



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

May 29, 2020

**ADDENDUM 3 TO RFP 21-05
FOR
HAWAII TOURISM INBOUND DESTINATION MARKETING MANAGEMENT
SERVICES IN THE OCEANIA MAJOR MARKET AREA**

RFP 21-05 and all the associated forms are available at <https://www.hawaiiitourismauthority.org/rfps/>.

This Addendum includes substantive changes to 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.

1. 4.01 Fixed Price has been changed.
 - This is a firm fixed price contract. The fixed price amount has been changed from no greater than one million nine hundred thousand dollars (USD \$1,900,000.00), to **no greater than five hundred thousand dollars (USD \$500,000.00), tax inclusive, for Calendar Year 2021.**
 - The maximum allowable for staffing and office expenses has been changed. Staffing and office expenses, exclusive of contractor profit/retainer, must be included in the fixed amount. The cap has been changed from an amount not to exceed twenty-two percent (22%) of the total fixed price, to an amount **not to exceed twenty-six percent (26%) of the total fixed price.**
2. APPENDIX 1: Brand Management Plan (BMP) Outline – Leisure, the section entitled “BUDGET PLAN” has been changed.
 - This is a firm fixed price contract. The fixed price amount has been changed from no greater than one million nine hundred thousand dollars (USD \$1,900,000.00), to **no greater than five hundred thousand dollars (USD \$500,000.00), tax inclusive, for Calendar Year 2021.**
 - The maximum allowable for staffing and office expenses has been changed. Staffing and office expenses, exclusive of contractor profit/retainer, must be included in the fixed amount. The cap has been changed from an amount not to exceed twenty-two percent (22%) of the total fixed price, to an amount **not to exceed twenty-six percent (26%) of the total fixed price.**
3. APPENDIX 2: Brand Management Plan (BMP) Outline – MCI, the section entitled “BUDGET PLAN” has been changed.
 - This is a firm fixed price contract. The fixed price amount has been changed from no greater than one million nine hundred thousand dollars (USD \$1,900,000.00), to **no greater than five hundred thousand dollars (USD \$500,000.00), tax inclusive, for Calendar Year 2021.**

- The maximum allowable for staffing and office expenses has been changed. Staffing and office expenses, exclusive of contractor profit/retainer, must be included in the fixed amount. The cap has been changed from an amount not to exceed twenty-two percent (22%) of the total fixed price, to an amount **not to exceed twenty-six percent (26%) of the total fixed price.**

Note: The change in budget was approved by the HTA Board of Directors on May 28, 2020. This Addendum 3 to the RFP is being issued May 29, 2020. Please be sure to also review Addendum 1 and Addendum 2 for any other changes to, or clarifications of, the RFP.