Agenda

I. Welcome & Introduction
II. Contract, Deliverables & Invoice Process
III. Reports & Project Evaluation
IV. Sponsor Recognition
V. Marketing & Promotion
VI. Resources
VII. Social Media & Public Relations Training
Island Chapters
Your Role
Contract, Deliverables & Invoice Process
Contracting Process

- Organization awarded CEP for 2022
- Island Chapter Contact drafts details for HVCB Boilerplate Contract
- HVCB executes contract and generates a Contract Number
- ICC to deliver and finalize contract with organization contact
Contract Number

You will receive a Contract Number once your contract is executed.

• This number should be included on your invoices and reports.

No invoices will be accepted after January 31, 2023.
Contract Components

Contract for Tourism-related Services

1. Scope of Services
2. Terms of Contract
3. Time of Performance
4. Compensation
5. Insurance Requirements
6. Other Terms and Conditions
7. Legal Notices
Scope of Services

- Project Performance
- HVCB’s Goals & Objectives
- Contractor’s Key Performance Indicators & Survey
- **Matching Funds – if applicable**
- Expenditures According to the Approved Budget
- Marketing & Communications Plan
  - Visual Documentation
  - Publicity Article and Photo
  - Photos for Social Media
  - Listing of Gohawaii.com
- Workplan/Timeline
- Project Access
- Marketing Contract Partners
- HTA Advertisement
- HTA Sponsorship
- Proof of Insurance
- Financial Records
- Final Financial Report
- **Progress Report – if applicable**
- Final Report Form
Cash Matching Funds

Acceptable proof of cash matching funds:

• Letter of commitment
• Copy of a check
• Receipts of deposit
• Bank statement w/ letter from organization’s leadership
  ▪ Letter must include exact amount that will be used towards the project, and be signed by someone with appropriate legal authority
• Copy of an agreement between the applicant and another sponsor
• List of sponsors and/or in-kind contributions is not acceptable proof

**Matching funds for these programs may not come from other state agencies such as OHA or other entities funded by HTA (e.g., HVCB)**
Deliverables & Payments
First (Initial) Payment Submission Requirements:

- Organization to submit First Invoice after receiving fully executed contract from Island Chapter Contact.

- Prepare invoice & respective deliverables.

- ALL respective deliverables NEED to be included along with the invoice.
  - If any items are missing, the invoice will be rejected.
Sample Invoice

A. Organization name and address – exact match to W9.
B. Original, unique invoice number.
C. Description List: “Contract for Services,” **Contract Number**, and reference the payment (i.e., first (initial), second, final).
D. If you include “Make checks payable to,” you need to match the name and address on the Contract.
E. If your organization requires a signature, please be sure to include it.
First (Initial) Payment

✓ IRS W9
✓ Certificate of Insurance: State of Hawai‘i, HTA, HVCB, and respective Island Chapter as additional insured
✓ Satisfactory proof of obtaining no less than half of what was reported in their proposed (revised) budget cash match
✓ Publicity article and photo
✓ 3 photos for social media
✓ Proof of event listing on gohawaii.com (screenshot)
✓ Revised or amended itemized budget, marketing/communication and timeline of the activities and events related to the project (if applicable)
✓ Original invoice for said initial payment

• Deliverables Due: upon submission of Invoice
Insurance Requirements

Prior to Receiving Payment:

• **Insurance Effective Dates**
  • Minimum 30 days prior to the start of event
  • Run through event
  • Minimum 30 days after the event ends

• **Additional Insured**
  • State of Hawaiʻi
  • Hawaiʻi Tourism Authority
  • HVCB and appropriate Island Chapter
First (Initial) Payment

✓ IRS W9
✓ Certificate of Insurance: State of Hawai‘i, HTA, HVCB, and respective Island Chapter as additional insured
✓ Satisfactory proof of obtaining no less than half of what was reported in their proposed (revised) budget cash match
✓ Publicity article and photo
✓ 3 photos for social media
✓ Proof of event listing on gohawaii.com (screenshot)
✓ Revised or amended itemized budget, marketing/communication and timeline of the activities and events related to the project (if applicable)
✓ Original invoice for first (initial) payment

• Deliverables Due: upon submission of Invoice
Second Payment Submission Requirements (if applicable)

Prior to Receiving Payment:

✓ Progress Report
✓ Copies of all advertising and promotional activities to date
✓ Revised timeline, budget, and marketing and communications (if applicable)
✓ Original invoice for second payment amount

• Invoice Deliverables due on or about May 1, 2022
Final Payment

✓ Proof of remaining cash matching funds – if applicable
✓ Final Financial Report
✓ Final Report Form
✓ Key Performance Indicators Report (KPI)
✓ Visual documentation (i.e., photos, videos, etc.)
✓ Satisfactory completion of all activities, services, and events related to the project and in accordance with the proposal and the Contract

✓ Original invoice for final payment amount

• Deliverables Due:
  • Within 90 days of the completion of event and/or
  • By January 31, 2023 (year-long projects)
Reporting

1. Progress Report (only for those on a 3-payment schedule and part of second payment submission) – Appendix A: A1
2. Final Report Form – Appendix A: A2
4. Key Performance Indicators Report – Appendix A: A4
Required Key Performance Indicators

**Attendance**
- No. of resident attendees
- No. of out-of-state U.S. attendees
- No. of out-of-state international attendees

**Satisfaction**
- Percentage of satisfied attendees
- Likelihood to return
Event Access

- Provide up to four “all access” tickets
- HVCB and/or Island Chapter may review and monitor the events
- HVCB and/or Island Chapter may assign tickets to staff, board members, or to parties outside of the HVCB and/or Island Chapter
- On rare occasion, more than four tickets may be requested
Evaluation by Island Chapter Staff

Island Chapter Contact or Staff Member – Appendix B

Island Chapter Staff Evaluation Form: Community Enrichment Program Projects

Project Title: ____________________________________________

Location: ______________________________________________

Reviewer: ______________________________________________

Date & Time Attended: ____________________________________

Activities Attended (if applicable):

Would you say that the overall experience of this project was:

☐ Better than expected ☐ As expected ☐ Worse than expected

Compared to other CEP projects you have attended so far in 2022, how would you rate this project?

☐ A lot better ☐ A little better ☐ No different ☐ A little worse ☐ A lot worse

Did the project create a unique and memorable experience? How?

List any highlights:
Thank you!
To Our
Sponsors

Sponsor Recognition
Logo to Use on All Materials
Statewide and Island Chapter Logos

Statewide Programs

Island Specific Programs
HTA Social Media

HTA’s hashtag for social media is #MālamaKuʻuHome or #MalamaKuuHome

HTA’s social media handles:
• Facebook: @Hawaiihta
• Instagram: @Hawaiihta
• Twitter: @Hawaiihta
Requesting HTA Ad Space

- Complete the HTA Print Request Form – Appendix C

- A **minimum of 7 business days lead time** is required to provide the asset once the form is completely filled-out.

- Island Chapter Contact will review, and if the form is complete, will send the approved form to HVCB Central to develop the ad.

- HVCB Central will be in direct contact with you for any further information or clarification.

- HVCB Central will provide the asset to the delivery contact as noted in the Form.
Marketing & Promotions
gohawaii Calendar of Events

http://gohawaii.com/trip-planning/events-festivals
Calendar of Events Registration

https://www.gohawaii.com/events/submit
Publicity Article

- Provide an article and photo describing the PROJECT that is suitable for publication in newsletters or promotional materials published and disseminated by HVCB and shared with the Global Marketing Teams or the news media.

- Include a website address

- Submit at least 1 High Resolution Photo (300dpi or more)
HTA’s Global Marketing Team
Photos for Social Media

- 3 clear, high-quality, high-resolution images
- JPEG format, (300dpi)
- Vertical images are preferred
- Photos should tell the story of the project
Resources
HVCB Resources & Reports Toolkit

https://www.hvcb.org/cep/resources-reports/

Below are resources to assist with planning and promoting your festival or event, as well as the forms and reports referenced in the Contractors Handbook. Click on the links to download templates or view more information.

Calendar of Events Listing

To get your event noticed by those planning their trip to Hawaii, list your event on the GoHawaii.com Calendar of Events page. This calendar lists events representing Hawaii’s culture, art & music, cuisine, sports, and festivals that will attract visitors or enhance a visitor’s stay. Listing an event is free, however, the HTA and/or HVCB reserve the right to review the submitted content prior to posting on gohawaii.com. Submit your event here and reference this video tutorial.

Photo Tips for Media

Review helpful hints regarding media-friendly photos here.
Below are a few templates and tools to assist with your publicity and social media efforts. Click on the links to download or view each resource.

**Public Relations**
- News Release Template
- Media Advisory Template
- Calendar Alert Template
- General Hawaii Media Contact List

**Social Media**
- How to Create a Facebook Page
- How to Create a Facebook Event
- How to Promote a Facebook Event
Social Media & Public Relations Training

Anthology