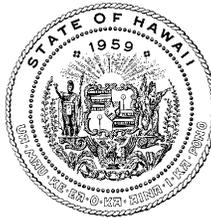




**REQUEST FOR PROPOSALS
FOR THE 2020
HAWAII TOURISM AUTHORITY
KŪKULU OLA PROGRAM**

HTA RFP NO. 20-02



Hawaii Tourism Authority
State of Hawaii
1801 Kalākaua Avenue
Hawaii Convention Center, First Level
Honolulu, Hawaii 96815

Date of Issuance: May 2, 2019

Procurement Officer / Contract Specialist:
Mr. Ronald D. Rodriguez

DEADLINE FOR RECEIPT OF PROPOSALS IS
July 5, 2019, 4:30 p.m. HST
See Proposal Outline for Submission Requirements

**REQUEST FOR PROPOSAL
FOR THE 2020 HAWAI‘I TOURISM AUTHORITY
KŪKULU OLA PROGRAM
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SECTION 1 – OVERVIEW AND TIMELINE

1.1

Procurement Timeline

The Procurement Timeline represents the Hawai'i Tourism Authority's (HTA) best estimates. Dates may be subject to change. Notice of changes will be emailed to those who have signed up for updates, and will be posted on the HTA RFP page as an Addendum to the RFP. Applicants are solely responsible for being aware of any date changes.

RFP 20-02 KŪKULU OLA PROGRAM 2020	
ACTIVITIES	SCHEDULED DATE
Distribution of RFP	Thursday, May 2, 2019
Orientation/HTA RFP Informational Briefings	May 13-24, 2019
Deadline to submit written questions to HTA	Friday, May 24, 2019
RFP Addendum – Responses to Written Questions Issued	Week of June 3, 2019
Deadline for Protest of Content to RFP	Within 5 calendar days of issuance of Addendum with answer to questions
Deadline for written proposal submissions (by 4:30 pm HST)	Friday, July 5, 2019
Notice of Selection or Non-selection	Week of August 12, 2019
Deadline to Protest Award or Non-Award	Within 5 business days of notice of non-award
Mandatory Kūkulu Ola 2020 Contractor Meeting	TBD

1.2

Goals of the Kūkulu Ola Program

Kūkulu Ola supports programs that: help to honor and preserve the Hawaiian culture; demonstrate collaborative efforts with a high degree of community support and involvement; exhibit depth and breadth of experience in performing similar work; and, have an adequate plan for sustainability into the future. This RFP seeks projects or programs that implement one or more of the goals outlined in HTA's Five-Year Strategic Plan detailed in paragraph 1.4.

Past Kūkulu Ola projects have included: efforts to educate the community about the Hawaiian culture, history, and its people; support for Native Hawaiian art and artisans; efforts to revive and preserve the Hawaiian language; lessons on Hawaiian values related to the 'āina (land) through propagation of Native Hawaiian plants; curriculum development for fresh water conservation; Art exhibitions that represent 'ike Hawai'i through traditional and/or contemporary mediums; development of a Native Hawaiian artisan directory; Hawaiian cultural events that highlight host culture values; protection and preservation of heiau (cultural sites); and cultural workshops on various subjects including 'ulana hala (hala weaving), lei hulu (feather lei making), kūkulu hale (house building), kūkulu pa pōhaku (rock wall building), mālama 'āina (conservation), hula (dance), oli (chanting), kapa (cloth), hoe wa'a (canoe paddling), and 'ōlelo Hawai'i (Hawaiian language).

For more information on HTA's support of Hawaiian Culture, and for a listing of projects, visit the PROGRAMS page of the HTA website <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/hawaiian-culture/>

1.3

Agency Overview and Authority

HTA is a government agency established by the State of Hawai'i in 1998, pursuant to Chapter 201B of the Hawai'i Revised Statutes, to promote and market the State as a visitor destination. HTA is the lead agency and advocate for Hawai'i's tourism industry. 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.

The Hawai'i Tourism Authority's Request for Proposals ("RFP") for the Kūkulu Ola Program seeks projects or events consistent with Chapter 201B-7(a) of the Hawai'i Revised Statutes ("HRS") which allows HTA to "enter into agreements that include product development and diversification issues focused on visitors"; and Chapter 201B-7(5), HRS, which gives the HTA responsibility for "perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai'i's heritage are supported, nurtured, and engaged in sustaining the visitor industry"; and Chapter 201B-3(a)(20) which states that HTA "may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism.

In addition, the HTA Five-Year Strategic Plan 2016 lays out HTA's plan to support Hawaiian Culture. The four goals of the HTA five-year strategic plan are:

1. Improve the integrity of the destination
2. Ensure stable economic benefits
3. Elevate Hawai'i's value perception
4. Strengthen HTA's reputation

Hawaiian Culture is emphasized in all of the work done at HTA. We strive to honor and perpetuate the Hawaiian culture and community by:

1. Strengthening the relationship between the Hawaiian community and the visitor industry.
2. Striving to mālama (nurture) the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate.
3. Supporting Hawaiian programs and cultural practitioners, craftsmen, musicians and other artists to preserve and perpetuate Hawaiian culture where appropriate

The HTA's Five-Year Strategic Plan 2016 is available on the HTA website

https://www.hawaiitourismauthority.org/media/1849/hta15001-strategic-plan_web.pdf

1.4

Registration

Interested applicants are encouraged to register, as soon as possible, in order to receive updates to this RFP. Please go to <http://bit.ly/HTAecivis> and follow the directions in Section 4 of this RFP.

1.5

Website Reference

The following is a list of websites referenced throughout this RFP.

Item	Website
RFP 20-01 Registration, Application, Submission	Available on the eCivis website. http://bit.ly/HTAecivis
Hawai'i Tourism Authority Website	https://www.hawaiiauthority.org/
HTA RFP Webpage	https://www.hawaiiauthority.org/rfps/
HTA Programs	https://www.hawaiiauthority.org/what-we-do/hta-programs/
Hawaiian Culture	https://www.hawaiiauthority.org/what-we-do/hta-programs/hawaiian-culture/
Maemae Toolkit	http://www.hawaiiauthority.org/programs/hawaiian-culture/maemae-program/
Business Tool Kit	http://www.hawaiiauthority.org/tool-kit/
Hawai'i Compliance Express (Certificate of Vendor Compliance)	https://vendors.ehawaii.gov
eHawaii.gov YouTube Channel	https://www.youtube.com/user/eHawaiiGov1/videos
Go Hawai'i	https://www.gohawaii.com/

1.6

Orientation/Informational Briefings

HTA management will be visiting the neighbor islands to conduct informational briefings and to answer questions about this RFP. Please see Exhibit 1 for specific times and locations:

- Island of Hawai'i (Hilo) – Monday, May 13, 2019
- Island of Hawai'i (Kona) – Tuesday, May 14, 2019
- O'ahu – Thursday, May 16, 2019
- Kaua'i – Friday, May 17, 2019
- Moloka'i – Tuesday, May 21, 2019
- Lāna'i – Wednesday, May 22, 2019
- Maui – Thursday, May 23, 2019

1.7

Submission of Questions

Applicants may submit written questions to **contracting@gohta.net** by the date specified in the timeline. The HTA will share answers via an Addendum to this RFP. Please provide questions as an unprotected Word document, not as a PDF or picture.

1.8

RFP Point-of-Contact

Except as otherwise noted in Paragraph 1.9, all questions and communications regarding this RFP should be addressed with the points-of-contact listed below. Communication with other HTA staff regarding this RFP could be grounds for disqualification. HTA is not responsible for misinformation or reliance from other sources. Unless otherwise specified in a written Addendum to the RFP, the points-of-contact for this RFP are:

Ronald D. Rodriguez, Contract Specialist/Procurement Officer
Evita Cabrera, Contract Specialist

Hawai'i Tourism Authority
1801 Kalākaua Avenue
Hawai'i Convention Center, First Level
Honolulu, Hawai'i 96815

Email: contracting@gohta.net
Phone: (808) 973-9449

All emails must include the RFP number in the subject line.

1.9

County Kūkulu Ola Representatives

Each county agency has designated a Kūkulu Ola representative whose job is to provide assistance in filling out the RFP application. These county representatives are not members of HTA staff, and are not evaluators. County Kūkulu Ola representatives may be contacted without threat of disqualification and are an exception to the above-mentioned HTA point-of-contact rule. Please do not contact representatives assigned to other counties. County representatives are as follows:

County of Kaua'i
Nalani Brun, (808) 241-4952
nbrun@kauai.gov

City & County of Honolulu
Sharleen Oshiro, (808) 768-3893
soshiro@honolulu.gov

County of Maui
Ipo Mossman, (808) 270-7992
ipo.mossman@mauicounty.gov

County of Hawai'i
Frecia Cevallos, (808) 961-8505
frecia.cevallos@hawaiiicounty.gov

1.10

eCivis Support

The HTA is using an online RFP management system this year called eCivis. For technical problems with the eCivis system, please email support@eCivis.com. This is for technical problems only.

Applicants can also access an Application Submission Guide <https://bit.ly/2J1BMUI> and instructional video <https://bit.ly/2ZNBx5a>.

1.11

Disclaimer: Cancellation and Cost Liability

HTA reserves the right to cancel this RFP, or any components of this RFP, at any time. HTA assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of proposals in response to this RFP. An applicant may not bill the HTA 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.

1.12

Kūkulu Ola Program versus Community Enrichment Program (CEP)

Kūkulu Ola projects can sometimes be events-based and so there can be some confusion regarding which RFP to apply for. HTA has made the following distinctions regarding the designation of different events:

- Kūkulu Ola: Hula, surfing, canoe-paddling, or Hawaiian steel guitar events.
- CEP: ‘Ukulele or slack key guitar events.

Please see your designated County Representative (Paragraph 1.9) or the Point-of-Contact for this RFP (Paragraph 1.8) if you have questions regarding which program to apply for. Please do not apply for both (see “Multiple Proposals and other HTA Programs” in Section 2 of the RFP).

For those switching between programs, please be aware that the requirements do differ. Please read the RFPs carefully.

1.13

Signature Events Apply for CEP or Kūkulu Ola

HTA will not be releasing a Signature Events RFP in 2019. Applicants interested in applying for Signature Events should apply to CEP or Kūkulu Ola. (See Paragraph 1.12 for designation.) This includes current Signature Event contractors. Please see the RFP point of contract if you have any questions about this.

SECTION 2 – APPLICANT AND PROJECT ELIGIBILITY/SPECIFICATIONS

The HTA seeks proposals for projects that meet the proposal guidelines in this solicitation and the following project eligibility.

2.1

Nonprofits and Government Agencies Only

- **Entity Type:** Applicant must be a licensed 501(c)(3) or government agency. We will not accept applications from for-profit businesses for this RFP. For-profit businesses who apply under a fiscal sponsor for the purpose of achieving non-profit status will be rejected.
- **Exception:** A 501(c)(3) fiscal sponsor may apply on behalf of the sponsored organization if that organization can show that they themselves have a pending application for 501(c)(3) status. This exception will be allowed for one year only—applicants who take advantage of this exception this year will not be allowed to apply the exception in any future year. A copy of the organization’s signed and submitted Application for Recognition of Exemption (IRS Form 1023) must be uploaded with your proposal to qualify.

2.2

Term, Location, Award Limit

- **Project Term:** Project occurring during Calendar Year 2020.
- **Project Location:** Project must take place in the State of Hawai‘i.
- **Award Limit:** Applicants can apply for amounts of up to \$250,000, with awards generally within the \$25,000 to \$100,000 range.

2.3

Use of HTA Funds/Non-allowable Expenses

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

- a. No more than 20% of the award may be used on Administrative costs.
- b. Business or organizational start-up plans;
- c. Fundraising events;
- d. Real Property;
- e. Merchandising (HTA funds to purchase goods (e.g. T-shirts)), even if for resale;
- f. Litigation efforts;
- g. Endowments;
- h. Major capital improvements including capital campaigns, construction or renovations (minor capital improvements required to implement programs are allowable on a case-by-case basis;
- i. Projects receiving prior year HTA funding, including but not limited to, the Community Enrichment Program, Aloha ‘Āina Program, SIGI, and the Signature Events program; shall not be eligible if not in good standing.
- j. Reimbursement for pre-award expenditures or costs before January 1, 2020.

2.4

Multiple Proposals and Other HTA Programs

- **Multiple Proposals to Kūkulu Ola.** 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 programs, Hawaiian culture, natural resources, etc.). An applicant may not apply for funding from more than one (1) of those programs for the same project or event. In addition, a project or event may not receive funding from more than one (1) HTA program in the same year.

2.5

Matching Funds Not Required But Will Be a Factor

The matching funds requirement that has appeared in previous Kūkulu Ola RFPs/contracts has been eliminated. It is not required to show matching funds.

However, evidence of sustainability and outside support, in the form of financial contributions, will be a factor in the RFP scoring. Please be sure to disclose any such support in your budget narrative. The more money the applicant is asking for, the more outside support and funding the evaluators will expect to see.

2.6

Project Income

If the proposed project generates revenue, project income may be used for one or more of the following: 1) unanticipated costs directly related to implementing the proposed project during the approved project period; 2) costs related to enhancing or expanding the effectiveness or reach of the project; or 3) ensuring the sustainability of the project.

2.7

HTA Contractor Training Workshops

Applicants awarded funds through this RFP must agree to attend HTA mandated training workshops/seminars on HTA’s contract management and payment process, public relations, and other relevant topics.

2.9

Other Requirements

Please see “Contracting Process and Requirements” in Section 3 of this RFP for documents that were not required in the application process but that will be required for the contracting process. It is important that the applicant understand what will be required if they are awarded. Failure to meet these requirements in a timely manner will lead to the award being rescinded and the contract being cancelled.

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: energy.hawaii.gov/green-events-checklist-examples.

- b. **Authentic & Accurate Representation.** As identified in HTA's Five-Year Strategic Plan, one of HTA's strategies is to "perpetuate and promote the uniqueness and integrity of the Native Hawaiian culture and community." As such, the HTA encourages applicants to use best efforts to follow the Ma'ema'e Tool Kit available on the HTA website at <http://www.hawaiitourismauthority.org/programs/hawaiian-culture/maemae-program/>. This Tool Kit includes Hawaiian Language Tools and a Style & Resource Guide among other resources.

2.11

Rejection of Proposals

- **Requirements must be met.** HTA reserves the right to consider as acceptable, responsible and responsive only those proposals submitted in accordance with the requirements set forth in this RFP.
- **Changing Terms.** Any proposal requiring any contract terms or conditions contradictory to those included in this RFP and the General Conditions attached as Exhibit 1 may be rejected in its entirety without further notice. Applicants may suggest alternate terms or conditions with a specific explanation of how the change would result in improvements to price, schedule, or performance. The suggestion must specifically quantify the impact. Such suggestions are not accepted or implemented unless included in the final terms and conditions in the Agreement signed by both parties.
- **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.
 - Failure to maintain standards of responsibility: Falsification of information. Suspension or debarment by STATE. Felony conviction related to procurement contracting with any unit of government. Failure to maintain necessary licensure or meet its tax or other obligations to a government agency.
- HTA reserves the right to waive any or all informalities, irregularities, or deficiencies when it considers a waiver to be in the best interests of the STATE.

2.12

Public Disclosure

Upon execution of the written contract, all documents submitted by the applicant and maintained by the HTA will be subject to public inspection and copying under the Hawai'i Uniform Information Practices Act provided in chapter 92F, Hawai'i Revised Statutes. Specific redactions may be executed as the law permits, but applicant should assume that any and all information will subject to disclosure.

SECTION 3 – CONTRACTING PROCESS AND REQUIREMENTS

3.1

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.

3.2

Certificate of Vendor Compliance (CVC)

Awardee must present a Certificate of Vendor Compliance (CVC) before they can be contracted with the State. Failure to get a CVC in a timely manner will result in the award being rescinded. (Government agencies are exempt from this requirement.)

STATE law requires that all State contracts of \$2,500 or more be accompanied by a Hawai'i State Certificate of Vendor Compliance (CVC). This certificate requires approval of CONTRACTOR from four different agencies: the Department of Labor, the Department of Commerce and Consumer Affairs (DCCA), the Internal Revenue Service (IRS), and the Hawai'i Department of Taxation (DOTAX).

All approvals can be acquired through one convenient location at Hawai'i Compliance Express (HCE). <https://vendors.ehawaii.gov/hce/splash/welcome.html>. We recommend that applicants begin the process early in order to identify any possible challenges and avoid any delays. There is a \$12 annual fee for this service.

For those who are new to the system, ehawaii.gov has a YouTube channel with information on creating an eHawaii.gov account, vendor registration, and using HCE. You can visit the YouTube channel at <https://www.youtube.com/user/eHawaiiGov1/videos>.

3.3

Contract Execution Process

The contract execution process consists of the following steps:

1. HTA received contractor's current Certificate of Vendor Compliance and all requested materials.
2. A PDF of the contract is emailed to the Contractor along with instructions. If contractor agrees with the terms, Contractor prints, signs, fills out, and notarizes the contract as instructed and mails the original back to HTA's Contract Specialist. The signed and notarized contract must be received by HTA no later than November 30, 2019. Failure to meet this deadline could result in the award being rescinded and the contract being cancelled.
3. HTA signs the contract. Contract is sent to the attorney general's office.
4. Deputy attorney general approves the contract for form and signs. Contract is returned to HTA.
5. HTA makes copies of the contract and distributes as follows: HTA program manager, Contractor, Hawaii Department of Accounting and General Services (DAGS).
6. DAGS approves the contract. Once it is approved by DAGS, the contractor can start submitting invoices and deliverables as outlined in the contract's Payment Schedule.

3.4

Timeliness

The project may include 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 cancelled.

3.5

Contract for Services

THIS IS NOT A GRANT. 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. (See “Payments and Deliverables,” Paragraph 3.8 of this RFP.) Contractor will not be reimbursed for receipts. Contractor will not be paid a lump sum.

The signed and notarized contract will be due by November 30, 2019. If the signed and notarized contract is not presented by November 30, 2019 the award may be rescinded. (See “Contract Execution,” Paragraph 3.3, for details on the execution process.)

3.6

Ownership

Your project or event is not a work for hire. The State/HTA will not have ownership of your project or event. However, the HTA reserves the rights to utilize, at its sole discretion, photographs and other collateral developed for the project or event under this contract. This may include but is not limited to photographs taken by HTA representatives, designees of the HTA, or other contractors hired by the HTA.

3.7

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 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 cancelled.

Note: Government agencies are exempt from the insurance requirement.

3.8

Payments and Deliverables

A “deliverable” is what the contractor must deliver to the HTA 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.

The timing of your payment schedule will depend on your program. Please be aware that your award will be spread out over multiple payments. Also, per agency policy, the final payment cannot be less than 25% of the total award. (Example: if your award is for \$30,000, no less than \$7,500 of that will be held until the final payment.)

Official invoice date is the date that the invoice and all deliverables are received and accepted by the HTA. Invoice must include the name of the CONTRACTOR exactly as it appears on the contract and on the CVC, including any punctuations, entity type, and dba's. Please include the contract number on the invoice. All required deliverables must be received along with, or prior to, receipt of invoice. Invoices must be either unsigned, or signed by Contractor in blue ink. Invoices submitted prior to receipt of the necessary deliverables will not be accepted and will have to be resubmitted. Fiscal year ends June 30 and entails the temporary shutdown of fiscal processes. Invoices received at the change of fiscal, between May 15 and July 31, may be subject to delays in processing.

3.9

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 on a thumb drive and/or 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 the HTA and/or approved contractors.

3.10

Summary Write-up and Photos

If funded, the awardee must provide, as a requirement for the first payment, 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.

3.11

Sponsorship Recognition

"Hawai'i Tourism" shall be credited as a sponsor in all advertising and promotional materials and activities.

3.12

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. Contractors under this program shall consult with the HTA's marketing contractors 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.

3.13

Evaluation of Program

Contractors under this program shall provide full access for up to six (6) 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.

3.14

Reporting Requirements

Contractors under this program shall submit a Key Performance Indicator (KPI) report, progress report, a final report, and a final financial report.

SECTION 4 – PROPOSAL OUTLINE AND INSTRUCTIONS

4.1

eCivis Introduction

You will be submitting your application via the eCivis website. A basic introduction to the eCivis portal can be found on the HTA RFP website: <https://www.hawaiitourismauthority.org/rfps/>. On this page you can find a link to a written guide, “Application Submission Guide.” You can also find a link to a video that walks you through the process, “Applying With eCivis Portal.”

For technical support with the eCivis system email: support@eCivis.com

Applicants can also access a how to guide <https://bit.ly/2J1BMUi> and video <https://bit.ly/2ZNBx5a>.

4.2

Submission Method

Submission is done via the portal on the eCivis website ONLY. Please follow the following steps:

1. Click on the link <http://bit.ly/HTAecivis>
2. Choose RFP 20-01 from the list. Click on it.
3. Click on the “Apply” button.
4. Click on “Create an account.”
5. Fill in the basic information and click “Sign Up.” You should receive a confirmation email.
6. Click on the link in the confirmation email.
7. Sign in. You will need to type in your login and password again.
(When logging back into the system you will be given a choice of “Portal” or “eCivis” login. Please choose the Portal login.)
8. See the menu on the left-hand column. Click “My Profile.” Fill out profile. (No need to fill in the DUNS. For Congressional District type Hawai‘i.)
 - a. DUNS: Leave blank
 - b. Address: Physical address
 - c. Address 2: Mailing address
 - d. Congressional District/Region: Input Hawai‘i

Warning: If you proceed to “My Application” before you fill in “My Profile,” your application will not save and you will need to start over.

HTA will accept submission via the online portal only. NO PAPER SUBMISSIONS. NO EMAILED SUBMISSIONS. NO FAX SUBMISSIONS. No exceptions.

4.3

Submission Deadline

The deadline for submission is listed in the “Procurement Timeline” in Section 1 of this RFP. The eCivis website will automatically confirm receipt of your proposal. The eCivis management system will automatically discontinue acceptance of submissions at deadline. Applicants who wait until the last minute to submit their proposals do so at their own risk.

4.4

Proposal Contents

Your proposal will consist of:

- **Profile:** See paragraph 4.2 above.
- **Online Application form:** This form includes identifying information as well as the proposal information. ALL BLANKS MUST BE FILLED IN.
- **Three downloadable forms.** These forms will need to be filled out and uploaded to your eCivis application. You can find these forms at <https://www.hawaiitourismauthority.org/rfps/> or <http://bit.ly/HTAecivis> :
 1. **Itemized Budget Form** (created as an Excel spreadsheet)
 2. **Budget Narrative Form**
 3. **KPI Form**
- **Other attachments.** You will need to upload the following attachments to your eCivis application.
 1. **Work Plan/Timeline.** An overall Work Plan with estimated timeline for project implementation including dates, activities and major milestones. Maximum 2 pages.
 2. **List of Applicant’s current Board of Directors** and/or leadership including names, titles and affiliations.
 3. 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.
 4. **W9** form.
 5. **Letters of Recommendation/Support.** Maximum 5 letters.

4.5

Online Application Form

- **Primary RFP Contact:** The first name entry will be for your RFP contact person. This will be our one and only point of contact during the RFP phase.
- **Project Impact:** Applicants are to complete the required key performance indicator measures (satisfaction and attendee indicators). If actual figures for 2019 are not yet available, completed figures for 2018 are acceptable. If you are a new event and don’t have any past figures, you can still apply. However, in the absence of past figures, the evaluators will be reviewing your capacity and your plan as a determination of your ability to deliver as promised. Applicants are encouraged to provide additional measures of success as well.
- **Character Limits:** Certain questions have a response a character limit. The specific character limit is identified in each question. However, the text box will not stop you when you reach the limit. If you exceed your limit, eCivis will tell you only after you try saving your work. (The system will not allow you to save if you are over the limit on any question.) Therefore, we recommend that you create and save your response in a separate Word or other text document—using the program’s character count to track your work—before pasting it into your online application. Character counts may vary slightly between the eCivis portal and your text document. Character count does include spaces.

4.6

Downloadable Form – Itemized Budget Form

- The “Project” and “Organization” spaces at the top of the form should exactly match those on the online form.

- An Excel spreadsheet is provided as a template. Please add rows and reword as needed to provide a complete picture of the project budget. Do not add or delete columns.
- Total Expenses (top half) and Total Income (bottom half) in each column should be equal.
- The sum of columns (c), (d), and (e) must equal column (f).
- Program Expenses: This category is for expenses directly related to the execution of the proposed project or program and is not intended to support general operating expenses of the organization.
- Administrative Expenses: This category includes administrative fees relating to expenses needed for management of the proposed project. Examples include: costs of board of directors' meetings, general legal services, accounting, insurance, office management, auditing, human resources, and other centralized services. (Note: liability insurance, if claimed, must be placed under Administrative and cannot be placed under any other category.) **No more than 20% of your award may be allocated to administrative expenses, and those administrative expenses must be directly related to the project or event being funded.**
- Determining In-Kind Costs: The Hawai'i Department of Human Resource Development (DHRD) publishes salary schedules. These schedules are broken down into Bargaining Units (BU). We recommend pulling up the "Classification Specification and Minimum Qualification Requirements" document, which can be found here: <http://dhrd.hawaii.gov/state-hr-professionals/class-and-comp/>. Look through the jobs list in the "Classification" spreadsheet to find the job closest to the one you are assigning the volunteer. (If you are not sure, you can click on the link in the "Class Specifications" column of the spreadsheet to see a job description.) To see the salary schedule for that job, click on the link in the "BU Salary Schedule" column of the spreadsheet. This will take you to the salary schedule for that job. The Salary Schedule will show you all the wages for that Bargaining Unit (BU). The unit will be further broken down into classes. (Example: BC01, BC02, etc.) When in doubt, go with the lowest classification.

4.7

Downloadable Form – Budget Narrative Form

This form presents an opportunity to explain the expenses outlined in the Itemized Budget Form. The evaluators want to know exactly how the money is being spent. In the past, evaluators have reviewed this portion very carefully. The budget narrative is considered one of the most important sections of the whole proposal.

4.8

Downloadable Form – Key Performance Indicators (KPI) Form

This form identifies the project's measures of success. This includes quantitative measures such as attendance figures broken down by geographic region, as well as qualitative measures such as attendee satisfaction. The form also allows for the addition of other measures of success you may track, such as social media measures. See Exhibit 2 of this RFP, "KPI Definitions," for a description of some of these measures.

4.9

Work Plan/Timeline

Applicants must upload a timeline for their project with major project management milestones and any interim events or community engagements. Evaluators should be able to determine from looking at the timeline the applicant's comprehensive understanding of all the elements involved in putting on the project and the reasonableness of the time and resources needed to execute it successfully.

4.10

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. We also will not accept recommendation letters received directly from the party writing the letter since it must be included as part of your application.

4.11

Attachments Not Listed

Please do not include any attachments that are not already listed here. Please do not attach pictures, brochures, slide decks, or any other collateral material. Evaluators will have access to the web address listed in Form A. Any unauthorized attachments will be deleted, and may lead to disqualification.

SECTION 5 – SCORING/EVALUATION CRITERIA

5.1

Evaluation Committee

Proposals will be evaluated by a Committee whose members are selected by the HTA and include representatives of the HTA as well as community and business representatives throughout the state. All committee members may participate in decision-making on award recommendations provided they have no direct personal interest in the proposal in question. Evaluators sign an affidavit declaring that they will drop out of any evaluation that violates this requirement.

5.2

Procurement Officer

The HTA's primary point-of-contact serves as the Procurement Officer for this RFP. The Procurement Officer serves as the arbitrator and referee for this RFP. The Procurement Officer does not have a vote. However, in the event that an application has fewer than three scoresheets, and if no other evaluators are available to review the application, the Procurement Officer will automatically be assigned a scoresheet.

5.3

Prohibition Against Contacting Evaluators

Evaluation committee member identities are kept confidential during the RFP process. Applicants are forbidden from contacting any member of the Evaluation Committee regarding this RFP. Applicants will not be penalized for inadvertent communication with committee members. However, applicants will be disqualified if they seek the identities of the committee members, or knowingly seek out or contact committee members for advice or favor.

Applicants should only communicate with, and rely on information from, the point-of-contact and the designated "County Kūkulu Ola Representatives" listed in Section 1 of this RFP.

5.4

Evaluation/Award Process

Members of the Evaluation Committee will score the proposals using the scoring criteria described in this Section of the RFP. The evaluation committee reserves the right to select finalists, based on these scores, and to conduct a second round including just these finalists. A second round may consist of, but is not limited to, a request for clarification or additional information, and/or a best and final offer (BAFO).

Once the recommendation to award is approved by the HTA President and CEO, a final contract will be executed by both parties with the applicant proposal serving as the basis of the agreement.

5.5

Scoring Criteria

Proposals will be evaluated based on the following scoring criteria:

- 40% Project Components
- 30% Project Impact and Performance Measures
- 10% Organizational Capacity
- 20% Current Financial Position and Project Budget

5.6

Project Components (1-40)

- Meets Kūkulu Ola goals and objectives,
- Increases the number of cultural practitioners,
- Increases their skill level or proficiency in a practice
- Provides opportunities for continued practice. Enhancement of Existing Project – demonstrates enhancement and/or innovation of existing project
- Work Plan and Timeline – work plan and timeline appears 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.

5.7

Project Impact (1-30)

Reasonable and significant measures identified demonstrating positive impact on the Hawaiian culture and community. Sound methodology and plan to acquire the required measures and targets listed above is clear, and resource needs are adequately addressed

5.8

Organizational Capacity (1-10)

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 and Hawai'i Community Foundation.

5.9

Project Budget (1-20)

- 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 6 – MISCELLANEOUS PROVISIONS

Applicants should read each section of the RFP thoroughly. While sections of the RFP may appear similar to other RFPs issued by the HTA, additional information may be added as applicable. It is your responsibility to understand the requirements of this RFP.

6.1

Authority

- (a) Law. This RFP is issued under the provisions of Chapter 201B, HRS. All prospective applicants are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective applicant will constitute admission of such knowledge.
- (b) State Procurement Code. HTA procurement is not subject to the Hawai'i Public Procurement Code codified under Chapter 103D, HRS, and the administrative rules promulgated thereunder ("Hawai'i Procurement Code"). However, the HTA may consider the Hawai'i Procurement Code as guidance.

6.2

Government Contract

This is a contract with a government agency. As such, customary rules of commercial contracting generally do not apply. Applicants are encouraged to seek advice from experts familiar with government contracts.

6.3

Terms and Conditions of Contract

- (a) General Conditions. The Agreement (contract) to be executed by the selected applicant shall include the General Conditions. These conditions can be found on the web at <https://dhrd.hawaii.gov/wp-content/uploads/2017/08/103D-General-Conditions.pdf>. By submitting a proposal, applicant acknowledges and agrees to the provisions stated in those General Conditions. HTA reserves the right to modify or waive any clauses of the General Conditions, subject to approval by the office of the attorney general. See the contracting process in Section 3 of this RFP for any exceptions.
- (b) Termination. During the term of the contract awarded pursuant to this RFP solicitation, HTA will review the performance of the contractor and may terminate the contract for reasons such as non-performance of the contractor, including the failure to conduct the project or event, failure to exceed HTA targets, change in the funding for this program, or for the convenience of HTA.
- (c) Interpretation. The order of precedence for interpreting the contract will be:
 - (1) Hawai'i State law; then
 - (2) The Executed Agreement with any modifications, amendments, or other properly documented changes; then
 - (3) The RFP as amended; then
 - (4) HTA regulations, policies, and procedures; then
 - (5) Contractor's final proposal; then
 - (6) Course of conduct; then
 - (7) Course of dealing; then
 - (8) General principles of government contracting; then
 - (9) Industry practices.

6.4

Protests

- (a) Raising Concerns. Interested parties who have concerns regarding a solicitation, specifications, award, or other decision of the procurement officer should first discuss the concern with the HTA Procurement Officer within the protest time periods provided for in this RFP.
- (b) Protests. If the procurement officer does not resolve the concern to the satisfaction of the interested party, the interested party may formally protest to the HTA's President and Chief Executive Officer.
- (c) Timeliness. Interested parties must file any protest regarding the terms of the RFP, the service specifications, or documents referenced in the RFP in writing prior to the deadline for protests of the content of the RFP. Applicants must file any protest relative to rejection of proposals, non-inclusion in the competitive range, the contract award or other perceived wrongs in writing within five (5) business days after the aggrieved person knows or should have known of the facts giving rise thereto, or within five (5) business days of the postmark or the electronic transmission date of a notice from HTA. Any issue or claim that the applicant does not protest in a timely manner is waived. Discussing concerns with the procurement officer or other HTA officials or engaging in other forms of dispute resolution does not stay the timeliness clock for protests.
- (d) Notice of Protest. The Notice of Protest may be sent as an email attachment to the email listed below, sent via USPS, or hand delivered. HTA will consider delivery services other than USPS if received by the HTA on or before the due date.

Chief Administrative Officer: Keith Regan
Procurement Officer: Ronald D. Rodriguez
Mailing Address: Hawai'i Tourism Authority
Hawai'i Convention Center, Level One
1801 Kālakaua Avenue
Honolulu, HI 96815
Email: contracting@gohta.net

6.5

Availability of Funds

The award of a contract and any allowed change, renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawai'i, pursuant to HRS Chapter 37, and subject to the availability of State and/or Federal funds.

6.6

Collusion

The applicant, by submitting a proposal, certifies that its proposal is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting a proposal for the same services, or with the HTA. The applicant certifies that its proposal is fair, without control, collusion, fraud, or other illegal action. The applicant further certifies that it is in compliance with the conflict of interest and code of ethics laws. The HTA will investigate all situations where collusion may have occurred and the HTA reserves the right to reject any and all proposals where collusion may have occurred.

EXHIBIT 1 – RFP Informational Sessions/CEP, Kūkulu Ola, Aloha ‘Āina 2020

Informational sessions will be held to provide individuals and organizations with further information on the RFP application and award process for each program:

- Hawai‘i** **Hilo: Monday, May 13 / 9:30 a.m. - 11:30 a.m.**
Grand Naniloa Hotel, Private Dining Room
93 Banyan Dr, Hilo, HI 96720
- Waikoloa: Tuesday, May 14 / 9:30 a.m. - 11:30 a.m.**
Hilton Waikoloa Village, Kings 2
69-245 Waikoloa Beach Drive, Waikoloa, HI 96738
- O‘ahu** **Thursday, May 16 / 9:30 a.m.- 11:30 a.m.**
Hawai‘i Convention Center, ‘Emalani Theatre Rm. 320
1801 Kalakaua Ave, Honolulu, HI 96815
- Kaua‘i** **Friday, May 17 / 9:30 a.m. – 11:30 a.m.**
Sheraton Kaua‘i Resort
2440 Ho‘onani Rd., Kōloa, HI 96756
- Moloka‘i** **Tuesday, May 21 / 9:30 a.m. – 11:30 a.m.**
Kūlana ‘Ōiwi Hālau
DHHL / OHA Conference Room
600 Maunaloa Highway, Kaunakakai, HI 96748
- Lāna‘i** **Wednesday, May 22 / 10:30 a.m. – 12:30 p.m.**
Lāna‘i Heritage Center Room #126
730 Lanai Ave, Lanai City, HI 96763
- Maui** **Thursday, May 23 / 9:30 a.m. – 11:30 a.m.**
Maui Arts & Cultural Center, Morgado Hall
1 Cameron Way, Kahului, HI 96732

EXHIBIT 2 – KPI Definitions

Key Performance Indicators (KPIs): Provided by Applicant/Contractor

(a) Public Relations Measures – metrics to assess contractor’s public relations activities

(Applicable only if measure supports the nature of the project – to be determined by HTA.) Contractor shall provide for HTA approval target performance measures and shall track and report on a quarterly and year-to-date basis the following metrics:

1. Publicity value by media type is a calculation that estimates the price that professional media buyers would pay for that amount of exposure for that particular media outlet. Calculation is as follows:

Publicity Value = Article Length x Unit Reach x Cost/Impression

- Article Length: Refers to word count. May also consider the number of key words mentions.
- Reach: circulation or audience
 - Newspaper, magazine and other print publication use audited circulation figures.
 - Online articles use Nielsen/NetRatings which is the global standard for Internet audience measurement. NetRatings provide the number of unique visitors to that website over a specific period.
 - Broadcast segments use Nielsen Audience Figures which is the industry standard for broadcast audience measurement.
- Cost/Impression: average figures based on type of media (print, internet, TV/radio). Not based on ad rates.

2. Number of impressions by print, online, broadcast (TV and Radio): The number of those who might have had the opportunity to be exposed to a story that appeared in the media. The total audited circulation of a publication or the audience reach of a broadcast. Total Impressions = Circulation X 3.5

(b) Web Analytics – metrics to assess the performance of the website

Contractor shall provide for HTA approval target performance measures and shall track and report on a monthly and year-to-date basis the following metrics:

- Unique visitors
- Average site duration
- Page views

(c) Social Media Metrics – metrics used to assess the contractor’s social media efforts in driving awareness to the cultural issue/s being addressed, to the project, and/or in attracting volunteers.

Contractor shall provide for HTA approval target performance measures and shall, in coordination with HTA’s internet services provider track and report on a quarterly and year-to-date basis the following metrics:

- 1. Conversation Rate:** Tells how effective Social Media efforts were in sparking conversations.
- 2. Amplification Rate:** Tells how effective in adding value on Social Media channels. If a message is posted that’s relevant and valuable to your followers, they’ll in turn want to repost and share it for their friends to see.
- 3. Approval (or Applause) Rate:** Tells the rate at which the posts are endorsed by your audience. A post that is relevant and of value will garner a higher rate of approval.

Examples of the metrics include but are not limited to:

Facebook

- **Conversation Rate:** Number of Comments per Post
 - Example: There is an average of 48 comments per post in the month of February. Thus, the conversion rate is 48:1
- **Amplification Rate:** Number of Shares per Post
 - Example: There is an averaging 66 'shares' per post in the month of February. Thus, the amplification rate is 66:1
- **Approval (or Applause) Rate:** Number of (Post) Likes per Post
 - Example: We experiences an average of 519 Likes per Post in the month of February. Thus, the Applause Rate is 519:1

Twitter

- **Conversation Rate:** Number of @ Replies per Tweet (including Direct Messages)
- **Amplification/ Applause Rate:** Number of Retweets per Tweet

(d) Other metrics unique to the Kūkulu Ola project:

Contractor must provide a selection of measures tailored to the unique mission of its project. The goal is to gauge the project’s outreach to and engagement with the community, and to quantify the impact the project has on preserving and honoring the Hawaiian Culture. The HTA is seeking Contractor’s active participation in designing these measures with the understanding that the Contractor knows best how to measure the achievement of its vision.

Examples of project-specific measures:

- # of cultural workshops held
- # of practitioners trained
- # of hours dedicated to a particular artform

- # of participants
- # of hawaiian words learned
- # of outplanted native species
- # of sq. acres/ft cleared of invasives
- # of ppl who now know the traditional place names and moolelo of an area