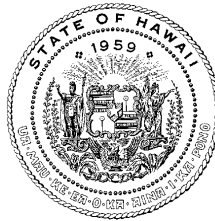




**REQUEST FOR PROPOSAL
for
DESTINATION MANAGEMENT ACTION PLAN for O'AHU**

HTA RFP NO. 21-07



Hawai'i Tourism Authority
State of Hawai'i
1801 Kalākaua Avenue
Hawai'i Convention Center, First Level
Honolulu, Hawai'i 96815

Date of Issuance: July 13, 2020

Procurement Officer/Contract Manager:
Mr. Ronald D. Rodriguez

DEADLINE FOR RECEIPT OF PROPOSALS IS
Monday, July 27, 2020, 4:30 p.m. HST
See Proposal Outline for Submission Requirements

REQUEST FOR PROPOSAL
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SECTION 1 – OVERVIEW AND TIMELINE

1.01

Introduction

The HAWAII TOURISM AUTHORITY (“HTA” or “STATE”) is issuing this Request for Proposals (“RFP”) for development of a Destination Management Action Plan (DMAP) for O’ahu. This plan will be built on a collaborative process with the public and private sector communities. This plan will catalogue actions to implement the community’s vision for tourism, including the responsible parties for implementing action.

1.02

Procurement Timeline

This RFP is being issued on an expedited schedule. The Procurement Timeline represents the HTA’s best estimates. Dates may be subject to change. Notice of changes will be emailed to those who register for updates (see paragraph 1.04) and will be posted on the HTA RFP page as an Addendum to the RFP. Applicants are solely responsible for being aware of any date changes.

RFP 21-07 Destination Management Action Plan (DMAP) for O’ahu	
ACTIVITIES	SCHEDULED DATE
Distribution of RFP	Monday, July 13, 2020
Deadline to email your interest if you want to receive updates	Friday, July 17, 2020
Deadline to submit written questions to HTA	Friday, July 17, 2020
RFP Addendum – Responses to Written Questions	Monday, July 20, 2020
Deadline for Protest of Content to RFP	Within 5 calendar days of issuance of Addendum with answer to questions
Deadline for written proposal submissions (by 4:30 pm HST)	Monday, July 27, 2020
If necessary: Oral Presentation or BAFO Request	Week of July 27, 2020
Notice of Selection or Non-selection	July 31, 2020
Deadline to Protest of Non-Award	Within 5 business days of notice of non-award
Start of Initial Contract Period	August 7, 2020
End of initial Contract Period	January 29, 2021

1.03

Vendor Qualifications

Qualified applicants must be located in Hawai’i and have a current Hawai’i Certificate of Vendor Compliance (CVC). See Section 4 of this RFP for an explanation of the CVC.

1.04

Registration

Interested applicants are encouraged to register for updates. This is done by emailing us at contracting@gohta.net. We will not be accepting requests by phone. Those who have registered by the registration deadline will receive notice of changes and addendums directly to their email. Changes will also be posted on the RFP page of HTA’s website <https://www.hawaiitourismauthority.org/RFPs/>.

1.05

Agency Authorization

HTA is authorized to execute contracts for a period of up to five years under 201B-3(a)(3) Hawai'i Revised Statutes (HRS), engage the services of consultants on a contractual basis for rendering professional and technical assistance and advice under 201B-3(a)(11) HRS, and to develop, coordinate, and implement state policies and directions for tourism and related activities taking into account the economic, social, and physical impacts of tourism on the State under 201B-3(a)(14) HRS. HTA also is responsible for creating a vision and developing a long-range strategic plan for tourism in Hawai'i under 201B-7(b)(1) HRS.

In addition, according to HTA's Strategic Plan 2020-2025, HTA has "increased [its] focus on what is now commonly called destination management," and is placing "greater emphasis on destination management."

1.06

RFP Point-of-Contact

Applicants to this RFP are to communicate only with the point of contact listed below. HTA is not responsible for misinformation or reliance from other sources. Please include RFP number in subject line of emails. Note: due to the COVID-related work situation, we are only taking email communication. Unless otherwise specified in a written Addendum to the RFP, the points-of-contact for this RFP are:

Ronald D. Rodriguez, Contract Specialist / Procurement Officer
Evita Cabrera, Contract Specialist

Hawai'i Tourism Authority
1801 Kalākaua Avenue
Hawai'i Convention Center, First Level
Honolulu, Hawai'i 96815

Email: contracting@gohta.net

1.07

Website Reference

The following is a list of websites referenced throughout this RFP.

Item	Website
Hawai'i Tourism Authority Website	www.hawaiiitourismauthority.org
HTA RFP Website	http://www.hawaiiitourismauthority.org/RFPs
HTA Five-Year Strategic Plan	https://hawaiiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf
HTA Research	https://www.hawaiiitourismauthority.org/research/
Hawai'i Compliance Express (Certificate of Vendor Compliance)	https://vendors.ehawaii.gov
eHawaii.gov YouTube Channel	https://www.youtube.com/user/eHawaiiGov1/videos
Hawai'i State General Conditions	https://dhrd.hawaii.gov/wp-content/uploads/2017/08/103D-General-Conditions.pdf
Chapter 201B HRS. HTA's inception statute.	https://www.capitol.hawaii.gov/hrscurrent/Vol04_Ch0201-0257/HRS0201B/HRS_0201B-.htm

1.08**Submission of Questions**

Applicants may submit written questions to **contracting@gohta.net** by the date specified in the timeline. The HTA will share answers via an Addendum to this RFP. Please provide questions as an unprotected Word document, not as a PDF or picture.

1.09**Disclaimer: Cancellation and Cost Liability**

HTA reserves the right to cancel any component of this RFP, to change portions of the RFP, or to cancel the RFP in its totality at any time. HTA assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of proposals in response to this RFP.

SECTION 2 – CONTRACT SPECS

2.01

Overview

HTA is soliciting proposals from qualified companies to assist HTA in working with the community of O‘ahu to develop and write a Destination Management Action Plan (DMAP) that sets the strategic direction and management for tourism on O‘ahu over a 3-year period. This DMAP is to have actionable items, timelines and measures of success developed in collaboration with the county, our community, visitor industry, and other sectors. In addition, the DMAP will identify areas to manage for proactive mitigation planning. O‘ahu receives the most visitors of any of the Hawaiian islands. Some of O‘ahu’s natural resources, residential areas, and infrastructure have felt the negative impact of tourism. A DMAP will provide the opportunity for a proactive and managed approach to tourism.

The process in developing the DMAP will be one of collaboration. This ensures that the type of tourism activities, projects and development will meet the community’s value and lifestyles, minimize impacts, provide a positive experience for residents and visitors, and bring the desired economic and social benefits to its residents.

2.02

Contract Type

This will be a fixed-price contract. The payment schedule, however, will be negotiable, with payments being issued at the completion of key milestones.

2.03

Scope of Work

A. BROAD OVERVIEW

The consultant shall:

1. Perform an analysis of current conditions to identify problems and opportunities (SWOT).
2. Work with HTA, City & County of Honolulu, and O‘ahu Visitors Bureau (OVB) staff, HTA’s meeting facilitators, and the Steering Committee to develop the vision, principles, objectives, strategies, prioritized actions, timeframe, and measures for success.
3. Write the DMAP.

B. PROPOSED WORKPLAN

The consultant shall:

1. Review existing HTA's Strategic Plan 2020-2025, Hawai‘i visitor industry statistics, Hawai‘i Resident Sentiment Study 2019, Hawai‘i Visitor Satisfaction Report, and other relevant documents.
2. Work with the designated staff from HTA, City & County of Honolulu, OVB and HTA’s meeting facilitators to provide input in designing the steering committee and public meetings.
3. Participate in all of the O‘ahu Steering Committee and public meetings. It is anticipated that there will not be more than 6 virtual meetings. Meetings will last approximately 3 hours each and take place in the months of August through December 2020. This is subject to change. Below are tentative dates:
 - a) August 13

- b) August 27
 - c) September 17
 - d) October 1 (public meeting)
 - e) December 3
 - f) Late December/Early January (public meeting to share final plan)
4. Compile results from all resources including but not limited to feedback from the O'ahu Steering Committee to draft the vision, objectives strategies and actions to prioritize in preparing for the October 1 public meeting where this will be shared.
 5. Compile results from all resources including but not limited to the O'ahu Steering Committee and public meetings and discussions to formulate draft 1 of the plan. The components of the DMAP shall include but not be limited to:
 - a) Development of a vision
 - b) Providing background information on the value of the tourism economy for the island, including but not limited to visitor statistics, visitor satisfaction, resident sentiment, tax revenue contributions, and jobs.
 - c) Preparation of a SWOT
 - d) Identification of objectives, strategies, and prioritized actions
 - e) Identification of responsible agencies/organizations to carry out the actions
 - f) Identification of a timeframe for completion
 - g) Identification of measures for success
 6. Send to the O'ahu Steering Committee for review.
 7. Draft 1 of plan shall be provided to HTA no later than October 6, 2020 in a PDF file that is also ADA compliant. HTA will post the draft plan on its website for public comment/feedback via a webform created by HTA.
 8. Prepare draft 2 considering the HTA and the O'ahu Steering Committee's review and comments, and the public comments for review by the Steering Committee. Send to Steering Committee on or about November 18, 2020. Steering Committee will meet on December 3 (tentative) for approval.
 9. Once final DMAP is approved by HTA's board in December (currently set for December 17, 2020), design and layout the plan.
 10. Provide the DMAP to HTA in a PDF file format in addition to being ADA compliant no later than December 31, 2020.

SECTION 3 – PROPOSAL OUTLINE AND INSTRUCTIONS

3.01

Submission Method

1. All submissions are to be sent via email to contracting@gohta.net.
2. Submission may be sent as a PDF attachment, or, alternatively, the email may provide a link where HTA may go to download the materials.
3. The time of receipt will be the time on the email. Deadlines will be strictly enforced. Please be aware that download times could delay email arrivals. Applicants who wait until the last minute to submit their proposals do so at their own risk.

3.02

Proposal Format

1. Slide shows and PPTs not accepted. The proposal should be compact and substantive. Proposals may include a web address that evaluators will have the option of reviewing. However, evaluators will not be required to review your website, so please do not omit important information in reliance of website content.
2. Format should be standard 8 1/2 by 11 inches. Orientation should be primarily portrait, though landscape is welcome for charts, tables, or data presentations as appropriate. No odd-sized pages please.
3. If there is an oral presentation. Slide presentations may be used in conjunction with an oral presentation only.

3.03

Submission Contents

All proposals shall include the following documents in the order listed to be considered for funding under this program. Proposals that fail to submit any one of these documents may be considered non-responsive. Descriptions appear below in subsequent sections.

The Proposal should consist of the following and in the following order:

- Cover Page
- Proposal
 - Table of Contents
 - Cover Letter
 - Qualifications and Past Experience (30%)
 - Work Plan and Timeline (45%)
 - Detailed Cost Breakdown (25%)
- Attachments
 - Certificate of Vendor Compliance
 - W9
 - Letters of Recommendation – up to five

3.04

Cover Page:

Cover page should include the following:

- RFP number and name as it appears on the cover page of this RFP,
- Name and address of applicant firm.
- Name, email, phone number of person submitting the application.

3.05

Cover Letter:

This is your opportunity to make a personal statement to the HTA and to the evaluation committee.

3.06

Qualifications and Past Experience (30 points)

Technical proposal elements.

1. Description of services provided by the firm
2. Firm's experience working with destination marketing organizations and government agencies to develop strategic plans
3. Firm's experience developing regional or statewide tourism industry strategies
4. Firm's experience in developing policy and strategies for state, county or large municipalities
5. Name of person who will be primary point of contact
6. Qualifications of the firm to provide the requested services
7. A listing of the staff to be assigned to this engagement and their respective qualifications, past experience on engagements of this scope, and their role in those past engagements

3.07

Detailed Work Plan and Timeline (45 points)

In order to be considered responsive, the firm shall submit, at a minimum, the following as part of their proposals. Applicant is to provide a detailed work plan, including:

1. Description of services to be provided and how they will be implemented.
2. Timeline with benchmarks based on the scope of services in Section 2 of this RFP.

3.08

Detailed Cost Breakdown, Proposed Payment Schedule, Overall Value (25 points)

Applicant is to provide a total fixed price cost for services, broken down as follows:

1. Total fee expectation.
2. Breakdown of services by cost.
3. Payment schedule based on suggested milestones. Subject to negotiation.

3.09

Certificate of Vendor Compliance (CVC)

HTA is requiring an active Hawai'i State Certificate of Vendor Compliance (CVC) in order to be able to apply for this RFP. This certificate requires approval from four different agencies: the Department of Labor, the Department of Commerce and Consumer Affairs (DCCA), the Internal Revenue Service (IRS), and the Hawai'i Department of Taxation (DOTAX).

All approvals can be acquired through one convenient location at Hawai'i Compliance Express.
<https://vendors.ehawaii.gov/hce/splash/welcome.html>. We recommend that applicants begin the

process immediately to identify any possible challenges and avoid any delays. There is a \$12 annual fee for this service.

For those who are new to the system, ehawaii.gov has a YouTube channel with information on creating an ehawaii.gov account, vendor registration, and using Hawai'i Compliance Express. You can visit the YouTube channel at <https://www.youtube.com/user/eHawaiiGov1/videos> .

The name on the CVC is the name that will be used for contracting and payment purposes. There cannot be any variation in name or tax ID. Government agencies are exempt from the CVC requirement.

3.10

Rejection of Proposals

- **Requirements must be met.** HTA reserves the right to consider as acceptable, responsible and responsive only those proposals submitted in accordance with the requirements set forth in this RFP.
- **Changing Terms.** Any proposal requiring any contract terms or conditions contradictory to those included in this RFP and any of its attachments may be rejected in its entirety without further notice. Applicants may suggest alternate terms or conditions with a specific explanation of how the change would result in improvements to price, schedule, or performance. The suggestion must specifically quantify the impact. Such suggestions are not accepted or implemented unless included in the final terms and conditions in the Agreement signed by both parties.
- **Reasons.** A Proposal may be automatically rejected for reasons:
 - Failure to cooperate or deal in good faith;
 - Late proposals;
 - Lack of a Certificate of Vendor Compliance (CVC)
 - Failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP;
 - Lack of demonstrated experience or expertise;
 - Inadequate accounting system or internal controls;
 - Failure to meet the terms of agreement on any previous HTA contract.
 - Failure to maintain standards of responsibility: Falsification of information. Suspension or debarment by STATE. Felony conviction related to procurement contracting with any unit of government. Failure to maintain necessary licensure or meet its tax or other obligations to a government agency.
- HTA reserves the right to waive any or all informalities, irregularities, or deficiencies when it considers a waiver to be in the best interests of the STATE.

3.11

Public Disclosure

Upon execution of the written contract, all documents submitted by the applicant and maintained by the HTA will be subject to public inspection and copying under the Hawai'i Uniform Information Practices Act provided in chapter 92F, Hawai'i Revised Statutes. Specific redactions may be executed as the law permits, but applicant should assume that any and all information will subject to disclosure.

SECTION 4 – CONTRACTING PROCESS AND REQUIREMENTS

4.01

Award Letter

Awardee will receive a letter informing them of their selection, outlining the next steps in the contract execution process, introducing them to the managers they will be working with once the contract is executed, and advising them of any documents that are due.

4.02

Contract Execution Process

The contract execution process consists of the following steps:

1. HTA receives contractor's current Certificate of Vendor Compliance. (Required by law.)
2. A PDF of the contract is emailed to the Contractor along with instructions. If contractor agrees with the terms, Contractor prints, signs, fills out, and notarizes the contract as instructed and mails the original back to HTA's Contract Specialist.
3. HTA signs the contract. Contract is sent to the attorney general's office.
4. Deputy attorney general approves the contract for form and signs. Contract is returned to HTA.
5. HTA makes copies of the contract and distributes as follows: HTA program manager, Contractor, Hawai'i Department of Accounting and General Services (DAGS).
6. DAGS approves the contract. Once it is approved by DAGS, the contractor can start submitting invoices and deliverables as outlined in the contract's Payment Schedule.

4.03

Contractor Name

The contract will be between the STATE and CONTRACTOR. The STATE requires exact concurrence in all official documentation regarding the identity of the CONTRACTOR. This means that the name on the W9, the articles of incorporation, the certificate of vendor compliance, and on any invoices for payment, must be identical. There can be no variation in punctuation, entity type, dbas, and, of course, tax ID numbers. (See Section 4 of this RFP for information on the certificate of vendor compliance.)

4.04

Payment

Contractor will be put on a payment schedule and each payment will have associated deliverables tied to it. Contractor will be required to submit an invoice along with any related deliverables in order to receive payment. Contract might also have a cost-reimbursable element to it, in which case Contractor will need to present receipts or similar proofs of purchase.

Official invoice date is the date that the invoice and all deliverables are received and accepted by the HTA. Invoice must include the name of the CONTRACTOR exactly as it appears on the contract. Please include contract number on invoice. All required deliverables must be received along with, or prior to, receipt of invoice. Invoices must be either unsigned or signed by Contractor in blue ink. Invoices submitted prior to receipt of the necessary deliverables will not be accepted and will have to be resubmitted. Fiscal year ends June 30 and entails the temporary shutdown of fiscal processes. Invoices received at the change of fiscal, between June 15 and July 31, may be subject to delays in processing. See your program manager for details.

4.05**Evaluation of Contract Performance**

Contractor will be evaluated on their success in meeting the performance standards described in Section 4 of this RFP; the success in meeting the goals and requirements set out in the RFP, in the Contractor's proposal, the subsequent contract, and their ability to work with the Moloka'i community.

4.06**Ownership**

This is a work for hire. All materials created in pursuit of the goals of this contract will be the property of the State of Hawai'i.

SECTION 5 – SCORING / EVALUATION CRITERIA

5.01

Evaluation Committee

Proposals will be evaluated by a Committee whose members include HTA representatives, and may include industry experts. All committee members may participate in decision-making on award recommendations provided they have no direct personal interest in the proposal in question. Evaluators sign an affidavit declaring that they will drop out of any evaluation that violates this requirement.

5.02

Procurement Officer

The HTA's primary point-of-contact serves as the Procurement Officer for this RFP. The Procurement Officer serves as the arbitrator and referee for this RFP. The Procurement Officer will serve as an evaluator only if the evaluation committee falls below the minimum number of three (3) evaluators and the HTA is unable to replace the evaluator without hindering the procurement process to the STATE's detriment. Otherwise, the Procurement Officer does not have a vote.

Your point-of-contact will change once the contract is executed. You will be assigned an HTA program manager upon award.

5.03

Contact Violations

Evaluation committee member identities are kept confidential during the RFP process. Applicants are forbidden from contacting any member of the Evaluation Committee regarding this RFP during the RFP process. Applicants will not be penalized for inadvertent communication with committee members. However, applicants will be disqualified if they seek the identities of the committee members, or knowingly seek out or contact committee members for advice or favor.

Applicants should only communicate with, and rely on information from, the point-of-contact identified in Section 1 of this RFP.

5.04

Evaluation / Award Process

Members of the Evaluation Committee will score the proposals using the scoring criteria described in this Section of the RFP. The evaluation committee reserves the right to select finalists, based on these scores, and to conduct a second round including just these finalists. A second round may consist of, but is not limited to, a request for clarification or additional information, an oral presentation, and/or a best and final offer (BAFO).

Once the recommendation to award is approved by the HTA President and CEO, a final contract will be executed by both parties with the applicant proposal serving as the basis of the agreement.

The HTA will select the offer determined to be the most advantageous to the HTA, taking into consideration multiple factors as have been outlined in this RFP.

5.05

Submission Materials and Criteria

HTA may make an award decision based on initial proposal only. HTA also reserves the option to request and use any combination of the following: additional information or materials, revised or amended information or materials, oral interviews, reference checks, responses to requests for clarifications, responses to requests for best and final offer (BAFO).

By submitting a proposal, applicant agrees to accept and abide by the terms of this RFP. The HTA reserves the right to reject any or all proposals, to waive any informality or irregularity, and to accept any proposals which it may deem to be in the best interest of the State of Hawai'i.

SECTION 6 – MISCELLANEOUS PROVISIONS

An applicant shall read each section of the RFP thoroughly. While sections of the RFP may appear similar to other RFPs issued by the HTA, additional information may be added as applicable. It is your responsibility to understand the requirements of this RFP.

1. Authority

- (a) Law. This RFP is issued under the provisions of Chapter 201B, HRS. All prospective applicants are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective applicant will constitute admission of such knowledge.
- (b) State Procurement Code. HTA procurement is not subject to the Hawai'i Public Procurement Code codified under Chapter 103D, HRS, and the administrative rules promulgated thereunder ("Hawai'i Procurement Code"). However, the HTA may consider the Hawai'i Procurement Code as guidance.

2. Government Contract

This is a contract with a government agency. As such, customary rules of commercial contracting generally do not apply. Applicants are encouraged to seek advice from experts familiar with government contracts.

3. Terms and Conditions of Contract

- (a) General Conditions. The Agreement (contract) to be executed by the selected applicant shall include the General Conditions. These conditions can be found on the web at <https://dhrd.hawaii.gov/wp-content/uploads/2017/08/103D-General-Conditions.pdf>. By submitting a proposal, applicant acknowledges and agrees to the provisions stated in those General Conditions. HTA reserves the right to modify or waive any clauses of the General Conditions, subject to approval by the office of the attorney general. See Section V of this RFP, Contracting Process, for any exceptions.
- (b) Termination. During the term of the contract awarded pursuant to this RFP solicitation, HTA will review the performance of the contractor and may terminate the contract for reasons such as non-performance of the contractor, including the failure to conduct the project or event, failure to exceed HTA targets, change in the funding for this program, or for the convenience of HTA.
- (c) Interpretation. The order of precedence for interpreting the contract will be:
 - (1) Hawai'i State law; then
 - (2) The Executed Agreement with any modifications, amendments, or other properly documented changes; then
 - (3) The RFP as amended; then
 - (4) HTA regulations, policies, and procedures; then
 - (5) Contractor's final proposal; then
 - (6) Course of conduct; then
 - (7) Course of dealing; then
 - (8) General principles of government contracting; then

(9) Industry practices.

4. Protests

- (a) Raising Concerns. Interested parties who have concerns regarding a solicitation, specifications, award, or other decision of the procurement officer should first discuss the concern with the HTA Procurement Officer within the protest time periods provided for in this RFP.
- (b) Protests. If the procurement officer does not resolve the concern to the satisfaction of the interested party, the interested party may formally protest to the HTA's President and Chief Executive Officer.
- (c) Timeliness. Interested parties must file any protest regarding the terms of the RFP, the service specifications, or documents referenced in the RFP in writing prior to the deadline for protests of the content of the RFP. Applicants must file any protest relative to rejection of proposals, non-inclusion in the competitive range, the contract award or other perceived wrongs in writing within five (5) calendar days after the aggrieved person knows or should have known of the facts giving rise thereto, or within five (5) calendar days of the postmark or the electronic transmission date of a notice from HTA. Any issue or claim that the applicant does not protest in a timely manner is waived. Discussing concerns with the procurement officer or other HTA officials or engaging in other forms of dispute resolution does not stay the timeliness clock for protests.
- (d) Notice of Protest. The Notice of Protest may be sent as an email attachment to the email listed below, sent via USPS, or hand delivered. Email signature, postmark, or date stamp must be within five (5) calendar days after the postmark or electronic transmission date, whichever is earlier, of the deadline for protests listed in the procurement timeline, the Notice of Award, or other notice sent to the protestor

HTA will consider delivery services other than USPS if received by the HTA on or before the due date.

Chief Administrative Officer: Keith Regan
Procurement Officer: Ronald D. Rodriguez
Mailing Address: Hawai'i Tourism Authority
Hawai'i Convention Center, Level One
1801 Kālakaua Avenue
Honolulu, HI 96815
Email: contracting@gohta.net

5. Availability of Funds

The award of a contract and any allowed change, renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawai'i, pursuant to HRS Chapter 37, and subject to the availability of State and/or Federal funds.

6. Collusion

The applicant, by submitting a proposal, certifies that its proposal is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting a proposal for the same services, or with the HTA. The applicant certifies that its proposal is fair, without control, collusion, fraud, or other illegal action. The applicant further certifies that it is in compliance

with the conflict of interest and code of ethics laws. The HTA will investigate all situations where collusion may have occurred and the HTA reserves the right to reject any and all proposals where collusion may have occurred.