

REQUEST FOR PROPOSALS
TO PROVIDE
CONSULTANT SERVICES

PUBLIC RELATIONS, COMMUNICATIONS, AND OUTREACH
WORK NECESSARY FOR THE EXHIBITION OF WORKS OF ART

HAWAII STATE ART MUSEUM
SFCA RFP NO. 20-02

RELEASE DATE: December 18, 2019

DEADLINE FOR RECEIPT OF PROPOSALS IS
Friday, February 28, 2020 no later than 2:00 P.M. HST
See Proposal Outline for Submission Requirements



HAWAII'

STATE FOUNDATION on
CULTURE and the ARTS

State Foundation on Culture and the Arts
250 South Hotel St, 2nd Floor, Honolulu, HI 96813
<http://www.hawaii.gov/sfca>



BACKGROUND

The Hawai'i State Foundation on Culture and the Arts (SFCA) was established in 1965 as the official state arts agency of Hawai'i to promote, perpetuate and preserve culture and the arts in Hawai'i. In 1967, the Art in Public Places program was established to acquire, interpret, preserve and display works of art in order to enhance the environmental quality of public state buildings and spaces for the enjoyment and educational and cultural enrichment of the public.

The Hawai'i State Art Museum (HiSAM) opened in 2002 as the "People's Museum." HiSAM is a venue for the Art in Public Places Program of the State Foundation on Culture and the Arts. The mission of the Hawaii State Art Museum is to provide broadly accessible educational programs, exhibitions, and activities that promote and encourage the excellence and diversity of the arts and culture of Hawai'i. Public programs play an important role in fulfilling the museum's mission.

For more information about the agency, please see the following links:

<http://sfca.hawaii.gov/> [SFCA website]

<https://hisam.hawaii.gov/> [Hawaii State Art Museum website]

<http://sfca.hawaii.gov/about-us/archive/publications/> [Annual reports, strategic plan, eNews, etc.]

<https://sfca.hawaii.gov/wp-content/uploads/2013/06/HRS-9.pdf> [SFCA enabling legislation]

INTRODUCTION

The STATE FOUNDATION ON CULTURE AND THE ARTS ("SFCA" or "STATE") is issuing this Request for Proposals ("RFP") for public relations, communications, and outreach services to further the visitor's engagement with works of art at the Hawai'i State Art Museum. The SFCA has determined that consultant services are necessary to carry out the Art in Public Places and relocatable works of art programs. Art in the Relocatable Works of Art program require an intermediary for realization and understanding. This contract is to develop and offer new strategies and methodology to connect the public and visitor to the relocatable works of art in the Art in Public Places Collection at the Hawai'i State Art Museum.

The role of the Hawai'i State art museum is changing since opening in 2002. The museum needs to rethink its mission and the way it engages with visitors and patrons. A mindful shift is being made away from only displaying works of art, to interpret and engage the public, inspiring discovery and encouraging our visitors to respond to the art.

GOALS OF PROCESS

Develop a new brand and wayfinding for the Hawai'i State Art Museum, in order to increase the museum's attendance, public interaction and interpretation with the art, it's fundraising potential, and visibility.

SCOPE OF WORK

The State Foundation on Culture and the Arts (SFCA) is soliciting proposals from qualified companies to provide Communications & Outreach services. Work on the scope shall commence upon the full execution of a contract between the successful CONTRACTOR and SFCA.

Under the supervision of, and in collaboration with the SFCA, the successful contractor shall provide the SFCA with the following services:



CONDUCT RESEARCH AND ANALYSIS: Conduct in-depth research to measure public perception and identify areas of opportunity

- BRAND AUDIT / MESSAGING PLATFORM

- Understanding Target Audiences
- Competitor / Market Research
- Brand Platform Development (Positioning / Messaging)

review guiding documents:

Strategic Plan, State Foundation on Culture and the Arts: Priority: The Arts
Communications Plan, Brite Lite Marketing

Mission Statement

103-8.5 HRS

Visual Thinking Strategies

conduct interviews with role groups:

SFCA Board

Art in Public Places Staff

Friends of HiSAM, Artizen, HiSAM Gift Shop, Mori, public

PRODUCE PLAN:

Make research-based recommendations to inform the Museum's planning processes.

Provide recommendations for positioning, as well as a new look and feel.

Develop a new brand platform to help the SFCA connect with key audiences.

Create an identity that will encompass the museum, sculpture garden and public programming.

- IDENTITY SYSTEM

- Develop a new mission and message
- Identity Design (logo)
- Communications System (business cards/letterhead/etc.)
- Identity Standards Guidelines

Develop a new brand design and style guide for HiSAM collateral

Review existing collateral

History of the building

Calendar of events

Brochures

Fliers, etc.

Wayfinding & Signage

Exterior – Beretania, Richards, Hotel Streets

Interior - First Floor (Galleries, Café, Shop, Restrooms, Classroom, Sculpture Garden)

Interior – Second Floor

Printed Material – Invitations, Banners, Fliers, Web, Social Media

- **INTEGRATED BRANDING CAMPAIGN**



Create an identity that will encompass the museum, sculpture garden and public programming. Wayfinding signage to bring the brand to life in three dimensions—adding scale, drama, and a new clarity to a complex space and rich collection.

- Brand Application for Collateral Design, etc.
- Advertising Strategy and Recommended Tactics (Print, Broadcast, Online, etc.)
- Media Strategy and Recommendations

Physical collateral design includes:

- 3-6 per month of events postcards or flyers
- Overall brochure of Museum including Map of the museum and sculpture garden
- Information on the No 1 Capitol District building
- Flyer to recruit volunteers
- Information on Museum in 4 other languages
- Posters on information on the Museum for the Bus
- Banner design for the outside of the museum fence ad front façade
- Flyer advertising to follow accounts on social media
- Way finding signage for the first floor to lead visitors to 2nd floor galleries and sculpture garden

The goal is to develop a seamless pathway from customer notification to site experience.

- DESIGN AND PRODUCTION SERVICES

- Development and Refinement collateral handed which is distributed to the public and museum visitors
- Oversee 3rd party vendors (i.e. printing, online services, etc.)

CONTRACT AWARD DETAILS

Contracted Time Period: April 1, 2020 to February 28, 2021

APPLICATION GUIDELINES

All proposals shall include the following documents in the order listed to be considered for funding under this program. Proposals that fail to submit any one of these documents may be considered nonresponsive. Descriptions appear below in subsequent sections. The Proposal should consist of the following and in the following order:

Complete each of the following forms and submit via HlePro:

- Cover Sheet
- Projected Timeline
- Budget
- Qualifications
- Professional References

Create and upload the following documents to HlePro:

- Project Work Proposal (3-10 pages)
- Relevant Work Sample(s)



- W-9

FORMAT: Font and size: Times New Roman, size 12, One-inch margins, One-sided paper, 8.5 X 11

Cover Sheet:

Please include the following:

- RFP number and name as it appears on the cover page of this RFP,
- Name and address of applicant firm.
- Name, email, phone number of person submitting the application.

SOLICITATION EVALUATION AND AWARD SELECTION

Rejection of Proposals

- Requirements must be met. SFCA reserves the right to consider as acceptable, responsible and responsive only those proposals submitted in accordance with the requirements set forth in this RFP.
- Reasons. A Proposal may be automatically rejected for the following reasons:
 - Failure to cooperate or deal in good faith;
 - Late proposals;
 - 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 internal controls;
 - Failure to meet the terms of agreement on any previous SFCA award.
 - Failure to maintain standards of responsibility: Falsification of information. Suspension or debarment by STATE. Felony conviction related to procurement contracting with any unit of government. Failure to maintain necessary licensure or meet its tax or other obligations to a government agency.
- SFCA reserves the right to waive any or all informalities, irregularities, or deficiencies when it considers a waiver to be in the best interests of the STATE.

Threshold Considerations

In addition to meeting the requirements of the RFP, the proposal must pass a threshold judgement of whether it fills the needs of the service being solicited. If the proposal is judged to be unfit it may be put aside as nonresponsive. This judgement may be made by SFCA prior to scoring, or it may be made during the scoring process by the evaluators themselves.

SCORING/EVALUATION CRITERIA

Scoring Criteria

Written proposals will be reviewed, evaluated and scored by an evaluation committee based on the criteria listed below. The evaluators are free to score anywhere within the scoring range—there is no separate weighting.

Project Work Proposal (40 points)

This is your opportunity to explain how you intend to address the scope.

Please see the attached Q&A document located in the attachments.



Demonstrated Past Performance/Qualifications/Professional References (40 points)

- Provide your company’s present and past public relations client list. Include dates and description of the type of work done and how your company was able to make a difference for those clients.
- Submit work samples of related material by the primary person(s) who will be assigned to this project.
- Provide resumes for the primary person handling the job, and for the person who will fill in whenever the primary person is unavailable. Explain why your company or team would be the best choice for the SFCA’s efforts.

Budget (20 points)

- The budget should be inclusive of all taxes and fees, plus any subcontracted, travel, lodging, per diem, or other costs associated with the work. Identify local subcontractors if applicable.
- The score for price will be ranked based on the bid with the lowest bid receiving the highest number of points. Bid should be for services only.
- Contract will be for one year and will be fixed price.
- Budget proposal to include compensation schedule.

RFP 20-02 Evaluation Criteria	
Proposal	1-40
Past Performance, Qualifications, references	1-40
Budget	1-20
Total Score	3-100

Evaluation Committee

Proposals will be evaluated by a Committee whose members include SFCA representatives, and may include industry experts. All committee members may participate in decision-making on award recommendations provided they have no direct personal interest in the proposal in question. Evaluators sign an affidavit declaring that they will drop out of any evaluation that violates this requirement.

Evaluation / Award Process

SFCA anticipates a two-phase evaluation process.

PHASE ONE will be based on your written responses. Members of the Evaluation Committee will score the proposals using the scoring criteria described in this Section of the RFP. Applicants will be ranked based on average evaluator scores.

PHASE TWO will be an oral presentation by the top ranked proposals. The evaluation committee also reserves the right to request and use any combination of the following: additional information or materials, revised or amended information or materials, reference checks, responses to requests for clarifications. Evaluators will then take into account all elements: original proposal, oral presentation, and any additional requested information for final award recommendation.



Once the recommendation to award is approved by the SFCA’s procurement officer, a final contract will be executed by both parties with the applicant proposal serving as the basis of the agreement. Contract will include scope of work, budget, timeline and payment schedule, roles and responsibilities, deliverables and benchmarks, and other necessary terms.

STATE PROCUREMENT REQUIREMENTS

Under Hawai’i law, a vendor must provide proof of compliance with the requirements of 103D-310(c) HRS in order to receive a contract worth \$2,500 or more with state and county government entities in Hawai’i. Awardee must present a Certificate of Vendor Compliance (CVC) before they can be contracted with the State. This certificate requires approval of CONTRACTOR from four different agencies: the Department of Labor, the Department of Commerce and Consumer Affairs (DCCA), the Internal Revenue Service (IRS), and the Hawai’i Department of Taxation (DOTAX). All approvals can be acquired through one convenient location at Hawai’i Compliance Express (HCE). <https://vendors.ehawaii.gov/hce/splash/welcome.html>. We recommend that applicants begin the process early in order to identify any possible challenges and avoid any delays. There is a \$12 annual fee for this service.

For those who are new to the system, ehawaii.gov has a YouTube channel with information on creating an eHawaii.gov account, vendor registration, and using HCE. You can visit the YouTube channel at <https://www.youtube.com/user/eHawaiiGov1/videos>.

Use [Hawaii Compliance Express \(HCE\)](#) to expedite the process. Applications from vendors who are not compliant by the submission deadline will not be considered.

Contractor Name

The contract will be between the STATE and CONTRACTOR. The STATE requires exact concurrence in all official documentation regarding the identity of the CONTRACTOR. This means that the name on the W9, the articles of incorporation, the certificate of vendor compliance, and on any invoices for payment, must be identical. There can be no variation in punctuation, entity type, dbas, and tax ID numbers.

Compensation and Payment

Contractor to propose payment schedule in budget proposal. Each payment must have associated deliverables tied to it. Contractor will be required to submit an invoice along with any related deliverables in order to receive payment.

Evaluation of Contract Performance

Performance be based on the completion of scope to the satisfaction of the SFCA.

Contract End Date and Time of Performance

Contract end date will be December 31, 2020 with the possibility of two one-year options. All deliverables are to be completed and delivered as agreed to in the contract and prior to the contract end date.

APPROXIMATE TIMELINE

December 18, 2019	Solicitation open
February 28, 2020	Solicitation closed
March 1-March 15, 2020	Review
March 15, 2020	Award



March 15, 2020	Contracting
April 1, 2020	Project work period begins
December 31, 2020	Final deliverables due
February 28, 2021	Project work period ends

DEADLINE FOR SUBMISSION

February 28, 2020, 2:00 PM HST

QUESTIONS OR CONCERNS

Please post questions or concerns through the HiePro system. The answers to questions received will be made available to all applicants via the HiePro solicitation website.

Availability of Funds

The award of a contract and any allowed change, renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawai'i, pursuant to HRS Chapter 37, and subject to the availability of State and/or Federal funds.