the community and economy compared to similar projects. Plan to acquire the required measures and targets listed above is clear, resource needs are adequately addressed, use of information will lead to sustainable projects.

Organizational Capacity (0-20 points)

Ability to produce, implement, and execute the project. Has established network. Demonstrated success and expertise necessary to perform the project described. Past performance with HTA contracts.

Program Budget (0-10 points)

- Demonstrates organizational financial capability.
- An accurate and feasible budget for the project.
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- Matching funds and other support

SECTION 5 – CONTRACTING PROCESS AND REQUIREMENTS

5.1 Award Letter

Awardees will receive a letter informing them of the next steps in the contract process and advising them of any documents that may be due. The letter will include deadlines for receipt of these materials. Contract will not be executed until all required paperwork is received. Award letters are estimated to be delivered the week of December 18, 2023. Awardees are expected to return the required documents in mid-January. All dates will be confirmed in the packet of materials sent to awardees.

5.2 Timeliness

The SE contract includes sponsorship and marketing requirements that must be fulfilled months prior to the event being supported. Therefore, the contract must be executed in time to fulfill these pre- event requirements. Failure to meet specified deadlines could result in the award being rescinded and the contract being canceled.

5.3 Contract for Services

Awardees will be signing a contract. A contract is a legally binding document that requires proof of services prior to payment. Contractor will be put on a payment schedule and each payment will have associated deliverables tied to it. Contractor will be required to submit an invoice along with any related deliverables in order to receive payment. Contractor will not be reimbursed for receipts. Contractor will not be paid a lump sum.

5.4 Commercial General Liability Insurance

Festivals and Events will be required to have commercial general liability insurance of at least \$1 Million per incident, \$2 Million in aggregate. Policy must also list Kilohana and either the Hawai'i Tourism Authority or the State of Hawai'i as an additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded, and the contract canceled.

5.5 Payments and Deliverables

A "deliverable" is what the contractor must deliver to Kilohana in order to get paid. Examples of possible deliverables may be progress reports, updated budgets, pictures, and an invoice. We will create a checklist of deliverables for each payment. All deliverables must be received before a check will be cut. If we do not receive a deliverable on the list, you will not get paid. All required deliverables must be received along with, or prior to, receipt of invoice.

5.6 Visual Documentation

Copies of all advertising and promotional materials and a minimum of ten (10) high resolution digital photographs (minimum 300dpi) or other medium, submitted as downloadable items from a cloud source, will be required as part of the final reporting requirements of this program. Images including, but not limited to, still photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by Kilohana, HTA and/or approved contractors.

5.7 Summary Write-up and Photos

If funded, the awardee must provide a 500-word article describing the project scope and benefits with accompanying high-resolution pictures suitable for publication in the HTA newsletter, HTA's marketing contractors' newsletter or other news media.

5.8 Sponsorship Recognition

"Hawai'i Tourism Authority", "The Hawaiian Islands", and Kilohana shall be credited as a sponsor in all advertising and promotional materials and activities. Logos will be provided.

5.9 Promotional/Outreach Programs

Contractors shall implement initiatives to promote their project through direct signage, leaflets, flyers, collateral material, social media, and/or other promotional initiatives. Examples of these promotional items will need to be submitted with the final report. Contractors under this program shall consult with the HTA's global marketing team and staff to coordinate marketing efforts as appropriate. Contractors under this program may be selected to participate in HTA's "Knowledge Bank – Digital Asset Library" program.

5.10 Evaluation of Program

Contractors under this program shall provide full access for a minimum of five (5) Kilohana and/or HTA staff or their designee to review and monitor the project for evaluation purposes. The success of the project will be determined based on both qualitative and quantitative criteria, with the quantitative criterion measured against the KPI numbers submitted in response to the RFP.

5.11 Reporting Requirements

Contractors under this program shall submit a progress report, a final report, final schedule of activities and events, a final KPI report, and a final financial report with budget narrative.

SECTION 6 – ADDENDUMS

6.1 Addendum No. 1

Addendum to RFP - 2024 SIGNATURE EVENTS PROGRAM

DATED: 10/19/23

I. Amendment to the rejection of proposals

A. Section 2.11 of the RFP shall be amended by:

a. Adding the following to *reasons* under section 2.11: As of May 4, 2023 the State of Hawai'i has determined that any organizations receiving State Grants-In-Aid (GIA) funds may not apply to this opportunity under the same program. If GIA funds are received for a different program, the organization can still apply to this opportunity.

In all other respects, the RFP shall remain unchanged.