REQUEST FOR PROPOSALS

FOR THE 2015

HAWAIʻI TOURISM AUTHORITY COUNTY PRODUCT ENRICHMENT PROGRAM (CPEP)

Solicitation No. RFP CPEP 2015

DEADLINE TO APPLY:
Friday, September 19, 2014, 4:30 P.M. HAST

No proposal in response to this Packet shall be considered if received after Friday, September 19, 2014, 4:30 P.M. HAST. Applicants are cautioned to make and confirm their own arrangements to ensure timely delivery of their proposal. In Hilo deliver to the County of Hawaiʻi, Department of Research and Development, 25 Aupuni Street, Suite 1301, Hilo, HI 96720. In Kona, deliver to the County of Hawai'i, Office of the Mayor, 75-5044 Ane Keohokalole Highway, Bldg C (2nd Floor), Kailua-Kona, HI 96740. The Department's date and time stamp shall serve as the official time received. No exceptions will be considered for any proposal delivered after that date and time.

Issued by:
County of Hawai'i, Department of Research and Development
Laverne R. Omori, Director
25 Aupuni Street, Suite 1301, Hilo, HI 96720
Phone: (808) 961-8366 • Fax: (808) 935-1205
Email: CPEP@hawaiicounty.gov
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July 28, 2014

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INFORMATION

I. PURPOSE

The Hawai‘i Tourism Authority’s (HTA) County Product Enrichment Program (“CPEP”) Request for Proposals (“RFP”) seeks projects in line with Chapter 201B of the Hawai‘i Revised Statutes which articulates the mandates for the HTA including the following: “Coordinate the development of new products with the counties and other persons in the public sector and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism.”

II. BACKGROUND

A. **Hawai‘i Tourism Authority.** HTA is a government agency established by the State of Hawai‘i in 1998, pursuant to Chapter 201B of the Hawai‘i Revised Statutes, to promote and market the State as a visitor destination. HTA is the lead agency and advocate for Hawai‘i’s tourism industry. Its mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

B. **County of Hawai‘i.** The HTA has executed an agreement with the County of Hawai‘i and requires the County to procure the goods and services that will implement the County Product Enrichment Program described in *Section II.C* (herein after referred to as “HTA County Product Enrichment Program”).

C. **County Product Enrichment Program.** The CPEP supports those community-based programs which provide unique, authentic and desired visitor experiences to improve and enrich Hawai‘i’s product offerings; and represents activities that are developed by our community, for our community, and are things the community is willing to and wants to share with our visitors.

The objectives of the CPEP are to:

- *Support community-based tourism initiatives.*
- *Provide a year-round calendar of events, activities and experiences distributed throughout the County; with special attention given to the “shoulder” periods of April and May, and the last week of August through the first half of December.*
- *Target programs by time of year and/or type of activity to build a promotional campaign(s) that may help to drive visitor demand.*
- *Support marketing and promotional efforts with The Hawaiian Islands and each island’s brand identity.*
- *Support HTA’s goal of increasing visitor arrivals, expenditures and length of stay.*
- *Support the development of tourism activities in the seven (7) targeted niche areas of agriculture, culture, education, health and wellness, nature, sports and technology (see following definitions).*

- *Provide venues for increased resident-visitor interaction.*
- *Create events, activities, and experiences which fulfill visitors expectations of a quality destination experience:*
    - *Unique (to Hawai'i) activities/experiences.*
    - *Friendly interaction with residents.*
    - *Variety of activities/experiences.*
    - *Variety of cuisine and dining options.*
    - *Good value for the money.*
    - *Foster public and private sector partnerships.*

Hawai'i's visitor mix reflects an increasing number of return visitors, and visitors worldwide have become more sophisticated and experienced, making it more difficult to retain visitor satisfaction with the destination experience. The CPEP focuses on ensuring a quality tourism product and experience for our visitors.

In the past, the CPEP has supported a wide range of events and programs including, but not limited to, ethnic festivals, agricultural fairs and farmers' markets, weekly programs, film festivals, health and wellness fairs, theatre and musical productions, arts and culture festivals and exhibits, and community tours. For a list of prior CPEP-funded projects, visit HTA's website at www.hawaiitourismauthority.org (go to "Programs – CPEP").

III. PROPOSAL GUIDELINES

The following outlines the CPEP proposal guidelines, as explained in this section and *Section IV. Program Specifications* of this solicitation. Proposals submitted for funding consideration under the CPEP will be evaluated in line with these guidelines and specifications.

A. **Brand Experience - Priority Programs.** The HTA has developed a marketing strategy to integrate the brand experience into the overall marketing strategy to help drive demand. As a part of this strategy, proposals which support the following themes and timelines will be given priority status.

1. Hawaiian Music Celebration (Spring Shoulder):
    - Festivals and events occurring from April 1 to May 31, 2015
    - Festivals and events featuring the following elements:
        - Meets the cultural tourism niche definition, and
        - Features Hawaiian music as the ***primary focus*** of the event.
        - For purposes of this program, Hawaiian music includes music that features Hawaiian language, slack key guitar, 'ukulele, steel guitar, falsetto, and/or similar traditions. These experiences could include, but are not limited to, indoor concerts, educational workshops, and outdoor performances.

2. The Hawai'i Culinary Experience (Fall Shoulder):
    - Festivals and events occurring from August 15 to October 31, 2015
    - Festivals and events featuring the following elements:
        - Meets the agri tourism niche definition, and

- Features Hawai‘i’s culinary experiences, Hawai‘i’s edible agricultural products – fresh and/or value-added, and related experiences as the ***primary focus*** of the program.
- For purposes of this program, these activities could include, but are not limited to, farm to table activities, food & wine events, edible agriculture production and tasting tours, farm visits, and farmers’ markets. The activities should feature Hawai‘i-grown and edible agricultural products; value-added, edible agricultural products; local chefs and farmers; and/or other related products and services.

3. Hula Throughout the Year (Year-Round):
   - Festivals and events featuring the following elements:
     - Meets the cultural tourism niche definition, and
     - Features Hawaiian dance (hula) as the ***primary focus*** of the event.
     - For purposes of this program, these activities could include, but are not limited to, indoor concerts, educational workshops, outdoor performances, exhibitions, and competitions.

4. New Product:
   - The development of new programs and experiences that have not previously received CPEP funding and have been in existence for 3 years or less (as of January 1, 2015).

B. **Definitions**. The following describes the seven (7) niche areas supported under CPEP.

Agri Tourism: Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.

Cultural Tourism: Tourism related to Hawai‘i’s host and multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, art and traditions of our islands.

Eco Tourism: Tourism related to experiencing Hawai‘i’s natural attractions, unique flora, fauna, and culture in a manner which is ecologically responsible, economically sustainable, encourages the well-being of the community, and is infused with the spirit of *aloha ‘āina.*

Edu Tourism: Tourism related to formal and informal education and training in life-long learning experiences in Hawai‘i’s unique natural and multi-cultural environment.

Health and Wellness Tourism: Tourism focused on travel to enhance the wellness of the mind, body, and spirit of individuals, families and groups.

Sports Tourism: Tourism focused on attracting participants or spectators in community-based sporting events, such as running, swimming, cycling, surfing, and paddling.

Technology Tourism: Tourism related to educating/informing visitors about Hawai‘i’s science and technology assets.

C. **Ineligible Programs**. The following activities will ***not*** be considered:
   1. Business or organizational start-up plans;
   2. Fundraising events;
   3. Capital improvements;
   4. Conferences;
   5. Projects receiving funding from other HTA programs for the year 2015, including, but not limited to, the Living Hawaiian Culture Program, Natural Resources Program, and the Signature Events program;
   6. Projects relating to other areas than those specifically addressed by CPEP; and/or,
   7. Reimbursement for pre-award expenditures or costs before January 1, 2015.

D. **Preferred Practices.** Many efforts tied to Hawai‘i’s visitor industry’s future call for encouraging sustainable practices that affect the “triple bottom line” – the economy, the community and the environment. These practices are strongly encouraged and recommended.

   1. **Environmental Sustainability**. The HTA and the County would like to encourage applicants to consider incorporating and implementing “green” practices into your program and/or project. These practices could include, but are not limited to, efforts such as:
      a. Increasing recycling efforts;
      b. Minimizing waste production;
      c. Buying local;
      d. Minimizing printing and limiting number of handouts;
      e. Using recycled products such as paper for printing;
      f. Using more environmentally friendly products or biodegradable products;
      g. Providing transportation alternatives such as car sharing or park and rides;
      h. Conserving water;
      i. Ensuring your venue has an environmental sustainability policy; and/or
      j. Incorporating energy efficient practices.

   2. **Hawaiian Cultural Support**. The HTA supports efforts that “honor and perpetuate the Hawaiian culture and community” in line with the goal and objectives of the Hawaiian Culture strategic initiative of the Hawai‘i Tourism Strategic Plan (*TSP)*. As such, the HTA encourages applicants to use best efforts to spell Hawaiian terms correctly, including proper use of Hawaiian diacritical markings following the standard established in the Pūku‘i and Elbert “Hawaiian Dictionary,” as well as “Māmaka Kaiao – A Modern Hawaiian Dictionary.” The HTA has a “Style & Resource Guide,” clarifying facts about the islands, providing guidance for the depiction of sites and culture, and sharing insights into promoting Hawai‘i sensitively and safely, which is available at: http://www.hawaiitourismauthority.org/maemae.

IV. PROGRAM SPECIFICATIONS

The HTA and the County, through this RFP, are seeking programs or projects that meet the proposal guidelines as articulated above in *Section III. Proposal Guidelines* of this solicitation and the following program specifications:

A. **Eligible Applicants.** Applicant must be a legal, nonprofit **or** for-profit organization **or** government agency registered with the State of Hawai‘i or the Federal Internal Revenue Service and in good standing with these agencies.

Organizations currently receiving funds from the HTA or the County, through any HTA or County program, must also be in good standing and up to date on all required reporting requirements and contract deliverables in order to apply.

Applicants awarded funding will need to obtain a Certificate of Vendor Compliance and be compliant as stated in Appendix E, item C.

B. **Project Term.** This program is intended to support projects occurring during calendar year 2015.

C. **Award Limits.** To ensure support for multiple programs throughout the County, applicants may request an award of no more than $40,000.

D. **Future HTA Funding.** Starting in 2012, HTA CPEP-funded projects may receive CPEP funding for up to four (4) years. Project evaluation criteria includes the organization’s year to year progress for the project’s sustainability.

E. **Multiple Applications to the CPEP.** Multiple proposals from an organization for ***different and separate projects*** will be accepted and considered independently of each other. If multiple proposals meet the established criteria and adequate funds are available, they may be funded.

F. **Applications to Other HTA Programs.** The HTA solicits proposals for its Product Enrichment Program which support community-based programs that enhance the visitor’s experience, as well as create opportunities for economic development, natural resource management, and perpetuation of the Hawaiian culture. Included in the HTA’s Product Enrichment Program are the County Product Enrichment Program, Community-Based Natural Resources Program, and Kūkulu Ola: Living Hawaiian Culture Program. (A document entitled “Product Enrichment Program–2015 Requests for Proposals” explaining each program is available on the HTA website at www.hawaiitourismauthority.org.)

Organizations may apply for different and separate projects to any of the Product Enrichment programs (i.e. CPEP, Kūkulu Ola: Living Hawaiian Culture Program, Natural Resources Program). However, organizations may not apply for funding from more than one (1) HTA Product Enrichment program for the same project. In addition, a project may not receive funding from more than one (1) HTA program in the same year. A project may not receive funding from both the County Department

of Research and Development's Economic Development Grants in any program area, and the HTA CPEP program for the same project in the same year. The HTA reserves the right to disqualify an application from consideration under an HTA program if that project has been awarded funds under another HTA or County program.

G. **Multiple Locations.** If the same, or very similar, project is scheduled for multiple islands, the applicant must submit a separate application to each appropriate County which will be evaluated based on each County's individual criteria. A proposal may only reflect work to be done in the County to which the application is submitted.

H. **Matching Funds Requirement**. A minimum of one to one (1:1) in matching funds to the amount of funds requested has been set. Matching funds can be in the form of cash or a combination of cash and in-kind contributions. If the match includes in-kind contributions, a **minimum of 35%** of the match must be in the form of cash.

Matching funds shall ***not*** come from other state government sources including other HTA programs or the HTA's major contractors such as, but not limited to, the Hawai'i Visitors and Convention Bureau or its island chapters, including the Big Island Visitors Bureau. The project may be *supported* by other state government funds, but these funds may not be used as part of the required match to the HTA funds.

Demonstration of support from other organizations or individuals also serves to confirm broad based community support and a reasonable budget – two (2) of the judging criteria - and would significantly strengthen the proposal. Any contribution to the project other than cash is considered "in-kind" and will be considered as matching funds, if included. This would include, but not be limited to: volunteer hours, supplies, or services contributed to the project. A reasonable dollar value must be attached to the in-kind contribution. Please refer to the Research and Statistics Office of the Hawai'i State Department of Labor and Industrial Relations for wage estimates by occupation.

Acceptable proof of matching funds includes, but is not limited to: a letter of commitment, a copy of a check, receipts of deposit, bank statement, or a copy of an agreement between the applicant and another sponsor. A list of sponsors and/or in-kind contributions is ***not*** acceptable proof. **Applicants awarded funding will need to provide the County with proof of matching funds prior to contract execution.**

I. **Project Income.** If the proposed project generates revenue, project income may be used for one or more of the following: 1) unanticipated costs directly related to implementing the proposed project during the approved project period; 2) costs related to enhancing or expanding the effectiveness or reach of the project; or 3) ensuring the sustainability of the project.

J. **Evaluation Committee and Review Process.** Proposals will be evaluated by the CPEP Committee whose members are selected by the County and include representatives of the County and the HTA as well as community representatives throughout the County. All committee members may participate in decision-making

on award recommendations provided they have no direct personal interest in the proposal in question. Proposals will be evaluated as detailed in *Section V, Project Evaluation Criteria*.

K. **Future RFP Schedules.** Another RFP for the 2015 CPEP is not planned at this time.

L. **Technical Assistance Programs.** Applicants awarded funds through this RFP must agree to attend County mandated training seminars on the contracting process or other relevant topics.

M. **Deadline for Submissions.** No proposal in response to this RFP shall be considered if received after the stated due date and time.

PROPOSALS ARE DUE BY 4:30 P.M. HAST, ON FRIDAY, SEPTEMBER 19, 2014 AND SHALL BE DELIVERED OR MAILED TO:

Hilo: County of Hawai‘i, Department of Research and Development
25 Aupuni Street, Suite 1301
Hilo, HI 96720

Kona: County of Hawai‘i, Office of the Mayor
75-5044 Ane Keohokalole Highway, Bldg C (2nd Floor)
Kailua-Kona, HI 96740

Proposals must include the reference number (RFP No. CPEP 2015) and the organization's name and address on the outside of the envelope. Applicants are advised to make and confirm prior arrangements to ensure timely delivery. For purposes of this RFP, the Department's date and time stamp shall serve as the official time.

N. **Points of Contact.** The Points of Contact for questions related to this RFP are:

County of Hawai‘i
LAVERNE R. OMORI, Director, Dept. of Research and Development
Telephone: (808) 961-8366; Email: CPEP@hawaiicounty.gov

HTA CPEP Program Manager
CAROLINE ANDERSON, Tourism Brand Manager, Hawai‘i Tourism Authority
Telephone: (808) 973-2273; Email: caroline@gohta.net

V. PROJECT EVALUATION CRITERIA

The following criteria will be used to evaluate how well a proposal (in accordance with the *Proposal Outline*, page 2-7) demonstrates the ability to meet the objectives of this program. The CPEP Evaluator Scoring Rating (Appendix C) will be used for each section, with the appropriate multipliers applied per criteria.

A. **Organization Capacity** **10 points**

- Ability to produce, implement and execute the event/program; an established network; and successful and satisfactory performance on other HTA or County contracts or agreements, if applicable.

B. **Project Components**

- Meets HTA's and the County's PEP goal and objectives **10 points**
- Fulfills expectation of a quality destination experience **5 points**
  - Unique (to Hawai'i) activities/experiences.
  - Friendly interaction with residents.
  - Variety of activities/experiences.
  - Variety of cuisine and dining options.
  - Good value for the money.
- Executable marketing & promotional plan **10 points**
  - Ability to increase visitor and resident attendance and/or participation in the project. Plan should include effective and timely promotional efforts to reach post-arrival visitors, pre-arrival visitors, and residents. Demonstrate efforts to support the statewide and/or island's brand.
- Work Plan and Timeline **5 points**
  - Reasonable work plan and timeline to execute event/program.
- Community Support and Involvement **10 points**
  - Demonstrates partnerships with outside organizations and broad based community support, value, and authenticity.
- Project Sustainability **10 points**
  - Demonstrates an adequate plan or strategy for future project sustainability (i.e., ongoing funding, community impacts, attendee satisfaction, plans to look for/leverage other sources of funding, efforts to maximize available funds, etc.)

C. **Project Impact** **20 points**

- Clear plan to acquire the required measures and targets listed below:
  1. Number of on-island residents attending and/or participating in the proposed project.
  2. Number of neighbor island residents attending and/or participating in the proposed project.
  3. Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.
  4. Satisfaction level of attendees (majority are satisfied).
- Visitor to resident ratio mix of 25:75
- Additional Measures

- Reasonable and significant measures identified demonstrating positive impact on Hawai‘i’s community and visitor industry future.

D. **Project Budget** **20 points**

- Demonstrates organizational financial capability.
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- A minimum of 1:1 match or better on requested funds, with at least 35% of the match in other cash.

Extra Points. Ability to address only one (1) of the following priority program areas:

Hawaiian Music Celebration (Spring Shoulder) (10 points total):

- Features Hawaiian music as the primary focus of the event to occur between April 1 to May 31, 2015.

The Hawai‘i Culinary Experience (Fall Shoulder) (10 points total):

- Features Hawai‘i’s culinary experience, Hawai‘i’s edible agricultural products, fresh and/or value-added, and related experiences as the primary focus of the event to occur between August 15 to October 31, 2015.

New projects and events (10 points total)

- Development of new programs and experiences that have not previously received CPEP funding and have been in existence for 3 years or less (as of January 1, 2015)

Hula Throughout the Year (Year-Round) (5 points total):

- Features Hawaiian dance (hula) as the focus of the event.

Shoulder Season (Spring Shoulder or Fall Shoulder) (5 points total):

- Other major programming (not listed above) to occur between Spring Shoulder (April 1 to May 31, 2015) or Fall Shoulder (last week of August through first half of December).

Ongoing experiences available year-round (5 points total):

- Offers a series of activities and/or experiences throughout the year.

VI. TIMELINE

Subject to the terms and conditions previously described herein, including any amendment to this RFP, the following is the timeline for this RFP process:

July 28:	RFP Application Period Opens
August 7:	CPEP 2015 RFP Workshop – Hilo – 8:30 – 11:00 A.M. County of Hawai'i, Office of Aging Training Room 1055 Kinoole Street, Suite 101, Hilo, HI 96720 CPEP 2015 RPF Workshop – Kona – 2:00 – 4:30 P.M. Community Hale Meeting Room (Building G) West Hawai'i Civic Center (WHCC) 75-5044 Ane Keohokalole Highway, Kailua-Kona, HI 96740
August 11:	Deadline to submit questions or concerns (4:30 P.M., HAST)
August 18:	Responses to submitted questions which require a change in the RFP will be distributed via email and/or posted on the County website www.hawaiicounty.gov/rd-tourism and the HTA website www.hawaiitourismauthority.org.
September 19:	Deadline to submit proposals to the County by 4:30 P.M., HAST
October 16:	Scheduled review of proposals by the CPEP Kala Committee to select awardees
Week of October 20:	Scheduled period for award and rejection letters to be issued
November 10:	Mandatory CPEP 2015 Contractor Meeting – 9:00 A.M. - Noon County of Hawai'i, Office of Aging Training Room 1055 Kinoole Street, Suite 101, Hilo, HI 96720

APPLICANT INSTRUCTIONS & FORMS

I. Applications shall be clearly marked with the applicant's name and address and the RFP reference number ("RFP No. CPEP 2015").

II. Applications should be typed in Times New Roman font, 12-point font size, single-spaced, double-sided, with no less than a one-half inch margin on all sides of the paper. Paper size should be 8 ½ x 11 and plain white, and all proposal pages should be numbered. The use of section cover pages, elaborate binders, and presentation media are discouraged.

III. All applications shall include the following documents in the order listed to be considered for funding under this program. Applications which fail to submit these documents shall be considered non-responsive and shall not be considered for funding under this solicitation. An *Applicant Checklist* is provided following these instructions to assist the applicant in ensuring that all required documents are included in the completed application.

A. The applicant shall provide **one (1) original** (marked as such and including an original signature executed in ink, preferably in blue ink), and **two (2) copies** of all of the required documents noted below, in the order noted below:

1. Completed 2015 Application Form (see *2015 Application Form – HTA County Product Enrichment Program*), **signed and dated** by an individual authorized to legally bind the organization.

2. A list of the organization's current Board of Directors and/or leadership including their name, title and affiliation.

3. Completed **2015 Project Summary Form**. The abstract may not exceed one (1) page of single-spaced type

4. Detailed project proposal in accordance with the attached Proposal Outline (see *Proposal Outline*). The proposal may not exceed a total of eight (8) pages of single spaced type.

5. Detailed budget for the project following the attached Sample Budget Sheet (see *Itemized Budget Form*), including all sources of income expected (both cash and in-kind values), and a detailed listing of expenses breaking out the HTA/CPEP request, other cash support expected, and in-kind support expected to complete the project.

6. Budget narrative, including detailed explanation of all income and expense items (including quantities of items where appropriate) listed in the budget spreadsheet.

2015 HTA County Product Enrichment Program –
Applicant Instructions (Continued)

B. The applicant shall provide ONE (1) COPY ONLY of all of the required documents noted below, in the order noted below:

1. Documentation verifying organization's full, complete, current and exact legal name and mailing address, as it appears on Articles of Incorporation, organization's letterhead, tax clearance certificates, and/or other legal documents. The name provided will be the name utilized to execute any contracts or agreements with the County should the organization be selected for an award. This name should also match any future correspondence with the County including invoices or payment requests.

2. Organization's most recent financial statement, **certified as to its accuracy by an officer of the organization.** Government entities are exempt from this requirement.

3. Organization's corporate resolution *(preferred)*, or by-laws, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization. See attached *Appendix A: Sample Corporate Resolution* of this solicitation, if needed.

4. Documentation, ***if available***, that the organization has legal ownership and title to the festival, event or proposed program.

APPLICANT CHECKLIST

Please refer to Applicant Instructions for more detailed information on these requirements.

One (1) original (marked as such and including an original signature executed in ink, preferable in blue ink), and two (2) copies of all the required documents noted below:

- ☐ Application Form signed and dated.
- ☐ Project Summary Form.
- ☐ List of the organization's Board of Directors or leadership.
- ☐ Detailed Proposal not to exceed a total of 8 pages.
- ☐ Detailed budget.
- ☐ Budget narrative.

One (1) copy only of all of the required documents noted below:

- ☐ Documentation of organization's legal name and address.
- ☐ Financial statement, certified by an officer. Government entities are exempt from this requirement.
- ☐ Corporate resolution (*preferred*), by-laws, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization.
- ☐ Documentation of ownership/title of proposed program, *if available*.

HTA COUNTY PRODUCT ENRICHMENT PROGRAM

2015 APPLICATION FORM

INFORMATION:

Organization (Full Legal Name) _____

Street Address _____

Mailing Address _____

City/State/Zip _____

Email Address _____

Telephone/fax _____

Website Address, if available _____

Federal Taxpayer ID No. _____

State Taxpayer ID No. _____

Organization is a (check one): ☐ Non-profit entity ☐ For-profit entity ☐ Government entity
☐ Other (please explain): _____

PRIMARY PROGRAM CONTACT PERSON:

Name _____ Title _____

Phone/Fax _____ Email _____

PROJECT INFORMATION:

Project Title _____

Project Date _____ Project Location _____

Amount Requested _____ Total Estimated Budget _____

Did the project receive HTA and/or County Funding in 2014, 2013, or 2012? If yes, please identify year and program. _____

_____

This proposal is submitted for consideration under the County Product Enrichment Program for the following niche market area (check only one):

☐ Agri Tourism (Agriculture) ☐ Cultural Tourism ☐ Sports Tourism
☐ Eco Tourism (Nature) ☐ Edu Tourism (Education)
☐ Health and Wellness Tourism ☐ Technology Tourism

HTA County Product Enrichment Program – 2015 Application Form

Person you would like to list on promotional materials for people to contact for more information about your festival/event/program (this can be the event organizer or a person designated to answer questions about the program):

Name _____

Phone _____ Email _____

REQUIRED CERTIFICATION (Must be completed to be considered):

The information contained in this application is true and correct to the best of my knowledge and belief. The document has been duly authorized by the governing body of the organization.

_____ _____
Signature of Authorized Official Date

_____ _____
Print Name Title

HTA COUNTY PRODUCT ENRICHMENT PROGRAM
2015 PROJECT SUMMARY FORM

DO NOT EXCEED THIS PAGE

Organization	
Project Title	
Project Date(s)	
Project Location (s)	

Funding Request:		**Total Budget for Project:**	
Expected # of Resident and In-State Attendees/Participants		**Expected # of Out-of-State Attendees/Participants**	

Project Description: What are the major elements of the project? For example, concert, parade, food booths, hula competition, performances, educational classes, exhibits, arts and crafts, etc.
Project Objectives: What do you hope to achieve? What are the expected outcomes?
FOR STAFF USE ONLY – Amount Awarded _____

2015 HTA COUNTY PRODUCT ENRICHMENT PROGRAM

PROPOSAL OUTLINE

Please follow the outline provided below for your written proposal. Please be certain to address the various issues upon which your proposal will be evaluated, as discussed under "Section II. Background," "Section III. Proposal Guidelines," "Section IV. Program Specifications," and "Section V. Project Evaluation Criteria". The proposal ***may not exceed eight (8) pages*** *of single spaced type.*

A. Organization Capacity

A.1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development, and accomplishments of the organization itself, and with the proposed project, if applicable.

A.2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

B. Project Components

B.1. OVERVIEW OF PROPOSED PROJECT

Provide a detailed description of the project including, but not limited to:

a. program dates
b. location(s)
c. niche area(s) impacted
d. identify the need
e. target audience(s)
f. expected participants (both in-state and out-of-state)
g. major elements of the program

B.2. MARKETING & PROMOTIONAL PLAN

Provide a marketing & promotional plan which shall include:

a. Overview of planned promotional program to attract target audience(s), including pre-arrival visitors, post-arrival visitors, and residents, and
b. A schedule of all planned promotional and advertising activities.

B.3. WORK PLAN AND TIMELINE (Maximum 1 page)

Provide an overall work plan with estimated timeline for the project implementation, including start and end dates and completion of major milestones in the project. Projects must be completed within calendar year 2015.

B.4. COMMUNITY SUPPORT AND INVOLVEMENT

Discuss the value to the community and identify all entities that support or are directly involved in this project.

B.5. PROJECT SUSTAINABILITY

HTA CPEP-funded projects may receive CPEP funding for up to four (4) years. Describe how the project will be sustained on an ongoing basis without HTA funds.

C. Project Impact

BENEFITS AND OUTCOMES: Your proposal should address the following questions: 1) How will you measure whether or not the proposed project was successful? 2) What do you expect to be the benefits and outcomes of the project?

These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a successful project, as articulated in the proposal outline. While some measures may be qualitative, please provide detailed quantifiable values where possible. Additional measures are encouraged and should relate to one or more of the objectives for the CPEP as described above in *Section II.C. County Product Enrichment Program* of this solicitation.

C.1. REQUIRED MEASURES

Provide a 1) **clear plan** of how you will obtain the following required measures, and 2) **a target number** for each:

a. Number of on-island residents attending and/or participating in the proposed project.
b. Number of neighbor island residents attending participating in the proposed project.
c. Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.
d. Satisfaction level of attendees.

If you received CPEP funding in 2014 and/or 2013 please list past outcomes for the above mentioned items. If your event/project does not have 2014 data available, please list 2014 targets.

C.2. ADDITIONAL MEASURES

Describe what the project will accomplish and how it will positively contribute to Hawai‘i’s visitor experience and residents’ quality of life. Specify targeted and measurable goals.

2015 COUNTY PRODUCT ENRICHMENT PROGRAM RFP

ITEMIZED BUDGET FORM & INSTRUCTIONS

- Please attach a separate sheet(s) with a budget narrative providing detailed explanations for each expense and income line item.

- This is a sample format only. Please add rows as needed to provide a complete picture of the project budget.

- Total Expenses and Total Income in each column should be equal. (e.g. Total Expenses to be covered by HTA CPEP financial support (a) should equal Total Income from HTA CPEP requested (a).)

- The sum of columns (a), (b), and (c) must equal column (d).

- Operating Expenses: This category includes program operating costs such as equipment rental (e.g., tents or sound equipment), entertainment, travel, security, office supplies, postage, etc. Generally, County Product Enrichment Program funds are not approved to support general operating expenses of the organization itself.

- Marketing Expenses: This category includes advertising, promotional activities and/or items such as posters, flyers, brochures, collateral materials, public relations, and website development or enhancement.

- Administrative Expenses: This category includes administrative fees relating to expenses needed for management of the proposed project. The **targeted percentage for administrative expenses should not exceed 15% of the total amount requested** from the County Product Enrichment Program.

- Cash Match Requirement: A minimum of one-to-one (1:1) in matching funds to the amount of funds requested. Matching funds can be in the form of cash or cash or in-kind contributions. If the match includes in-kind contributions, **a minimum of 35% of the match must be in the form of cash**.

EXPENSES: Please list specific Project expenses and group expense items by category as appropriate (i.e., Administration, Operations, Marketing)

EXPENSES	**(a) HTA CPEP CASH Request**	**(b) OTHER CASH**	**(c) IN-KIND**	**(d) TOTAL PROJECT BUDGET**
Operations				
				0.00
				0.00
				0.00
				0.00
				0.00
				0.00
Marketing				
				0.00
				0.00
				0.00
				0.00
				0.00
				0.00
Administration				
				0.00
				0.00
				0.00
				0.00
				0.00
				0.00
TOTAL EXPENSES	$ 0.00	$ 0.00	$ 0.00	$ 0.00

INCOME	**(a) HTA CPEP CASH Request**	**(b) OTHER CASH**	**(c) IN-KIND**	**(d) TOTAL PROJECT BUDGET**
HTA CPEP Request				0.00
Organization's Contribution				0.00
Other Sponsors/Sources*				
				0.00
				0.00
				0.00
				0.00
				0.00
TOTAL INCOME	$ 0.00	$ 0.00	$ 0.00	$ 0.00

*Other Sponsors/Sources: please specify sources for both "OTHER CASH" and "IN-KIND" support.

APPENDIX A: SAMPLE CORPORATE RESOLUTION

(Organization's Letterhead)

CORPORATE RESOLUTION

I, **(Name)** _____, **(Title)** _____ of **(Organization Name)** _____, do hereby certify that the following is a full, true and correct copy of a resolution duly adopted by the Board of Directors of said Corporation, at its meeting duly called at **(Location & Address)** _____, on the _____ day of **(Month)** _____, **2014**, at which a quorum was present and acting throughout; and that said resolution has not been modified, amended or rescinded and continues in full force and effect.

RESOLVED that the person(s) holding positions(s) of **(Name of Position(s)** _____, is/are hereby authorized to execute on behalf of the Corporation any bid, proposal or contract for services performed by the Corporation, and to execute any bond required by any such bid, proposal or contract with the State of Hawai‘i or County or any department or sub-division of any of them.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporation seal of said **(Organization)** _____, this _____ day of **(Month)** _____, **2014**.

_____
Signature & Title*

* Note: The Corporate Resolution is usually certified and signed by the secretary of the organization.

APPENDIX B: OTHER SAMPLE FORMS AND REFERENCE

The following are available on the County's website http://www.hawaiicounty.gov/rd-tourism:

- Report forms and final budget forms
- Photo Release Form
- Sample Festivals & Events Survey
- Consent & Release For Use of Photograph & Images
- The Hawaiian Islands and Island Brand Identities

APPENDIX C: EVALUATOR SCORING RATING

Assessment	Scoring Guidelines	Evaluator Score
Excellent	Proposal fully meets all requirements and exceeds most requirements. Evaluator has very high confidence in the applicant's ability to perform as promised or as required to execute the program and fulfill the CPEP criteria.	**5**
Good	Proposal more than adequately meets the minimum requirements of the specific criteria, and exceeds those requirements in some aspects. Evaluator has high confidence in the applicant's ability to perform as promised or as required to execute the program and fulfill the CPEP criteria.	**4**
Adequate	Proposal adequately meets the minimum requirements for the category (capacity, project components, project impact, and budget) and is generally capable of meeting the state's needs for specific criteria. Evaluator has confidence in the applicant's ability to perform as promised or as required to execute the program and fulfill the CPEP criteria.	**3**
Marginal	Proposal minimally addresses the requirements, but one or more major considerations of the category (capacity, project components, project impact, and budget) are not addressed, or lacking in some essential aspects for the specific criteria. Evaluator has low confidence in the applicant's ability to perform as promised or as required to execute the program and fulfill the CPEP criteria.	**2**
Poor	Proposal is inadequate in many basic aspects for the scored category (capacity, project components, project impact, and budget.) Evaluator has very low confidence in the applicant's ability to perform as promised or as required to execute the program and fulfill the CPEP criteria.	**1**

APPENDIX D: GENERAL PROVISIONS AND CONDITIONS

A. **Applicant Contact Information.** All interested parties desiring to receive amendments or revisions to this RFP shall immediately inform the County of its mailing and email address. The email address shall be used for correspondence with interested parties during the RFP application period.

B. **Information Requests.** Requests for information should be addressed to the County's Point of Contact, by letter or email. Answers to questions concerning information not found within the RFP will be transmitted as an addendum via email to interested parties who have provided the County with a current email address.

C. **Clarification of the RFP.** An applicant shall carefully review this RFP for defects and questionable or objectionable matter. Comments concerning defects and questionable or objectionable matter shall be promptly submitted to the County prior to the deadline for submitting questions. This shall allow issuance of any necessary amendments to the RFP. The applicant hereby acknowledges, agrees, and waives any claim arising from any knowledge of any defect in this RFP acquired prior to the deadline for submitting questions and failing to inform the County prior to said deadline. The applicant further acknowledges and agrees that the County and the HTA reserve the right to waive any technical irregularity not affecting an unbiased and objective evaluation of all proposals; that such waiver will be in the best interest of the State; and, that the applicant hereby waives any claim against the County or the HTA arising from such technical irregularity.

D. **Proposal Preparation Expenses.** The County and the HTA are ***not*** responsible for any expenses that an applicant may incur in preparing and submitting a proposal.

E. **Electronic Submissions.** All applications must be submitted in hard copy. Electronic files or submissions will not be accepted. Proposals submitted in response to this RFP that are transmitted electronically, in whole or in part, via the internet, email, or facsimile transmission, will ***not*** be accepted for evaluation by the County.

F. **Certification of Proposal.** By submitting a proposal, the applicant certifies that the proposal submitted to the County is in accordance with any required authorization by the governing body of the applicant's organization. The applicant further certifies that the information and responses contained in the proposal are true, accurate, and complete, and that the County may justifiably rely upon said information for purposes of evaluation and contracting with the applicant. If it is later discovered that any information provided in the applicant's proposal is false, it will result in the applicant's elimination from consideration.

G. **Ownership of Proposal.** By submitting a proposal, the applicant acknowledges and agrees that the County's and the HTA's consideration, discussion, or disclosure of nonproprietary material for evaluation purposes by the County and the HTA shall not result in any liability on the part of the County or the HTA, including its board, staff, and/or agents, to the applicant or any third party or person. All responses prepared by an applicant under this RFP will be for the exclusive and deliberative use by the County and the HTA. Any submission received will become the property of the County and will not be returned to the applicant.

H. **Proposal Withdrawal.** An applicant may withdraw their proposal by submitting a written request to the County any time prior to the proposal's review and evaluation.

I. **Revisions to the RFP.** The County and the HTA reserve the right to accept or reject any or all proposals and to waive any defects in said RFP if deemed to be in the best interest of

the County, State, and program. The County and the HTA further reserve the right to shorten or extend posted schedule dates when doing so is reasonably in the best interest of the County or State.

J. **Initial Proposal Screening.** An initial screening will take place immediately after the proposals are opened by a representative of the County to determine whether the proposal is responsive to the RFP. The initial screening process involves reviewing all submitted proposals for completeness, conformity, and clarity and to see if all significant requirements of the RFP have been addressed. Proposals not meeting these minimum requirements will be rejected and dropped from further consideration.

K. **Non-Responsive Applications**. Applications considered non-responsive will ***not*** be considered for funding under this announcement. Non-responsive applications include, but are not limited to, those which:

1. Are not considered an eligible program, as defined in *Section III. Proposal Guidelines* of this solicitation as described above;
2. Do not originate from an eligible applicant, as defined in *Section IV.A. Eligible Applicants* of this solicitation as described above;
3. Request a level of funding above the threshold identified in *Section IV.C. Award Limits* of this solicitation as described above;
4. Fail to satisfy the deadline requirements referenced in *Section IV.N. Deadline for Submission* of this solicitation as described above;
5. Do not provide all of the required documentation listed in the *Applicant Checklist* and described in the *Applicant Instructions* available in the *Appendix* of this solicitation as described below; and/or,
6. Are marked confidential in all aspects of the proposal.

L. **Waiver of Claims.** By submitting a proposal, the applicant hereby acknowledges and agrees to the specifications and conditions stated herein, and hereby waives any claim against the County or the HTA arising from said specifications and conditions.

M. **Discussion Rights.** The County and the HTA reserve the right to make an award based only upon proposals as submitted or may require submittal of additional information and/or oral presentation, pursuant to HAR Section 3-122-53. The County also reserves the right to negotiate with one (1) or more applicants and request best and final offers, provided that no applicant's proposal or information regarding his or her negotiation with the County shall be public information or shared with any other applicant until after an award is made.

N. **Proposal Rights.** The County and the HTA further reserve the right to use any ideas presented in any proposal or as a result of any negotiation, unless marked "PROPRIETARY," whether from a successful or rejected proposal. Applicant shall designate in writing those portions of the unpriced proposal that contain trade secrets or other proprietary data that are to remain confidential, subject to HAR 3-122-58; that the material designated as confidential shall be readily separable from the proposal in order to facilitate inspection of the non-confidential portion of the proposal.

O. **Selection Rights.** The County together with the HTA shall be the final judge in the selection of the proposals on which shall best accomplish the goal of the CPEP and in accordance with the availability of funds.

APPENDIX E: CONTRACTING PROCESS

A. **Notice of Award.** Upon final selection of the proposal by the County, a notice of award will be issued to the applicant, who shall immediately work with the County to promptly execute a written contract reflecting the relevant specifications and requirements of this RFP, the applicant's proposal, the State of Hawai'i's general terms and conditions, and the County's specific terms and conditions.

B. **General Conditions.** The applicant acknowledges and agrees that if selected, the State of Hawai'i General Conditions (Form AG-008 Rev. 4/15/2009), incorporated herein by reference, shall be part of the contract to be executed between the applicant and the County. The contractor agrees to comply by:

1. All sections of the Hawai'i County Charter and Hawai'i County Code. Section 2-142. Records, reporting and fiscal accountability requirements under shall apply to all awardees, for profit or nonprofit status notwithstanding;
2. Chapter 103, Hawai'i Revised Statutes, as amended, relating to expenditure of public money;
3. Chapter 378, Hawai'i Revised Statutes, as amended, relating to fair employment practices;
4. Chapter 489, Hawai'i Revised Statutes, as amended, relating to discrimination in public accommodations;
5. Chapter 396, Hawai'i Revised Statutes, as amended, relating to occupational safety and health; and
6. Chapter 386, Hawai'i Revised Statutes, as amended, relating to workers' compensation law.
7. The County's Anti-Discrimination and Harassment Policy amended February 8, 2012.

C. **Certificate of Vendor Compliance.** This Certificate is **required prior** to contract routing. Government agencies are exempt from this requirement.

Hawai'i Compliance Express (HCE) allows organizations contracting with state and county agencies to quickly and easily demonstrate they are in compliance. There is a $12 annual registration fee for the service. To register, just go to: http://vendors.ehawaii.gov, complete the easy step-by-step process and pay with a credit card.

D. **Execution of Contract**. Upon the receipt of all required information, documentation, attachments, and tax clearance, the applicant and the County shall execute a final written contract. All unauthorized work performed by the applicant prior to the execution of the written contract shall be at the applicant's sole cost and expense.

E. **Payment Schedule.** The payment schedule is negotiable prior to the execution of the contract. For the payments to be processed, the contractor must submit an original, signed invoice or payment request, and all deliverables required for the payment to be processed, per the executed contract. The County retains a minimum of 10% of the approved funding for final payment to be made once the contract has been fulfilled. For the final payment, additional deliverables include: a final written report, final financial report, survey gathering instrument (see *Sample Forms* in the *Appendix* of this solicitation), and samples of all advertising and promotional efforts, if applicable.

F. **Public Disclosure.** Any trade secrets or proprietary information submitted as part of the proposal that the applicant expressly and affirmatively marks as confidential will be maintained as such to the extent permissible under Hawai‘i law, including Hawai‘i’s Uniform Information Practices Act (Modified) proscribed in chapter 92F, Hawai‘i Revised Statutes. For all confidential materials, the applicant shall state the reason(s) why the protection is necessary and what harm the applicant will suffer if the information is publicly disclosed.

Upon execution of the written contract, all documents submitted by the applicant and maintained by the County shall be subject to public inspection and copying under Hawai‘i’s Uniform Information Practices Act (Modified) provided in chapter 92F, Hawai‘i Revised Statutes; provided that, any confidential commercial or proprietary information may be withheld. The applicant should identify and clearly mark the documents containing any confidential commercial or proprietary information in the manner previously discussed herein.

G. **Compliance with Law.** In addition to any statutory laws described or incorporated herein, applicants shall comply with any and all applicable State, County, and Federal statutes, regulations, codes, directives, and guidelines related to the performance of the contract, including any statutory law related to contracting with the State of Hawai‘i.

H. **Approvals.** By submitting a proposal, the applicant hereby acknowledges and agrees that any contract arising out of this RFP shall be subject to the prior approval of the Corporation Counsel as to form, and to all further approvals, if necessary or applicable, by the Finance Department and by the Mayor, as it may be authorized by statute, rule, order, or directive.

I. **Final Terms and Conditions.** The terms and conditions shall be set forth in the award. If the terms are not agreeable to the successful awardee and if an agreement cannot be reached by both parties, the award may be dissolved without penalty to either party.

J. **Campaign contributions by State and County Contractors.** If awarded a contract in response to this solicitation, contractor agrees to comply with HRS Section 11-355, which states that campaign contributions are prohibited from State and County government contractors during the term of the contract, if the contractor is paid with funds appropriated by the legislative body between the execution of the contract through the completion of the contract.

K. **American Disabilities Act.** In order to comply with the American Disabilities Act (ADA), Title VI of the Civil Rights Act of 1964 and Hawai‘i Language Access Law, the following statement must be included in all announcements of programs, events, activities and meetings supported through this RFP. This includes, but is not limited to: advertisements, posters, websites, email blasts, invitations, and press releases.

Anyone who requires an auxiliary aid or service for effective communication or a modification of policies and procedures to participate in this event should contact (the name of the event organizer designated to receive these requests) at (contact information for that person), as soon as possible, but no later than (specify a date a minimum of five days) before the scheduled event.

L. **Visual documentation**. Copies of all advertising and promotional materials and a minimum of two (2) digital photographs in jpeg format, video and/or other visual documentation submitted on a CD and/or DVD will be required as part of the final reporting requirements of this program. Images including, but not limited to, still photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by the HTA , the County and/or approved contractors. This form is available in the *Sample Forms* section of the *Appendix* of this solicitation.

M. **Sponsorship Recognition.** The HTA and the County of Hawai‘i shall be credited as sponsors in advertising and promotional materials and activities.

N. **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. Contractors under this program may be selected to participate in HTA's "Hawai‘i Knowledge Bank" program, and "Hawai‘i Arts" program as appropriate and possible. Contractors under this program shall list any public events on the calendar of events for the HTA's marketing contractors via www.gohawaii.com, on the County websites as appropriate and, to the extent possible, other available web sites, calendars of events, and other promotional vehicles.