



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

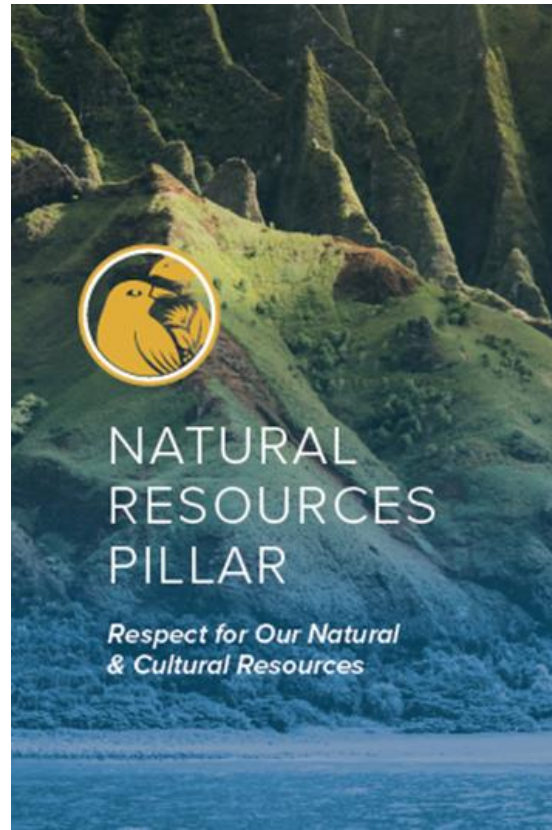
A photograph of a person's hands holding a small plant with green fern-like leaves. Another hand is pouring water from a traditional Hawaiian water container (hoopu) onto the plant. The background is a natural, grassy area with some small pink flowers. The text "HAWAII TOURISM AUTHORITY" is overlaid in the top right corner.

HAWAII TOURISM[™]
AUTHORITY

MĀLAMA KU‘U HOME

Through Regenerative Tourism:
HTA Change Management Plan

May 2023



HTA's Strategic Plan 2020-2025

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



CEP | Program Objectives (cont.)

- ✓ 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)

Get to know this special place we call home. Explore our Official Hawai'i Statewide Visitors' Guide.

[View Here >](#)

 [Marketing](#) [Media Communications](#) [Meetings & Conventions](#) [Travel Professionals](#) [Market Insights](#)

[MEMBERSHIP](#) [VISITORS](#) [EVENTS](#) [NEWS](#) [ABOUT HVCB](#) 



Community Enrichment Program & Signature Events Program

The Hawai'i Tourism Authority's (HTA) Community Enrichment Program (CEP) supports Hawai'i'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 Hawai'i 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 Hawai'i 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 Hawai'i's product offerings. It supports a diverse array of festivals, events and year-round programs in the tourism niche areas of culture, education, health and wellness, nature, agriculture, culinary, sports and volunteerism. These community-based projects are aligned with our commitment to destination management by enhancing the unique offerings and treasured experiences developed by the community, for the community, and are things the community is willing to and wants to share with our visitors.

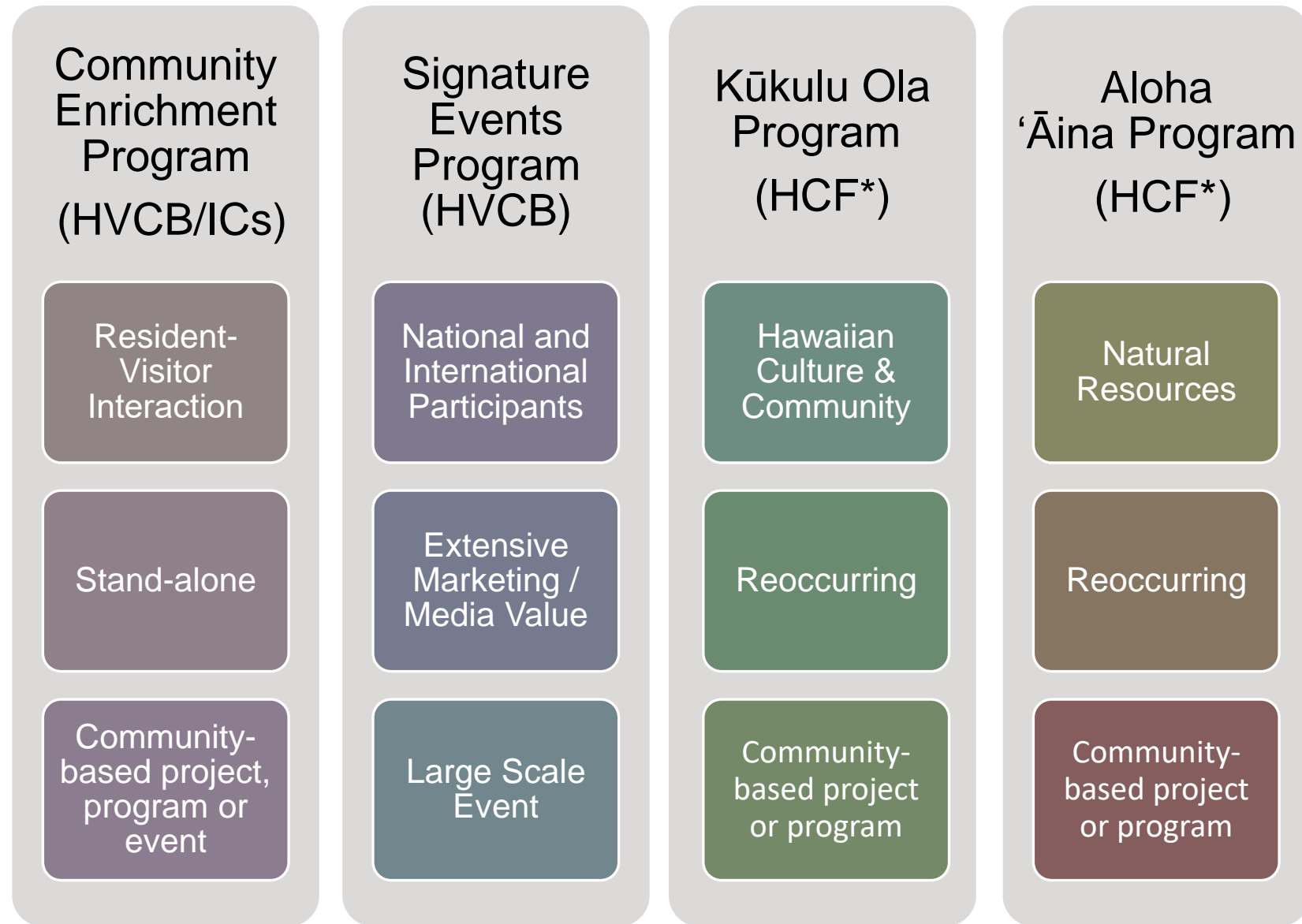
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RFP Timetable

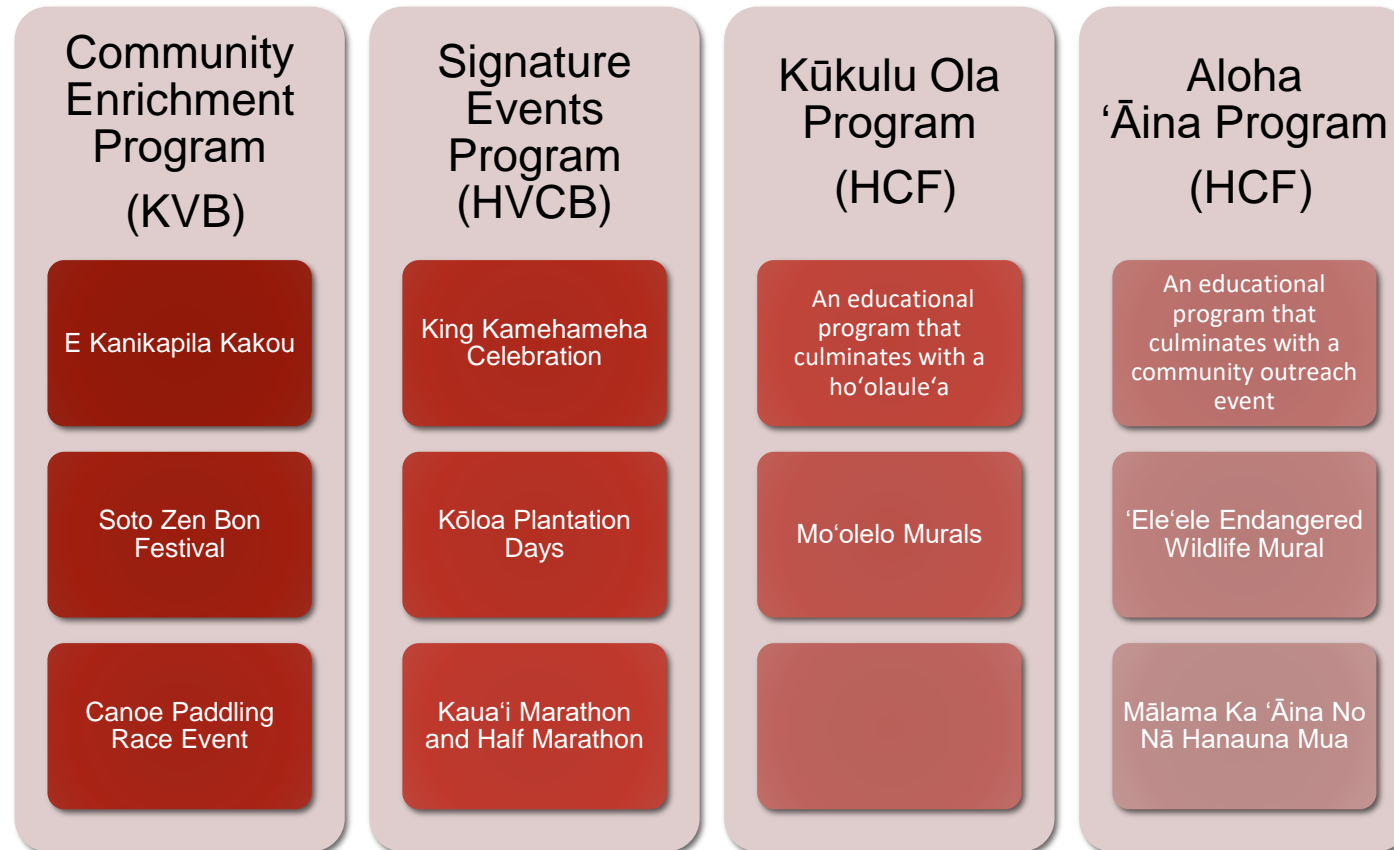
Initial RFP release date	Friday, April 28, 2023
RFP Informational Briefings	May 4 and May 8
Deadline for submission of proposals	Monday, May 22, 2023 4:30 PM HST
Contract award notification (estimated)	Week of June 5, 2023
Mandatory 2023 Contractor Meeting	TBD

Section 1 –

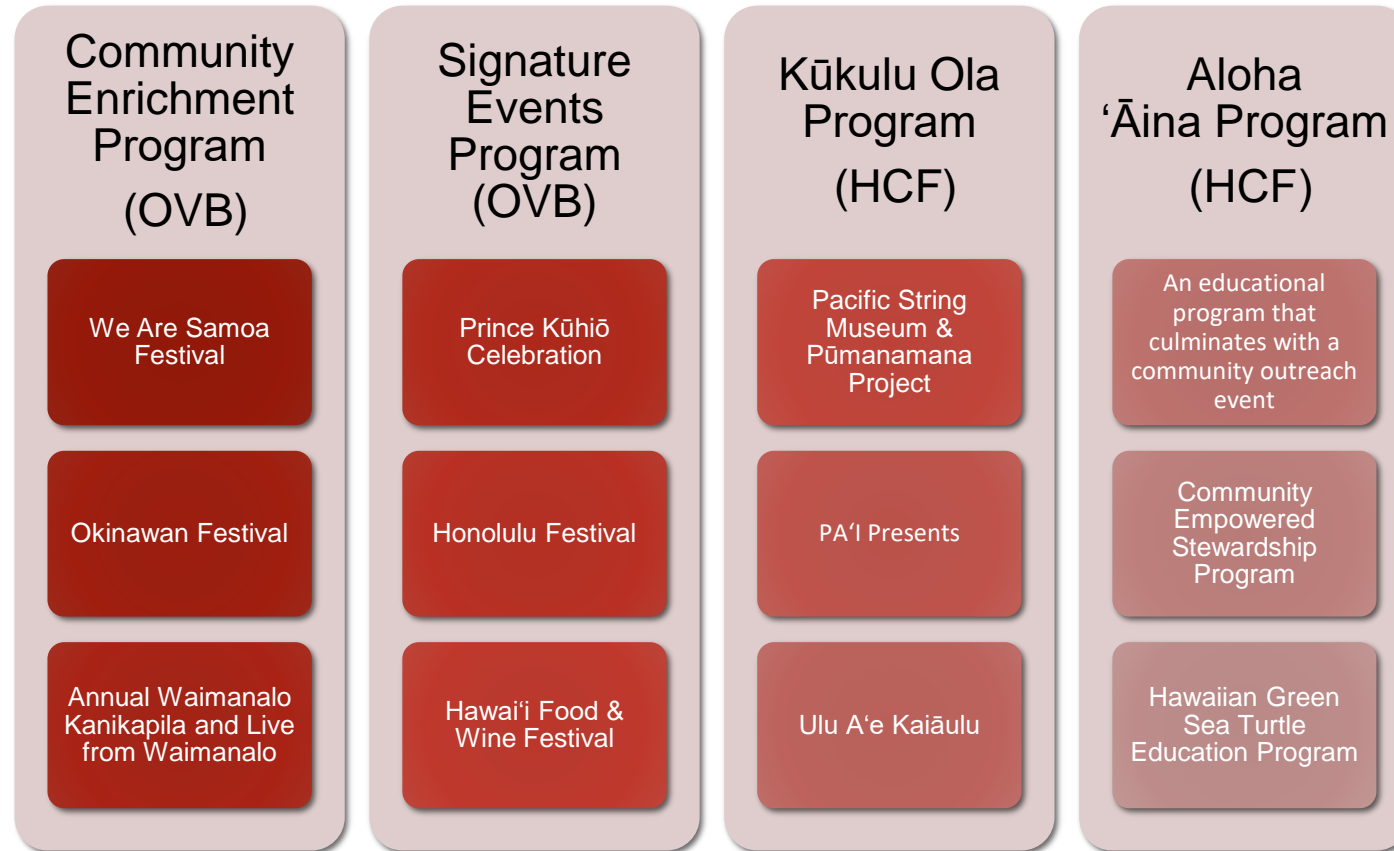
Differences Among CEP, SEP, Kūkulu Ola and Aloha ‘Āina Programs



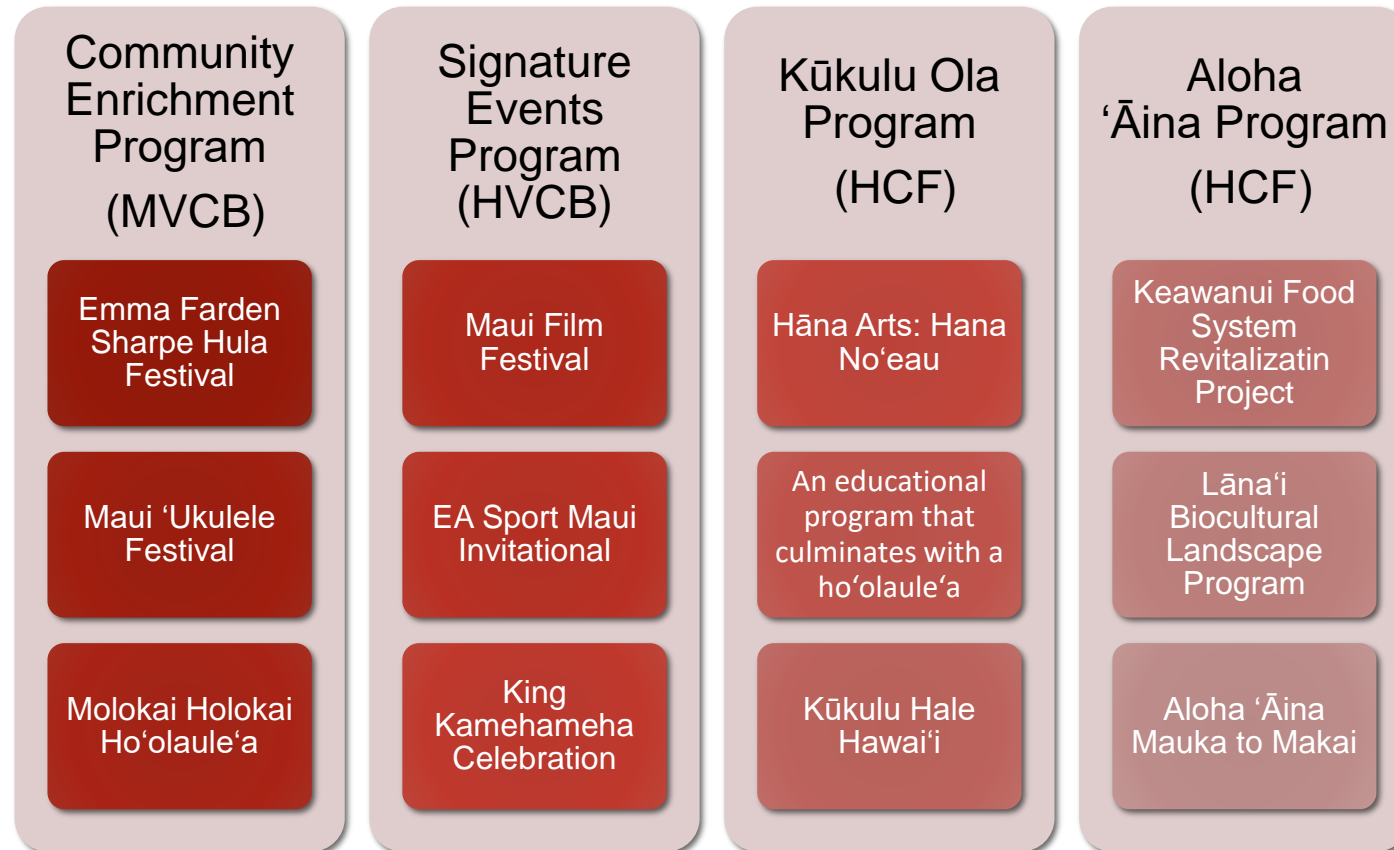
What program to apply to as it relates to a festival or event? Kaua'i Examples



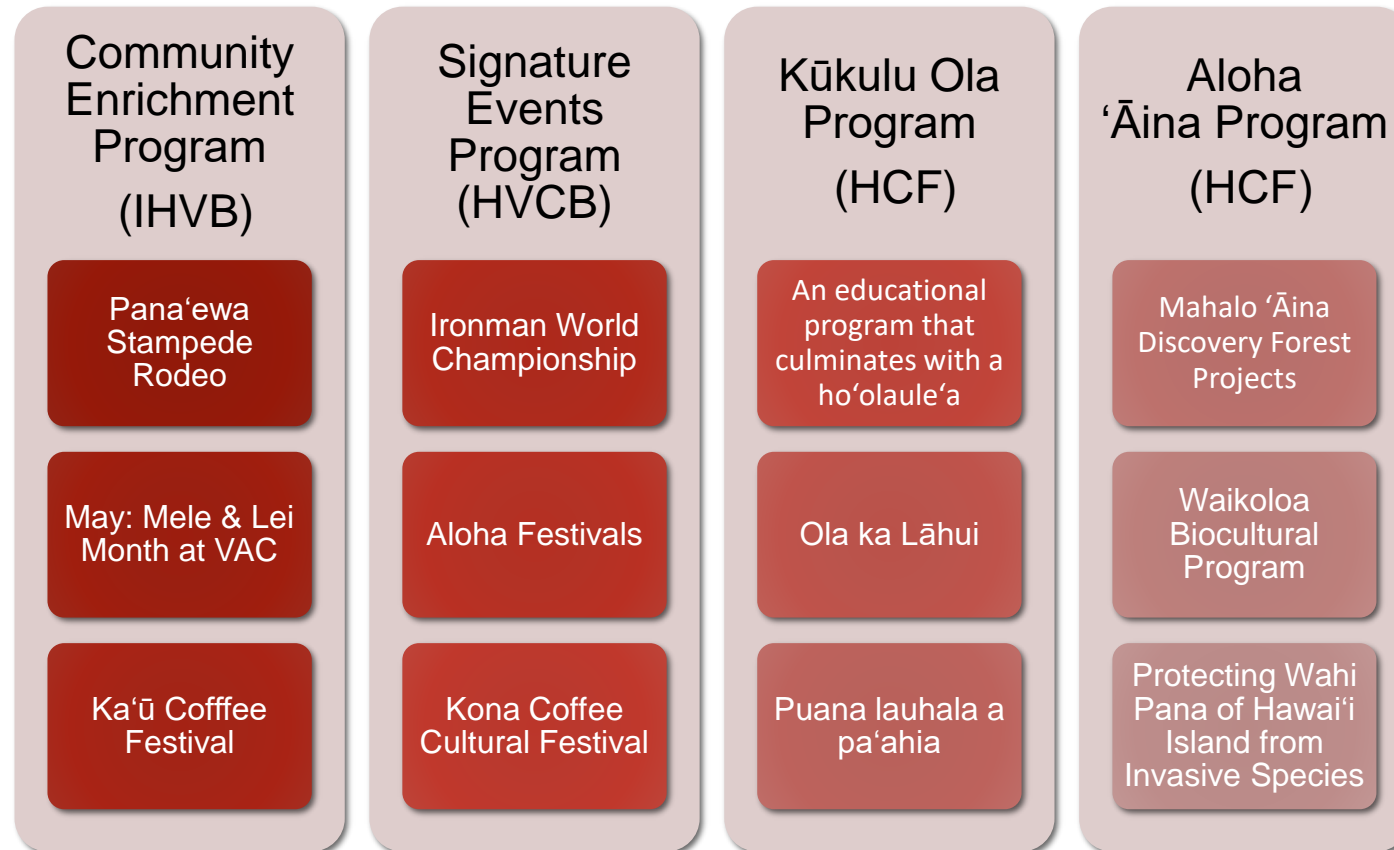
What program to apply to as it relates to a festival or event? O'ahu Examples



What program to apply to as it relates to a festival or event? Maui Nui (Maui, Molokaʻi, Lānaʻi) Examples



What program to apply to as it relates to a festival or event? Hawai'i Island Examples



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 'Āina. Recurring means weekly, monthly, or quarterly.
- b. Business or organizational start-up plans;
- c. Fundraising events (an event to raise money for your organization or a specific cause);
- d. Litigation efforts;
- e. Endowments;
- f. Real Property;
- g. Capital improvements;
- h. Conferences/Conventions;
- i. Salaries and fringe benefits;
- j. Prize money;
- k. Merchandising (HTA funds to purchase goods (e.g. T-shirts) which will be resold for a profit);
- l. Computer equipment;
- m. Projects receiving funding from other HTA programs for the year 2023, including, but not limited to, the HTA's Kūkulu Ola Program and Aloha 'Āina Program;
- n. Projects relating to other niche areas than those specifically addressed by CEP;
- o. Reimbursement for pre-award expenditures or costs before 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 'Āina 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 Hawa'i 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

holomua.hawaiitourismauthority.org/



HTA's Holomua Site by Island

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

Section 3:

Proposal Contents

- **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.



Request for Proposals Checklist for the 2023 Hawaii Tourism Authority's Community Enrichment Program and Signature Events Program

This checklist is to help make sure you are attaching the following to complete your RFP submission. (Check each completed box)

- ☐ Application and 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:

- ☐ List of Applicant's current Board of Directors and/or leadership including names, titles and affiliations, if applying as a non-profit organization.
- ☐ 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, if applying as a non-profit organization.
- ☐ 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!!!

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Requests for Proposals Deadline

**Monday,
May 22, 2023**

4:30 PM HST

Submit via email by May 22, 2023; 4:30 pm Hawai'i Standard Time

Kaua'i

Email: CEP-Kauai@hvcb.org

O'ahu:

Email: CEP-Oahu@hvcb.org

Maui, Moloka'i or Lāna'i:

Email: sumithra@mauivb.com

Hawai'i Island:

Email: CEP-IslandOfHawaii@hvcb.org

Statewide (multi-island) CEP & Signature Events :

Email: SEP-Statewide@hvcb.org

Section 4:

CEP - Scoring/ Evaluation Criteria

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.

Section 4:

SEP - Scoring/ Evaluation Criteria

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.

Section 4:

CEP & SEP Evaluation Criteria

Four
Categories:
100pts Total

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.

CEP & SEP Evaluation Criteria

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

CEP & SEP Rubric

Project Components (1-50 points):

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

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

Points	Criteria
1-5 points	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.
6-10 points	Program demonstrates some community and visitor industry impact; positive impacts are somewhat clear; KPI are lacking. Resource needs are somewhat addressed.
11-15 points	Acceptable number of measures identifying positive community impact and economy. Resource needs are stable and clearly addressed. Project has foundation for future project sustainability.



Application Assistance

Points-of-Contact

Kaua'i:

Lani Kauai

Email: CEP-Kauai@hvcb.org

Phone: (808) 245-3971

O'ahu:

Taryn Pascua

Email: CEP-Oahu@hvcb.org

Phone: (808) 695-4248

Maui, Moloka'i or Lāna'i:

Sumithra Balraj

Email: sumithra@mauivb.com

Phone: (808) 244-3530

Island of Hawai'i:

Michelle Hi'ilani 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!
