

Pre-Proposal Conference: RFP 22-01 Hawai'i Tourism Destination Brand Marketing and Management Services for USA



Housekeeping

- Conference will be recorded
- Please use the Q&A function and we will get to the questions at the end of the conference
- The presentation will be available on HTA's RFP webpage

Agenda

- Opening Protocol
- Introductions
- Overview of HTA
- Overview of RFP
- RFP Application Process & Timeline
- Questions
- Closing Remarks/Protocol

Introduction

to the Hawai'i Tourism Authority



A photograph of a person pouring water from a traditional Hawaiian water container (kai) into a small plant held by another person's hands. The background is a field of dry grass and small pink flowers.

HAWAII TOURISM™

AUTHORITY

MĀLAMA KU`U HOME

Through Regenerative Tourism: HTA Change Management Plan



NATURAL RESOURCES PILLAR

*Respect for Our Natural
& Cultural Resources*



HAWAIIAN CULTURE PILLAR

*Support Native Hawaiian
Culture & Community*



COMMUNITY PILLAR

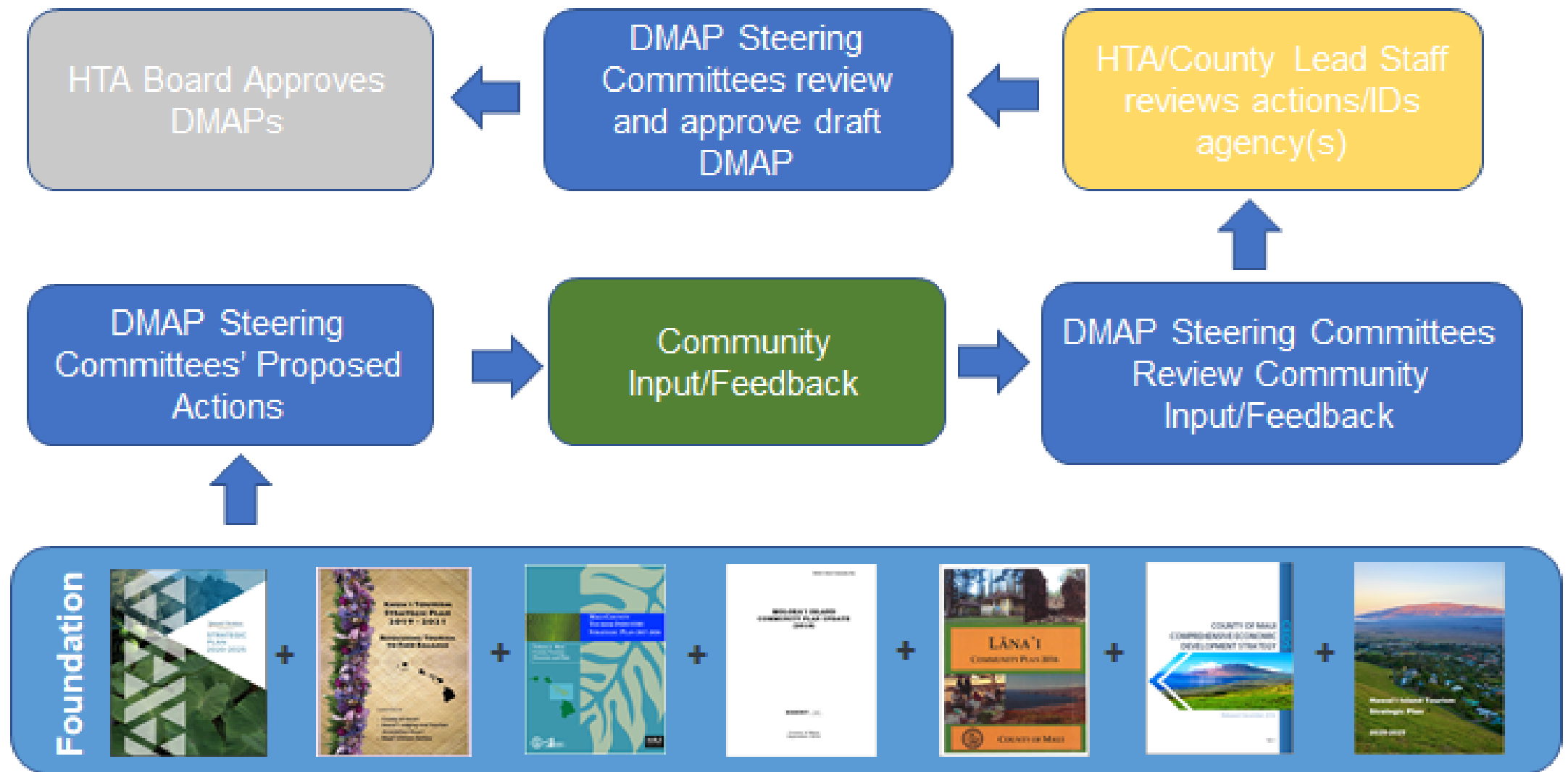
*Ensure Tourism & Communities
Enrich Each Other*



BRAND MARKETING PILLAR

*Strengthen Tourism's
Contributions*

Building Kauaʻi, Maui Nui, Hawaiʻi Island & Oʻahu's Destination Management Action Plans (DMAPs)



KAUA'I

DMAP ANCHOR ACTIONS



MAUI

DMAP ANCHOR ACTIONS



MOLOKA'I

DMAP ANCHOR ACTIONS

Action A : Develop communication and education program.....

Action B: Growth of Moloka'i businesses focused on regenerative tourism.....

Action C: Promote Moloka'i to kama'āina and specific visitor segments.....

Action D: Enhance resident-visitor relations by strengthening existing orgs.....

Action E: Provide accommodations that meet the needs of target segments....

Action F: Engage partners to determine a path for interisland transportation.....



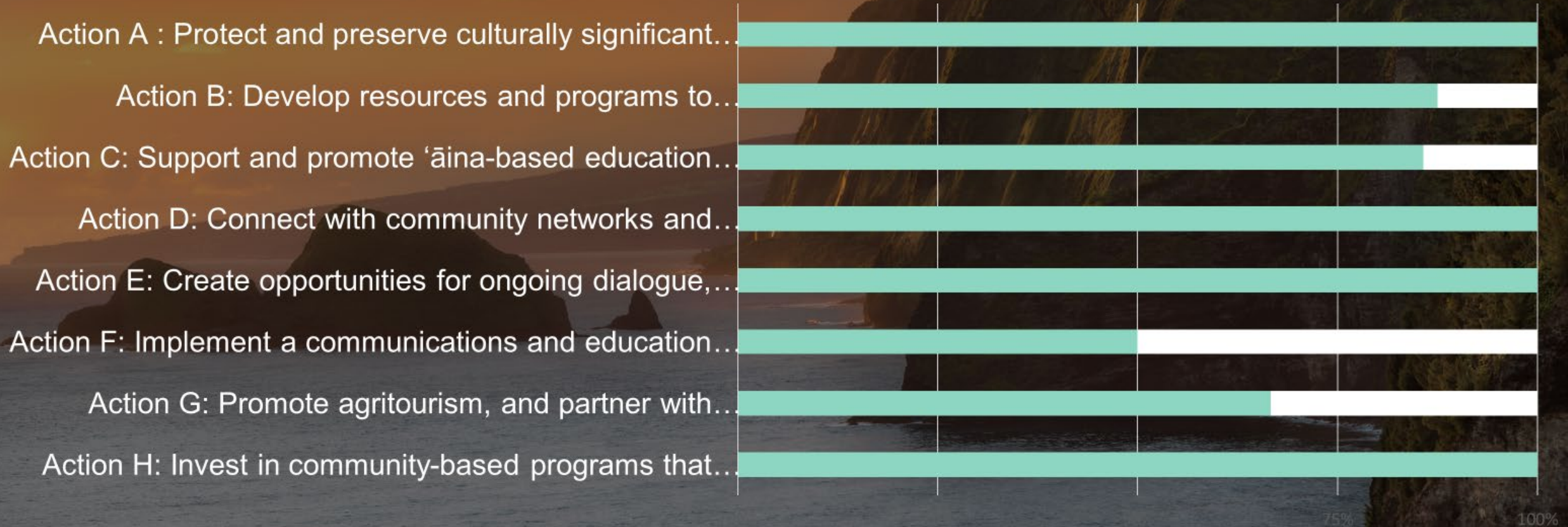
LĀNAʻI

DMAP ANCHOR ACTIONS



HAWAII ISLAND

DMAP ANCHOR ACTIONS



Request For Proposals (RFP)





Visit HTA's RFP webpage at

<https://www.hawaiitourismauthority.org/rfps/>

Or the Hawai'i Notices And Data System (HANDS) at

<https://hands.ehawaii.gov/hands/opportunities/opportunity-details/20618>

HTA PROCUREMENTS

- HTA procurement practice is subject to
 - 103D Hawai'i Revised Statutes (HRS) as clarified under
 - 3-122 Hawai'i Administrative Rules (HAR), among others.
- Contracts are subject to the State's General Conditions which were attached to the RFP.
- The HTA procurement process—from solicitation through contract execution—is practiced and overseen by a licensed attorney with special training and experience in contract law, procurement practice, contract management, and ethics.

Important Dates

RFP 22-01	
ACTIVITIES	SCHEDULED DATE
Release of Request for Proposals	October 5, 2021
Deadline to Submit Intent to Apply	October 15, 2021
Pre-Proposal Conference	October 22, 2021, 11:00 a.m. HST
Deadline to Submit Written Questions	October 25, 2021, 4:30 p.m. HST
State's Response to Written Questions	Week of October 25, 2021
Proposal Due Date/Time	November 12, 2021, 4:30 p.m. HST
Finalists Selected and Notified	Week of November 22, 2021
Finalist Oral Presentations	Week of November 29, 2021
Notice of Award Selection or Non-selection	Week of December 6, 2021
Start of Contract Period	January 1, 2022
End of Contract Performance	December 31, 2025
End of 1-Year Option If Exercised	December 31, 2026

Deadlines Strictly Enforced

- The time stamp on your email will be recorded as the time of receipt. DO NOT WAIT UNTIL THE LAST MINUTE! If your attachment is slow to upload and the email clocks in at 4:31 p.m., your proposal will not be opened.
- If you are sending an email with a downloadable link, the proposal and all attachments must be available when we access the link. And the LINK MUST WORK.
- You are allowed to send your proposal in two emails, as an attachment and as a link, to be safe, but the emails must be clearly labelled as duplicates and the proposals must be identical.

Submission of Questions

- Any questions or concerns regarding the RFP should be submitted in writing to contracting@gohta.net prior to the deadline for written questions noted in the Procurement Timeline.
- Offerors are asked to submit questions in an editable format such as a Word document or in the email itself, not in PDF.
- Each question should cite the RFP page, section or paragraph number that is the source of the question.
- HTA reserves the right to combine questions, reword questions for relevance, or disregard questions altogether.

Evaluation Committee

- The evaluation committee consists of HTA management staff as well as industry experts.
- All evaluators sign an attestation declaring their impartiality.
- Evaluator identities are kept confidential prior to award. Offerors who knowingly attempt to contact or otherwise influence any evaluator about this RFP will be disqualified.

Proposal Evaluation

EVALUATION OF PROPOSAL	Scoring Range Maximum
OVERALL CAPABILITIES OF FIRM The evaluation will include an assessment of the company, taking into account factors listed in Section 3 of this RFP and in Form SPO-021 Standard Qualifications Questionnaire, including but not limited to the depth of past experience and demonstrated success with similar projects, capabilities and company resources, experience working with State, county, and federal agencies, and professional work experience in Hawai‘i.	15
QUALIFICATIONS OF PERSONNEL The evaluation will include an assessment of the qualifications, experience, and specific knowledge of your managerial team, staff and subcontractors as it relates to the requirements of this RFP and related items, and the overall percentage of staff time dedicated to Hawai‘i.	15
BRAND MARKETING PLAN (BMP) The evaluation will include an assessment of the quality of the proposed long term vision and roadmap for 2022-2025, and 2022 marketing strategies targets set for key performance measures, campaign/program creativity and innovation, and the value received such as the maximum services provided in relation to the administrative fees charged.	40
FAMILIARITY WITH HAWAII BRAND & PRODUCT The evaluation will include an assessment of your understanding of the Hawaiian Islands, the Native Hawaiian culture, Hawai‘i’s multi-culture, and the HTA organization; and how you integrate this knowledge into your proposal. Note: this is not a separate section of the proposal but is an analysis of your whole presentation.	20
PRICE This category will be ranked strictly based on price submitted. The proposal with the lowest cost factor shall receive the highest available score of 10. The score for each of the higher cost factors shall be calculated by multiplying the lowest/winning price by the maximum number of available points (10) and dividing by the higher proposal price.	10
TOTAL SCORE	100

Proposal Format

- The format must be U.S. standard 8 1/2 by 11 inches.
- Orientation should be primarily portrait, though landscape is welcome for data or visual presentations as appropriate.
- Slide shows and PowerPoint Presentations will not be accepted.
- Video, audio or other similar multimedia materials will not be considered during evaluation of written proposals, although they may be accepted or even requested for those who advance to Round 2 of the procurement process.
- The body of the proposal must not exceed the page limit outlined in the RFP.

Public Information

- Your proposals will become public information after the contract has been awarded.
- You may designate those portions of the proposal that contain TRADE SECRETS or PROPRIETARY data. The material designated must be readily separable from the proposal in order to facilitate public inspection.
- However, claims of confidentiality will be subject to approval by the Hawai'i Attorney General's office.

Two Phase Procurement Process – Phase One

- Proposals may be rejected, prior to Phase One, without ever being seen by any evaluator, based on criteria listed in section 4.02 of the RFP. Please read the RFP carefully.
- Phase One will consist of an evaluation of your written proposals and attachments. Proposals will be scored by an evaluation committee based on the evaluation criteria and point system published in the RFP.
- In Phase One, the evaluators will choose finalists to advance to Phase Two. Phase Two is optional. Evaluators have discretion to award a contract based on the written proposal only.

Two Phase Procurement Process – Phase Two

- Phase Two will consist of any combination of the following: oral presentations, requests for clarifications, best and final offers, or anything that will help the evaluation committee make a decision. If there are numerous acceptable proposals, at least three responsible offerors will advance.
- For Phase Two, the evaluators will fill out fresh score sheets with the score taking into account every phase of the process.
- After the oral presentation the finalists will each receive one of three letters: a) an award letter, b) a debriefing letter, if you didn't win, or c) a request for clarification or for more information if the evaluation committee needs more information to make a decision.

Contract Negotiation

- The HTA will enter into contract negotiations with the highest ranked offeror. HTA is free to accept, reject, or request modifications to any portion of the offeror's proposal. No award is final until a contract is signed.
- As part of the negotiation, the offeror will be required to present:
 - A current Certificate of Vendor Compliance. Compliant CVC must be available at time of award.
 - Updated cost or pricing data. Also, you may be required to sign Form SPO-013 certifying cost or pricing data if the procurement officer determines there is not enough price competition.

Contract Term

- Period of 4 years with the possibility of 1 one-year extension.
- By statute, maximum contract length limited to 5 years.
- Each individual year is subject to the availability of funds.
- When the best interests of the State so require, the State may issue a stop work order, termination for default, or termination for convenience.

Compensation

- \$22,500,000.00 for the initial Calendar Year 2022.
- HTA plans to keep level funding for subsequent years. However, the contract amount for each year will be subject to the availability of funds as allocated by the legislature and approved by the HTA Board of Directors.
- Fixed-Price contract, inclusive of all taxes and expenses.
- Administrative costs inclusive of staffing and office expenses and contractor retainer must be included in the fixed amount and may not exceed 22% of the total fixed price.

Request for Proposal HTA RFP 22-01 Hawaii Tourism Destination Brand Marketing and Management Services for the United States Major Market Area

- RFP 22-01 Hawaii Tourism Destination Brand Marketing and Management Services for the United States Major Market Area
- RFP 22-01 Addendum 1 - United States Brand Marketing and Management Services
- RFP 22-01 2022 BMMP Outline
- RFP 22-01 BMMP Budget Plan Worksheets
- RFP 22-01 BMMP Performance Measures Worksheet
- RFP 22-01 BMMP Partnership Opportunities
- RFP 22-01 BMMP Subcontractor Form
- RFP 22-01 SPO-021 - Standard Qualifications Questionnaire for Offerors
- RFP 22-01 Organizational Conflicts of Interest Disclosure & Attestation

Points of Contact

Ronald Rodriguez – Procurement Officer

Tracey Fermahin – Administrative Assistant, Contracts & Procurement

Phone: (808) 973-2246

Email: contracting@gohta.net

Offerors should only communicate with, and rely on information from, the Contracts & Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office. Please use email when communicating with the Procurement Office.

Centralized Resources Provided by HTA

- Research
 - Contractor may only be compensated for contractor-initiated research if it is not redundant of existing research and after prior approval of HTA
 - Contractor's staffing costs for Research will be funded out of the contract
- Global Digital Assets
 - Contractor may only be compensated for new content development after prior approval of HTA
 - Content developed by the Contractor will be funded the contract and should allow for global usage
- Gohawaii.com
- Meethawaii.com
- Social Media Global Coordination
- Global MCI Coordination

Proposal Content

- Brand Marketing and Management Plan
 - 2022-2025 Long Term Vision and Roadmap
 - This roadmap will align with HTA's 2020-2025 Strategic Plan and lay out all the strategies and annual milestones to reach the long-term goals for the United States MMA
 - 2022 Brand Marketing and Management Plan (BMMP)
 - This comprehensive marketing and management plan will lay out all the strategies and activities that the contractor will accomplish during Calendar Year 2022

HTA's Key Performance Indicators

- Success of the Hawai'i Tourism Authority will be measured by the following Key Performance Indicators (KPIs):
 - Resident Satisfaction
 - Average Daily Visitor Spending
 - Visitor Satisfaction
 - Total Visitor Spending

United States MMA Performance Measures

- The Key Marketing and Management Performance Indicators for the United States MMA are:
 - Grow Average Daily Visitor Spending over 2021
 - Grow Total Visitor Expenditures (prioritizing average daily spend over increasing visitor arrivals) over 2021
 - Increase percentage for “visitors recall hearing or seeing information about safe and responsible travel” compared to the most recent study
 - Improve Hawai‘i’s ratings for “value” and “unique experiences” compared to the most recent study
 - Improve score in perceptions of the uniqueness of the destination for prospective visitors compared to the most recent study
 - Increase percentage of consideration for visiting Hawai‘i within the next 12 months compared to the most recent study
 - Increase percentage of visitors that participated in voluntourism activities while in Hawai‘i (2022 will be the first year to establish a baseline)
- Offerors are required to develop semiannual targets for Brand Marketing and Management Plan Performance Measures subject to HTA’s review and approval
- The HTA may fund a study to measure the incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending as a result of major campaign(s)

DEADLINE FOR RECEIPT OF PROPOSALS

**Friday, November 12, 2021
4:30 PM HST**

Electronic submissions only. No physical submissions or physical deliveries accepted.

Direct any questions relating to this solicitation to Contracts & Procurement, (808) 973-2246, or email to contracting@gohta.net.

Email strongly preferred.

Mahalo!

