



## **REQUEST FOR PROPOSALS**

### **2024 WAIKĪKĪ HISTORIC TRAIL CONTENT ENHANCEMENT AND STREAMLINING**

DEADLINE FOR RECEIPT OF PROPOSALS IS  
**Friday, April 5, 2024 at 4:30 p.m. HST**

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## SECTION 1 – OVERVIEW AND TIMELINE

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### 1.1 Purpose of the Request for Proposal (RFP)

The O‘ahu Visitors Bureau (OVB) is soliciting proposals for professional services and invites qualified and experienced creative content development firms to submit innovative proposals to refresh, streamline, and enhance the content of the Waikīkī Historic Trail, for a contemporary audience. This historic trail was created in 1997 by co-founder of the Native Hawaiian Hospitality Association (NaHHA), the honorable Dr. George Kanahale. The intent of this trail is to preserve and highlight the historic, cultural, and geographic significance of sites in Waikīkī. The trail was originally comprised of uniquely designed bronze surfboard markers and was born out of a city-private sector collaboration. Since 1997 these surfboard markers have helped to guide residents and visitors alike through the rich history and culture of Waikīkī. For over two decades these markers have served as a key connection to the culture and history of this *wahi pana* (special place). This RFP seeks to enhance and streamline the existing content to reach new audiences with the development of updated and interactive content.

The project support team consisting of: The Hawai‘i Tourism Authority (HTA), NaHHA, and OVB, through the O‘ahu Destination Management Action Plan (DMAP) process identified this refurbishment project as a way to support tourism management activities and seek to modernize the resident and visitor experience by enhancing and enriching the content and incorporating engaging interactive content to preserve the history of these special places along the trail through a legacy of public art. Through the project’s planning process, the support team has worked closely with the City and County of Honolulu’s Mayor’s Office of Culture and Art (MOCA), identified by NaHHA as a key stakeholder in the trail and has provided ownership and maintenance of the trail throughout the years as part of the city’s extensive public art collection. The project support team has also identified a committee of Native Hawaiian cultural advisors that will help to guide the content development process to help to ensure accurate historic and cultural content is developed.

This RFP moves forward the O‘ahu Destination Management Action Plan (<https://www.hawaiitourismauthority.org/media/7785/hta-oahu-dmap.pdf>). Specifically, O‘ahu Action J: “Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.” Additionally, O‘ahu Sub-Action J.2: “Commit resources to promote alternatives to overused sites or going off the beaten path. Redirect visitors to areas that can accept higher traffic away from residential areas. Enhance these places with signage and messaging, develop programs, educational offerings, increase exhibits, etc.”

#### **The Project Objectives:**

##### **1. Creative Content Development:**

- Develop visually appealing and historically accurate content for signage along the trail, ensuring alignment with the overall theme and narrative.
- Present a cohesive and compelling storyline that educates visitors about key historical events and cultural significance in an engaging manner.
- Ensures the updated content accurately reflects the historical and cultural significance of Waikīkī.

##### **2. Content Streamlining:**

- Consolidate and combine existing content where appropriate to reduce the number of markers, while maintaining the integrity of the narrative.

- Ensures a smooth and cohesive transition between markers, creating a streamless storytelling experience.
3. **Interactive Elements:**
    - Introduce interactive or engaging elements that leverage technology to enhance engagement.
  4. **Accessibility:**
    - Ensure the updated content is accessible to a diverse audience including various age groups and cultural backgrounds.
    - Ensure technology compatibility with a variety of mobile devices, including smartphones and tablets, to maximize accessibility for all residents and visitors.
  5. **Community Engagement:**
    - Engage the Cultural Advisory Committee identified by project support team to guide the content development of culturally significant sites along the trail.
    - Foster a sense of community ownership and pride in the enhanced historical trail.

### **Overview of the Project:**

This enhancement project aims to elevate the overall user experience by providing historically accurate and culturally authentic storytelling while reducing the number of markers on the trail for a more streamlined and cohesive narrative. This transformative endeavor focuses on the creative content development, streamlining of existing narratives, introduction of interactive elements and ensuring accessibility. This project envisions a revitalized and inclusive Waikīkī Historic Trail, where history and culture come to life through a harmonious blend of creativity, technology, and community engagement. The resulting experience will be one that resonates with and celebrates the diverse tapestry of Waikīkī's heritage.

### **1. Management Services:**

- The chosen firm will be responsible for overseeing all aspects of the project, including establishing clear leadership roles and responsibility to oversee the project.
- Develop a detailed project timeline with defined milestones to track progress and ensure timely completion of tasks.
- Allocate resources effectively to support various aspects of the project including research and content development.
- Identify potential risks and strategies to mitigate them.

### **2. Research and Planning Services:**

- The selected firm will be required to conduct archival research, engage with local historians, and gather information from relevant sources to ensure accuracy and authenticity of the storytelling.
- The research explored will inform the development of interpretive materials and interactive elements along the trail.
- Identify key historical points of interest and development of updated narrative for storytelling.
- Implement best practices for making historical and cultural content accessible to people with disabilities, ensuring inclusivity and compliance with accessibility standards.

### **4. Collaboration:**

- The selected firm will collaborate with local government, stakeholders, cultural advisor committee, historical societies, and community members to actively engage with these entities to ensure alignment with community values and preferences.

- Regular communication and collaboration will foster a sense of ownership and pride with the local community, including tourism industry stakeholders and the broader community.
- The selected firm will also ensure content developed is in alignment with City and County of Honolulu jurisdiction for marker placement and content makes sense for a specific location in terms of historical and cultural authenticity.

**5. Other:**

- Contractor shall include an additional initiative and “out of the box” ideas that supports the overall project and tells us more about their capabilities.

**Services being solicited:**

Applicants must apply for all of the content updates and streamlining services being solicited for the entire length of the Waikiki Historic Trail. To ensure equality and fairness in the proposal submission process, we emphasize that applicants are permitted to collaborate with additional contractors as part of their proposal. The intention behind this allowance is to encourage a diverse range of expertise and perspectives in the proposed solutions. However, it is crucial that all applicants adhere to the following guidelines to maintain fairness and transparency in the evaluation process:

**1. Transparent Collaboration:**

- Clearly identify and provide detailed information about any additional contractors or collaborators if involved in the proposal.
- Specify the roles and responsibilities of each contractor to ensure a transparent understanding of the collaborative effort.

**2. Equal Opportunity:**

- All proposals, whether submitted by a single entity or a collaboration, will be assessed based on merit and alignment with the project requirements.

**3. Consistent Evaluation Criteria:**

- Evaluation will focus on the proposal's quality, innovation, relevance to project objectives, and adherence to guidelines, irrespective of the collaborative nature.

**4. Submission Guidelines:**

- Provide a comprehensive overview of the collaborative effort, highlighting how the combined expertise of multiple contractors, should multiple contractors be utilized, enhances the proposal's overall strength.
- Clearly state any specific requirements for joint proposals, such as consolidated budgets, timelines, and communication strategies.

1.2 Timeline

Activities	Scheduled Date
Initial RFP release date	Friday, March 22, 2024
Deadline for submission of proposals	Friday, April 5, 2024 at 4:30PM HST
Contract award notification (estimated)	Friday, April 12, 2024
Contract Length	All work must be completed by Friday, June 21, 2024

### 1.3 Vendor Qualifications

Qualified applicants must be an experienced content development firm or similar.

### 1.4 RFP Point-of-Contact

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

- Destination Manager, Catherine Orlans: [catherine@visit-oahu.com](mailto:catherine@visit-oahu.com)
  - **All emails must include the “WHT RFP” in the subject line.**

### 1.5 Disclaimer: Cancellation and Cost Liability

OVB reserves the right to cancel this RFP, or any components of this RFP, at any time. OVB assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of proposals in response to this RFP. An applicant may not bill OVB for any costs or expenses incurred in pursuit of this award. Any incumbent under any HTA contract may not use HTA-funded resources to prepare its proposal. All costs associated with the preparation of the RFP proposal are the responsibility of the offeror.

## SECTION 2 – PROPOSAL OUTLINE AND INSTRUCTIONS

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### 2.1 Submission Method

1. All submissions are to be sent via email to [catherine@visit-oahu.com](mailto:catherine@visit-oahu.com).
2. Submissions must be sent as single PDF attachments. Do not send multiple attachments, emails or links containing elements of your proposal.
3. The time of receipt will be the time on the email. Deadlines will be strictly enforced. Please be aware that download times could delay email arrivals. Applicants who wait until the last minute to submit their proposals do so at their own risk.

### 2.2 Submission Requirements

All proposals shall include the following documents in the order listed to be considered for funding under this program. Proposals that fail to submit any one of these documents may be considered non-responsive. Descriptions appear below in subsequent sections.

- The Proposal should consist of the following and in the following order:
  - Cover Letter
  - Application
  - Scored Proposal documents:
    - Detailed Program Components and Work Plan
    - Qualifications and Past Experiences
    - Detailed Cost Breakdown, Proposed Payment Schedule, Budget Narrative
  - Optional Attachments:
    - Letter(s) of Support

## 2.3 Cover Letter

This part of the response should be limited to a brief narrative highlighting how the Proposer's expertise and experience qualifies for this RFP, the general approach to the Proposer's work, and specifically experience in performing management work.

## 2.4 Detailed Program Components and Work Plan

1. Describe overall management components and approach, outlining and describing the services you are proposing (see page 4-6: Services being solicited).
2. How will your team work together to strike the right balance between resident and visitor considerations? This includes considering natural and cultural resources and the environment.
3. Describe the creative updates that your team will plan to include to enhance this trail experience.

## 2.5 Qualifications and Past Experience

Technical proposal elements.

1. Description of services to be provided by the organization.
2. Organization's experience collaborating with community, community organizations, and government agencies, and visitor industry.
3. Organization's experience in content development and streamlining.
4. Organization's experience on the island of O'ahu.
5. Qualifications of the organization to provide the requested services. Describe how this team, or portions of the team, have worked together.
6. Information about the roles and experience of key project team members. As part of this section, include full name, title, and discipline of team members who may work as key personnel as part of this RFP including their education, special expertise, licensing or certifications, and relevant project experience.
7. An organizational chart and description of the proposed team.

## 2.6 Detailed Cost Breakdown, Proposed Payment Schedule, and Budget Narrative

The applicant is to provide a total fixed price cost for services broken down as follows.

1. Total fee expectation.
2. Breakdown of services by cost.
3. Payment schedule based on suggested milestones. Subject to negotiation.
4. Budget Narrative: Provide a detailed description of the proposed budget and payment schedule.

Include a summary of approach for keeping costs efficient and hourly billing rates for all proposed work and any potential team members, who may be called upon to work on tasks related to this RFP as well as other costs that may be required to perform said work. A summary of potential direct expenses and non-labor-related charges should also be included.

## 2.7 Rejection of Proposals

- **Requirements must be met.** HVCB and OVB reserves the right to consider as acceptable, responsible, and responsive only those proposals submitted in accordance with the RFP requirements.
- **Reasons for Rejection.** A proposal may be automatically rejected for the following reasons:

- Failure to cooperate or deal in good faith.
- Late submissions.
- 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 or HVCB contract or award.

## SECTION 3 – SCORING/EVALUATION CRITERIA

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### 3.1 Evaluation, Negotiation, Award

Proposals are evaluated in accordance with the evaluation criteria described below. The full scope of service of the RFP must be reflected in the RFP response. The approach and procedures are those, which are applicable to a competitive negotiated procurement whereby proposals are first evaluated to determine which proposals are within a competitive range.

HVCB reserve the right to reject any proposal that is not fully qualified to perform the required services. Subject to HVCB's right to reject any or all proposals, the proposer whose proposal is found to be most advantageous to HVCB, price and other evaluation factors considered will be selected.

### 3.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria:

#### **Program Components and Workplan (45 points)**

- Proposal demonstrates organization's ability to meet WHT RFP goals and objectives.
- Proposal demonstrates ability to fulfill the outlined program and timeline.
- Proposal demonstrates reasonable and significant measures of positive impact on O'ahu's communities and visitor industry.

#### **Qualifications and Past Experience (30 points)**

- Ability to manage and implement the project.
- Demonstrated success and expertise necessary to execute the project as described.

#### **Detailed Cost Breakdown, Proposed Payment Schedule (25 points)**

- Demonstrates organizational financial capability.
- An accurate and feasible budget and budget narrative for the program.
- Reasonableness of estimated expenses comparable to similar activities.



## SECTION 4 – CONTRACTING PROCESS AND REQUIREMENTS

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### 4.1 Award Letter

Awardees will receive a letter informing them of the next steps in the contract process and advising them of any documents that may be due. This letter will include deadlines for receipt of these materials. The contract will not be executed until all the required paperwork is received.

### 4.2 Timeliness

Failure to meet specified deadlines could result in the award being rescinded and the contract being cancelled.

### 4.3 Contract for Services

The contractor(s) will be put on a payment schedule and each payment will have associated deliverables tied to it. The contractor(s) will be required to submit original receipts along with any related deliverables in order to receive payment. The contractor(s) will not be paid a lump sum.

### 4.4 General Liability Insurance

Nonprofit organizations will be required to have commercial general liability insurance of at least \$1 Million per incident, \$2 Million in aggregate. Policy must list the Hawai'i Visitors & Convention Bureau and O'ahu Visitors Bureau as additional insured. The policy must also list either the Hawai'i Tourism Authority or the State of Hawai'i as additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded, and the contract cancelled.

### 4.5 Payments and Deliverables

A "deliverable" is what the contracted organization must deliver to OVB to receive payment. Examples of possible deliverables may be progress reports, updated budgets, pictures, and an invoice. We will create a checklist of deliverables for each payment. All deliverables must be received before payment is issued. If we do not receive a deliverable on the list, payment could be delayed or denied. All required deliverables must be received, along with, or prior to, receipt of the invoice. Final payment will be made with completion of the final report received.

### 4.6 Visual Documentation

A minimum of twenty (20) high resolution digital photographs (minimum 300dpi) or other medium, submitted as downloadable items will be required as part of the final reporting requirements of this program. Images including, but not limited to, photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by the HTA, OVB, and/or approved contractors.

### 4.7 Reporting Requirements

Contractors under this program shall submit monthly reports including KPI, a final report including KPI, final content documents, and a final financial report.