REQUEST FOR PROPOSALS
COUNTY PRODUCT ENRICHMENT PROGRAM (CPEP) 2012

RFP: CPEP 2012

DEADLINE TO APPLY:
Monday, November 14, 2011, 4:30 P.M. HST

No proposal in response to this Packet shall be considered if received at the County of Maui Office of Economic Development after the stated due date and time. No exceptions will be considered for any proposal delivered after the application deadline.

Issued by:
County of Maui
Office of Economic Development
2200 Main Street, Suite 305, Wailuku, HI 96793
Phone: (808) 270-7997 or 270-7710 • Fax: (808) 270-7995
www.mauicounty.gov/oed

October 10, 2011
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SAMPLE FORMS
- Corporate Resolution
- Photo Release Form
- Draft Survey of Attendees

GENERAL PROVISIONS & CONDITIONS

CONTRACTING PROCESS

THE HAWAIIAN ISLANDS & ISLANDS BRAND
REQUEST FOR PROPOSALS
FOR THE
2012 HTA COUNTY PRODUCT ENRICHMENT PROGRAM
(RFP No. CPEP 2012)

INFORMATION PACKET

I. PURPOSE

The purpose of the HTA County Product Enrichment Program (“CPEP”) Request for Proposals (“RFP”) is to seek projects in line with Chapter 201B of the Hawai‘i Revised Statutes which articulates the mandates for the Hawai‘i Tourism Authority (“HTA”) including the following: “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, technology, agriculture, and nature tourism.”

II. BACKGROUND

A. Hawai‘i Tourism Authority. HTA is a government agency established by the State of Hawai‘i in 1998, pursuant to Chapter 201B of the Hawai‘i Revised Statutes, to promote and market the State as a visitor destination. HTA is the lead agency and advocate for Hawai‘i’s tourism industry. 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.

Pursuant to its statutory authority, the HTA developed the “Hawai‘i Tourism Strategic Plan: 2005-2015” (“TSP”) (incorporated herein by reference and available for inspection at www.hawaiitourismauthority.org/default/assets/File/about/tsp2005_2015_final.pdf). The TSP identifies nine (9) strategic initiatives to achieve a stated vision: that by the year 2015, tourism in Hawai‘i will, “honor Hawai‘i’s people and heritage; value and perpetuate Hawai‘i’s natural and cultural resources; engender mutual respect among all stakeholders; support a vital and sustainable economy; and, provide a unique, memorable and enriching visitor experience.”

B. Tourism Product Development. “Tourism Product Development” is one of the nine (9) tourism strategic initiatives identified as necessary for achieving the vision of the TSP. Among the critical issues affecting Hawai‘i’s tourism product noted in the TSP were the following:

- Visitors, especially repeat visitors, want unique, diverse and quality experiences.
- Visitors seek cultural and authentic experiences as well as interaction with community-based events.
- Visitors are focusing on specific interests and products in their destination planning decisions.
The goal for this initiative is: “To provide a diverse and quality tourism product unique to Hawai‘i that enhances the Hawai‘i visitor experience and enriches residents’ quality of life.” One of the objectives is to: “Support the development of new, and strengthen existing experiential visitor activities and products.”

C. **County of Maui.** The HTA has executed an agreement with the County of Maui and requires the County to procure the goods and services that will implement the TSP and the County Product Enrichment Program described in *Section III.A.* below (herein after referred to as “HTA County Product Enrichment Program”).

D. **Budget.** The HTA has allocated up to $400,000 to the County in support of the CPEP. A portion of these funds is available to the County to support administrative oversight of this program. It should also be expressly understood that the actual amount allocated for this RFP may be dependent on the quality of the proposals received. The HTA and the County reserve the right to not utilize the entire amount of funds allocated.

Additionally, should Transient Accommodations Tax (“TAT”) revenues not match budgeted projections, the HTA reserves the right to re-allocate this budgeted amount. As this RFP and any subsequent contract executed pursuant to this RFP are subject to the availability of public funds and approval from required entities to enter into such contracts, the HTA and the County also reserve the right to terminate this RFP and any subsequent contracts that may arise pursuant to this RFP upon prior notice that the HTA lacks public funding affecting its ability to implement the funding priorities established by the HTA Board of Directors.

III. **PROPOSAL GUIDELINES**

The following proposal guidelines and program specifications, as explained in *Section III. Proposal Guidelines* and *Section IV. Program Specifications* of this solicitation, stipulate the intent of the CPEP. Proposals submitted for funding consideration under the CPEP will be evaluated in line with these guidelines and specifications.

A. **County Product Enrichment Program.** The CPEP supports those community-based programs which provide unique, authentic and desired visitor experiences to improve and enrich Hawai‘i’s product offerings; 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.

The objectives of the CPEP are to:

- **Support community-based tourism initiatives.**
- **Provide a year-round calendar of events, activities and experiences distributed throughout the County; with special attention given to the “shoulder” periods of April and May, and the last week of August through the first half of December.**
- **Target programs by time of year and/or type of activity to build a promotional campaign(s) that may help to drive visitor demand.**
- **Support marketing and promotional efforts with The Hawaiian Islands and each island’s brand identity. (See Appendix for brand identity definition.)**
• Support HTA’s goal of increasing visitor arrivals, expenditures and length of stay.
• Support the development of tourism activities in the seven (7) targeted niche areas of agriculture, culture, education, health and wellness, nature, sports and technology (see following definitions).
• Provide venues for increased resident-visitor interaction.
• Create events, activities, and experiences which fulfills visitors expectations of a quality destination experience:
  • 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.
• Foster public and private sector partnerships.

Hawai‘i’s visitor mix reflects an increasing number of return visitors, and visitors worldwide have become more sophisticated and experienced, making it more difficult to retain visitor satisfaction with the destination experience. The CPEP focuses on ensuring a quality tourism product and experience for our visitors, particularly in those areas which are not under the direct control of the private sector.

In the past, the CPEP has supported a wide range of events and programs including, but not limited to: ethnic festivals, agricultural fairs and farmers’ markets, weekly programs, film festivals, health and wellness fairs, theatre and musical productions, arts and culture festivals and exhibits, and community tours. For a list of prior CPEP-funded projects, visit HTA’s website at www.hawaiitourismauthority.org (go to “Brand Experience – Community – Related Downloads” (on left hand side).

B. Brand Experience - Priority Programs. 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 which support the following themes and timelines will be given priority status.

1. Hawaiian Music Celebration (Spring Shoulder):
   • Festivals and events occurring from April 1 to May 31, 2012
   • Festivals and events featuring the following elements:
     ○ Meets the cultural tourism niche definition, and
     ○ Features Hawaiian music as the primary focus of the event.
     ○ For purposes of this program, Hawaiian music includes music that features Hawaiian language, slack key guitar, ‘ukulele, steel guitar, falsetto, and/or similar traditions. These experiences could include, but are not limited to, indoor concerts, educational workshops, and outdoor performances.

2. The Hawai‘i Culinary Experience (Fall Shoulder):
   • Festivals and events occurring from August 15 to October 31, 2012
   • Festivals and events featuring the following elements:
     ○ Meets the agri tourism niche definition, and
○ Features Hawai‘i’s culinary experiences, Hawai‘i’s edible agricultural products – fresh and/or value-added, and related experiences as the primary focus of the program.

○ For purposes of this program, these activities could include, but are not limited to, farm to table activities, food & wine events, edible agriculture production and tasting tours, farm visits, and farmers’ markets. The activities should feature Hawai‘i-grown and edible agricultural products; value-added, edible agricultural products; local chefs and farmers; and/or other related products and services.

3. Hula Throughout the Year (Year-Round):
   ● Festivals and events featuring the following elements:
     ○ Meets the cultural tourism niche definition, and
     ○ Features Hawaiian dance (hula) as the primary focus of the event.
     ○ For purposes of this program, these activities could include, but are not limited to, indoor concerts, educational workshops, outdoor performances, exhibitions, and competitions.

C. Definitions. The following describes the seven (7) niche areas supported under CPEP.

Agri Tourism: Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.

Cultural Tourism: Tourism related to Hawai‘i’s host and multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, art and traditions of our islands.

Eco 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 ʻāina.

Edu 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, and paddling.

Technology Tourism: Tourism related to educating/informing visitors about Hawai‘i’s science and technology assets.
D. **Ineligible Programs.** The following activities will **not** be considered:

1. Business or organizational start-up plans;
2. Fundraising events;
3. Capital improvements;
4. Projects receiving funding from other HTA programs for the year 2012, including, but not limited to, the Living Hawaiian Culture Program, Natural Resources Program, and the Signature Events program;
5. Projects relating to other areas than those specifically addressed by CPEP; and/or,
6. Reimbursement for pre-award expenditures or costs.

E. **Preferred Practices.** Many efforts tied to Hawai‘i’s visitor industry’s future 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.

1. **Environmental Sustainability.** The HTA and the County 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:
   a. Increasing recycling efforts;
   b. Minimizing waste production;
   c. Buying local;
   d. Minimizing printing and limiting number of handouts;
   e. Using recycled products such as paper for printing;
   f. Using more environmentally friendly products or biodegradable products;
   g. Providing transportation alternatives such as car sharing or park and rides;
   h. Conserving water;
   i. Ensuring your venue has an environmental sustainability policy; and/or
   j. Incorporating energy efficient practices.

2. **Hawaiian Cultural Support.** The HTA supports efforts that “honor and perpetuate the Hawaiian culture and community” in line with the goal and objectives of the Hawaiian Culture strategic initiative of the TSP. As such, the HTA encourages applicants to use best efforts to spell Hawaiian terms correctly, including proper use of Hawaiian diacritical markings following the standard established in the Pūkuʻi and Elbert “Hawaiian Dictionary,” as well as “Māmaka Kaiaoa – A Modern Hawaiian Dictionary.” In addition, the HTA has a “Style & Resource Guide,” clarifying facts about the islands, providing guidance for the depiction of sites and culture, and sharing insights into promoting Hawaiʻi sensitively and safely. This guide is available at: www.hawaiitourismauthority.org/default/assets/File/tools/HTA_Style_Sheet_with_cover.pdf
IV. **PROGRAM SPECIFICATIONS**

The HTA and the County, through this RFP, are seeking programs or projects that meet the proposal guidelines as articulated above in Section III. Proposal Guidelines of this solicitation and the following program specifications:

A. **Eligible Applicants.** Applicant must be a legal, non-profit organization or government agency registered with the State of Hawai‘i or the Federal Internal Revenue Service and in good standing with these agencies.

Organizations currently receiving funds from the HTA or the County, through any HTA or County program, must also be in good standing and up to date on all required reporting requirements and contract deliverables in order to apply.

B. **Project Impact(s).** The proposed program or project must identify a targeted goal and a process for measuring the following four (4) items:

1. *Number of on-island residents attending and/or participating in the proposed project.*
2. *Number of neighbor island residents attending and/or participating in the proposed project.*
3. *Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.*
4. *Visitor satisfaction.*

Additional measures are also encouraged. All measures should relate to one (1) or more of the objectives for the CPEP as described above in Section III.A. County Product Enrichment Program of this solicitation.

C. **Project Term.** This program is intended to support projects occurring during calendar year 2012.

D. **Award Limits.** To ensure support for multiple programs throughout the County, applicants may request an award of no more than $50,000.

E. **Future HTA Funding.** Starting with 2012 HTA CPEP-funded projects, HTA seeks events and programs to be independent of HTA funding in four (4) years, and will be evaluating the organization’s progress toward the project’s self-sustainability.

F. **Multiple Applications to the CPEP.** Multiple proposals from an organization for different and separate projects will be accepted and considered independently of each other. If multiple proposals meet the established criteria and adequate funds are available, they may be funded.

G. **Applications to Other HTA Programs.** The HTA also solicits proposals for a Living Hawaiian Culture Program, and a Natural Resources Program, in addition to the CPEP. The objectives and criteria of each program differ. (A document entitled “Product Enrichment Program – 2012 Requests for Proposals” explaining each program is...
available on the HTA website at www.hawaiitourismauthority.org.)

Organizations may apply for different and separate projects to all of these programs; however, they may not apply for funding from more than one (1) HTA program per project. A project may not receive funding from more than one (1) HTA program in the same year. A project may not receive funding from both the County Office of Economic Development in any program area, and the HTA CPEP program for the same project in the same year. The HTA reserves the right to disqualify an application from consideration under an HTA program if that project has been awarded funds under another HTA or County program.

G. **Multiple Locations.** If the same, or very similar, project is scheduled for multiple islands, the applicant must submit a separate application to each appropriate County which will be evaluated based on each County’s individual criteria. A proposal may only reflect work to be done in the County to which the application is submitted.

H. **Matching Funds Requirement.** A minimum of one to one (1:1) in matching funds to the amount of funds requested has been set. Matching funds can be in the form of cash or a combination of cash and in-kind contributions. If the match includes in-kind contributions, a **minimum of 35%** of the match must be in the form of cash. **Matching** funds shall not come from other state or County government sources including other HTA programs or the HTA’s major contractors such as, but not limited to, the Hawai‘i Visitors and Convention Bureau or its chapters, including the Maui Visitors Bureau. The project may be supported by other state government funds, but these funds may not be used as part of the required match to the HTA funds.

Demonstration of support from other organizations or individuals also serves to confirm broad based community support and a reasonable budget – two (2) of the judging criteria - and would significantly strengthen the proposal. Any contribution to the project other than cash is considered “in-kind” and will be considered as matching funds, if included. This would include, but not be limited to: volunteer hours, supplies, or services contributed to the project. A reasonable dollar value must be attached to the in-kind contribution. Please refer to the Research and Statistics Office of the Hawai‘i State Department of Labor and Industrial Relations for wage estimates by occupation. Their “Occupational Wages” report may be found at: https://www.hiw.i.org/admin/gsipub/htmlarea/uploads/OES_2010_publication.pdf.

Acceptable proof of matching funds includes, but is not limited to: a letter of commitment, a copy of a check, receipts of deposit, bank statement, or a copy of an agreement between the applicant and another sponsor. A list of sponsors and/or in-kind contributions is not acceptable proof. **Applicants awarded funding will need to provide the County with proof of matching funds prior to submitting a payment request.**

I. **Project Income.** If the proposed project generates revenue, this project income may be
used for one or more of the following: 1) unanticipated costs directly related to implementing the proposed project during the approved project period; 2) costs related to enhancing or expanding the effectiveness or reach of the project; or 3) ensuring the sustainability of the project.

J. **Evaluation Committee and Review Process.** Proposals will be evaluated by the CPEP Committee whose members are selected by the County and include representatives of the County and the HTA as well as community representatives from throughout the County. All committee members may participate in decision-making on award recommendations provided they have no direct personal interest in the proposal in question.

K. **Future RFP Schedules.** Another RFP for the 2012 CPEP is not planned at this time.

L. **Technical Assistance Programs.** Applicants awarded funds through this RFP must agree to attend County mandated training seminars on the contracting process or other relevant topics.

M. **Deadline for Submissions.** No proposal in response to this RFP shall be considered if received after the stated due date and time.

**PROPOSALS ARE DUE BY 4:30 P.M. HST, ON MONDAY, NOVEMBER 14, 2011 AND SHALL BE DELIVERED OR MAILED TO:**

**County of Maui, Office of Economic Development**
**2200 Main Street, Suite 305**
**Wailuku, HI  96793**

Proposals must include the reference (RFP: CPEP 2012) and the organization’s name and address on the outside of the envelope. Applicants are advised to make and confirm prior arrangements to ensure timely delivery. For purposes of this RFP, the County’s clock shall serve as the official time.

N. **Points of Contact.** The Points of Contact for questions related to this RFP are:

**CHERYL STERLING**, HTA Programs Specialist, County of Maui, OED
Telephone: (808) 270-7997 or 270-7710; Email: cheryl.sterling@mauicounty.gov

**CAROLINE ANDERSON**, Tourism Brand Manager, Hawai‘i Tourism Authority
Telephone: (808) 973-2273; Email: canderson@hawaiitourismauthority.org
V. **PROJECT CRITERIA**

Written proposals in accordance with *Attachment A. Proposal Outline, Section A.*

*Organization Capacity* will be assessed in relation to: 1) the State’s TSP vision, 2) each County’s goals and objectives, 3) the goals and objectives of the CPEP and the Tourism Product Development strategic initiatives, and 4) the overall proposal guidelines and specifications as articulated in *Section III. Proposal Guidelines and Section IV, and Program Specifications* of this solicitation. The following criteria will be used to evaluate how well a proposal demonstrates the ability to meet the objectives of this program:

A. **Organization Capacity**  
   15 points
   - Ability to produce, implement and execute the event/program; an established network; and successful and satisfactory performance on other HTA or County contracts or agreements, if applicable.

B. **Project Components**
   - Meets HTA’s and the County’s PEP goal and objectives  
   5 points
   - Fulfills expectation of a quality destination experience  
   5 points
     - 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.
   - Executable marketing & promotional plan  
   10 points
     - Ability to increase visitor and resident attendance and/or participation in the project.
     - Plan should include effective and timely promotional efforts to reach post-arrival visitors, pre-arrival visitors, and residents. Demonstrate efforts to support the statewide and/or island’s brand.
   - Work Plan and Timeline  
   5 points
     - Detailed and well planned work plan and timeline to execute event/program.
   - Community Support and Involvement  
   10 points
     - Demonstrates broad based community support, value, and authenticity.
     - Demonstrates partnerships.
   - Project Sustainability  
   10 points
     - Demonstrates an adequate plan or strategy for future project sustainability (i.e., ongoing funding, community impacts, attendee satisfaction, plans to look for/leverage other funding sources, efforts to maximize availability of funding, etc.)

C. **Project Impact**
   - Clear plan to acquire the required measures and targets listed below:  
     10 points
     1. Number of on-island residents attending and/or participating in the proposed project.
     2. Number of neighbor island residents attending and/or participating in the proposed project.
     3. Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.
4. Satisfaction level of attendees (majority are satisfied).
   - Visitor to resident ratio mix of 25:75………………………………… 5 points
   - Additional Measures ……………………………………………………… 5 points
     - Reasonable and significant measures identified demonstrating positive
       impact on Hawai‘i’s community and visitor industry future.

D. Project Budget …………………………………………………………………… 20 points
   - Demonstrates organizational financial capability.
   - Valid sources of revenue.
   - Reasonableness of estimated expenses comparable to similar event/activity.
   - A minimum of 1:1 match or better on requested funds, with at least 35% of
     the match in other cash.

Extra Points. Ability to address only one (1) of the following priority program areas:

Hawaiian Music Celebration (Spring Shoulder) (10 points total):
   - Features Hawaiian music as the primary focus of the event to occur between April 1 to

The Hawai‘i Culinary Experience (Fall Shoulder) (10 points total):
   - Features Hawai‘i’s culinary experience, Hawai‘i’s edible agricultural products, fresh
     and/or value-added, and related experiences as the primary focus of the event to occur
     between August 15 to October 31, 2012.

Hula Throughout the Year (Year-Round) (5 points total):
   - Features Hawaiian dance (hula) as the focus of the event.

Shoulder Season (Spring Shoulder or Fall Shoulder) (5 points total):
   - Other major programming (not listed above) to occur between Spring Shoulder (April 1 to
     May 31, 2012) or Fall Shoulder (last week of August through first half of December).

Ongoing experiences available year-round (5 points total):
   - Offering of ongoing experiences available year-round.
VI. **TIMELINE**  
Subject to the terms and conditions previously described herein, including any amendment to this RFP, the following is the timeline for this RFP process:

October 10: RFP Application Period Opens

October 14: Deadline to submit questions or concerns (4:30 P.M., HST)

October 18: Responses to submitted questions which require a change in the RFP will be distributed via email and/or posted on the County website www.mauicounty.gov/index.aspx?NID=1786 and the HTA website www.hawaiitourismauthority.org

November 14: Deadline to submit proposals to the County by 4:30 P.M., HST

Week of December 5: Scheduled for review and discussion of proposals by the CPEP Committee to select awardees

Week of December 12: Scheduled for award and rejection letters to be issued

January *tba*: Mandatory CPEP 2012 Contractor Meeting
APPENDIX

APPLICANT INSTRUCTIONS
APPLICANT CHECKLIST

APPLICATION PACKET *
• 2012 Application Form – Required – 4 pages
• Attachment A. Proposal Outline
• Attachment B. Itemized Budget Form
• 2012 Abstract Form – Required – 1 page

SAMPLE FORMS *
• Corporate Resolution
• Photo Release Form
• Draft Survey of Attendees

GENERAL PROVISIONS & CONDITIONS

CONTRACTING PROCESS

THE HAWAIIAN ISLANDS & ISLANDS BRAND

* Electronic versions of the Application Packet and Samples Forms are available online at www.mauicounty.gov/index.aspx?NID=1786
2012 HTA COUNTY PRODUCT ENRICHMENT PROGRAM
APPLICANT INSTRUCTIONS

I. Application envelopes shall be clearly marked with the applicant’s name and address and the reference (“RFP: CPEP 2012”).

II. Applications should be typed in Times New Roman font, 12-point size, single-spaced, with no less than a half inch margin on all sides of the page. Paper should be 8 ½ x 11 and plain white, with the proposal narrative pages numbered. The original proposal should be single sided and collated with one binder clip or a staple in the order specified below. Proposal copies may be double sided (preferred) and stapled. Use of cover sheets, section dividers pages, paper clips, or elaborate presentation media is discouraged.

III. All applications shall include the following documents in the order listed to be considered for funding under this program. Applications which fail to submit these documents shall be considered non-responsive and shall not be considered for funding under this solicitation. An Applicant Checklist is provided following these instructions to assist the applicant in ensuring that all required documents are included in the completed application.

A. The applicant shall provide one (1) original (marked as such and including an original signature executed in ink, preferably in blue ink), and three (3) copies of all of the required documents noted below, in the order noted below:

   1. Completed 2012 Application Form (see 2012 Application Form – HTA County Product Enrichment Program of the Appendix of this solicitation), signed and dated by an individual authorized to legally bind the organization.

   2. Completed 2012 Abstract Form (see 2012 Abstract Form of the Appendix). The abstract may not exceed one (1) page of single-spaced type.

   3. A list of the organization’s current Board of Directors and/or leadership including their name, title and affiliation.

   4. Detailed written description of the project in accordance with the attached Proposal Outline (see Attachment A. Proposal Outline of the Appendix).

   5. Detailed budget for the project following the attached Sample Budget Sheet (see Attachment B. Itemized Budget Form of the Appendix), including all sources of income expected (both cash and in-kind values), and a detailed listing of expenses breaking out the HTA/CPEP request, other cash support expected, and in-kind support expected to complete the project.

   6. Budget narrative, including detailed explanation of all income and expense items (including quantities of items where appropriate) listed in the budget spreadsheet.

   7. A listing of HTA and/or County funding received, including the program under which the funding was received, and the amount awarded, if any, in support of the project for the last three (3) years i.e., 2011, 2010 and 2009, if applicable.
B. The applicant shall provide ONE (1) COPY ONLY of all of the required documents noted below, in the order noted below:

1. Documentation verifying organization’s full, complete, current and exact legal name and mailing address as it appears on Articles of Incorporation, organization’s letterhead, tax clearance certificates, and/or other legal documents. The name provided will be the name utilized to execute any contracts or agreements with the County should the organization be selected for an award. This name should also match any future correspondence with the County including invoices or payment requests.

2. Organization’s most recent financial statement, **certified as to its accuracy by an officer of the organization**. Government entities are exempt from this requirement.

3. Organization’s corporate resolution *(preferred)*, by-laws, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization. See attached *Sample Corporate Resolution* under *Sample Forms* of the Appendix of this solicitation if needed.

4. Documentation, **if available**, that the organization has legal ownership and title to the festival, event or proposed program.
APPLICANT CHECKLIST

Please refer to Applicant Instructions for more detailed information on these requirements.

One (1) original (marked as such and including an original signature executed in ink, preferably in blue ink), and three (3) copies of all of the required documents noted below:

☐ Application Form, **signed and dated**.
☐ Abstract Form.
☐ List of the organization’s Board of Directors or leadership.
☐ Detailed written description.
☐ Detailed budget.
☐ Budget narrative.
☐ Listing of HTA and/or County Funding, identifying program under which funding was received for years 2011, 2010, and 2009, if applicable.

One (1) copy only of all of the required documents noted below:

☐ Documentation of organization’s legal name and address.
☐ Financial statement, certified by an officer. Government entities are exempt from this requirement.
☐ Corporate resolution (*preferred*), by-laws, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization.
☐ Documentation of ownership/title of proposed program, *if available*. 
APPLICATION PACKET *

- 2012 Application Form – Required – 2 pages
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- Attachment A. Proposal Outline
- Attachment B. Itemized Budget Form

* Electronic versions of the Application Packet and Samples Forms are available online at www.mauicounty.gov/index.aspx?NID=1786
HTA COUNTY PRODUCT ENRICHMENT PROGRAM
2012 APPLICATION FORM

INFORMATION:

Organization (Full Legal Name) ____________________________________________________________
Street Address ________________________________________________________________________
Mailing Address ________________________________________________________________________
City/State/Zip _____________________________ Email ________________________________
Phone _____________________________ Fax ____________________________________________
Website Address, if available __________________________________________________________
Federal Taxpayer ID No._________________________ State Taxpayer ID No. _________________

Organization is a (check one):  □ Non-profit entity  □ Government entity
□ Other (please explain): ________________________________

PRIMARY PROGRAM CONTACT PERSON:

Name ________________________________________________________________________________
Title ________________________________________________________________________________
Phone: _____________________ Fax: _____________________ Email: ______________________________

PROJECT INFORMATION:

Project Title: ________________________________________________________________________
Project Date: __________________________ Project Location: ________________________________
Amount Requested: __________________________ Total Estimated Budget: ___________________

This proposal is submitted for consideration under the County Product Enrichment Program for
the following niche market area (check only one):

□ Agri Tourism (Agriculture)  □ Cultural Tourism
□ Eco Tourism (Nature)  □ Edu Tourism (Education)
□ Health and Wellness Tourism  □ Technology Tourism
□ Sports Tourism
Person you would like to list on promotional materials for people to contact for more information about your festival/event/program (this can be the event organizer or a person designated to answer questions about the program):

Name: ____________________________________________________________

Phone _________________________ Email __________________________________

REQUIRED CERTIFICATION (Must be completed to be considered):

The information contained in this application is true and correct to the best of my knowledge and belief. The document has been duly authorized by the governing body of the organization.

__________________________________________ Date

Signature of Authorized Official

__________________________________________

Print Name

Title
### HTA COUNTY PRODUCT ENRICHMENT PROGRAM
#### 2012 ABSTRACT FORM

**DO NOT EXCEED THIS PAGE**

<table>
<thead>
<tr>
<th>Organization:</th>
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<th>Project Title:</th>
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<th>Project Date(s):</th>
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<th>Project Location(s):</th>
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<tr>
<th>Funding Request:</th>
<th>Total Budget for Project:</th>
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<tr>
<th>Expected # of State Resident Attendees/Participants:</th>
<th>Expected # of Out-of-State Attendees/Participants:</th>
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**Project Description:** What are the major elements of the project? For example, concert, parade, food booths, hula competition, musical performances, educational classes, exhibits, arts and crafts demonstrations, etc.:

<table>
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<tr>
<th>Project Objectives:</th>
<th>What do you hope to achieve? What are the expected outcomes?</th>
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FOR HTA STAFF USE ONLY – Amount Awarded: ___________________
2012 HTA COUNTY PRODUCT ENRICHMENT PROGRAM
PROPOSAL OUTLINE

Please follow the outline provided below for your written proposal. Please be certain to address the various issues upon which your proposal will be evaluated, as discussed under “Section III. Proposal Guidelines,” “Section IV. Program Specifications,” and “Section V. Project Criteria” in the cover packet.

A. Organization Capacity

A.1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development, and accomplishments of the organization.

A.2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

B. Project Description

B.1. OVERVIEW OF PROPOSED PROJECT
Provide a detailed description of the project including, but not limited to:
   a. program dates,
   b. location(s),
   c. niche area(s) impacted,
   d. identify the need,
   e. target audience(s),
   f. expected participants,
   g. major elements of the program,
   h. overview of planned promotional program to attract target audience(s), including pre-arrival visitors, post-arrival visitors, and residents, and
   i. a schedule of all planned promotional and advertising activities.

B.2. WORK PLAN AND TIMELINE
Provide a detailed description of the following:
   a. Work plan describing the activities/tasks you will undertake to implement the project; and,
   b. Estimated timeline for the project implementation, including start and end dates and completion of major milestones in the project (projects must be completed within calendar year 2012).

B.3. COMMUNITY SUPPORT AND INVOLVEMENT
Discuss the following:
   a. What is the value to the community?
   b. Identify all entities that support or are directly involved in this project.
   c. Provide copies of letters of support from key community and industry partners, if available.

B.4. PROJECT SUSTAINABILITY
Beginning in 2012, projects will need to be independent of HTA funds in 4 years. Describe how the project will be sustained on an ongoing basis without HTA funds.
C. Project Impact

BENEFITS AND OUTCOMES: Describe the applicable accountability and performance measurements for all work to be performed in this project. How will you measure whether or not the proposed project was successful? What do you expect to be the benefits and outcomes of the project? These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a successful project, as articulated in the proposal outline. While some measures may be qualitative, please provide detailed quantifiable values where possible.

C.1. REQUIRED MEASURES
   Provide a clear plan to obtain the following required measures, and a target for each:
   1. Number of on-island residents attending and/or participating in the proposed project.
   2. Number of neighbor island residents attending and/or participating in the proposed project.
   3. Number of out-of-state visitors attending and/or participating in the proposed project detailed by U.S. state and international country.
   4. Satisfaction level of attendees.

C.2. ADDITIONAL MEASURES
   Describe what the project will accomplish and how it will positively contribute to Hawai‘i’s visitor experience and residents’ quality of life. Specify targeted and measurable goals.

Additional goals are encouraged and should relate to one or more of the objectives for the CPEP as described above in Section III.A. County Product Enrichment Program of this solicitation.
ITEMIZED BUDGET FORM

INSTRUCTIONS

- Please attach a separate sheet(s) with a budget narrative providing detailed explanations for each expense and income line item.

- This is a sample format only. Please add rows as needed to provide a complete picture of the project budget.

- Total Expenses and Total Income in each column should equal. (e.g. Total Expenses to be covered by HTA CPEP financial support (a) should equal Total Income from HTA CPEP requested (a).)

- The sum of columns (a), (b), and (c) must equal column (d).

- Operating Expenses: This category includes program operating costs such as equipment rental (e.g., tents or sound equipment), entertainment, travel, security, office supplies, postage, etc. Generally, County Product Enrichment Program funds are not approved to support general operating expenses of the organization itself.

- Marketing Expenses: This category includes advertising, promotional activities and/or items such as posters, flyers, brochures, collateral materials, public relations, and website development or enhancement.

- Administrative Expenses: This category includes administrative fees relating to expenses needed for management of the proposed project. The targeted percentage for administrative expenses should not exceed 15% of the total amount requested from the County Product Enrichment Program.
## ATTACHMENT B
### Itemized Budget Form – Page 2 of 2

Please list specific project expenses and group expense items by category as appropriate (i.e., Operations, Marketing, Administration)

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>HTA CPEP CASH Request</th>
<th>OTHER CASH</th>
<th>IN-KIND</th>
<th>TOTAL PROJECT BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Administration</td>
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<tr>
<th>TOTAL EXPENSES</th>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
<th>(d)</th>
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<tr>
<th>INCOME</th>
<th>HTA CASH Request</th>
<th>OTHER CASH</th>
<th>IN-KIND</th>
<th>TOTAL PROJECT BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTA CPEP Request</td>
<td></td>
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<td></td>
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<tr>
<td>Organization’s Contribution</td>
<td></td>
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<tr>
<td>Other Sponsors/Sources: (specify sources for both other cash and in-kind support)</td>
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<thead>
<tr>
<th>TOTAL INCOME</th>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
<th>(d)</th>
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</table>
SAMPLE FORMS *

- Corporate Resolution
- Photo Release Form
- Draft Survey of Attendees
CORPORATE RESOLUTION

I, (Name) ________________________________, (Title) ________________________ of (Organization Name) ________________________________, do hereby certify that the following is a full, true and correct copy of a resolution duly adopted by the Board of Directors of said Corporation, at its meeting duly called at (Location & Address) ________________________________, on the _____ day of (Month) ________, 2011, at which a quorum was present and acting throughout; and that said resolution has not been modified, amended or rescinded and continues in full force and effect.

RESOLVED that the person(s) holding position(s) of (Name of Position(s) __________________), is/are hereby authorized to execute on behalf of the Corporation any bid, proposal or contract for services performed by the Corporation, and to execute any bond required by any such bid, proposal or contract with the State of Hawai‘i or County or any department or sub-division of any of them.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporation seal of said (Organization) ____________________________________________, this _____ day of (Month) ________, 2011.

___________________________________
Signature & Title*

* Note: The Corporate Resolution is usually certified and signed by the secretary of the organization.
HTA County Product Enrichment Programs (CPEP)

Consent and Release for Use of Photographs and Images

I, ________________________________ ("Releasor"), hereby give the Hawai‘i Tourism Authority and the County of Maui and its respective employees, agents, contractors, and assigns, the irrevocable and perpetual right, consent and permission to use, re-use, publish and re-publish, create digitized images of, adapt, distribute, transmit, and exhibit any photographs, slides, videotape, electronically created media, other film images and/or other likenesses or media, now known or hereafter to become known, taken of me during my participation in the 2012 CPEP program.

The photographs and/or images may be used in whole, or in part, individually or in conjunction with other images in any medium and for any purpose, including, but not limited to illustration, promotion and advertising of the CPEP events and programs, and other tourism marketing programs related to promoting travel to Hawai‘i.

I hereby release, waive and discharge the Hawai‘i Tourism Authority and County of Maui from any and all claims, actions, loss, demands, or liability arising out of, or in connection with, the use of the photographs and/or images in any of the media described hereinabove.

________________________________________  __________________________
Signature of Releasor                        Date

________________________________________
Address

________________________________________  __________________________
Telephone Number                           E-Mail

________________________________________  __________________________
Program                                     Date
## COUNTY PRODUCT ENRICHMENT PROGRAM
### SAMPLE Festivals & Events Survey 2012

<table>
<thead>
<tr>
<th>Interviewer:</th>
<th>DATE:</th>
<th>HOUR:</th>
<th>Location:</th>
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1. Are you a visitor to the Islands, or do you live here in Hawai‘i?
   - [ ] Resident of this island
   - [ ] Resident of another island
   - [ ] Part-time resident
   - [ ] Visitor

2. Get zip code [or country, if foreign visitor]
   - [ ] U.S. state and zip ______________
   - [ ] other country (specify) ______________

3. Did you see or hear about this event in [READ LIST]
   - [ ] Brochure
   - [ ] Newspaper
   - [ ] Radio
   - [ ] TV
   - [ ] Internet
   - [ ] Free publication/magazine
   - [ ] hotel/concierge
   - [ ] hotel information channel

   Which one(s)? List specific newspaper, radio station, etc
   - [ ] a ______________
   - [ ] b ______________
   - [ ] c ______________

   [IF VISITOR]
   - [ ] hotel/concierge
d ______________
   - [ ] hotel information channel
d ______________

   [IF NONE OF THE ABOVE, ASK HOW THEY HEARD ABOUT IT]
   - [ ] Walking, driving by
   - [ ] Posters, signs, banners
   - [ ] Word of mouth/friends/family
   - [ ] Other (specify) ______________

4. Have you been to the event in previous years?
   - [ ] Yes
   - [ ] No

4a. If yes, how many times? _____ times

5. What was the primary reason you came to the event?
   - [ ] I am one of the participants (worker, volunteer, performer)
   - [ ] A friend or family member is a participant
   - [ ] The entertainment
   - [ ] The food
   - [ ] One of the other activities, please specify: ______________

   [ ] Someone recommended it to me
   - [ ] Just happened upon the event – spur of the moment decision

6. How satisfied are you with the event overall?
   - [ ] Very Satisfied – Excellent
   - [ ] Satisfied – Average
   - [ ] Unsatisfied – Disappointed

7. What three things did you like the best about the event?
   1. ___________________________________________________________________
   2. ___________________________________________________________________
   3. ___________________________________________________________________

8. GENDER 9. Age:  ___<18  ___45-54
   - [ ] M  ___18-24  ___55-64
   - [ ] F  ___25-34  ___65 or older
   - [ ] 35-44  ___Refused

THANK YOU FOR TAKING THE TIME TO HELP US IMPROVE OUR EVENT.
WE HOPE TO SEE YOU AGAIN.
GENERAL PROVISIONS AND CONDITIONS

A. **Applicant Contact Information.** All interested parties desiring to receive amendments or revisions to this RFP shall immediately inform the County of their mailing and email address. The email address shall be used for correspondence with interested parties during the RFP application period.

B. **Information Requests.** Requests for information should be addressed to the County’s Point of Contact, by letter or email. Answers to questions concerning information not found within the RFP will be transmitted as an addendum via email to interested parties who have provided the County with a current email address.

C. **Clarification of the RFP.** An applicant shall carefully review this RFP for defects and questionable or objectionable matter. Comments concerning defects and questionable or objectionable matter shall be promptly submitted to the County prior to the deadline for submitting questions. This shall allow issuance of any necessary amendments to the RFP. The applicant hereby acknowledges, agrees, and waives any claim arising from any knowledge of any defect in this RFP acquired prior to the deadline for submitting questions and failing to inform the County prior to said deadline. The applicant further acknowledges and agrees that the County and the HTA reserve the right to waive any technical irregularity not affecting an unbiased and objective evaluation of all proposals; that such waiver will be in the best interest of the State; and, that the applicant hereby waives any claim against the County or the HTA arising from such technical irregularity.

D. **Proposal Preparation Expenses.** The County and the HTA are not responsible for any expenses that an applicant may incur in preparing and submitting a proposal.

E. **Electronic Submissions.** All applications must be submitted in hard copy. Electronic files or submissions will not be accepted. Proposals submitted in response to this RFP that are transmitted electronically, in whole or in part, via the internet, email, or facsimile transmission, will not be accepted for evaluation by the County.

F. **Certification of Proposal.** By submitting a proposal, the applicant certifies that the proposal submitted to the County is in accordance with any required authorization by the governing body of the applicant’s organization. The applicant further certifies that the information and responses contained in the proposal are true, accurate, and complete, and that the County may justifiably rely upon said information for purposes of evaluation and contracting with the applicant. If it is later discovered that any information provided in the applicant’s proposal is false, it will result in the applicant’s elimination from consideration.

G. **Ownership of Proposal.** By submitting a proposal, the applicant acknowledges and agrees that the County’s and the HTA’s consideration, discussion, or disclosure of nonproprietary material for evaluation purposes by the County and the HTA shall not result in any liability on the part of the County or the HTA, including its board, staff, and/or agents, to the applicant or any third party or person. All responses prepared by an applicant under this RFP will be for the exclusive and deliberative use by the County and the HTA. Any submission received will become the property of the County and will not be returned to the applicant.
H. **Proposal Withdrawal.** An applicant may withdraw their proposal by submitting a written request to the County any time prior to the proposal’s review and evaluation.

I. **Revisions to the RFP.** The County and the HTA reserve the right to accept or reject any or all proposals and to waive any defects in said RFP if deemed to be in the best interest of the County, State, and program. The County and the HTA further reserve the right to shorten or extend posted schedule dates when doing so is reasonably in the best interest of the County or State.

J. **Initial Proposal Screening.** An initial screening will take place immediately after the proposals are opened by a representative of the County to determine whether the proposal is responsive to the RFP. The initial screening process involves reviewing all submitted proposals for completeness, conformity, and clarity and to see if all significant requirements of the RFP have been addressed. Proposals not meeting these minimum requirements will be rejected and dropped from further consideration.

K. **Non-Responsive Applications.** Applications considered non-responsive will not be considered for funding under this announcement. Non-responsive applications include, but are not limited to, those which:
   1. Are not considered an eligible program, as defined in *Section III. Proposal Guidelines* of this solicitation as described above;
   2. Do not originate from an eligible applicant, as defined in *Section IV.A. Eligible Applicants* of this solicitation as described above;
   3. Request a level of funding above the threshold identified in *Section IV.D. Award Limits* of this solicitation as described above;
   4. Fail to satisfy the deadline requirements referenced in *Section IV.M. Deadline for Submission* of this solicitation as described above;
   5. Do not provide all required documentation listed in the *Applicant Checklist* and described in *Applicant Instructions* in the *Appendix* of this solicitation; and/or;
   6. Are marked confidential in all aspects of the proposal.

N. **Waiver of Claims.** By submitting a proposal, the applicant hereby acknowledges and agrees to the specifications and conditions stated herein, and hereby waives any claim against the County or the HTA arising from said specifications and conditions.

O. **Discussion Rights.** The County and HTA reserve the right to make an award based only upon proposals as submitted or may require submittal of additional information and/or oral presentation. The County also reserves the right to negotiate with one (1) or more applicants and request best and final offers, provided that no applicant’s proposal or information regarding his or her negotiation with the County shall be public information or shared with any other applicant until after an award is made.

P. **Proposal Rights.** The County and the HTA further reserve the right to use any ideas presented in any proposal or as a result of any negotiation, unless marked "PROPRIETARY," whether from a successful or rejected proposal.

Q. **Selection Rights.** The County together with the HTA shall be the final judge in the selection of the proposals on which shall best accomplish the goal of the CPEP and in accordance with the availability of funds.
CONTRACTING PROCESS

A. Notice of Award. Upon final selection of the proposal by the County, a notice of award will be issued to the applicant, who shall immediately work with the County to promptly execute a written contract reflecting the relevant specifications and requirements of this RFP, the applicant’s proposal, the State of Hawai‘i’s general terms and conditions, and the County’s specific terms and conditions.

B. General Conditions. The applicant acknowledges and agrees that if selected, the State of Hawai‘i General Conditions (Form AG-008 Rev. 4/15/2009), incorporated herein by reference, shall be part of the contract to be executed between the applicant and the County. The contractor agrees to comply by:
   1. All sections of the Hawai‘i County Charter and Hawai‘i County Code;
   2. Chapter 103, Hawai‘i Revised Statutes, as amended, relating to expenditure of public money;
   3. Chapter 378, Hawai‘i Revised Statutes, as amended, relating to fair employment practices;
   4. Chapter 489, Hawai‘i Revised Statutes, as amended, relating to discrimination in public accommodations;
   5. Chapter 396, Hawai‘i Revised Statutes, as amended, relating to occupational safety and health; and
   6. Chapter 386, Hawai‘i Revised Statutes, as amended, relating to workers' compensation law.

C. Tax Clearance. Effective July 1, 2011, the Governor signed into law ACT 190, which requires a Vendor Compliance Certificate (Tax Clearance, DCCA and DLIR clearances) for all purchases/contracts of $2,500 or more. These clearances are required prior to contract routing. Government agencies are exempt from this requirement.

   Hawai‘i Compliance Express (HCE) allows organizations contracting with state and county agencies to quickly and easily demonstrate they are in compliance with state procurement laws. There is a $15 annual registration fee for the service. To register, just go to: http://vendors.ehawaii.gov, complete the easy step-by-step process and pay with a credit card.

   If an organization selects not to use HCE, then a Tax Clearance Application, Form A-6 can be obtained and submitted through the Hawai‘i Department of Taxation (“DOTAX”) District Offices or online at www6.hawaii.gov/tax/a1_1alphalist.htm. The applicant should request a clearance for a “State or County Government Contract” to ensure both the DOTAX and IRS clearance stamps are issued.

D. Certificate of Good Standing. Contract awards of $2,500 or more require a State of Hawai‘i, Department of Commerce and Consumer Affairs (DCCA) Certification BREG - Certificate of Good Standing (valid for six (6) months from issuance) and a State of Hawai‘i, Department of Labor and Industrial Relations (DLIR) Certificate Form LIR#27 (valid for six (6) months from issuance).
The HCE Vendor Compliance Certificate (see Item C. above) demonstrates compliance with DCCA and DLIR requirements. If an organization selects not to use HCE, they can obtain the Certificate of Good Standing through DCCA online at http://hawaii.gov/dcca/breg or by calling (808) 586-2727; and apply for the DLIR Certificate at http://hawaii.gov/labor/dcd/dcd-links/forms or at the DLIR District Office.

E. **Liability Insurance.** As a prerequisite to entering into a contract with the County of Maui any applicant awarded funds shall obtain and provide the County a certificate of proof of a comprehensive liability insurance policy of $1,000,000 that names the County, its officers, employees and agents as additional named insured for the duration of the program funded. A Certificate of Liability Insurance is **not** required at the time of proposal submission.

F. **Execution of Contract.** Upon the receipt of all required information, documentation, attachments, and tax clearance, the applicant and the County shall execute a final written contract. All unauthorized work performed by the applicant prior to the execution of the written contract shall be at the applicant’s sole cost and expense.

G. **Payment Schedule.** The payment schedule is negotiable after the execution of the contract. **County of Maui payments are processed as reimbursements.** The contractor must submit an original, signed invoice with expense documentation and all deliverables required for the payment to be processed, per the executed contract. The County retains a minimum of 10% of the approved funding for final payment to be made once the contract has been fulfilled. For the final payment, additional deliverables include a final written report and final financial report and samples of promotional efforts, if applicable.

H. **Public Disclosure.** Any trade secrets or proprietary information submitted as part of the proposal that the applicant expressly and affirmatively marks as confidential will be maintained as such to the extent permissible under Hawai‘i law, including Hawai‘i’s Uniform Information Practices Act (Modified) proscribed in chapter 92F, Hawai‘i Revised Statutes. For all confidential materials, the applicant shall state the reason(s) why the protection is necessary and what harm the applicant will suffer if the information is publicly disclosed.

Upon execution of the written contract, all documents submitted by the applicant and maintained by the County shall be subject to public inspection and copying under Hawai‘i’s Uniform Information Practices Act (Modified) provided in chapter 92F, Hawai‘i Revised Statutes; provided that, any confidential commercial or proprietary information may be withheld. The applicant should identify and clearly mark the documents containing any confidential commercial or proprietary information in the manner previously discussed herein.

I. **Compliance with Law.** In addition to any statutory laws described or incorporated herein, applicants shall comply with any and all applicable State, County, and Federal statutes, regulations, codes, directives, and guidelines related to the performance of the contract, including any statutory law related to contracting with the State of Hawai‘i.
J. Approvals. By submitting a proposal, the applicant hereby acknowledges and agrees that any contract arising out of this RFP shall be subject to the prior approval of the Corporation Counsel as to form, and to all further approvals, if necessary or applicable, by the Finance Department and by the Mayor, as it may be authorized by statute, rule, order, or directive.

K. Final Terms and Conditions. The terms and conditions shall be set forth in the award. If the terms are not agreeable to the successful awardee and if an agreement cannot be reached by both parties, the award may be dissolved without penalty to either party.

L. Campaign contributions by State and County Contractors. Contractors under this program are hereby notified of the applicability of Section 11-205.5, Hawai’i Revised Statutes, which states that campaign contributions are prohibited from specified State or County government contractors during the term of the contract if the contractors are paid with funds appropriated by a legislative body.

M. American Disabilities Act. In order to comply with the American Disabilities Act (ADA), Title VI of the Civil Rights Act of 1964 and Hawai’i Language Access Law, the following statement must be included in all announcements of programs, events, activities and meetings supported through this RFP. This includes, but is not limited to: advertisements, posters, websites, email blasts, invitations, and press releases.

    Anyone who requires an auxiliary aid or service for effective communication or a modification of policies and procedures to participate in this event should contact (the name of the event organizer designated to receive these requests) at (contact information for that person), as soon as possible, but no later than (specify a date a minimum of five days) before the scheduled event.

N. Visual documentation. Copies of all advertising and promotional materials and a minimum of two (2) digital photographs in jpeg format, video and/or other visual documentation submitted on a CD and/or DVD 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 HTA, the County and/or approved contractors. This form is available in the Sample Forms section of the Appendix of this solicitation.

O. Sponsorship Recognition. The HTA and the County of Maui shall be credited as sponsors on all advertising and promotional materials and activities wherever and whenever possible.

P. Promotional Programs. Contractors under this program shall consult with the HTA’s marketing contractors and staff to coordinate marketing efforts as appropriate to reach pre-arrival visitors, post-arrival visitors and residents. Contractors under this program shall participate in HTA’s “Hawai’i Knowledge Bank” program, and “Hawai’i Arts” program as appropriate and possible. Contractors under this program shall list any public events on the calendar of events for the HTA’s marketing contractors via www.gohawaii.com, on the County websites as appropriate and, to the extent possible, other available web sites, events calendars, and promotional vehicles.
The Hawaiian Islands and Island Brand Identities

Why is a Destination Brand Needed?
All destinations – whether you recognize it or not – have a brand. Think of Florida, Mexico, Bali – and your feelings and thoughts about that destination. The Hawaiian Islands brand and the individual island brands need to differentiate our island state from other “sun & sand” destinations. The HTA and our marketing contractors are doing this by focusing on the distinct experiences and emotional aspects of each island as well as the brand elements that are common across all the islands.

What Do We Promise to our Visitors?
The Hawaiian Islands have played the role of the idyllic Pacific Islands in the hearts, minds and dreams of travelers for centuries. We are a unique collection of Islands, each offering a different experience. We are the most exotic destination in the United States and a unique cultural and geographic environment that exists nowhere else on earth. We provide a safe and diverse environment for travelers to create their own adventures. We are viewed as lush, luxurious and welcoming – a “dream vacation” for many people.

We discovered that when a traveler learns that Hawai’i offers unique experiences on each island, it made them even more interested in visiting. The brand messages for each island are identified in the following pages.

Why Should You Support the Hawaiian Islands Brand Initiative?
CPEP awardees should be aware of the statewide and your individual island’s brands. Awardees have the opportunity to capitalize on the brand marketing efforts already in place by the HTA’s marketing contractors and the island visitors bureaus by marketing your event in a way that is consistent with your island’s branding efforts. Your island’s visitors bureau, as well as our global marketing contractors will also promote your event or project through their marketing and promotional endeavors, whether it be via the online calendar of events, getting the word out via press releases to highlighting some projects/events to media and travel trade.

What is the End Result?
Ideally, there will be alignment of the statewide, Island specific and individual event and product brands to maximize our ability to attract targeted consumers to each island. Furthermore, positioning The Hawaiian Islands as a collection of unique travel experiences, we can better differentiate our product vs. other “sun & sand” destinations, overcome the “been there, done that” perception of past visitors, and both increase demand and improve the efficiency of our marketing programs by offering specific experiences to meet the needs of specific types of travelers. The stronger we are as a destination communicating and creating unique experiences, the more competitive we will be against other destinations.
Statewide Brand Explained

The Hawaiian Islands brand structure focuses on the unique FEEL of each Island experience, allowing us to promote a wide range of products on each Island and appeal to both the rational and emotional needs of our target consumers.

Diagram 1: Hawaiian Islands Brand Structure

Island-level communications will focus on presenting distinctive experiences within the overall emotional context of the Island. These words in the chart provide a central focus for each brand, but will not be used as taglines or explicit messages in marketing communications.

Visitor Profile:
The Hawaiian Islands visitor seeks experiences that are “foreign yet familiar” – safe adventure in an exotic locale that is different enough to be interesting, familiar enough to be easy to navigate. We enjoy strong repeat visitation, but some of those who have visited only once feel a sense of “been there, done that,” and need to discover the variety of experiences that The Hawaiian Islands have to offer. The ideal visitor to The Hawaiian Islands embraces the spirit of Aloha and enjoys independent travel. The Hawaiian Islands have long been a “dream” destination for them – and if they knew The Hawaiian Islands offered a range of unique Island experiences, they’d be more likely to visit!

Kaua’i Brand Explained

Deep within every human being, buried all too often beneath layers of modern life, is a primal connection with nature. It is on Kaua’i that this connection reawakens. Take a step in any direction and plunge into a world of infinite greens and blues, a world that restores your inner equilibrium and reassures you that the Pacific island of your dreams does indeed exist. Peaceful, lush and naturally spectacular, this is Kaua’i.

Visitor Profile:
The Kaua’i visitor is attracted to nature and the peaceful, immersive environment it offers. They travel to escape the busy-ness of their life at home and have little interest in urban experiences or crowds. They tend to be less active, preferring to spend long periods immersing themselves in a single experience rather than sampling a lot of variety. Relaxing on vacation is their number one priority and they don’t want to feel pressured to “see all the sights.”

O‘ahu’s Brand Explained

From its famous surf culture to the vibrant nightlife of Waikīkī, The Island of O‘ahu pulses with the beat of contemporary Hawaiian culture. We are an Island playground for active travelers. We are a unique fusion of city and country, American and Polynesian, modern and historic. Travelers leave our Island more energized than when they arrived. We are for people who want to be active on vacation, sample many things, and enjoy an urban environment and unique culture.

Visitor Profile:
The active and social O’ahu visitor is attracted to urban experiences full of energy and variety. They don’t come on vacation to escape – they travel to engage and relax by being active. They make a list of all the iconic attractions and activities they want to experience and will be disappointed if they aren’t able to complete their wish-list. They appreciate nature’s beauty, but aren’t avid outdoor enthusiasts. They experience nature as a backdrop to their adventures, and would rather enjoy a nice view than actually trek into the forest. Shopping and nightlife are an important part of their vacation and they enjoy festivals and events.

**Maui’s Brand Explained**
*With its close proximity and leisurely pace, you never have to travel too far or plan in advance to discover pleasant surprises in Maui. We are an Island of spontaneous moments. We’re big enough to provide lots of options, small enough to take the work out of choosing. We offer endless opportunities for spur of the moment fun. You can be as relaxed or as active as you choose on Maui. We are for people who want to have fun but don’t want to be on a schedule.*

**Visitor Profile:**
The Maui visitor seeks variety, choice and spontaneous adventures. They want to know lots of options are available, but want to have the freedom to be as active or relaxed as they choose, all on the spur of the moment. They want to sample different experiences without diving too deeply into, or committing too much time to any one. They enjoy nature, but want to experience it in a passive, civilized way rather than wandering too far off the beaten path. Soft adventure is what interests them, from lying on the beach to wandering through shops and discovering local artisans. Most of all, they believe enjoying a vacation shouldn’t feel like work – too much planning turns them off.

**Molokaʻi Brand Pillars**
*Quiet open roads; still practice Hawaiian living; “talk story” with locals; no traffic, congestion or pollution; stay open to the unexpected; rich in Hawaiian culture and history*

**Lānaʻi Brand Pillars**
*Solitude; serenity; pampered; peaceful and quiet; relaxed, but not bored; active, but not overdone*

**Hawai‘i Island’s Brand Explained**
*From deep beneath the earth’s crust to high in the heavens above, Hawai‘i, the Big Island, has inspired awe in everyone from ancient civilizations to curious schoolchildren. We are active volcanoes, star-filled nights, diverse climates and ancient civilization. We offer unique access to nature at its most powerful and raw. We are for people who want to explore and experience wonder. We inspire awe in travelers and give them bragging rights to last a lifetime.*

**Visitor Profile:**
The Hawai‘i Island visitor is active and adventurous with an insatiable curiosity. They seek unique and unusual adventures that they can’t get anywhere else and like the idea of having “trips” within their vacation. They have an interest in history and culture and are attracted to natural wonders. They enjoy road trips and don’t mind committing a significant amount of time to tour – after all, “getting there” is half the fun. You can find them lounging on the beach, but it’s just a rest stop on their way to the next great adventure.