

Pre-Proposal Conference: RFP 23-01 Hawai'i Destination Brand Marketing and Management Services for the Japan Major Market Area



Agenda

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

Housekeeping

- Please use the Q&A function and we will get to the questions at the end of the conference.
- This briefing is not a complete and comprehensive summary of all requirements of the procurement and offerors should refer to the RFP document and its attachments and outlines for complete details.

Introduction

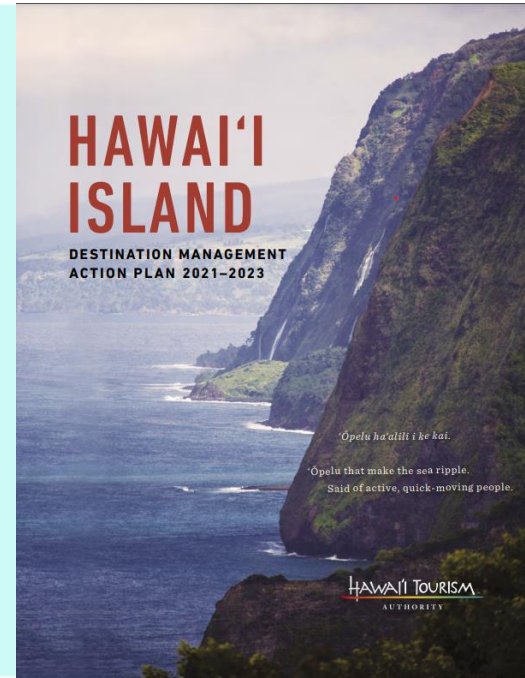
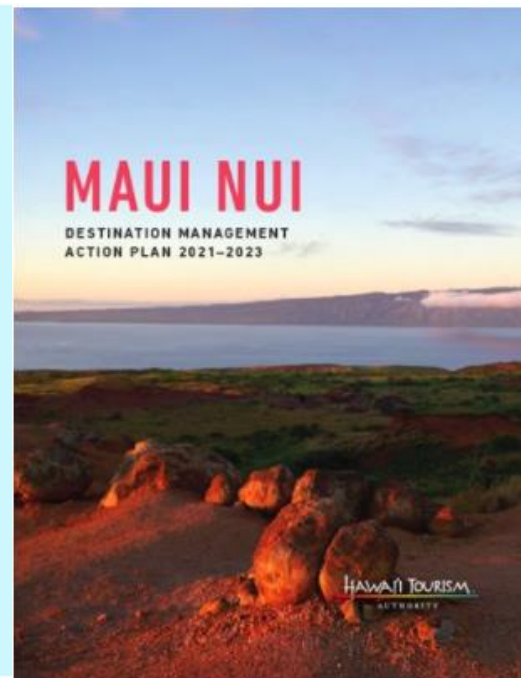
to the Hawai'i Tourism Authority




MĀLAMA KU‘U HOME
Through Regenerative Tourism:
HTA Change Management Plan



Overview of Destination Management Action Plans





Why did HTA Develop Destination Management Action Plans (DMAPs)?

- Outcome of the HTA's Strategic Plan 2025
- Address Resident Sentiment Survey
- Reset and rebuild visitor industry for that island
- Engage and Collaborate
- Improve current and develop new tourism products and offerings
- Establish better systems for destination management

Request For Proposals (RFP)



HTA is committed to a solicitation process that is comprehensive, fair and impartial.

Visit HTA's RFP webpage at

**Hawai'i State eProcurement System (HlePRO) at
<https://hiepro.ehawaii.gov/welcome.html>**

Or

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

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 the Procurement Officer, with support from the Deputy Attorney General assigned to the HTA.

Important Dates

Release of Request for Proposals	September 26, 2022
Pre-Proposal Conference via Zoom – Required (must register in advance for the Zoom webinar)	September 30, 2022 @ 3:00 PM HST
Deadline to Submit Intent to Apply – Required (must be submitted to procurement@gohta.net)	October 3, 2022 @ 4:30 PM HST
Deadline to Submit Written Questions (must be submitted in HlePRO)	October 5, 2022 @ 4:30 PM HST
State’s Response to Written Questions (will be posted in HlePRO)	October 7, 2022
Proposal Due Date/Time	October 28, 2022 @ 2:00 PM HST
Priority Listed Offeror Selection & Notification	Week of November 7, 2022
Oral Presentation with Priority Listed Offerors	November 10, 2022
Best and Final Offer Deadline (if necessary)	Week of November 14, 2022
Notice of Award (estimated)	Week of November 21, 2022
Start of Contract Performance	January 1, 2023

Electronic Submission to HlePro Only

- The State will use HlePRO to issue the RFP, answer RFP questions, receive all Offers, and issue any addenda to the RFP
- Offers must be registered on HlePRO
- Questions relating to this RFP, issues relating to the accessibility of this RFP, and requests for accommodations for persons with disabilities in connection with this RFP shall be communicated through HlePro
- As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee, not to exceed \$5,000 for the total contract term. The mandatory transaction fee shall be at the contractor's sole cost and expense.

Deadlines Strictly Enforced

- DO NOT WAIT UNTIL THE LAST MINUTE! If your submittals are slow to upload to HlePRO and miss the deadline of **October 28, 2022 @ 2:00 PM HST**, your proposal will not be opened.
- Offerors should allow ample time to review their submitted proposal, including attachments, prior to the proposal deadline.
- For technical assistance, please contact NIC Hawai'i at (808) 695-4620 or email at: nichawaii@egov.com.

Submission of Intent to Apply

- Registration is required to submit a proposal
- Failure to register will result in rejection of your proposal
- By registering your company, any applicable Addenda will be sent to you
- If interested in responding to this solicitation, please email the information specified below to procurement@gohta.net no later than **October 3, 2022, 4:30 p.m. HST**

- Name of Company
- Name of Contact Person
- Email Address
- Company Address
- Telephone Number
- Solicitation (RFP) Number

Submission of Questions

- Any questions or concerns regarding the RFP should be submitted to HlePro. prior to **October 5, 2022 @ 4:30 PM HST** as noted in the Procurement Timeline
- 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 includes at least three (3) State employees as well as key stakeholders and industry experts.
- All evaluators sign an attestation declaring their impartiality.
- Evaluator identities are kept confidential during the RFP process. Offerors who knowingly attempt to contact or otherwise influence any evaluator about this RFP will be disqualified.

Proposal Evaluation

EVALUATION CRITERION	Scoring Weight
<p>OVERALL CAPABILITIES OF FIRM & QUALIFICATIONS OF PERSONNEL</p> <p>The evaluation will include an assessment of the company, considering factors listed in Section 3 of this RFP and in Qualifications Questionnaire, including but not limited to the depth of 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.</p> <p>The evaluation will also include an assessment of the qualifications, experience, and specific knowledge of Offeror's managerial team, staff, and subcontractors as it relates to the requirements of this RFP, and the full-time equivalent positions dedicated to the HTA account.</p>	25%
<p>BRAND MARKETING PLAN (BMP)</p> <p>The evaluation will include an assessment of the quality of the proposed 2023 marketing strategies, targets set for KPIs, performance measures, campaign/program creativity and innovation, and the value received such as the maximum services provided in relation to the administrative fees charged.</p>	25%
<p>DESTINATION MANAGEMENT SUPPORT PLAN (DMSP)</p> <p>The evaluation will include an assessment of the quality of the proposed 2023 management strategies, targets set for KPIs, performance measures, campaign/program creativity and innovation, and the value received such as the maximum services provided in relation to the administrative fees charged.</p>	20%
<p>FAMILIARITY WITH HAWAI'I BRAND AND PRODUCT</p> <p>The evaluation will include an assessment of Offeror's understanding of the Hawaiian Islands, its people, the Native Hawaiian culture, Hawai'i's multi-ethnic culture and the HTA; and how Offeror integrates this knowledge into the proposal. Note: this is not a separate section of the proposal but is an analysis of the whole proposal.</p>	15%
<p>LONG-TERM VISION AND ROADMAP</p> <p>The evaluation will include an assessment of the quality of the proposed long-term vision and roadmap for 2023-2025 alignment with the HTA Strategic Plan.</p>	10%
<p>COST</p> <p>In accordance with HAR §3-122-52 and HRS Chapter 103D, the proposal with the lowest cost factor, based on the total cost for the initial three-year contract period (Not to exceed \$19,500,000.00), must receive the highest available rating allocated to cost. Each proposal that has a higher cost factor than the lowest must have a lower rating for cost. Additionally, the points allocated to higher-priced proposals must be equal to the lowest proposal price multiplied by the maximum points available for price, divided by the higher proposal price.</p>	5%
TOTAL	100%

Scoring Guidelines

Assessment	Scoring Guidelines	Score
Poor	Proposal is inadequate in many basic aspects for the scored category Evaluator has very low confidence in the applicant's ability to perform as promised or as required	1
Marginal	Proposal minimally addresses the requirements, but one or more major considerations of the category are not addressed, or lacking in some essential aspects for the specific criteria Evaluator has low confidence in the applicant's ability to perform as promised or as required	2
Adequate	Proposal adequately meets the minimum requirements for the category and is generally capable of meeting the State's needs for specific criteria Evaluator has confidence in the applicant's ability to perform as promised or as required	3
Good	Proposal more than adequately meets the minimum requirements of the specific criteria, and exceeds those requirements in some aspects Evaluator has high confidence in the applicant's ability to perform as promised or as required	4
Excellent	Proposal fully meets all requirements and exceeds most requirements Evaluator has extremely high confidence in the applicant's ability to perform as promised or as required	5

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

- Proposals will become public information after the contract has been awarded.
- Portions of the proposal may be designated that contain TRADE SECRETS or PROPRIETARY data. The material designated must be clearly marked and readily separable from the proposal in order to facilitate public inspection. In addition, Offeror shall provide a list of all confidential information referenced in the Offeror's proposal including page number and sections in a separate attachment
- However, claims of confidentiality will be subject to approval by the Hawai'i Attorney General's Office.

Two Phase Procurement Process – Round One

- The Procurement Officer, in accordance with Hawai'i Administrative Rules §3-122-53, will classify proposals as acceptable, potentially acceptable, or unacceptable. All responsible offerors who submit acceptable or potentially acceptable proposals are eligible for the priority list.
- In Round 1, the evaluation committee will evaluate and score all acceptable and potentially acceptable proposals using the criterion and scoring guidelines described in Section 4.03 of the RFP. The proposals will be ranked by combined-weighted score.
- The evaluation committee will then select no more than three (3) offerors from the highest ranked proposals who will advance to Round 2. These selected offerors will be referred to as “Priority Listed Offerors.”

Two Phase Procurement Process – Round Two

- In the second round, the Evaluation Committee may conduct discussions with priority-listed offerors and request “Additional Information,” which may consist of any combination of question-and-answer sessions, oral presentations, requests for clarification, best and final offers (BAFO), or anything else that the evaluation committee may find useful in coming to a decision. The date for oral presentations is listed in the Procurement Timeline found in Section 1. The evaluation committee reserves the right, but is not required, to perform reference checks.
- The evaluation criteria and scoring guidelines for Round 2 shall be those found in section 4.03 of the RFP. In this second round, evaluators will turn in new score sheets. The Round 2 score sheet shall reflect the evaluators overall assessment of the offeror, inclusive of the written proposals in addition to the oral presentations and/or any clarifications from Round 2.

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 and before a contract can be signed.
 - 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

- Ends on December 31, 2025 with the possibility of 1 two-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

- This is a Fixed-Price contract, inclusive of all taxes and expenses, for an amount not to exceed TWENTY-SIX MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (USD \$26,500,000.00) for the initial three-year term of this multiyear contract. The total amounts for each of the initial three-year term shall not exceed:
 - SIX MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (USD \$6,500,000.00) in year one;
 - SIX MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (USD \$6,500,000.00) in year two; and
 - SIX MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (USD \$6,500,000.00) in year three;
- With options at the sole discretion of HTA to spend up to \$3.5M more in each of years two and three, upon which performance measure targets would be reassessed.
- The contract amount for each year will be subject to the availability of funds as allocated by the legislature and approval by the HTA Board of Directors.
- Administrative costs inclusive of staffing and office expenses and contractor retainer must be included in the fixed amount and shall not exceed 22% of the total annual fixed price.

Proposal Content

- **2023-2025 Long-Term Vision and Roadmap** (narrative)
 - Shall align with HTA's 2020-2025 Strategic Plan
 - Will lay out all the strategies and annual milestones to reach the long-term goals for brand marketing services and destination management support services.
 - Shall propose the 2025 targets for the items defined in Section 2.3.
- **2023 Brand Marketing Plan (BMP)**
 - Shall include an overview/market analysis, assumptions, target audience, strategies (consumer, travel trade, public relations, island distribution, industry collaboration, research, digital platforms, social marketing & creative content), major campaigns/programs & performance measures methodology
- **2023 Destination Management Support Plan (DMSP)**
 - Shall include strategies (destination management & regenerative tourism, creative content), major campaigns/programs & performance measures methodology

HTA's Key Performance Indicators

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

Japan MMA's Key Performance Indicators

The Key Marketing & Management Performance Indicators for the Japan MMA are:

- By the end of CY25, Grow Average Daily Visitor Spending over 2019 by xx%. (Target to be proposed by Offeror)
- By the end of CY25, Grow Total Visitor Expenditures over 2019 by xx%. (Target to be proposed by Offeror)
- Increase percentage for “visitors recall hearing or seeing information about safe and responsible travel” compared to the most recent study
- Increase percentage for “visitors recall hearing or seeing information about safe and responsible travel prior to arrival ” compared to the most recent study
- Increase percentage for "visitors recall hearing or seeing information about caring for and respecting Hawai'i's culture, people, and environment prior to arrival" compared to the most recent study
- Increase percentage for "visitors recall hearing or seeing information about ocean and hiking safety prior to arrival" compared to the most recent study
- Increase percentage for "visitors recall hearing or seeing information about volunteer/giving back opportunities prior to arrival" compared to the most recent study
- Increase percentage for "visitors recall hearing or seeing information about support local/shop local prior to arrival" compared to the most recent study
- Increase percentage for "visitors recall hearing or seeing information about Mālama Hawaii prior to arrival" 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

HTA also recognizes the recovery from the global COVID-19 pandemic will be critical in this initial contract period. The following Recovery Brand Marketing & Management Key Performance Indicators for the Japan MMA are:

- By the end of CY25, recover Visitor Arrivals xx% of 2019. (Target to be proposed by Offeror)
- By the end of CY25, increase number of Multi-Island Visitors over 2019 by xx%. (Target to be proposed by Offeror)
- By the end of CY25, increase the Average Islands Visited (Per Person) over 2019 by xx%. (Target to be proposed by Offeror)

Points of Contact

Marc Togashi – Procurement Officer/Chief Administrative Officer
Tracey Fermahin – Procurement Specialist

Notice of Intent to Apply - Email: procurement@gohta.net
Questions or Concerns – Communicate via HlePRO

Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office.

DEADLINE TO SUBMIT INTENT TO APPLY

**October 3, 2022
4:30 p.m. HST**

DEADLINE TO SUBMIT WRITTEN QUESTIONS

**October 5, 2022
4:30 p.m. HST**

DEADLINE FOR RECEIPT OF PROPOSALS

**October 28, 2022
2:00 p.m. HST**

Questions & Answers

Mahalo!