



October 4, 2016

**ADDENDUM 1 TO
REQUEST FOR QUALIFICATIONS 17-08
TO PROVIDE
PUBLIC RELATIONS, COMMUNICATIONS, AND OUTREACH SERVICES**

The questions below may represent a combination or rephrasing of questions. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition. Please be aware that "GMT" refers to our Global Marketing Team.

1. Who would our primary points of contact be at HTA? Please provide day-to-day and high level contacts, if possible.
 - a. Charlene Chan, Director of Communications, will be your primary point of contact during the contract and performance phase. However, please remember that Ronald Rodriguez will remain your primary and only contact during the RFQ phase. Please do not reach out to Charlene, or any other HTA staff regarding this RFQ.
2. With regards to the scoring breakdown, I only see 90 points allocated (50% background, 10% proposal, 30% budget). Can you advise where the remaining 10% is allocated?
 - a. The first round is worth 90 points. The remaining 10 points is reserved for the second round. Please see the score sheet on page 40 of the RFP for full breakdown.
3. On page 5, the first paragraph mentions "national and international level" PR outreach services being needed—does this include local (Hawai'i) PR services as well?
 - a. Yes, this contract is mainly for PR services in Hawai'i.
4. Please clarify what you mean by "Contractor will be required to be onsite, as necessary, and directed by the HTA."
 - a. "Onsite" means physically available and, in some cases, working physically side-by-side with HTA.
5. Are you able to share a list of the HTA's contractors and their respective Public Relations firms (pg. 6)?
 - a. A list of HTA's contractor's and their respective PR firms will be provided to the winning applicant.
6. Given the Hawai'i State Ethics Commission's guideline on lobbying, is the winning agency of this RFQ require to have registered lobbyists or will we work directly with the HTA's government relations team (pg. 6)? This applied to tracking bills, writing testimony, attending hearings, etc.
 - a. The agency is not required to have registered lobbyists. The agency provides support for HTA's government relations support team including writing testimony, attending hearings, and keeping abreast of the bills that affect HTA.

7. Is there a budget range you can provide for this scope of work? On page 7, are there any budget guidelines for the “media visits” and for the “media services and film crews” parts of the program?
 - a. We are asking the applicants to propose an overall budget as well as a detailed budget breakdown.
8. On page 7 under “Coordinate individual Media Visits”: who carries the burden of any expense incurred as part of the facilitation process of bringing a TV crew to Hawaii? For example, fees related to film permits, locations, production coordinators/fixers, etc.
 - a. The expenses are paid for by the GMTs, not the PR agency.
9. Should collateral and other project costs be included in the total price?
 - a. Applicant does not need to account for any additional costs other than what is listed in the RFP. Collateral costs will be paid for separately.
10. Does the winning agency need to account and budget for additional staffing support beyond the staffing requirements outlined the Background and Demonstrated Past Performance section (pg. 4)?
 - a. In some cases, yes. There are lighter and heavier times of activities where more or less staffing will be needed.
11. Can you clarify what type of reports and presentations may be needed for HTA Board Meetings?
 - a. It can vary depending on the need, but it may be PowerPoint presentations or reports for the meeting.
12. On page 5 under “Scope”: Bullet #8: Can you clarify the anticipated level of content support needed for the gohawaii.com website and global marketing teams?
 - a. Content is not the responsibility of the PR agency, although content that is generated by the PR agency for other purposes may be used for the website and shared with the GMTs.
13. Can you specify what you mean by “support services” for the annual Hawaii Tourism Conference printed and digital program?
 - a. As needed, support services may include design, artwork, and/or production. Any cost for printing of the program will be paid separately.
14. Are you able to provide an assessment on the HTA’s current crisis communications (pg. 5)?
 - a. Our crisis communications plan does not go through an assessment per se, but is rather revisited every year and updated accordingly.
15. On page 6 under “International News Bureau”: Bullet 1: Can you clarify that the “STATE funds for expenses related to international news bureau services” is to be noted as a separate line item within the overall budget in our response/proposal?
 - a. The expenses for the International News Bureau, that is paid for with State funds, falls within the overall budget and is not a separate line budget item.

16. How extensive should the ASSESSMENT be on HTA's communications and community outreach (pg. 5)? Is this assessment on HTA's effectiveness in Hawai'i only or does this apply to major market areas as well? Also, do you have any existing research that establishes a baseline for this assessment?
- a. The RFP refers to an assessment of the "inventory" of HTA's community outreach. This assessment is really about how we distribute our efforts. This assessment should be specific to Hawai'i. HTA currently produces a resident sentiment report that provides a survey results of resident views on tourism, among other things. This report can be used to help determine where we should be concentrating our efforts. You can find the last six resident sentiment survey results, including the 2015 survey, on the HTA website: <http://www.hawaiitourismauthority.org/research/reports/evaluation-performance-measures/>
17. On page 7, what role does the marketing contractor play in the coordinating process for "individual media visits"? For "media services with film crews"? For "international contractor-generated media visits and press trip"? Is it solely up to the PR CONTRACTOR to coordinate individual visits from start to finish?
- a. Under "individual media visits," the current process puts responsibility on the GMTs to coordinate the visits from start to finish with support from the PR agency. This process may change.
 - b. Under "media services with film crews," the PR agency provides on the ground support and serves as an advisor to the GMT's if the GMT and Island Chapter are not able to completely coordinate the visit.
 - c. Under "international contractor-generated media visits and press trip," it is the brand managers in conjunction with the GMTs who are responsible for coordinating the visit.
18. On page 7, is there a minimum number of "individual media visits" that need come from each market annually? For "media services and film crews" is there a minimum number of TV productions that need to come from each market annually? For "international contractor-generated media visits and press trip" is there a minimum number of individual media visits or press trips that need come from each market annually?
- a. The "individual media visits" by the GMTs is scheduled at the beginning of the year and the number of trips depends on the GMTs budget. There are times where a media trip is suddenly planned because of the opportunity and the PR agency will support this activity.
 - b. For "media services and film crews," there is no minimum, but we have the visits scheduled so it is it planned. The opportunities that pop up are minimal.
 - c. For ""international contractor-generated media visits and press trip," no, there is no minimum.