

**Pre-Proposal Conference:  
RFP 24-09 Hawai'i Tourism Global  
Support Services for Brand Management  
& Marketing**



# Agenda

- Overview of RFP
- RFP Application Process & Schedule
- Resources
- Questions

# Overview

The Hawai'i Tourism Authority (HTA) is seeking proposals to procure Global Support Services for brand management and marketing as part of its work to ensure that The Hawaiian Islands brand remains strong and accurately and authentically represents the people, places, and cultures of Hawai'i throughout the world.



# Important Dates

<b>RFP 24-09 - Hawai'i Tourism Global Support Services for Brand Management &amp; Marketing</b>	
<b>ACTIVITIES</b>	<b>SCHEDULED DATE</b>
Release of Request for Proposals	December 8, 2023
Pre-Proposal Conference	December 15, 2023, 9:00 – 10:30 AM (HST)
<b>Deadline to Submit Written Questions (must be submitted in HlePro)</b>	<b>December 20, 2023, 4:30 PM (HST)</b>
State's Response to Written Questions (will be posted in HlePRO)	December 22, 2023
<b>Deadline to Submit Notice of Intent to Offer</b>	<b>December 27, 2023, 4:30 PM (HST)</b>
<b>Proposal Due Date/Time, Evaluation Period Begins</b>	<b>January 8, 2023, 2:00 PM (HST)</b>
Priority Listed Offeror Selection & Notification	Week of January 15, 2024
Oral Presentations with Priority Listed Offerors (if necessary)	Week of January 22, 2024
Best and Final Offer Deadline (if necessary)	Week of January 22, 2024
Notice of Award	Week of January 29
Start of Contract Performance	February 5, 2024 (estimated)
End of Initial Contract Term	December 31, 2024
End of 4-Year Option if Exercised	December 31, 2028



**HTA's RFPs can be accessed via**

**Hawai'i State eProcurement System (HiePRO) at  
<https://hiepro.ehawaii.gov/welcome.html>**

**Solicitation Number  
P24001134**

**The solicitation number can be accessed on the HTA website at  
[hawaiiourismauthority.org/rfps/](http://hawaiiourismauthority.org/rfps/)**

# Electronic Submission to HlePRO Only

- The State will use HlePRO to issue the RFP, answer RFP questions, receive all offers, and issue any addenda to the RFP.
- Offers must be registered on HlePRO.
- Questions relating to this RFP, issues relating to the accessibility of this RFP, and requests for accommodations for persons with disabilities in connection with this RFP shall be communicated through HlePRO.
- As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee, not to exceed \$5,000 for the total contract term. The mandatory transaction fee shall be at the contractor's sole cost and expense.

# Deadlines Strictly Enforced

- DO NOT WAIT UNTIL THE LAST MINUTE! If your submittals are slow to upload to HiePRO and miss the deadline of **January 8, 2024, 2:00 PM (HST)**, your proposal will not be opened.
- Offerors should allow ample time to review their submitted proposal, including attachments, prior to the proposal deadline.
- For technical assistance, please contact Tyler Technologies (formerly NIC Hawai'i) at (808) 695-4620 or by email at: [hiepro@ehawaii.gov](mailto:hiepro@ehawaii.gov).

# Notice of Intent to Offer

- Registration is not required to submit a proposal but is highly encouraged
- By registering your company, any applicable Addenda will be sent to you.
- If interested in responding to this solicitation, please email the information specified below to [procurement@gohta.net](mailto:procurement@gohta.net) no later than **December 27, 2023, 4:30 PM HST.**

- Name of Company
- Name of Contact Person
- Email Address
- Company Address
- Telephone Number
- Solicitation (RFP) Number



# Submission of Questions

- Any questions or concerns regarding the RFP should be submitted to HlePRO. prior to **December 20, 2023, by 4:30 PM (HST)** as noted in the RFP Schedule.
- Each question should cite the RFP page, section number, paragraph, and line or sentence that is the source of the question.
- HTA reserves the right to consolidate, reconfigure and address questions as it deems appropriate, or to disregard questions altogether.

# Scope of Work

- Market Insights
- Airlines Route Development
- Social Media
- Websites and App Development and Maintenance
- Tools, Resources, and Other Services

# Contract Term

- The initial contract term is for 11 months and ends on December 31, 2024, with the possibility of 4 one-year extensions.
- By statute, maximum contract length is limited to 5 years.
- Each individual year is subject to the availability of funds.
- When the best interests of the State so require, the State may issue a stop work order, termination for default, or termination for convenience.

# Compensation

- This is a Fixed-Price contract, inclusive of all taxes and expenses, for an amount not to exceed ONE MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,500,000.00 USD) for the initial term (February through December 2024).
- The contract amount for each year will be subject to the availability of funds as allocated by the legislature and approval by the HTA Board of Directors.

# Proposal Format

- The format must be U.S. standard 8 1/2 by 11 inches.
- Orientation should be primarily portrait, though landscape is welcome for data or visual presentations as appropriate.
- Slide shows and PowerPoint Presentations will not be accepted.
- Video, audio or other similar multimedia materials will not be considered during evaluation of written proposals, although they may be accepted or even requested for those who advance to Round 2 of the procurement process.
- The body of the proposal must not exceed the page limit and file size outlined in the RFP.

# Proposal Content

**Items 1-6** to be individually labeled accordingly and submitted as one PDF file in the order listed below that is no more than one hundred (100) pages to be titled Offeror Name\_Proposal Part 1:

- Cover Page
- Table of Contents
- Cover Letter
- Organizational Chart and Capacity
- Professional Experience
- 2024 Global Support Services Plan

# Proposal Content

**Items 7-9** to be submitted separately as Excel/Word files to be titled individually as Offeror Name\_(insert titles below):

- 2024 Global Support Services Budget Plan Worksheet
- 2024 GSS Performance Measures Worksheet
- 2024 Subcontractor References

# Proposal Content

**Items 10-16** to be individually labeled accordingly and submitted as one PDF file in the order listed below to be titled Offeror Name\_Proposal Part 2:

- Offeror Check List
- Proposal Transmittal Letter
- Corporate Resolution
- Standard Qualifications Questionnaire
- Contractor References
- Certificate of Vendor Compliance or Proof of Application for CVC
- Confidential Information List (if applicable)



# HTA's Key Performance Indicators

- Success of the Hawai'i Tourism Authority will be measured by the following Key Performance Indicators (KPIs):
  - Resident Satisfaction
  - Visitor Satisfaction
  - Average Daily Visitor Spending
  - Total Visitor Expenditures

# GSS Key Performance Indicators

- Increase in number of users that accessed the GoHawaii website for information
- Increase in number of users to that accessed the GoHawaii app for information
- Increase creative assets in the digital assets library

# Evaluation Committee

- The evaluation committee will include at least three (3) State employees.
- All evaluators sign an attestation declaring their impartiality and are sworn not to disclose any information on the process.
- Evaluator identities are kept confidential during the RFP process. Offerors who knowingly attempt to contact or otherwise influence any evaluator about this RFP will be disqualified.

# Proposal Evaluation

<b>EVALUATION CRITERION</b>	<b>Scoring Weight Maximum Score</b>
<b>OVERALL CAPABILITIES OF FIRM &amp; QUALIFICATIONS OF PERSONNEL</b>	40
<b>GLOBAL SUPPORT SERVICES PLAN (GSSP)</b>	35
<b>FAMILIARITY WITH HAWAI'I BRAND AND PRODUCT</b>	15
<b>COST</b>	10
<b>TOTAL</b>	100

# Scoring Guidelines

Assessment	Scoring Guidelines	Total Score
<b>Poor</b>	Proposal is inadequate in many basic aspects for the scored category Evaluator has very low confidence in the applicant's ability to perform as promised or as required	<b>0 – 19</b>
<b>Marginal</b>	Proposal minimally addresses the requirements, but one or more major considerations of the category 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	<b>20 – 40</b>
<b>Adequate</b>	Proposal adequately meets the minimum requirements for the category 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	<b>41 – 60</b>
<b>Good</b>	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	<b>61 – 80</b>
<b>Excellent</b>	Proposal fully meets all requirements and exceeds most requirements Evaluator has extremely high confidence in the applicant's ability to perform as promised or as required	<b>81 – 100</b>

# Public Information

- Proposals will become public information after the contract has been awarded.
- Portions of the proposal may be designated that contain TRADE SECRETS or PROPRIETARY data. The material designated must be clearly marked and readily separable from the proposal in order to facilitate public inspection. In addition, Offeror shall provide a list of all confidential information referenced in the Offeror's proposal including page number and sections in a separate attachment.
- However, claims of confidentiality will be subject to approval by the Hawai'i Attorney General's Office.

# Two Phase Procurement Process – Round One

- The Procurement Manager, in accordance with Hawai'i Administrative Rules §3- 122-53, will classify proposals as acceptable, potentially acceptable, or unacceptable. All responsible offerors who submit acceptable or potentially acceptable proposals are eligible for the priority list.
- In Round 1, the evaluation committee will evaluate and score all acceptable and potentially acceptable proposals using the criterion and scoring guidelines described in Section 4.2 of the RFP. The proposals will be ranked by combined-weighted score.
- The evaluation committee will then select no more than three (3) offerors from the highest-ranked proposals who will advance to Round 2. These selected offerors will be referred to as “Priority Listed Offerors.”

# Two Phase Procurement Process – Round Two

- In the second round, the Evaluation Committee may conduct discussions with Priority Listed Offerors and request “Additional Information.”
- The date for oral presentations is listed in the RFP Schedule (Section 1). The evaluation committee reserves the right, but is not required, to perform reference checks.
- The evaluation criteria and scoring guidelines for Round 2 shall be those found in Section 4.2 of the RFP.



# Points of Contact

Tracey Fermahin – Procurement Manager

Notice of Intent to Apply - Email: [procurement@gohta.net](mailto:procurement@gohta.net)

*Questions or Concerns – Communicate via HlePRO*

*Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office.*

# Award of Contract

- The contract will be awarded to the responsible Offeror whose proposal is determined to be the most advantageous to the State based on the evaluation criterion set forth in Section 4.2 of the RFP pursuant to ~~HRS~~ §103D-303(g).
- Responsibility of Offeror is outlined in Section 5 of the RFP, including the following:
  - A current Certificate of Vendor Compliance.
  - Updated cost or pricing data. Also, you may be required to sign Form SPO-013 certifying cost or pricing data if the procurement officer determines there is not enough price competition.

# Website References

HTA Website	<a href="http://www.hawaii tourism authority.org/">http://www.hawaii tourism authority.org/</a>
Ma'ema'e Toolkit	<a href="https://bit.ly/2MrqonN">https://bit.ly/2MrqonN</a>
HTA Brand Assets/Knowledge Bank (photos, videos, b-rolls)	<a href="https://hawaii.barberstock.com/">https://hawaii.barberstock.com/</a>
HTA Strategic Plan	<a href="https://www.hawaii tourism authority.org/who-we-are/our-strategic-plan/">https://www.hawaii tourism authority.org/who-we-are/our-strategic-plan/</a>
HTA Destination Management Action Plans (DMAPS) 2021-2023	<a href="https://www.hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/">https://www.hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/</a>
Consumer Website	<a href="http://www.gohawaii.com">www.gohawaii.com</a>
Travel Trade Website	<a href="https://agents.gohawaii.com/">https://agents.gohawaii.com/</a>
Media Website	<a href="http://media.gohawaii.com/statewide/">http://media.gohawaii.com/statewide/</a>
Sharing Aloha	<a href="https://www.sharingaloha.com/">https://www.sharingaloha.com/</a>

# Questions & Answers

**Mahalo!**