



POWERED BY



2025-2026 SIGNATURE EVENTS  
PROGRAM  
REQUEST FOR PROPOSALS

DEADLINE FOR RECEIPT OF PROPOSALS IS

**April 1, 2025 4:30 PM HST**

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# SECTION 1 – OVERVIEW AND TIMELINE

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## 1.1 Purpose of Signature Events Program

What's good for the community is good for tourism.

The Hawai'i Tourism Authority (HTA) has a vision to boldly transform Hawai'i's chief economic driver and engage in a regenerative model of tourism. The HTA also aims to enrich our community by investing in projects that protect and enhance Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market appropriate while also enriching our communities, supporting better relations between communities and the tourism industry, and creating positive resident-visitor interaction. This is the most tangible impact of tourism dollars going directly back into our community.

The Signature Events Program (SIG) Request for Proposals (RFP) seeks projects or events that meet the following objectives:

- Provide an experience that is unique and enriching, while valuing and perpetuating Hawai'i's natural resources, Hawaiian culture, and honoring its people and traditions.
- Help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits, and ensure tourism and communities enrich each other.
- Attract attendees and participants from outside the state of Hawai'i with extensive national and international marketing and have a significant economic impact.
- Support major events that have broad appeal and align with Hawai'i's destination image and brand.
- Support and strengthen existing events in our communities and create new events for both residents and visitors alike.
- Provide a diverse and quality tourism product unique to Hawai'i, the Signature Events Program also supports such events that celebrate its diverse cultures and community.
- Strategically positioned during normally soft or "shoulder" periods to attract visitors to travel during these times of the year. Shoulder periods for each island are defined as follows:
  - Kaua'i: February, April, May, September through first half of December
  - O'ahu: February, April, May, September through first half of December
  - Maui: February, April, May, September through first half of December
  - Moloka'i: April through November
  - Lāna'i: January, February, June, July, September through first half of December
  - Hawai'i Island: February, April, May, September through first half of December

HTA has contracted with Kilohana to administer 'Umeke and the Signature Events program. Kilohana is a division of the Council for Native Hawaiian Advancement (CNHA) that brings together decades of expertise rooted in a shared vision to boldly transform Hawai'i's chief economic driver and engage in a regenerative model of tourism that supports the strategic direction that HTA has called for in its Strategic Plan.

## 1.2 Orientation/Informational Briefings

Kilohana will conduct the following informational sessions:

### Virtual

Tuesday, February 11, 2025

### In-Person

Wednesday, February 12, 2025 – O‘ahu

Thursday, February 13, 2025 – Lāna‘i

Tuesday, February 18, 2025 – Kaua‘i

Wednesday, February 19, 2025 – Hawai‘i island (Kona)

Thursday, February 20, 2025 - Hawai‘i island (Hilo)

Friday, February 21, 2025 – Moloka‘i

Monday, February 24, 2025 – Maui

### Virtual

Wednesday, February 26, 2025

Informational sessions will orient interested applicants to the application process for all HTA funding opportunities. To find out more information about the dates, times and locations of the informational sessions and register, please visit [www.hawaiiancouncil.org/kilohana](http://www.hawaiiancouncil.org/kilohana). 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.hawaiiancouncil.org/kilohana](http://www.hawaiiancouncil.org/kilohana). Registration for in-person sessions is recommended. Walk-in registrations will be accepted.

## 1.3 RFP Points-of-Contact

For all questions regarding the Signature Events Program, contact Program Manager Fred Egami at [fred@kilohana.com](mailto:fred@kilohana.com) or (808)784-4465.

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

Emails will be addressed within 1-2 business days, except during weekends and holidays.

All emails must include the program name in the subject line (ie, Signature Events). Frequently asked questions (FAQs) can be found online at [www.hawaiiancouncil.org/kilohana](http://www.hawaiiancouncil.org/kilohana).

## 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.

Awards are subject to the HTA's availability of funds.

## 1.5 Description of HTA Funding Opportunities

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 Signature Events Program (SIG) Request for Proposals (RFP) seeks projects or events consistent with Chapter 201B-3(a)(20) of the Hawai'i Revised Statutes which mandates HTA to “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, agriculture, and nature tourism.”

All 'Umeke funding opportunity programs shall demonstrate tourism product development through project proposals. In addition, all projects must align with at least one (1) of the four (4) pillars of the HTA's 2020-2025 strategic plan. The strategic plan can be found at <https://www.hawaiitourismauthority.org/who-we-are/our-strategic-plan/> and [www.hawaiiancouncil.org/kilohana](http://www.hawaiiancouncil.org/kilohana).

The four pillars of the HTA five-year strategic plan are:

1. Natural Resources—Respect for Our Natural & Cultural Resources
2. Hawaiian Culture –Support Native Hawaiian Culture & Community
3. Community –Ensure Tourism & Communities Enrich Each Other
4. Brand Marketing –Strengthen Tourism's Contributions

The Signature Events Program addresses HTA's Brand Marketing pillar within the strategic plan, with the goal to strengthen tourism's contributions. The purpose of this pillar is to protect and enhance Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market appropriate. Projects within this pillar are focused on Hawai'i's unique cultures, diverse communities, and natural environment, and supports Hawai'i's economy. The Signature Events program supports major events with broad national/international appeal that align with Hawai'i's destination image and brand. Typically, projects within this pillar have a large visitor attendance and generate a significant economic impact as defined by HTA's economic impact calculator found at

<https://www.hawaiitourismauthority.org/what-we-do/tools-resources/festivals-events-resources/>.

# SECTION 2 – APPLICANT AND PROJECT ELIGIBILITY/SPECIFICATIONS

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Kilohana seeks proposals for HTA’s Signature Events Program that meet the proposal guidelines and the following project eligibility.

## 2.1 Entity Type

**Entity Type:** Applicant must be a licensed 501(c)(3), government agency, or for-profit business. Fiscal sponsors are not allowed for this program.

## 2.2 Term, Location, Award Limit

- **Program Term:** Project must occur July 1, 2025 – June 30, 2026.
- **Program Location:** Project must take place in the State of Hawai‘i.
- **Award Limit:** An award limit will not be imposed. The average award amount is around \$150,000. The applicant will be judged on the reasonableness of their request and the likelihood of success. See also, Paragraph 2.5, “Use of HTA Funds/Non-Allowable Expenses.”

## 2.3 Media Exposure

The proposal should outline marketing efforts within Hawai‘i, nationally, and internationally. It should also include anticipated media exposure, providing as many details as possible.

## 2.4 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.

## 2.5 Use of Funds/Non-allowable Expenses

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

- a. A recurring Hawaiian culture or natural resources event/activity. Please apply to HTA's Kūkulu Ola program or Kahu 'Āina. Recurring means weekly, monthly, or quarterly.
- 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 2025-2026 term, including, but not limited to, the HTA's Kūkulu Ola Program, Kahu 'Āina Program, Ho'okipa Malihini Initiative, and Destination Management Action 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. Reimbursement for pre-award expenditures or costs before July 1, 2025
- p. Administrative costs outside of salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.

## 2.6 Multiple Proposals and Other HTA Programs

- **Multiple Proposals to Signature Events Program.** 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 or event. In addition, a proposal or event 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.

## 2.7 Matching Funds Are Required

Matching funds are a requirement. A minimum of one to one (1:1) in matching funds to the amount of funds awarded by the HTA is required. At least 50% (.5:1) of the match must be in the form of cash. An additional 50% (.5:1) match is required but may be in the form of cash, in-kind contributions, or a combination of cash and in-kind contributions.

Matching funds shall not come from other state government sources including other HTA programs or any of HTA's contractors. 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.

## 2.8 Signature Events Post-Award Requirements

Applicants awarded funds through this RFP must agree to do the following:

- Attend post-award informational sessions,
- Communicate with program managers throughout the duration of the contract
- Submit progress reports as required (generally, quarterly and/or mid- and final year reports are required)
- Submit supporting documents on time

Awardees agree to enter into a subcontractor agreement with Kilohana.

## 2.9 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 incorporate and implement 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.



## 2.10 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; or failure to apply for the appropriate program
  - 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 <https://www.hawaiiancouncil.org/kilohana/>. The deadline is **Tuesday, April 1, 2025 at 4:30pm HST (Hawaii Standard Time)**. **Any applications submitted after this time will be deemed ineligible**

## 3.2 Schedule of Events

	Date (subject to change)
Initial RFP release date	Monday, February 10, 2025 at 9am HST
Informational Sessions	<p><u>Virtual</u> Tuesday, February 11, 2025</p> <p><u>In-Person</u> Wednesday, February 12, 2025 – O’ahu Thursday, February 13, 2025 – Lāna’i Tuesday, February 18, 2025 – Kaua’i Wednesday, February 19, 2025 – Hawai’i island (Kona) Thursday, February 20, 2025 - Hawai’i island (Hilo) Friday, February 21, 2025 – Moloka’i Monday, February 24, 2025 – Maui</p> <p><u>Virtual</u> Wednesday, February 26, 2025</p> <p>*Times and locations will be available at <a href="https://www.hawaiiancouncil.org/kilohana/">www.hawaiiancouncil.org/kilohana</a></p>
Deadline for submission of proposals	Tuesday, April 1, 2025 at 4:30pm HST
Award Notifications with subcontractor agreement	June 5, 2025 (pending availability of funds)

## 3.2 Submission Deadline

The deadline for submission is **Tuesday, April 1, 2025 at 4:30pm HST**. **Any applications submitted after this time will be deemed ineligible.**

## 3.3 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.** Any letters of recommendation/support must be included with the proposal and submitted by the proposal deadline. Letters should be dated and signed. We will not accept recommendation letters after the deadline has passed. Maximum 2 letters.
- **W-9**
- **Event date(s)** - Date(s) of event shall be confirmed by the time of submitting an application.
- **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 Hawaii 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 Hawaii 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 4).

### **Project Components**

#### *Executive Summary*

Provide a summary of the proposal that captures the essence of the project and how it aligns with the HTA's strategic plan to respect our natural and cultural resources, support Native Hawaiian culture & community, and ensure tourism & communities enrich each other. 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 the HTA's strategic plan, all projects shall develop a tourism product.

Examples of tourism products include:

- Volontourism - 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.hawaiiitourismauthority.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.hawaiiitourismauthority.org/media/8411/visitor-readiness-checklist-form-11292021.pdf>.

### *Anticipated Visitor and Resident Attendance*

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

How many residents from other Hawaiian islands do you anticipate attending the proposed project?

How many U.S. 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 Hawai'i? Will the project advertise to visitors upon arriving to Hawai'i? 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.

### *Media Exposure*

Describe what media assets will be provided to HTA, which highlight the Hawaiian Islands through your event, such as on air, on site, and online. For example:

- a. Who will broadcast event
- b. On what platforms will the event be broadcast (on air/live, tape delay, streamed)
- c. To what countries will the event be broadcast
- d. To what markets in the continent will the event be broadcast
- e. Date and time slots which the event will be broadcast and re-broadcast (prime time positioning is desirable)
- f. Number of commercial spots
- g. Vignettes and bumpers featuring unique attributes of each Island
- h. Online initiatives
- i. On site initiatives
- j. PR components
- k. Other advertising and promotions

### *Sponsorship Inclusions*

Describe how the proposed project will align with the HTA's brand identity. Describe sponsorship inclusions that will be included in this project. How many commercial spots will be offered and the duration of airtime (ie, 30-second sponsorship airtime during live streaming, 10-second sponsorship in rebroadcast, etc)? Will sponsorship logos be utilized in lower thirds of broadcasting? How will sponsorship inclusions be utilized throughout the project?

### *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 (if project is an event/festival)?

## **Project Impact and Performance Measures**

### *Impact*

Describe how the project meets the goals and objectives of Signature Events. How will your project do good for your community while protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market appropriate?

Here are some questions to consider in your response:

- How does this project highlight Hawai'i's unique cultures, diverse communities, and natural environment?
- Is this project led by someone from the community?
- What is the challenge or opportunity this project is trying to solve? Why is this critical?
- How does the project improve the current situation?
- What's the project's relationship with the community and how does it fulfill their needs?
- 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.hawaiiitourismauthority.org/what-we-do/tools-resources/festivals-events-resources/>.

The use of HTA's economic impact calculator is recommended to demonstrate anticipated impact.

### *Results*

How do you tell the story of your impact? What do you already do to measure success? Describe 3 of your 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**

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### **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.

#### **Project Impact and Performance Measures (0-40 points)**

- Meets the goals and objectives of Signature Events
- Demonstrates the project's ability to highlight Hawai'i's unique cultures, diverse communities, and natural environment.
- Degree of positive impact in enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market appropriate.
- Project is led by community members or demonstrates strong relationships within the community where the project will take place
- Demonstrates how the project addresses a critical need in the community
- Degree of positive economic impact for Hawaii
- Demonstrates the project's ability to 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.
- Demonstrates clear plan to measure the success of the program

#### **Project Components (0-30 points)**

- Aligns with 1 or more of HTA's Four Pillars (natural resources, community, Hawaiian culture, brand marketing)
- Demonstrates ability to develop and implement a viable tourism product
- Demonstrates ability to engage with residents, visitors, and the visitor industry
- Scope of Work and Timeline – scope of work and timeline appear reasonable to execute the event/program.
- Demonstrates willingness and ability to work with sponsorship needs
- New Project – development of new experiences that have not been offered by others more generally.
- Enhancement of Existing Project – demonstrates enhancement and/or innovation of existing project or event to better the experience for the attendee.
- 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 the audience.

### **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
- Compliance with past performance with Kilohana and HTA contracts.

### **Project Budget (0-10 points)**

- Demonstrates organizational financial capability
- An accurate and feasible budget for the project
- 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**

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### **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. Award letters are estimated to be delivered on or before June 5, 2025, pending the availability of funding.

### **5.2 Timeliness**

The SE 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**

Festivals and Events 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. We will create a checklist of deliverables for each payment. All deliverables must be received before a check will be cut. If we do not receive a deliverable on the list, you will not get paid. 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 progress reports, quarterly reports, a mid-year report, and a final report. All other reporting requirements shall be listed in the award packet, if awarded.