

'Umeke



POWERED BY



2025 HO'OKIPA MALIHINI INITIATIVE

DEADLINE FOR RECEIPT OF PROPOSALS IS

SEPTEMBER 20, 2024 4:30PM HST

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SECTION 1 – OVERVIEW AND TIMELINE

1.1 Purpose of the Ho’okipa Malihini Initiative

Pursuant to Chapter 201B of the Hawai’i Revised Statutes, the Hawai’i Tourism Authority (HTA) is the lead government agency for tourism, established by the State of Hawai’i in 1998. 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.

The Ho’okipa Malihini Initiative Request for Proposals (RFP) seeks programs consistent with Chapter 201B-7(a) of the Hawai’i Revised Statutes (“HRS”) which allows HTA to “enter into agreements that include product development and diversification issues focused on visitors”; and Chapter 201B-7(5), which gives the HTA responsibility for “perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai’i’s heritage are supported, nurtured, and engaged in sustaining the visitor industry”; and Chapter 201B-3(a)(20) which states that HTA “may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA Five-Year Strategic Plan 2020-2025 lays out HTA’s plan to support Hawaiian Culture. (<https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf>).

1.2 Orientation/Informational Briefings

Kilohana will conduct the following informational sessions:

- August 12, 2024 – O’ahu
 - August 13, 2024 – Maui
 - August 14, 2024 – Kaua’i
 - August 15, 2024 – Hawai’i island
 - August 16, 2024 – Moloka’i
 - August 19, 2024 – Lāna’i
 - August 20, 2024 – Hawai’i island
- *Times and locations will be available at www.kilohana.com

Information booth at Hilton Waikoloa Village – September 17 – 19, 2024 9a–12p HST

Virtual
Wednesday, July 31, 2024 10a-11a HST
Thursday, August 1, 2024 5p-6p HST

Informational sessions will orient interested applicants to the application process for all HTA funding opportunities. To register for virtual informational sessions, go to www.kilohana.com. Registration is required for virtual sessions. A zoom link will be provided following registration. A recording of the virtual session will be posted online at www.kilohana.com. Registration for in-person sessions is recommended. Walk-in registrations will be accepted.

An informational booth will be set up at the Hilton Waikoloa Village during the Native Hawaiian Convention.

An informational booth will be set up at the Hilton Waikoloa Village during the Native Hawaiian Convention.

1.3 RFP Points-of-Contact

For all questions regarding Ho'okipa Malihini Initiative, contact Program Manager Traci Alo at traci@kilohana.com or (808)207-4047.

For general inquiries, send emails to umeke@kilohana.com or leave a message with a call center representative at (808) 596-8155.

The Destination Stewardship Director, Kau'ilani Arce, can be reached at kauai@kilohana.com or (808)460-8698.

All emails must include the program name in the subject line (ie, Ho'okipa Malihini Initiative). Frequently asked questions (FAQs) can be found online at www.kilohana.com.

1.4 Disclaimer: Cancellation and Cost Liability

Kilohana reserves the right to cancel this RFP, or any components of this RFP, at any time. Kilohana assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submission of proposals in response to this RFP. An applicant may not bill Kilohana for any costs or expenses incurred in pursuit of this award. Any incumbent under any HTA contract may not use HTA-funded resources to prepare its proposal.

1.5 Description of HTA Funding Opportunities

All funding opportunity programs shall demonstrate tourism product development through project proposals. All projects must align with at least (1) of the (4) pillars of HTA's 2020-2025 strategic plan. The four pillars are brand marketing, community, Hawaiian culture, and natural resources. The strategic plan can be found at <https://www.hawaiitourismauthority.org> and www.kilohana.com.

The Ho'okipa Malihini Initiative primarily addresses HTA's Hawaiian Culture pillar within the strategic plan, with the goal to support Native Hawaiian culture and community. Provides support to cultural practitioners offering authentic Hawaiian experiences and musicians providing Hawaiian entertainment and music in public spaces in resort areas throughout Hawai'i .

SECTION 2 – APPLICANT AND PROGRAM ELIGIBILITY/SPECIFICATIONS

Kilohana seeks proposals for HTA's Ho'okipa Malihini Initiative projects that meet the proposal guidelines and the following program eligibility.

2.1 Nonprofits and Government Agencies Only

- **Entity Type:** Applicant must be a licensed 501(c)(3) or government agency. We will not accept applications from for-profit businesses for this RFP. For-profit businesses who apply under a fiscal sponsor for the purpose of achieving non-profit status will be rejected.
- Fiscal sponsors for non-profits without a 501(c)3 designation will be allowed for this program.

2.2 Term, Location, Award Limit

- **Project Term:** Project must occur January 1, 2025 – June 30, 2025.
- **Project Location:** Project must take place in the State of Hawai'i.
- **Award Limit:** An award limit will not be imposed. However, applicant will be judged on the reasonableness of their request and the likelihood of success. See also, Paragraph 2.4, "Use of HTA Funds/Non-Allowable Expenses."

2.3 Brand Experience

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, this proposal must fall into one of the given tourism niche areas.

- **Agriculture Tourism:** Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.
- **Cultural Tourism:** Tourism related to Hawai'i's multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, arts, and traditions of our islands.
- **Culinary Tourism:** Tourism related to exploring unique and memorable eating and drinking experiences in order to get a sense of the destination.
- **Nature 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*.
- **Education 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 stand-up paddling.
- **Voluntourism:** Tourism related to travel to participate in voluntary work, typically for a charity.

2.4 Use of Funds/Non-allowable Expenses

The following activities are **not** eligible for HMI funding:

- a. A Hawaiian culture event/activity outside of a resort area in the State of Hawaii.
- b. Business or organizational start-up plans;
- c. Fundraising events (an event to raise money for your organization or a specific cause);
- d. Litigation efforts;
- e. Endowments;
- f. Real Property;
- g. Capital improvements;
- h. Conferences/Conventions;
- i. Salaries and fringe benefits;
- j. Prize money;
- k. Merchandising (HTA funds to purchase goods (e.g. T-shirts) which will be resold for a profit);
- l. Computer equipment;
- m. Projects receiving funding from other HTA programs for the year 2025, including, but not limited to, the HTA's Kahu 'Āina Program, Signature Events, Kūkulu Ola, and Destination Management Plans (DMAP);

- n. Projects receiving State Grants-In-Aid (GIA) funds. If GIA funds are received for a different project, the organization can still apply to this opportunity.
- o. Projects relating to other niche areas than those specifically addressed by HMI
- p. Reimbursement for pre-award expenditures or costs before January 1, 2025
- q. Administrative costs outside of salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.

2.5 Multiple Proposals and Other HTA Programs

- **Multiple Proposals to HMI.** Multiple proposals from an organization for *different and separate projects* will be reviewed and considered independently of each other.
- **Applications to Other HTA Programs for the Same Proposal.** HTA solicits proposals for a variety of programs (Community Enrichment, Signature Events, Kahu 'Āina, Kūkulu Ola, etc.). An applicant may not apply for funding from more than one (1) of those programs for the same proposal. In addition, a proposal may not receive funding from more than one (1) HTA program in the same year.
- **Examples.** Here are some examples:
 - The organization has 5 different projects/proposals. The organization can apply Project #1 to Kūkulu Ola, Project #2 to Kahu 'Āina, Project #3 to HMI, Project #4 to Signature Events, and Project #5 to CEP.
 - The same organization cannot apply Project #1 to Kahu 'Āina, Kūkulu Ola, HMI, Signature Events, and CEP.
 - Another organization has 5 different projects/proposals for the same program. This organization can apply Project #1, Project #2, Project #3, Project #4, and Project #5 to Kūkulu Ola (or within the same program) as long as all 5 projects are distinctively different from each other.

2.6 Matching Funds Not Required But Will Be a Factor

Matching Funds are not required for this funding opportunity.

2.7 HMI Post-Award Requirements

Applicants awarded funds through this RFP must agree to attend post-award informational sessions, communicate with program managers throughout the duration of the contract, and submit progress reports as needed (generally, quarterly and/or mid- and final year reports are required), and timely submission of supporting documents. Awardees agree to enter into a subcontractor agreement with Kilohana to administer the HTA project as a subcontractor providing a tourism product.

2.8 Preferred Practices

Many efforts tied to the future of Hawai'i's visitor industry 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.

- a. **Environmental Sustainability.** The HTA 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:
 1. Increasing recycling efforts;
 2. Minimizing waste production;

3. Buying local;
4. Minimizing printing and limiting number of handouts;
5. Using recycled products such as paper for printing;
6. Using more environmentally friendly products or biodegradable products;
7. Providing transportation alternatives such as car sharing or park and rides;
8. Conserving water;
9. Ensuring your venue has an environmental sustainability policy; and/or
10. Incorporating energy efficient practices.

Please refer to the state of Hawai'i Department of Business, Economic Development & Tourism's ENERGY Office's [Green Business Program](#).

- b. **Authentic & Accurate Representation.** As identified in HTA's Strategic Plan 2020-2025, one of HTA's objectives is to "encourage accurate portrayal of Hawaiian culture in visitor industry marketing and experiences for visitors." As such, the HTA encourages applicants to use best efforts to follow the [Ma'ema'e Tool Kit](#) on the HTA website. This Tool Kit includes Hawaiian Language Tools and a Style & Resource Guide among other resources.

2.9 Rejection of Proposals

- **Requirements must be met.** Kilohana reserves the right to consider as acceptable, responsible, and responsive only those proposals submitted in accordance with the RFP requirements.
- **Reasons.** A Proposal may be automatically rejected for the following reasons:
 - Failure to cooperate or deal in good faith;
 - Late proposals;
 - Same proposal submitted to multiple HTA programs simultaneously;
 - 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 award;
 - Non-compliance with previous or current HTA award.

SECTION 3 – PROPOSAL OUTLINE AND INSTRUCTIONS

3.1 Submission Method

Applications must be submitted via online portal at www.umeke.kilohana.com. The deadline is **Friday, September 20, 2024 at 4:30pm HST (Hawaii Standard Time)**.

3.2 Schedule of Events

| | Date |
|----------------------------------|--|
| Initial RFP release date | August 1, 2024 |
| Informational Sessions (Virtual) | Wednesday, July 31, 2024 10a-11a HST Thursday, August 1, 2024 5p-6p HST |

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| Informational Sessions (In-person) | <p>August 12, 2024 – O’ahu August 13, 2024 – Maui August 14, 2024 – Kaua’i August 15, 2024 – Hawai’i island August 16, 2024 – Moloka’i August 19, 2024 – Lāna’i August 20, 2024 – Hawai’i island *Times and locations will be available at www.kilohana.com</p> <p>September 17 – 19, 2024 9a-12p HST Hilton Waikoloa Village, Native Hawaiian Convention</p> |
| Deadline for submission of proposals | Friday, September 20, 2024 4:30pm HST |
| Eligibility & Evaluation | September 23 – October 18 |
| Committee Reviews | October 21 – October 25 |
| Award Notifications with subcontractor agreement | November 12, 2024 |
| Post Award Info Session (1 hour, virtual session) | November 13, 2024 at 3:30pm HST |
| Subcontractor Agreement Revisions Due | December 6, 2024 at 4:30pm HST |
| Subcontractor Agreements Fully Executed | December 31, 2024 |
| Payment 1 Disbursement (50% of award amount) | January 30, 2025 |
| Progress Report #1 Due | February 28, 2025 |
| Payment 2 Disbursement (30% of award amount) | March 30, 2025 |
| Progress Report #2 Due | April 30, 2025 |
| Final Report Due | June 30, 2025* |
| Payment 3 Disbursement (20% of award amount) | July 31, 2025* |

*If the project ends earlier in the project term, the awardee shall submit the final report 30 days from the final date of the project. The next payment will be disbursed 45 days after submitting the final report and any supporting documents. Final reports must be approved by Kilohana prior to disbursing payment. Project dates may alter the payment schedule. Adjustments to payment schedules shall be made prior to contract execution in December 2024 and will be determined by Kilohana.

Example: Project ends on April 6, 2025. The final report is due on May 6, 2025. If the final report is approved on May 7, 2025, final payment is disbursed on or about June 21, 2025

*If the project ends in the month of June 2025, the awardee shall submit the final report 30 days from the final date of the project and no later than July 30, 2025. Payment 3 will be disbursed 45 days after submitting the final report and any supporting documents. Final reports must be approved by Kilohana prior to disbursing payment.

Example: Project ends on June 12, 2025. The final report is due on July 11, 2025. If the final report is approved on July 12, 2025, final payment is disbursed on or about August 26, 2025.

*All reports are due by 4:30pm HST on the date of deadline.

3.3 Submission Deadline

The deadline for submission is Friday, September 20, 2024 at 4:30pm HST

3.4 Proposal Contents

All applicants shall upload the following to the online portal:

- **Certificate of Vendor Compliance** – Go to <https://vendors.ehawaii.gov/hce/> to obtain a vendor compliance certificate.
- **Itemized Budget Form** – this form is available in the online portal during the application process
- Applicant's **Articles of Incorporation** (preferred), or other documentation such as Bylaws that verify the person(s) authorized to sign legal documents on behalf of the organization.
- **Letters of Recommendation/Support**. Maximum of 2 letters. Letters should be signed and dated with the name and title of the person submitting. Letterhead is preferred.
- **W-9** – If the organization has a fiscal sponsor, the W-9 must reflect the fiscal sponsor's information.
- **Project date(s)** - Date(s) of the proposed project shall be confirmed by the time of applying.
- **Certificate of Insurance (COI)**– Proof of insurance coverage with \$1,000,000 in commercial general liability coverage, \$2,000,000 in general aggregate coverage, and lists Kilohana and/or the State of Hawai'i as the certificate holder. If listing 1 entity only, the other entity must be listed in the additional notes section. For example, if the State of Hawai'i is listed as the certificate holder, Kilohana must be listed in the additional section.
- **3 High Resolution Photos** - Submission of these photos authorizes consent to use in HTA's and Kilohana's marketing material, if awarded. If an applicant is not awarded, photos will not be used by HTA or Kilohana.

All proposals shall include the following components below and will be scored accordingly (see Section 5).

Project Components

Executive Summary

Provide a summary of the proposal that captures the essence of the project and how it aligns with HTA's strategic plan. Describe 2-3 key objectives. Max 2000 characters.

Project Details

Provide a detailed description of the proposed project. Include the intended scope of work with activities, implementation plans, timeline, and specific location(s).

Demonstration of Tourism Product Development

In alignment with HTA's strategic plan, all projects shall develop a tourism product.

Examples of tourism products include:

- Voluntourism - Tourism related to travel to participate in voluntary work in the community where one is vacationing, typically for a charity or cause. Visitors may conduct community service while learning about cultural sites. See <https://www.hawaiiauthority.org/what-we-do/hta-programs/community-enrichment/voluntourism/>
- Agri-tourism – Includes a farm tour, a farm to table meal at a local restaurant or food truck, or supporting a farmer's market.
- Festivals marketed toward visitors
- Community events welcoming visitors

Describe how visitors will be engaged and include details of how often visitors will participate in activities/events. Is there a specific visitor market you intend to market toward (ie, Japan, US, European, China, etc.)? If so, please list the market(s). See <https://www.hawaiitourismauthority.org/media/8411/visitor-readiness-checklist-form-11292021.pdf> for a guide to visitor readiness.

Anticipated Visitor and Resident Attendance

How many on-island residents do you anticipate attending the proposed project?

How many neighbor island residents do you anticipate attending the proposed project?

How many out-of-state visitors do you anticipate attending the proposed project?

How many international visitors do you anticipate attending the proposed project? If you plan to have a high volume of international visitors from a specific market, please indicate which market.

Marketing Plan

The marketing plan captures the way the awardee intends to advertise the proposed project and attract attendees to participate. Describe your marketing and communications activities. How will the project market toward the intended audience listed under *Anticipated Visitor and Resident Attendance*? Will the project advertise to visitors prior to arriving in Hawaii? Will the project advertise to visitors upon arriving to Hawaii? What communication platforms will be used? Be specific (i.e., social media, print advertising, use of public relations, promotional efforts). Show the ability to reach the intended audience. Provide specific examples of past activities and performance, if applicable.

Sponsorship Inclusions

In addition to utilizing the HTA logo and including sponsorship language in public facing material, how will the awardee recognize HTA as an official sponsor (ie, 30-second sponsorship airtime during live streaming, 10-second sponsorship in rebroadcast, etc)? Will sponsorship logos be utilized in lower thirds of broadcasting? Provide specific examples.

Risk Management

Describe challenges that may prevent successful project implementation. What measures will be taken to mitigate risk and ensure a safe environment and successful outcome. What will trigger you to cancel an in-person event?

Project Impact and Performance Measures

Problem/Opportunity

Describe how the project meets the goals and objectives of the HMI program and HTA's Hawaiian Culture Pillar. Describe the need or opportunity the project is trying to address and why this is critical. How does this project improve the current situation?

Will the proposed project positively impact Hawai'i's economy? Describe the anticipated return on investment. HTA's economic impact calculator can be found under Festivals & Events Economic Impact Calculator at this link <https://www.hawaiitourismauthority.org/what-we-do/tools-resources/festivals-events-resources/>. The use of HTA's economic impact calculator is recommended to demonstrate anticipated impact.

Results

Describe 3 expected outcomes and how the organization plans to track milestones and progress to achieve them. Indicate what tools will be used to gather data and track performance, and how often.

Highlight – Hawaiian Culture

Describe how you will highlight the Hawaiian culture by using ‘ōlelo Hawai‘i , support of cultural practitioners, and engagement with the Hawaiian community.

Highlight – State’s Diversity

Describe how you will highlight unique attributes of Hawai‘i during the project. Proposed projects must highlight the unique attributes of the Islands of Hawai‘i (Kaua‘i, O‘ahu, Maui, Moloka‘i, Lāna‘i, Hawai‘i island), natural resources, culture, activities, attractions, and other events.

Organization Capacity

Organization description

Describe the history and mission of your organization and how it aligns with the program you are applying to. What is the organization’s experience in implementing the proposed project? Has the organization implemented this type of project in the past?

Org capacity

List current Board of Directors and/or leadership team including names, titles, and affiliations. Indicate which member(s) will be the designated authorized signatory of this contract, if awarded.

What are the professional qualifications and experience of your organization’s staff? How do the qualifications and experience align with the program you are applying to? Identify any lead individuals and/or subject matter expert(s).

Identify all entities that support or are directly involved as key partners in this program. Letters from community organizations and businesses acknowledging this relationship are encouraged.

Project Budget

An **itemized budget form** is required and will be provided through the online portal. The form may be downloaded, filled out, and uploaded directly through the online portal.

Budget narrative

Provide a detailed description of each line item listed on the itemized budget form. The budget narrative must describe the intended use of each line item and why it is essential to the project.

SECTION 4 – SCORING/EVALUATION CRITERIA

4.1 Selection Committee

Proposals are evaluated by a Selection Committee whose members are selected by HTA and reflective of a diverse group of community members, business representatives, HTA staff, Kilohana staff, and/or industry experts throughout the State of Hawai‘i .

4.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria. Also refer to the rubric, which provides a breakdown of the scoring the Selection Committee will be referencing:

Program Components (0-40 points)

- Aligns with HTA’s 2020-2025 Strategic Plan
- Aligns with 1 or more of HTA’s Four Pillars (natural resources, community, Hawaiian culture, brand marketing)

- Demonstrates ability to develop and implement viable tourism product
- Demonstrates ability to engage with visitors and the visitor industry
- Demonstrates obtainable visitor and resident attendance numbers
- Demonstrates willingness and ability to work with sponsorship needs
- Executable Marketing Plan – shows the ability to reach the right target audiences to ensure visitor and resident attendance and/or participation goals. Plan should show there is sufficient reach, frequency, and other measures to be effective and is timed appropriately to affect awareness, consideration and conversion of audience.
- Scope of Work and Timeline – scope of work and timeline appear reasonable to execute the proposed project.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Project has broad based community support and is in line with community value and community resources.
- Increases the number of cultural practitioners,
- Increases their skill level or proficiency in a practice, and/or
- Providing opportunities for continued practice.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. program has broad based community support and is in line with community value and community resources.

Program Impact(0-30 points)

- Meets HMI goals and objectives
- Reasonable and significant measures identified demonstrating positive impact on the preservation, protection, and respect of the Hawaiian culture initiatives in resort areas in Hawaii.
- Plan to acquire the required measures and targets listed above is clear, resource needs are adequately addressed, use of information will lead to sustainable projects.

Organizational Capacity (0-20 points)

Ability to produce, implement, and execute the project. Has established network. Demonstrated success and expertise necessary to perform the project described.

Proposed Program Budget (0-10 points)

- An accurate and feasible budget for the program
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- Matching funds and other support leveraging requested award funds.

SECTION 5 – CONTRACTING PROCESS AND REQUIREMENTS

5.1 Award Letter

Awardees will receive a letter informing them of the next steps in the contract process and advising them of any documents that may be due. The letter will include deadlines for receipt of these materials. Contract will not be executed until all required paperwork is received. Award letters are estimated to be delivered the week of November 12, 2024.

5.2 Timeliness

The HMI contract includes sponsorship and marketing requirements that must be fulfilled months prior to the event being supported. Therefore, the contract must be executed in time to fulfill these pre-event

requirements. Failure to meet specified deadlines could result in the award being rescinded and the contract being canceled.

5.3 Contract for Services

Awardees will be signing a contract. A contract is a legally binding document that requires proof of services prior to 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. Contractor will not be reimbursed for receipts. Contractor will not be paid a lump sum.

5.4 Commercial General Liability Insurance

All projects will be required to have commercial general liability insurance of at least \$1 Million per incident, \$2 Million in aggregate. Policy must also list Kilohana or the State of Hawai'i as the certificate holder. The entity not listed as a certificate holder shall be listed in the additional notes section as additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded, and the contract canceled.

5.5 Payments and Deliverables

A "deliverable" is what the contractor must deliver to Kilohana in order to get paid. Examples of possible deliverables may be progress reports, updated budgets, pictures, and an invoice. All deliverables must be received before a check will be cut. All required deliverables must be received along with, or prior to, receipt of invoice.

5.6 Visual Documentation

Copies of all advertising and promotional materials and a minimum of ten (10) high resolution digital photographs (minimum 300dpi) or other medium, submitted as downloadable items from a cloud source, will be required as part of the final reporting requirements of this program. Images including, but not limited to, photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by Kilohana, HTA and/or approved contractors.

5.7 Report Information

If awarded, all data and information provided in progress reports may be used in HTA's and Kilohana's efforts to promote the impact of the visitor industry. Awardees may be asked to provide a short summary to describe the final impact or, this information may be acquired through progress/quarterly/midyear/final reports.

5.8 Sponsorship Recognition

Hawai'i Tourism Authority shall be credited as a sponsor in all advertising and promotional materials and activities. Awardees shall follow the sponsorship guidelines in the 'Umeke Media Kit, which will be included at the time of award notification, if awarded.

5.9 Promotional/Outreach Programs

Contractors shall implement initiatives to promote their project through direct signage, leaflets, flyers, collateral material, social media, and/or other promotional initiatives. Examples of these promotional items will need to be submitted with the final report. Contractors under this program shall consult with

the HTA and staff to coordinate marketing efforts as appropriate. Contractors under this program may be selected to participate in HTA's "Knowledge Bank – Digital Asset Library" program.

5.10 Evaluation of Program

Contractors under this program shall provide full access for up to five (5) Kilohana and/or HTA staff or their designee to review and monitor the project for evaluation purposes. The success of the project will be determined based on both qualitative and quantitative criteria. Quantitative data will be drawn from the Project Components and Project Impact and Performance Measures sections of this RFP. Qualitative data will be drawn from ongoing evaluation of the awardee's performance throughout the duration of the contract period. Qualitative data will include the awardee's ability to submit documents in a timely manner, maintain communication with Kilohana, be responsive to requests, and implement the proposed project. Awardees shall provide full access to all parts of the event(s) to Kilohana and/or HTA or their designee.

5.11 Reporting Requirements

Contractors under this program shall submit a progress report, quarterly reports, a mid-year report, and a final report. All other reporting requirements shall be listed in award packet, if awarded.