



**Addendum Date: March 23, 2022**

**ADDENDUM 1 TO RFP NO. 22-04  
for  
EVALUATION OF SELECTED 2022 and 2023 FESTIVAL AND EVENTS**

STATE OF HAWAII  
HAWAII TOURISM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This addendum answers unique questions that were not already addressed in the RFP.

*Note: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes.*

**QUESTIONS AND ANSWERS**

1. On page 6, section Scope of Work, paragraph starting with "Under the supervision of..." Please expand on what HTA means by "create an impact model". Might this be in reference to economic and social impacts as later described on page 7, first bullet?
  - a. Yes, that is correct, it is in reference to the economic and social impacts.
2. How and who will determine criteria for "selected" festivals and events?
  - a. HTA will determine the festivals and events that will be evaluated.
3. What level of access will the vendor have to data/documents/papers across HTA/DBEDT during the period of performance?
  - a. The vendor will have access to the festival/event planner to obtain the required data.
4. Will HTA staff be assigned to guide/support this project throughout the period of performance?
  - a. Yes, Caroline Anderson, the Director of Planning will be assigned to guide this project. She will be working with the Director of Tourism Research, Jennifer Chun.

5. On page 7, section Scope of Work, paragraph with bullets under the event chart, who is the primary audience for the preliminary and final reports?
  - a. The primary audiences are 1) HTA and 2) the festival/event planners.
6. On page 8, section 2.03 Objective, paragraph one, what is the overall purpose of this evaluation? In other words, what will the information and data from this evaluation be used for? Decision-making? Learning and improvement? Strategic planning? Transparency and accountability?
  - a. The overall purpose of this evaluation is for all of the above that is mentioned. HTA would like to see the impact of the event in terms of economic impact and social impact. These evaluations will inform future decisions of whether or not the festival/event should be funded in the future.
7. Is this RFP for a systematic process to collect, analyze and interpret data and information about activities and outcomes?
  - a. Yes.
8. Please clarify if HTA has a specific type of evaluation methodology in mind for this solicitation? Outcome/Impact evaluation? Process or management evaluation? Benefit-cost? Case study?
  - a. We are looking for an outcome/impact evaluation.
9. Does HTA have process, output, and outcome measures/metrics to support this work already in place and if so, can the HTA share these measures with vendors?
  - a. HTA uses an input-output model for economic impact. Please see [http://dbedt.hawaii.gov/economic/reports\\_studies/2017-io/](http://dbedt.hawaii.gov/economic/reports_studies/2017-io/) for more information. Bidders should propose a model for social impacts.
10. Might HTA be open to data collection that includes interviews or surveys in this solicitation?
  - a. Yes. In the past, this project included surveys to be completed by festival/event attendees.
11. Please clarify the number of HTA-sponsored festivals and events? Is it 25 or 30? Per page 6, it states 30 and on page 8, it states 30. Is it possible that the final number has not been determined?
  - a. We are looking for at least 25 festivals and events. We would also like to know what the price is if it is 30. Please include in your proposal pricing for additional events beyond 25.
12. Might HTA be able to share findings or recommendations from previous evaluations done of festivals and events?
  - a. No. HTA would need to get approval from the event organizers to share the entire report.

- 13.** On page 19, section 4.03 Proposal Evaluation and Scoring Guide, does HTA have a preference for Hawaii-based vendors and are Hawaiian-based vendors awarded additional points?  
might
- a.** No.
- 14.** On page 27, section Exhibit A, paragraph 1, the RFP states "the first year of this contract will be funded by federal money." Might HTA be able to inform vendors as to the source of the federal money -- U.S. agency, program, or legislation?
- a.** For FY 2021-2022 (July 2021-June 2022), HTA's budget is funded through the federal government's American Rescue Plan Act (ARPA) funds. For future years, HTA is expected to be funded through the state's General Fund.
- 15.** Not specific to a certain page or section, might HTA be able to share a list of firms who are submitting questions and their contact information?
- a.** No, the HTA will not share this information.
- 16.** What will the first event be?
- a.** We will determine when the first event will be evaluated based upon the procurement process and when the contract is finalized.
- 17.** Will the evaluations be for same events as past years?
- a.** Some may be the same events as in years past, but it is dependent on who has been awarded HTA-funding.
- 18.** Is there an economic model to use?
- a.** It is recommended to use the Department of Economic Development & Tourism's I/O model
- 19.** What are the options to renew? 18 months?
- a.** There are three (3) eighteen (18) months options to extend and is subject to availability of funds.
- 20.** Do we need to include geolocation services in the proposal?
- a.** It is not necessary to include. DBEDT will provide geolocation data related to the festivals and events to be evaluated.