



September 22, 2016

**ADDENDUM 1 TO  
REQUEST FOR PROPOSAL 17-06  
FOR THE 2017  
HAWAII TOURISM AUTHORITY  
KŪKULU OLA PROGRAM**

RFP 17-06 and all the associated forms are available at <http://bit.ly/2diDZZt> .

This Addendum includes changes to the RFP as well as answers to questions posed by applicants.

- Changes to the RFP will be noted at the beginning of this Addendum. The RFP itself has not been changed—a new version of the RFP is not forthcoming. Applicants must refer to the Addendum to know of the changes. Forms, on the other hand, may be changed. Applicants will need to check to make sure they have the most recent version of a particular form.
- The questions below may represent a combination or rephrasing of questions asked by various interested parties both in writing and during the information sessions which took place the week of September 12. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

**CHANGES AND CLARIFICATIONS:**

- 1) We have posted on our website the Power Point presentation that was given at the information sessions on the various Hawaiian Islands the week of September 12.
- 2) FORM A—Application Form:
  - The Application Form for CEP and for Kūkulu Ola/Aloha 'Āina are different. Please be sure you are using the correct form.
  - At the top of the form, imbedded in the title, you will find two boxes: one for Kūkulu Ola and one for Aloha 'Āina. Please check the box for the program you are applying for.
  - Kūkulu Ola and Aloha 'Āina are available only to nonprofits and government entities. The option for “for profits” has been removed from this form.

- FORM A needs to be printed and signed. We recommend that, after it has been signed, you bundle it up with the documents requested at the end of the form and scan them into one PDF.

3) FORM B – Proposal Form:

- Applicants will be required to use the fillable PDF posted on our website at <http://bit.ly/2diDZZt> . Proposal Forms submitted in any other format will be rejected as nonresponsive.
- Each question has a character limit. These limits are absolute. We will not accept any additional or “see attached” pages to supplement your answers. (Note: For Question A.3. you will be allowed to attached relationship or recommendation letters.)
- We are asking applicants to fill in as many blanks as possible. We have also added to the website a list of KPI Definitions (Media Metrics).

4) FORM C – Itemized Budget:

- The Word doc version of the Itemized Budget Form has been replaced by an Excel spreadsheet version. Do not use the Word version—especially since it was missing the income section. Please use the Excel spreadsheet that is being provided on the HTA website along with this Addendum. The Excel spreadsheet is not locked. You are advised to add rows where needed.
- The budget narrative does not have a character limit. We ask that you give a detailed account of your budget. Please see your designated County tourism specialist if you have any questions about what to include. Please limit your answers to discussion about the budget only.

5) Matching Funds (page 7):

- a. The sentence, “Applicants awarded funding will need to provide HTA with proof of matching funds prior to first payment,” should now be read as “Applicants awarded funding will need to provide HTA with proof of at least 10% matching funds in cash prior to first payment, and the remaining balance (other 10% in cash) prior to final payment.”
- b. Proof of matching funds can be in the form of a letter or promissory note from the donating party.

6) Other Government Sources (page 8):

- Limits to matching funds are specific to State funds (such as OHA) and organizations supported by State funds (such as HVCB). This limitation does not apply to local, county, or federal funds.
- This limitation does not prohibit you from accepting funds from State agencies; it only limits your ability to count those contributions towards your matching funds. Please feel free to get any support you can get from State sources.

7) Insurance Requirement

- Festivals and Events will be required to have commercial general liability insurance of at least two million dollars. Applicant will need to show proof of insurance prior to first payment.

8) HTA Five-Year Strategic Plan 2016

- We highly recommend that all applicants read the HTA's 5-Year Strategic Plan. You can find the Plan on our website at <http://bit.ly/2diABh7> .  
Pay special attention to the HTA's goals starting on page 21. This will help you understand and align your proposals with the HTA's strategic direction.

**QUESTIONS:**

9) Can I step away from the computer and continue filling out the forms later? Does the form save on the website?

- Forms A, B and C are not online forms. You need to download the blank forms to your computer from <http://bit.ly/2diDZZt> . Once you have downloaded the forms you can fill them in, save your work, and come back to them later. Remember to always save your work. Once completed, you can send the Forms as an email attachment.

10) The fillable PDF does not allow me to indent or enter bullets.

- Unfortunately, the fillable PDF does not allow formatting. Please create your text in a Word document (or similar program) and copy and paste into the blank if you want to use bullets, numbering, indents, etc.

11) Can I use Hawaiian punctuation in the fillable form?

- No. The fillable form does not support Hawaiian diacritical marks. It also does not support the Hawaiian letter `okina. Please do not use these when completing.

12) Is the Community Enrichment Program (CEP) replacing the previous County Product Enrichment Programs (CPEP) which were separately administered by each county? Your website lists RFP 17-05 but there is no information about CEP.

- Yes, CEP does replace CPEP. The program is now operating statewide instead of county by county.

13) There was a limit on the number of times you could receive CPEP awards. If I've already hit that limit, does that mean I can't apply for CEP funding?

- There is no limit to the number of years of CEP funding like there was with CPEP funding. However, one of the primary factors we will be reviewing when considering whether to continue funding a project or event is the amount of innovation that is being offered from one year to the next.

14) Section III – Preferred Practices b. Authentic & Accurate Representation (pg. 6). Please advise where the HTA “Style & Resource Guide” document can be found as I checked under Ma’ema’e. The video shows the tab, but it must have been removed?

- You can find the Style & Resource Guide here <http://bit.ly/2cIE2yS> .

15) Section IV. Project Specification D. Multiple Proposals (pg. 7) vs Section VII 8. Multiple Proposals. Please clarify as one says multiple proposals acceptable if different and separate projects; the other says multiple/alternate proposals not allowed for same applicant.

- An applicant may submit separate proposals for different projects if the projects are clearly different and distinguishable.
- This serves as notice that Section VII, subsection 8, “Multiple or Alternate Proposals Not Allowed,” located on page 15 of the RFP, is void.

16) In the information sessions you mentioned that there were tourism specialists assigned to help us with our applications?

- Yes! Each county has its own specialist to help you with your application. They are as follows:
  - County of Hawai‘i  
Frecia Cevallos, (808) 961-8505  
[Frecia.Cevallos@hawaiicounty.gov](mailto:Frecia.Cevallos@hawaiicounty.gov)
  - City and County of Honolulu  
Emi Omori, (808) 768-3893  
[eomori@honolulu.gov](mailto:eomori@honolulu.gov)

- County of Kaua‘i  
Nalani Brun, (808) 241-4952  
[nbrun@kauai.gov](mailto:nbrun@kauai.gov)
- County of Maui  
Sharon Zalsos, (808) 270-7997  
[Sharon.Zalsos@co.maui.hi.us](mailto:Sharon.Zalsos@co.maui.hi.us)

17) Section I. Chief Procurement Officer: “Applicants are to submit proposals to, and communicate with only the Chief Procurement Office for this RFP. Communication with other HTA staff regarding this RFP could be grounds for disqualification.” Does this mean that if I copy Sharon Zalsos, County of Maui, on any communications with you that such could be grounds for disqualification?

- The Chief Procurement Officer (CPO), Ronald Rodriguez, will be your contact for everything that has to do with any procurement and contracting processes: how to submit, when to submit, what is or is not allowed, etc. The CPO should be the only source for this type of information.
- On the other hand, the CPO cannot help you with your application. To do so would be a clear violation of the CPO’s impartiality. Your designated County tourism specialist, however, is available to assist you in filling out the application. There will be representatives from the respective Counties on the evaluation committees, but your designated tourism specialist will not be one of them—this way they can assist you without running into any ethical problems.
- Copying the County representative on emails to the CPO is a good idea.

18) Form B Proposal Form – B. 2017 Expected Goals / Most Recent Actual Figures. Are figures from 2015 acceptable or do we include 2016 actual figures to date? (Calendar year 2016 is not yet completed.)

- Completed figures from 2015 are acceptable.

19) Section IV.N.4: Promotional Programs: “Contractors under this program shall consult with the HTA’s marketing contractors and staff to coordinate marketing efforts as appropriate to reach pre-arrival visitors, post-arrival visitors and residents.” We are not familiar with consulting with the HTA’s marketing contractors and staff; can you provide us information on how such can/will be done?

- Once awarded, each program will be assigned a manager. You will work with the manager in coordinating marketing efforts. You do not need to worry about this during the application phase.

20) Please provide a list of the Evaluation Committee members for this RFQ, so that I don't inadvertently contact someone who is a member, thereby disqualifying my application from consideration.

- Evaluation committee member identities are kept confidential during the RFP process. Applicants will not be penalized for inadvertent communication with committee members. Applicants will, however, be disqualified if they seek out the identities of the committee members, or knowingly seek out committee members for advice or favor. (Note: Your designated County tourism specialist will not be a member of the evaluation committee.)

21) I'm not sure what Media Metrics signifies? Have no clue.

- Please see "KPI Definitions" now posted on the website along with this Addendum. It explains some of the terminology we use around media metrics. For example: for Facebook or Instagram posts, "conversion rate" means the number of comments per post, "amplification rate" means the number of shares, and "approval rate" means the number of "likes."

22) The Proposal Form asks for metrics. How do I gather these numbers? For example, if I'm holding a parade, how do I know how many people attended? Also, you mention evaluations? Are we expected to do surveys of the attendees?

- It is important that you are able to quantify your accomplishments. There are various tools available for doing this. Please see the TOOL KIT tab on the HTA website for a sample Festivals & Events Survey <http://www.hawaiitourismauthority.org/tool-kit/> .
- For additional help on metrics and evaluation tools, please contact Daniel Nahoopii, HTA Director of Tourism Research, at [daniel@gohta.net](mailto:daniel@gohta.net).

23) Can we send videos?

- We will not be accepting media attachments to our proposal, but you are welcome to include in your proposal links to websites that contain your media.

24) The "General Conditions" attached to the back of the RFP suggest that the State would have ownership of our event (see clause 26 on page 50). Is that true?

- The clause you are referring to pertains to work for hire. No, the State/HTA will not have ownership of your event. The contract may include a "Special Conditions" section explaining the non-applicability of this clause as necessary.

25) In the budget form, where would I list indirect costs.

- Everything needs to be specified in the budget. There are no indirect costs.

26) Do we need to have a business license in order to apply?

- Yes. You need to be an official licensed business in good standing and located in, and offering services in, the State of Hawai'i.

27) Somebody told me that I need to have a Hawai'i State Certificate of Vendor Compliance in order to apply. What is this, and do I need it?

- What it is: The State of Hawai'i requires, for contracts of \$2,500 or more, that the contractor get clearance from four different agencies.
  - Hawai'i Department of Taxation.
  - Internal Revenue Service.
  - Hawai'i Department of Commerce & Consumer Affairs
  - Hawai'i Department of Labor & Industrial Relations

The Certificate of Vendor Compliance confirms this clearance. The State has set up a website so that you can get all four verifications in one easy location for a small annual fee of \$12. Visit Hawai'i Compliance Express at <https://vendors.ehawaii.gov/hce/splash/welcome.html> to apply.

- You do not need a Certificate of Vendor Compliance to apply for this RFP. You do, however, need to have vendor compliance in order to get paid. The process can be tedious, so we recommend that you begin the application process as soon as possible to avoid delays.

28) When will my contract begin?

- Contracts will start at different times depending on the project or event. Some projects run year long, some just for a few months. Some take place in the first half of the year while others take place in the last half. We will work with you on deciding the start and end dates.

29) Once I get the grant, when can I expect to be paid?

- First, this is not a grant. The HTA is not legally authorized to give grants, so what you will be signing is a contract. This means a number of things:
  - Your contract will be a fixed-price contract. You will not be paid based on receipts (reimbursables). You will not be paid a lump sum. You will be

put on a payment schedule and each payment will have associated deliverables tied to it.

- A “deliverable” is what the contractor must deliver to the HTA in order to get paid. Examples of possible deliverables are progress reports, updated key performance indicator numbers (KPIs), updated budget and budget narrative, and samples of advertising or media outreach. There will be a checklist of deliverables for each payment. All deliverables must be received before a check is cut. If we do not receive a deliverable on the list, you will not get paid.
- The timing of your payment schedule—monthly, quarterly, etc.—will depend on the program. We will work with you on a suitable plan. Please be aware, however, that your award will be spread out for at least three payments. Also, per agency policy, the last payment cannot be less than 10% of the total award. (So, for example, if your award is for \$30,000, the final payment will be at least \$3,000.)

30) You said that we would need to show proof of ownership of the event we are running. How would we do that?

- Acceptable forms of proof would be trademark or trade name ownership of the event, or a DCCA business filing with the name of the event. Other forms of proof may be accepted upon HTA approval.

31) If any project can fit under the objectives of two HTA programs, who can I ask to help me determine which one I should apply for?

- We recommend that you look at the list of projects funded in 2016 to see where you might best fit. You can find them at <http://bit.ly/1ROkTeh>. They will be listed under their previous names: CPEP for CEP, NRCBP for Aloha ‘Āina, and LHCP for Kūkulu Ola. Ultimately, you will have to decide for yourself which RFP to apply to.