



# REQUEST FOR PROPOSALS

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## 2022 HAWAII TOURISM AUTHORITY COMMUNITY ENRICHMENT PROGRAM

DEADLINE FOR RECEIPT OF PROPOSALS IS  
**November 5, 2021, 4:30 p.m. HST**

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## SECTION 1 – OVERVIEW AND TIMELINE

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### 1.1 Purpose of the Community Enrichment Program

The Hawai'i Visitors & Convention Bureau (HVCB) and the Island Chapters are administering Hawai'i Tourism Authority's (HTA) Community Enrichment Program. HTA is the lead government agency for tourism established by the State of Hawai'i in 1998, pursuant to Chapter 201B of the Hawai'i Revised Statutes. 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 Community Enrichment Program 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.” In addition, HTA's Five-Year Strategic Plan 2020-2025

(<https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf>) lays out HTA's community pillar objective to “generate and/or invest in initiatives and projects that provide for positive resident-visitor interaction, celebrate Hawai'i's multicultural heritage, and support better relations between the community and tourism industry.” The CEP also moves forward each of islands' Destination Management Action Plans (<https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/>).

As such, HVCB and the Island Chapters are requesting proposals from qualified applicants for the HTA's Community Enrichment Program (CEP). CEP fosters community-based tourism projects to improve and enrich Hawai'i's product offerings. These community-based projects should provide unique, authentic and highly-valued visitor experiences and represents activities that are developed by our community, for our community, and are things the community is willing to and wants to share with our visitors. CEP encourages innovative tourism products.

The objectives of the CEP are to:

- Develop new tourism products in the eight (8) targeted niche areas of agriculture, culture, culinary, education, health and wellness, nature, sports, and voluntourism.
- Support community-based tourism initiatives.
- Support authentic experiences.
- Provide economic benefit to communities.
- Ensure the availability of events, activities and experiences throughout the year and that they are distributed throughout the State. Special attention given to the “shoulder” periods to attract additional visitors to the Hawaiian Islands. Shoulder periods for each island are defined as follows:
  - i. Kaua'i: February, April, May, September through first half of December
  - ii. O'ahu: February, April, May, September through first half of December
  - iii. Maui: February, April, May, September through first half of December
  - iv. Moloka'i: April through November
  - v. Lāna'i: January, February, June, July, September through first half of December
  - vi. Hawai'i Island: February, April, May, September through first half of December
- Support marketing and promotional efforts with The Hawaiian Islands and keep in line with each island's brand identity.
- Create events, activities, and experiences which fulfill visitors' expectations of a quality

destination:

- Unique (to Hawai'i) activities/experiences.
- Friendly interaction with residents.
- Variety of activities/experiences.
- Variety of cuisine and dining options.
- Good value for the money.
- Ensure a sufficient number of quality, innovative visitor experiences to satisfy the high number of returning visitors and visitors with sophisticated needs.

## 1.2 Orientation/Informational Briefings

The HVCB and the Island Chapters will conduct virtual informational briefings to provide information and answer questions about this RFP.

- Kaua'i – Tuesday, October 5, 10:00-11:30 a.m.
- Island of Hawai'i – Tuesday, October 5, 2:00-3:30 p.m.
- Maui Nui (Maui, Moloka'i & Lāna'i) – Wednesday, October 6, 10:00-11:30 a.m.
- O'ahu – Thursday, October 7, 1:30-3:00 p.m.

## 1.3 RFP Points-of-Contact

All questions and communications regarding this RFP shall be addressed to the points-of-contact listed below.

### Kaua'i

Email: [CEP-Kauai@hvcb.org](mailto:CEP-Kauai@hvcb.org)

Phone: (808) 245-3971

### Maui, Moloka'i or Lāna'i:

Email: [CEP-MauiNui@hvcb.org](mailto:CEP-MauiNui@hvcb.org)

Phone: (808) 244-3530

### O'ahu:

Email: [CEP-Oahu@hvcb.org](mailto:CEP-Oahu@hvcb.org)

Phone: (808) 695-4253

### Hawai'i Island:

Email: [CEP-IslandOfHawaii@hvcb.org](mailto:CEP-IslandOfHawaii@hvcb.org)

Phone: (808) 885-1055

### Statewide:

Email: [CEP-Statewide@hvcb.org](mailto:CEP-Statewide@hvcb.org)

**All emails must include the "HTA CEP RFP" in the subject line.**

## 1.4 Disclaimer: Cancellation and Cost Liability

HVCB reserves the right to cancel this RFP, or any components of this RFP, at any time. HVCB assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of proposals in response to this RFP. An applicant may not bill the HVCB 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.

## 1.5 CEP versus Kūkulu Ola Program versus Aloha 'Āina

HTA's Kūkulu Ola and Aloha 'Āina projects can sometimes be events-based and so there can be some confusion regarding which RFP to apply for. HTA has made the following distinctions regarding the designation of different events:

- Kūkulu Ola: Hawaiian cultural events that are recurring and/or part of a larger program/project. For example, a weekly hula event over the course of the summer period, monthly steel guitar event, or an educational program that culminates with a ho'olaule'a.
- Aloha 'Āina: Natural resources oriented-events that are recurring and/or part of a larger program/project. For example, an educational program that culminates with festival or a community outreach event.
- CEP: Hawaiian cultural events and festivals that are stand-alone gatherings/event and are not recurring. For example, hula competition, parade, or ho'olaule'a.

## SECTION 2 – APPLICANT AND PROJECT ELIGIBILITY/SPECIFICATIONS

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The HVCB and the Island Chapters seek proposals for HTA’s CEP projects that meet the proposal guidelines and the following project eligibility.

### 2.1 Nonprofits and Government Agencies Only

- **Entity Type:** Applicant must be a licensed 501(c)(3) or government agency. We will not accept applications from for-profit businesses for this RFP. For-profit businesses who apply under a fiscal sponsor for the purpose of achieving non-profit status will be rejected.

### 2.2 Term, Location, Award Limit

- **Project Term:** Project occurring during Calendar Year 2022.
- **Project Location:** Project must take place in the State of Hawai‘i.
- **Award Limit:** HVCB is not imposing an award limit. However, applicant will be judged on the reasonableness of their request and the likelihood of success. See also, Paragraph 2.4, “Use of HTA Funds/Non-Allowable Expenses.”

### 2.3 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, proposals 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, stand-up paddling, and paddling.
- **Voluntourism:** Tourism related to travel to participate in voluntary work, typically for a charity.

## 2.4 Use of Funds/Non-allowable Expenses

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

- a. A recurring Hawaiian culture or natural resources event/activity. Please apply to with HTA's Kūkulu Ola program or Aloha '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 2022, including, but not limited to, the HTA's Kūkulu Ola Program and Aloha 'Āina Program;
- n. Projects relating to other niche areas than those specifically addressed by CEP;
- o. Reimbursement for pre-award expenditures or costs before January 1, 2022;
- p. Administrative costs outside of salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.

## 2.5 Adhering to COVID-19 Emergency Orders

All awardees must adhere to all COVID-19 Emergency Orders, guidelines, policies and procedures, issued by the State of Hawai'i and by the individual counties. Release of funds will be contingent upon the approval of your respective county(s) and upon their satisfaction that you will adhere to their guidelines.

State of Hawai'i: Visit [hawaiiicovid19.com](https://hawaiiicovid19.com) for the latest information.

County of Kaua'i: Effective August 10, 2021, per the Governor's Executive Order 21-05, professionally organized events with 50 or more attendees must notify and consult the County at least 10 days prior to the date of the event. Responsible parties must submit their event details by completing the County of Kaua'i's professional organized events survey found at: [www.kauai.gov/COVID-19](https://www.kauai.gov/COVID-19)

City & County of Honolulu: Visit [www.oneoahu.org](https://www.oneoahu.org) for the latest information.

County of Maui: Visit [mauicounty.gov/DocumentCenter/View/125111/COM-Public-Health-Emergency-Rules](https://mauicounty.gov/DocumentCenter/View/125111/COM-Public-Health-Emergency-Rules) for the latest information.

County of Hawai'i: Events or activities with more than the permitted maximum number of persons socially gathered as defined by the County's current COVID rules must submit an "event request" for exemption via the County of Hawaii COVID Response website: [Coronavirus Response - County of Hawaii \(arcgis.com\)](https://arcgis.com). Applicants must complete the online form ("Event Requests") that includes a comprehensive COVID Mitigation Plan requiring approval by the Mayor. Plans should protect the health, safety and well-being of participants, officials, supporters, spectators and other individuals present (i.e., enforce restrictions on gatherings and physical distancing, as well as strategies for disinfection/sanitization of common surfaces).



## 2.6 Multiple Proposals and Other HTA Programs

- **Multiple Proposals to CEP.** Multiple proposals from an organization for *different and separate projects* will be accepted 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 programs, Hawaiian culture, natural resources, etc.). An applicant may not apply for funding from more than one (1) of those programs for the same project or event. In addition, a project or event may not receive funding from more than one (1) HTA program in the same year.

## 2.7 Matching Funds Not Required But Will Be a Factor

The matching funds requirement that has appeared in previous HTA CEP RFPs has been eliminated. It is not required to show matching funds.

However, evidence of sustainability and outside support, in the form of financial contributions, will be a factor in the RFP scoring. Please be sure to disclose any such support in your budget narrative. The more money the applicant is asking for, the more outside support and funding the evaluators will expect to see.

## 2.8 CEP Awardee Training Workshops

Applicants awarded funds through this RFP must agree to attend HVCB-mandated training workshops/seminars on contract management and payment process, public relations, and other relevant topics.

## 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 consider incorporating and implementing "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:

<http://greenbusiness.hawaii.gov/>

- 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 available on the HTA website at <http://www.hawaii tourism authority.org/programs/hawaiian-culture/maemae-program/> . This Tool Kit includes Hawaiian Language Tools and a Style & Resource Guide among other resources.

## 2.10 Rejection of Proposals

- **Requirements must be met.** HVCB and the Island Chapters reserve 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;
  - 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;
  - Lack of demonstrated experience or expertise;
  - Inadequate accounting system or internal controls;
  - Failure to meet the terms of agreement on any previous HTA award.

## SECTION 3 – PROPOSAL OUTLINE AND INSTRUCTIONS

### 3.1 Submission Method

Applications must be submitted via email based upon where your project will take place. The deadline is November 5, 2021, at 4:30 p.m. Hawai'i Standard Time (HST) .

Kaua'i

Email: [CEP-Kauai@hvcb.org](mailto:CEP-Kauai@hvcb.org)

Hawai'i Island:

Email: [CEP-IslandOfHawaii@hvcb.org](mailto:CEP-IslandOfHawaii@hvcb.org)

O'ahu:

Email: [CEP-Oahu@hvcb.org](mailto:CEP-Oahu@hvcb.org)

Statewide:

Email: [CEP-Statewide@hvcb.org](mailto:CEP-Statewide@hvcb.org)

Maui, Moloka'i or Lāna'i:

Email: [CEP-MauiNui@hvcb.org](mailto:CEP-MauiNui@hvcb.org)

### 3.2 Schedule of Events

	Date
Initial RFP release date	September 27, 2021
RFP Informational Briefing (see page 4)	Week of October 4, 2021
Deadline for submission of proposals	November 5, 2021, at 4:30 p.m. HST
Contract award notification (estimated)	Week of December 6, 2021

### 3.2 Submission Deadline

The deadline for submission is **November 5, 2021, at 4:30 p.m. HST.**

### 3.3 Proposal Contents

Your proposal will consist of:

- **Application & Proposal form:** This form includes identifying information as well as the proposal information and the budget narrative. ALL FIELDS MUST BE FILLED IN.
- **Itemized Budget Form** (created as an Excel spreadsheet)
- **Other Attachments:**
  1. **List of Applicant's current Board of Directors** and/or leadership including names, titles and affiliations.
  2. 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.
  3. **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 5 letters.

## 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 the HVCB and the Island Chapters and include representatives of the Island Chapters, HTA as well as community and business representatives throughout the state.

### 4.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria:

#### **Project Components (1-50 points)**

- Meets CEP goals and objectives
- 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.
- Ongoing experiences available year-round.
- Shoulder Season (Spring or Fall shoulder).
- Executable Marketing & Promotional 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 audience.
- Work Plan and Timeline – work plan and timeline appear reasonable to execute the event/program.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Project has broad based community support and is in line with community value and community resources.

#### **Project Impact and Performance Measures (1-20 points)**

Reasonable and significant measures identified demonstrating positive impact on Hawai'i's community and visitor industry future. Positive impacts to the community and economy compared to similar projects. Plan to acquire the required measures and targets listed above is clear, resource needs are adequately addressed, use of information will lead to sustainable projects.

#### **Organizational Capacity (1-10 points)**

Ability to produce, implement, and execute the project. Has established network. Demonstrated success and expertise necessary to perform the project described. Past performance with HTA contracts.

#### **Project Budget (1-20 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

## 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. Contract will not be executed until all required paperwork is received.

### 5.2 Timeliness

The CEP 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 cancelled.

### 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 HVCB and its Island Chapters, and either the Hawai'i Tourism Authority or the State of Hawai'i as an additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded and the contract cancelled.

Note: Government agencies are exempt from the insurance requirement.

### 5.5 Payments and Deliverables

A “deliverable” is what the contractor must deliver to HVCB and the Island Chapters 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 on a CD, DVD and/or 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, still photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by the HVCB, the Island Chapters, HTA and/or approved contractors.

### 5.7 Summary Write-up and Photos

If funded, the awardee must provide a 500-word article describing the project scope and benefits with

accompanying high-resolution pictures suitable for publication in the HTA newsletter, HTA’s marketing contractors’ newsletter or other news media.

## 5.8 Sponsorship Recognition

“Hawai’i Tourism Authority” and the respective island(s) shall be credited as a sponsor in all advertising and promotional materials and activities. Logos will be provided.

## 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. Contractors under this program shall consult with the HTA’s global marketing team 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) HVCB, the Island Chapters and 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, with the quantitative criterion measured against the KPI numbers submitted in response to the RFP.

## 5.11 Reporting Requirements

Contractors under this program shall submit a progress report, a final report, and a final financial report.