

# **PRE-OFFER CONFERENCE: RFQ 25-07 HTA Sports Consultant**

**Wednesday, January 29, 2025**



# Agenda

- Overview of RFQ
- Solicitation Process & Schedule
- Resources
- Questions

# Overview

The Hawai'i Tourism Authority (HTA) issues this request for quotations (RFQ) to seek a qualified contractor to consult on sports marketing and sporting events for the State of Hawai'i.

# Primary Objective

The HTA has developed an implementation strategy for Fiscal Year 2025 and beyond that requires an active position to ensure sports events successfully fulfill the three roles mentioned:

- (1) Sports travel generates economic benefits
- (2) Sports marketing for enhanced brand visibility
- (3) Sports events for diplomacy

# Primary Objective *(cont'd)*

The Sports Consultant for the HTA will evaluate incoming proposals and inquiries, seek additional opportunities, collaborate with venues to facilitate events, and develop an overall sports strategy, including associated goals and objectives.

# Important Dates

RFQ 25-07 HTA Sports Consultant	
ACTIVITIES	SCHEDULED DATE
Publication of RFQ 25-07 of HTA Sports Consultant	January 24, 2025
Pre-Offer Conference via Zoom	January 29, 2025 at 9:00 am (HST)
<b>Deadline to Submit Written Questions (must be submitted in HlePro)</b>	<b>January 31, 2025 by 2:00 pm (HST)</b>
State's Response to Written Questions (will be posted in HlePRO)	February 4, 2025
<b>Offer Due Date/Time</b>	<b>February 13, 2025 by 2:00 PM (HST)</b>
Notice of Award (Projected)	Week of February 17, 2025
Start of Contract (Projected)	Week of February 24, 2025
End of Time of Performance Evaluation	June 30, 2026
End of Contract Term	June 30, 2026



HTA is committed to a solicitation process that is comprehensive, fair and impartial.

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

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

**Solicitation Number  
Q25001525**

**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 RFQ, answer RFQ questions, receive all offers, and issue any addenda to the RFQ.
- Offers must be registered on HlePRO.
- Questions relating to this RFQ, issues relating to the accessibility of this RFQ, and requests for accommodations for persons with disabilities in connection with this RFQ 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 **February 13, 2025, 2:00 PM (HST)**, your offer will not be opened.
- Offerors should allow ample time to review their submitted offer, 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).

# Submission of Questions

- Any questions or concerns regarding the RFQ should be submitted to HlePRO prior to **January 31, 2025 by 2:00 PM (HST)** as noted in the RFQ procurement timeline.
- Each question should cite the RFQ 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

- Evaluate all incoming proposals and/or inquiries received by the HTA for the sports sector.
- Represent the HTA at sports and tourism-specific conferences and events
- Develop a revised HTA sports strategy.
- Solicit sports properties that are plausible for Hawai'i based on HTA objectives.
- Ability to assist the HTA in negotiating current agreements if necessary.
- Support the HTA in ensuring fulfillment of current and new agreements secured under this contract.
- Ability to measure the impact of the investments made and benchmark events against each other for effectiveness.
- Ability to travel to conferences and events around the world as well as to Hawai'i as needed.

# 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.

# Public Information

- Proposals will become public information after the contract has been awarded.
- However, claims of confidentiality will be subject to approval by the Hawai'i Attorney General's Office.

# Public Information *(cont'd)*

General Conditions of an executed contract state that, The STATE shall have complete ownership of all material, both finished and unfinished, which is developed, prepared, assembled or conceived by the CONTRACTOR pursuant to the Contract, and all such material shall be considered “works made for hire.” All such material shall be delivered to the STATE upon expiration or termination of this Contract. The STATE, in its sole discretion, shall have the exclusive right to copyright any product, concept, or material developed, prepared, assembled, or conceived by the CONTRACTOR pursuant to this Contract.

# Points of Contact

**Tracey Fermahin – Procurement Manager**

***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

- Pursuant to Hawai'i Administrative Rules (HAR) §3-122-75(c), considering the criteria, including but not limited to quality, warranty, and delivery; award shall be made to the lowest responsive, responsible offeror.
- When award to the lowest responsive, responsible offeror is not practicable, the award shall be made to the offeror whose quotation provides the best value to the State in accordance with HAR §3-122-75(d).
- Responsibility of Offeror is outlined in the Instructions Tab on HlePRO.



# Website References

HTA Website	<a href="http://www.hawaiitourismauthority.org/">http://www.hawaiitourismauthority.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.hawaiitourismauthority.org/who-we-are/our-strategic-plan/">https://www.hawaiitourismauthority.org/who-we-are/our-strategic-plan/</a>
HTA Destination Management Action Plans (DMAPS) 2021-2023	<a href="https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/">https://www.hawaiitourismauthority.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!**