



July 11, 2017

**ADDENDUM 1 TO  
REQUEST FOR PROPOSAL 17-13  
FOR THE 2018  
HAWAII TOURISM AUTHORITY  
KŪKULU OLA PROGRAM**

RFP 17-13 and all the associated forms are available at  
<http://www.hawaiiitourismauthority.org/about-hta/rfps/rfp-no-17-13/> .

HTA will also be posting, along with the forms, the slide deck presentation given at the State-wide information sessions.

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 throughout the State the week of July 3. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

**CHANGES AND CLARIFICATIONS:**

1) RFP Section I. Overview and Timeline:

- Procurement Timeline has been corrected as follows: The mandatory Kūkulu Ola Contract Meeting is January 15, 2018, not 2017.
- Further clarification regarding the format of submission: All proposals are to be delivered as no more than two (2) electronic documents. The first document should include Form A, Form B, Form C, and Form D, in that order. The second document should include Form E and Form F with associated attachments, in the order requested. You can merge the completed Forms together, if you have the

software to do so, or you can print the completed Forms and scan them together. Either method is acceptable.

- Information regarding confirmation of submission. All applicants will receive an email confirming receipt of submission. However, those who submit on the last day (after midnight the night of August 3) will not receive confirmation until Monday, August 7 (3 days after the deadline). Please do not call or write asking for confirmation of receipt. For peace of mind, we highly recommend submitting your proposal no later than August 3.

2) RFP Section III. Applicant and Project Eligibility:

- Awards May Not Be Used for the Following: “No more than 30% of the award may be used for Administrative costs.” (Previously said “salaries” instead of “costs.”)

3) RFP Section IV. Project Specifications:

- Other Government Sources: Limits to matching funds are specific to State funds (such as Office of Hawaiian Affairs) and organizations supported by State funds (such as Hawai'i Visitors & Convention Bureau or the Island Visitors Bureaus). 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.

4) RFP Section V. Proposal Outline:

- Form C – Itemized Budget Form, Administrative Expenses: In addition to the examples listed, administrative expenses may also include liability insurance and expenses for the Global Tourism Summit. (Note: liability insurance and Summit expenses, if claimed, must be placed under Administrative and cannot be placed under any other category.)

5) RFP Section VII. RFP Provisions, Conditions, Disclaimers, and Disclosures:

- Paragraphs 10 (b), 23(e), and 24(a): The General Conditions are not listed under Exhibit 1 as stated. Applicants can find the Hawai'i State General Conditions on the State Procurement Office website at <http://spo.hawaii.gov/wp-content/uploads/2014/02/103D-General-Conditions.pdf> .

- Paragraph 24(a): Contracts awarded under this RFP will include an exception to the ownership clause of the General Conditions. This is not a work for hire. Ownership of the project or event will remain with the applicant.

6) Exhibit 1 – KPI Definitions:

- Sections (e) through (h) will no longer apply for this RFP. These measures are not being requested in Form B.

7) FORM A—Application Form:

- The Application Form for Kūkulu Ola/Aloha ‘Āina is different from the one used for CEP. Please be sure you are using the correct form.
- At the top of the form, imbedded in the title, you will find a drop down: one for Kūkulu Ola and one for Aloha ‘Āina. Please select the program you are applying for.
- Kūkulu Ola and Aloha ‘Āina are available only to nonprofits and government entities. The “For Profit” option has been removed.

**QUESTIONS:**

1) 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 offering services in the State of Hawai‘i.

2) Section I. Procurement Officer: “Applicants are to submit proposals to, and communicate with only the Procurement Office for this RFP. Communication with other HTA staff regarding this RFP could be grounds for disqualification.” What about our county contact person? Can I communicate with them?

- Yes. The County tourism specialists are not members of HTA staff, nor will they be allowed on the evaluation committee. They are made available specifically so that they can help you with your application. Please contact the specialist in your County only. Do not contact specialists from other counties. Your designated specialists are as follows:
  - County of Kaua‘i  
Nalani Brun, (808) 241-4952  
Email: [nbrun@kauai.gov](mailto:nbrun@kauai.gov)

- City & County of Honolulu  
Sharleen Oshiro, (808) 768-3893  
Email: [soshiro@honolulu.gov](mailto:soshiro@honolulu.gov)
- County of Maui  
Jeremiah Savage, (808) 270-7992  
Email: [jeremiah.savage@mauicounty.gov](mailto:jeremiah.savage@mauicounty.gov)
- County of Hawai'i  
Frecia Cevallos, (808) 961-8505  
Email: [frecia.cevallos@hawaiicounty.gov](mailto:frecia.cevallos@hawaiicounty.gov)

3) 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 2017 to see where you might best fit. You can find the list for CEP, Kūkulu Ola, and Aloha Aina here: <http://www.hawaiitourismauthority.org/default/assets/File/022717-HTA-NR-Supporting%20128%20Community%20Programs-final.pdf> . You can also seek out your County specialist for assistance. Ultimately, you will have to decide for yourself which RFP to apply to.

4) 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.)

5) Liability Insurance: You state in Sections III and IV of the RFP that liability insurance is required. I didn't have to buy insurance last year. Do I have to buy it this year? If so, can I include it in my budget?

- Yes. We are requiring insurance for all winners this year.
- Yes, you may include insurance in your budget. However, insurance can only be budgeted under Administration. We will not accept it under any other category. Please remember that, for Kūkulu Ola, the HTA will not cover administrative costs in excess of 30% of award.

6) Liability Insurance: We are just a small mom & pop organization and our project is not dangerous. Do we still have to have liability insurance?

- The fact that your organization is small means that you cannot afford not to have insurance. One freak accident could bankrupt you. This policy is to protect you as well as the State.

7) How long does it take to get a Certificate of Vendor Compliance?

- 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

Sometimes compliance is granted quickly, but if there is a complication it could delay things for weeks or even months. We recommend that you begin the application process as soon as you receive notice of award, if not sooner. Please visit <https://vendors.ehawaii.gov/hce/splash/welcome.html> to begin the process.

8) Last year I only needed to present a Certificate of Vendor Compliance prior to first payment. But this year it says we need to get the Certificate before you will sign the contract.

- Yes. This year we are requiring both the Proof of Insurance and the Certificate of Vendor Compliance prior to signing the contract.

9) We are a State Agency. Do we still need to have proof of insurance and a certificate of vendor compliance?

- No. Government agencies are exempt from these two requirements.

10) I noticed that for 2018, the Contractor is urged to attend the Hawai'i Tourism Authority's Global Tourism Summit. Please explain.

- The HTA encourages 2018 CEP award-recipients to attend the 2018 Global Tourism Summit Tourism, which brings together the global tourism community. It is an opportunity to network with the visitor industry as well as like-minded organizations. The Summit also affords for capacity building in areas such as marketing and promotions and visitor industry trends. The HTA will allow up to \$1,000.00 (discounted registration fee and travel related expenses such as air

transportation, vehicle rental, accommodations, per diem) to attend the conference.

11) Under Preferred Practices in Section III you refer to the HTA “Style & Resource Guide” posted on your website. I can’t seem to find it.

- You can find the Style & Resource Guide here <http://www.hawaiitourismauthority.org/programs/hawaiian-culture/maemae-program/>.

12) Forms: The fillable Word doc does not allow me to indent or enter bullets.

- Unfortunately, the fillable Word doc does not allow formatting. You can create indents by using the space bar, and create bullets by inserting an asterisk.

13) Forms: Whenever I paste text into the box from another word document, only part of the text stays in the box, and some of the text jumps outside of the box.

- This happens when pasting text with paragraph breaks. Our recommendation is to copy and paste one paragraph at a time. I’m sorry for the inconvenience.

14) Forms: I can’t seem to cut and paste within the box.

- The fillable Word doc allows for typing and deleting, but does not seem to like cutting and pasting. We would recommend creating your content in a separate Word doc first and then pasting into the box once you are done.

15) Forms: Can I use Hawaiian punctuation in the fillable form?

- Yes. Our preliminary trials show support for diacriticals.

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

- Completed figures from 2016 are acceptable.

17) Form B – Most Recent Actual Figures. What if we are a new event and don’t have any past figures? Does this mean we can’t apply?

- You are welcome to apply. Be aware that, in the absence of past figures, the evaluators will be taking a good hard look at your capacity and your plan and determining from that your ability to do what you propose to do.

18) Form B. I'm not sure what Media Metrics means?

- Please see RFP attachment "KPI Definitions" for a brief introduction to media metrics terminology.

19) Form B. 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 Surveys <http://www.hawaiitourismauthority.org/tool-kit/> .

20) When will I receive my contract?

- We will be writing and delivering the contracts in chronological order based on the date the event or project begins. Our goal is to have all contracts written by December 31, 2017. Please be aware that our fiscal year ends June 30, 2018. Any contracts not executed by that date will be voided.

21) You said during the presentations that this is a contract, not a grant. What's the difference?

- In the simplest terms: A contract is a legally binding document that requires proof of services prior to payment. Typically, a contract will include a payment schedule, and each payment will have associated "deliverables" tied to it. Often with a grant you are paid a lump sum at the beginning or at the end of the program.
- 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, along with the invoice, before a check is cut. If we do not receive a deliverable on the list, you will not get paid.

22) When will I 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 two payments. Also, per agency policy, the last payment cannot be less than 20% of the total award. (So,

for example, if your award is for \$100,000, at least \$20,000 will be held until the last payment.)

- Please see the Information Session slide deck presentation for information regarding the payment process.

[END]