Informational Session
2023 Request for Proposals

Hawai‘i Tourism Authority’s Community Enrichment Program and Signature Events Program

May 2023
Today’s Agenda

Overview of HTA’s Strategic Plan

Overview of Community Enrichment Program (CEP) and Signature Events (SE)

Review of CEP and SE Request for Proposals

Questions & Answers
Overview of HTA’s Strategic Plan
MĀLAMA KUʻU HOME
Through Regenerative Tourism:
HTA Change Management Plan
May 2023
Relationship between the HTA and the HVCB and the Island Chapters

Administration of the HTA’s Community Enrichment Program and Signature Events Program
Community Enrichment Program’s (CEP) Vision

“Provides unique, authentic and highly-valued visitor-related 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 | Program Objectives

✓ Develop new tourism products
  ▪ Target niches: agriculture, culture, culinary, education, health and wellness, nature, sports, and voluntourism

✓ Community-based tourism initiatives

✓ Authentic experiences

✓ Economic benefit to communities

✓ Support Marketing/Promotional efforts
  ▪ Island brand identity
 ✓ Create events, activities, and experiences to fulfill visitor’s 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 which satisfy the high number of returning visitors and visitors with sophisticated needs.
Examples of CEP-like Projects

- Agricultural tours
- Weekly educational programs
- Voluntourism activities
- Theatre & musical productions
- Audio/App Tours
- Walking tours
- Signage to provide cultural/historical significance
- Ethnic festivals
- Film festivals
- Community sports events
- Arts & Culture festivals & exhibits
- Culinary events
- Rodeo celebrations
Signature Events Program’s (SEP) Vision

“Supports major events that have broad appeal and align with Hawai‘i’s destination’s image and brand. The program also seeks to support and strengthen existing events in our communities that create new events for both residents and visitors alike.”
SEP | Program Objectives

✓ Exemplify the unique Hawai‘i brand
✓ Provide economic benefit to communities
✓ Support The Hawaiian Islands brand
✓ Create events, activities, and experiences that fulfill expectations
✓ Attract national and international attendees and participants
SEP | Program Components

✓ Development of new project or experiences
✓ Enhancement of existing project
✓ Executable marketing and promotional plan
✓ High media exposure and value, i.e., print, online, broadcast impressions
✓ Market penetration in HTA’s major market areas: U.S., Canada, Japan, Oceania, Korea, and China
✓ Highlights state’s diversity and host culture
✓ Community support and involvement
Review of CEP and SEP
Request for Proposals (RFP)
Community Enrichment Program & Signature Events Program

The Hawaii Tourism Authority’s (HTA) Community Enrichment Program (CEP) supports Hawaii’s Community-based projects, programs, and events that enhance resident and visitor experiences. HTA’s Signature Events Program (SEP) attracts attendees and participants from outside the state of Hawaii with extensive national and international marketing and has a significant economic impact as measured by the number of out-of-state participants. HTA is partnering with the Hawaii Visitors and Convention Bureau (HVCB) and its Island Chapters to administer the 2023 CEP and SEP process. HVCB has issued a Request for Proposal (RFP) to provide funding support to qualified nonprofit organizations and projects in 2023, and is seeking proposals from the community.

Community Enrichment Program

The CEP fosters community-based tourism projects to improve and enrich Hawaii’s product offerings. It supports a diverse array of festivals, events, and year-round programs in the tourism-related areas of culture, education, health and wellness, nature, agriculture, culinary, sports and voluntourism. These community-based projects are aligned with HTA’s commitment to destination management by enhancing the unique offerings and treasured experiences developed by the community, for the community, and for visitors the community is willing to and wants to share with our visitors.

hvcb.org/cep
# RFP Timetable

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates/Time Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial RFP release date</td>
<td>Friday, April 28, 2023</td>
</tr>
<tr>
<td>RFP Informational Briefings</td>
<td>May 4 and May 8</td>
</tr>
<tr>
<td>Deadline for submission of proposals</td>
<td>Monday, May 22, 2023 4:30 PM HST</td>
</tr>
<tr>
<td>Contract award notification (estimated)</td>
<td>Week of June 5, 2023</td>
</tr>
<tr>
<td>Mandatory 2023 Contractor Meeting</td>
<td>TBD</td>
</tr>
</tbody>
</table>
### Section 1 – Differences Among CEP, SEP, Kūkulu Ola and Aloha ʻĀina Programs

<table>
<thead>
<tr>
<th><strong>Community Enrichment Program</strong> (HVCB/ICs)</th>
<th><strong>Signature Events Program</strong> (HVCB)</th>
<th><strong>Kūkulu Ola Program</strong> (HCF*)</th>
<th><strong>Aloha ʻĀina Program</strong> (HCF*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident-Visitor Interaction</td>
<td>National and International Participants</td>
<td>Hawaiian Culture &amp; Community</td>
<td>Natural Resources</td>
</tr>
<tr>
<td>Stand-alone</td>
<td>Extensive Marketing / Media Value</td>
<td>Reoccurring</td>
<td>Reoccurring</td>
</tr>
<tr>
<td>Community-based project, program or event</td>
<td>Large Scale Event</td>
<td>Community-based project or program</td>
<td>Community-based project or program</td>
</tr>
</tbody>
</table>

* Hawai'i Community Foundation
What program to apply to as it relates to a festival or event? Kaua’i Examples

Community Enrichment Program (KVB)
- E Kanikapila Kakou
- Soto Zen Bon Festival
- Canoe Paddling Race Event

Signature Events Program (HVCB)
- King Kamehameha Celebration
- Kōloa Plantation Days
- Kaua’i Marathon and Half Marathon

Kūkulu Ola Program (HCF)
- An educational program that culminates with a ho’olaule’a
- Mo’olelo Murals

Aloha ‘Āina Program (HCF)
- ‘Ele’ele Endangered Wildlife Mural
- Mālama Ka ‘Āina No Nā Hanauna Mua
What program to apply to as it relates to a festival or event? O‘ahu Examples

**Community Enrichment Program (OVB)**
- We Are Samoa Festival
- Okinawan Festival
- Annual Waimanalo Kanikapil and Live from Waimanalo

**Signature Events Program (OVB)**
- Prince Kūhiō Celebration
- Honolulu Festival
- Hawai‘i Food & Wine Festival

**Kūkulu Ola Program (HCF)**
- Pacific String Museum & Pūmanamana Project
- PA‘I Presents
- Ulu A’e Kaiāulu

**Aloha ‘Āina Program (HCF)**
- An educational program that culminates with a community outreach event
- Community Empowered Stewardship Program
- Hawaiian Green Sea Turtle Education Program
What program to apply to as it relates to a festival or event? Maui Nui (Maui, Moloka‘i, Lāna‘i) Examples

- **Community Enrichment Program (MVCB)**
  - Emma Farden Sharpe Hula Festival
  - Maui ‘Ukulele Festival
  - Molokai Holokai Ho‘olaule’a

- **Signature Events Program (HVCB)**
  - Maui Film Festival
  - EA Sport Maui Invitational
  - King Kamehameha Celebration

- **Kūkulu Ola Program (HCF)**
  - Hāna Arts: Hana Noʻeau
  - An educational program that culminates with a hoʻolaule’a
  - Kūkulu Hale Hawai‘i

- **Aloha ʻĀina Program (HCF)**
  - Keawanui Food System Revitalization Project
  - Lāna‘i Biocultural Landscape Program
  - Aloha ʻĀina Mauka to Makai
What program to apply to as it relates to a festival or event? Hawaiʻi Island Examples

<table>
<thead>
<tr>
<th>Community Enrichment Program (IHVB)</th>
<th>Signature Events Program (HVCB)</th>
<th>Kūkulu Ola Program (HCF)</th>
<th>Aloha ʻĀina Program (HCF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pana’ewa Stampede Rodeo</td>
<td>Ironman World Championship</td>
<td>An educational program that culminates with a ho’olaule’a</td>
<td>Mahalo ʻĀina Discovery Forest Projects</td>
</tr>
<tr>
<td>May: Mele &amp; Lei Month at VAC</td>
<td>Aloha Festivals</td>
<td>Ola ka Lāhui</td>
<td>Waikoloa Biocultural Program</td>
</tr>
<tr>
<td>Kaʻū Coffee Festival</td>
<td>Kona Coffee Cultural Festival</td>
<td>Puana lauhala a paʻahia</td>
<td>Protecting Wahi Pana of Hawaiʻi Island from Invasive Species</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 2

Eligibility, Term, Location, Award Limit

- Fall into 1 of the 8 Niche Markets (CEP)
- Non-Profit organizations – licensed 501 (c)(3)
- Project Occurs in Calendar Year 2023
- Must provide services within the State of Hawai‘i
- No award limit imposed, BUT applicant judged on reasonableness of request and likelihood of success.
Non-Allowable Expenses (CEP&SEP)

a. A recurring Hawaiian culture or natural resources event/activity. Please apply to with HTA’s Kūkulu Ola program or Aloha ʻĀina. 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 2023, including, but not limited to, the HTA’s Kūkulu Ola Program and Aloha ʻĀina Program;
n. Projects relating to other niche areas than those specifically addressed by CEP;
o. Reimbursement for pre-award expenditures or costs before June 1, 2023;
p. Administrative costs outside of salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.
Multiple Proposals & Other HTA Programs

**CAN:**
- Multiple proposals from same organization for **different** projects

**NO CAN:**
- Applications to Other HTA programs (e.g. Kūkulu Ola or Aloha ʻĀina programs) for the **same** project
- A project receives an award from more than 1 HTA program in the same year
- Event/project received Grant-in-Aid funding from the Hawaʻi State Legislature
Matching Funds Not Required, But a Factor (CEP)

- 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. 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.
Matching Funds Required (SEP)

- Required to have a minimum of one to one.
- At least 50% must be in the form of cash.
- Matching funds cannot come from other state government sources.
Required Program Evaluation (SEP)

➢ Applies to Signature Events Program only
➢ HTA may select your event or activity to be reviewed.
➢ Outside contractor to evaluate overall program
Preferred Practices

➢ Environmental Sustainability
  ▪ Consider incorporating green practices into your program/project
  ▪ Buy Local
  ▪ Visit greenbusiness.hawaii.gov

➢ Authentic & Accurate Representation of Hawaiian Culture
  ▪ Follow Ma‘ema‘e Tool Kit
    (www.hawaiitourismauthority.org/programs/hawaiian-culture/maemae-program)

➢ Ties back to Your Island’s DMAP
Causes for Automatic Rejection of Proposals

➢ 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
➢ 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
➢ 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 3 letters.
Use the RFP Checklist!!!

hvcb.org/cep
Requests for Proposals Deadline

Monday, May 22, 2023

4:30 PM HST
Submit via email by May 22, 2023; 4:30 pm Hawaiʻi Standard Time

Kauaʻi
Email: CEP-Kauai@hvcb.org

Oʻahu:
Email: CEP-Oahu@hvcb.org

Maui, Molokaʻi or Lānaʻi:
Email: sumithra@mauivb.com

Hawaiʻi Island:
Email: CEP-IslandOfHawaii@hvcb.org

Statewide (multi-island) CEP & Signature Events:
Email: SEP-Statewide@hvcb.org
Community Enrichment Program Proposals are reviewed by Selection Committees by county:

- Island Visitors Bureaus and HTA Staff
- County representation
- Community
- Industry
- Subject Matter Experts

Evaluators will use the scoring criteria outlined in the RFP.
Signature Events Program Proposals are reviewed by Selection Committee:

- HVCB Central and HTA Staff
- Community
- Industry
- Subject Matter Experts

Evaluators will use the scoring criteria outlined in the RFP.
1. Project Components – Community Enrichment Program (1-50)
   - 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.
   - 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 appears 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.
Section 4:

CEP & SEP Evaluation Criteria

Four Categories: 100pts Total

1. Project Components – Signature Events Program (1-50)
   - Meets Signature Events Program 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.
   - 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.
   - High exposure and alignment with the Hawai’i Brand - The Hawaiian Islands.
   - Market penetration of HTA’s major market areas: U.S., Canada, Japan, Oceania, Korea, and China.
   - Highlights state’s diversity and host culture.
   - 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.
2. Project Impact* (1-20)
   ◦ 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.

3. Organization Capacity (1-10)
   ◦ 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 Community Enrichment Program.

4. Project Budget (1-20)
   ◦ 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 on requested funds or any other kind of support

* Main KPIs are attendance and satisfaction
### Project Components (1-50 points):

<table>
<thead>
<tr>
<th>Points</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-15 points</td>
<td>Meets minimum number of criteria outlined; proposal contains missing or unclear content; may contain typos or errors.</td>
</tr>
<tr>
<td>16-25 points</td>
<td>Meets just above the minimum criteria outlined; proposal contains missing or unclear content; may contain typos or errors.</td>
</tr>
<tr>
<td>26-35 points</td>
<td>Meets some of criteria outlined; may contain typos, errors, or unclear content.</td>
</tr>
<tr>
<td>35-45 points</td>
<td>Meets majority of criteria outlined; content is presented in clear and concise manner; no typos or errors.</td>
</tr>
<tr>
<td>46-50 points</td>
<td>CEP - Meets all seven criteria/SEP - Meets all nine criteria; content is presented in clear and concise manner; no typos or errors.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Points</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 points</td>
<td>Program demonstrates minimal to no community and visitor industry impact; positive impacts are not clear; KPI not substantial. Resource needs not adequately addressed; unclear if project will be sustainable in future years.</td>
</tr>
<tr>
<td>6-10 points</td>
<td>Program demonstrates some community and visitor industry impact; positive impacts are somewhat clear; KPI are lacking. Resource needs are somewhat addressed.</td>
</tr>
<tr>
<td>11-15 points</td>
<td>Acceptable number of measures identifying positive community impact and economy. Resource needs are stable and clearly addressed. Project has foundation for future project sustainability.</td>
</tr>
</tbody>
</table>
Application Assistance
Points-of-Contact

Kauaʻi:
Lani Kauai
Email: CEP-Kauai@hvcb.org
Phone: (808) 245-3971

Oʻahu:
Taryn Pascua
Email: CEP-Oahu@hvcb.org
Phone: (808) 695-4248

Maui, Molokaʻi or Lānaʻi:
Sumithra Balraj
Email: sumithra@mauivb.com
Phone: (808) 244-3530

Island of Hawaiʻi:
Michelle Hiʻilani Pope
Email: CEP-IslandOfHawaii@hvcb.org
Phone: (808) 557-1896

Statewide (multi-island) CEP & Signature Events:
Christy Calabrese
Email: SEP-Statewide@hvcb.org
Phone: (808) 924-0241
Questions & Answers
Mahalo!