

FORM B - Proposal Form

HTA COMMUNITY ENRICHMENT PROGRAM – 2017 PROPOSAL FORM

A. Project Components (50% of Score):

A.1. OVERVIEW OF PROPOSED PROJECT: Provide a description of the proposed project, including the major activities. Programming occurring in the Spring or Fall season or throughout the year will be given preference. Describe the past history of project. (max 3000 characters)

A.2. How does your project meet the goals and objectives of this HTA program? (max 1000 characters)

A.3. Identify the relationship to the community and how it fulfills the needs of the community and visitor experience. Identify all entities that support or are directly involved in this project. Letters from community organizations and businesses acknowledging this relationship are encouraged. (max 1000 characters)

A.4. Does this proposed project improve on the current situation? Does this proposed project provide for an innovative, new solution for the community and visitor experience? Provide specific examples. (max 1000 characters)

A.5. **MARKETING & COMMUNICATIONS PLAN:** Describe your marketing & 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.

A.5.a. Who is your target audience and why? (max 1000 characters)

A.5.b. How do you intend to reach the target audience to attend your project? Be specific (e.g. 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. (max 6500 characters)

A.5.c. Provide an overall work plan with estimated timeline for the project implementation, including a) start dates, b) end dates, c) description of activity and completion of major milestones in the project. PDF Forms do not allow for formatting. To enter formatted text, create text in a Word doc first then copy and paste into text block. (max 3000 characters)

B. Project Impact (20% of Score): These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a successful project, as articulated in the proposal outline. While some measures may be qualitative, please provide detailed quantifiable values where possible. Additional measures are encouraged and should relate to one or more of the objectives for the CEP as described above in Section II. of this solicitation.

- B.1 These are the Key Performance Indicators (KPIs) that you are responsible for reporting.
- a. Number of on-island residents attending and/or participating in the proposed project.
 - b. Number of neighbor island residents attending participating in the proposed project.
 - c. Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.
 - d. Satisfaction level of attendees (majority are satisfied; likelihood to return).
 - e. No. of visitors who came to Hawai'i for the specific event/project
 - f. No. of visitors who came to the event/project due to your promotions/advertising (call to action)
 - g. Media metrics
 - h. Social media analytics
 - i. Advertising analytics

Attendance	2017 Expected Goal	Most Recent Actual Figures (specify year)
No. of <u>on-island</u> residents attending and/or participating in the proposed project		
No. of <u>neighbor island</u> residents attending and/or participating in the proposed project		
No. of <u>out-of-state</u> visitors attending and/or participating in the proposed project detailed by U.S. State		
No. of out-of-state visitors attending and/or participating in the proposed project detailed by international country		
No. of visitors who came to Hawai'i for the specific event/project		
No. of visitors who came to to the event/project due to your promotions/advertising (call to action)		

Satisfaction Level	2017 Expected Goal	Most Recent Actual Figures
Percentage who are satisfied		
Percentage who are likely to return to the project in the future		

Media Measures**2017 Expected Goal****Most Recent Actual Figures**

Number of Impressions - Print

Number of Impressions - Online

Consumer Advertising**2017 Expected Goal****Most Recent Actual Figures**

Reach

Social Media Metrics**2017 Expected Goal****Most Recent Actual Figures**

No. of social media posts

Cumulative Fan Base

Average Applause Rate (Facebook likes,
Instagram hearts, etc.)

Average Amplification Rate (number
shares)

Other Metrics**2017 Expected Goal****Most Recent Actual Figures**

B.2. Describe how the data will be collected. What kind of surveys will be administered? How will attendance be tracked and verified? What will be the source of your media metrics? (max 4000 characters)

C. Organizational Capacity (10% of score): Ability to produce, implement and execute the project, demonstrated success, expertise, and past performance.

C.1. QUALIFICATIONS OF ORGANIZATION: Provide a description of the organization, its qualifications and experience specifically related to the proposed project. (max 2000 characters)

C.2. PROJECT TEAM: Describe the qualifications and expertise of the project team. Identify the lead individuals responsible for implementing the project. (max 2000 characters)