

ISLAND OF HAWAI'I VISITORS BUREAU (IHVB)
Hawai'i Visitors & Convention Bureau
Hawai'i Tourism Authority

REQUEST FOR PROPOSAL

The Island of Hawai'i Visitor Bureau (IHVB) and the Hawai'i Tourism Authority (HTA) are seeking proposals for festivals and events that highlight community-based programs, and enhance the quality of life for our island communities as well as visitors. Festivals and events for consideration must be held on the island of Hawai'i between February 16 and April 30, 2023.

As noted in the Hawai'i Island Destination Management Action Plan (DMAP), proposals must align with Action G, of DMAP which is to "Invest in community-based programs that enhance the quality of life for communities" and G2 "Uplift approaches to tourism that are reflective of Hawai'i Island and its different communities."

Those submitting proposals must be a licensed 501(c)(3) non-profit organization. Charging a fee for entrance is acceptable as long as it is noted in the proposal indicating how much is being charged. Matching funds are not required but are encouraged as they are considered an integral component in showing sustainability for future events.

Elements for this request for proposal should include:

- Unique to Hawai'i history and culture
- Variety of activities/experiences
- Friendly interaction with residents
- Open to the general public (including residents and visitors)
- Variety of cuisine and/or dining options that offers a positive economic impact to local communities and small businesses
- Good value for the money
- Ensure the venue can handle large numbers of attendees

Use of Funds/Non-Allowable Expenses:

- Business or organizational start-up plans;
- Fundraising events (an event to raise money for your organization or specific cause);
- Litigation efforts;
- Endowments;
- Real Property;
- Capital improvements;

- Conferences/Conventions;
- Salaries and fringe benefits;
- Prize money;
- Merchandising (HTA funds to purchase goods (e.g. T-shirts) which will be resold for a profit);
- Computer equipment;
- Projects receiving funding from other niche areas than those specifically addressed by this proposal;
- Reimbursement for pre-award expenditures or costs before the award of the grant; unless the event is already in progress and not allowed over a yearlong event;
- Administrative costs outside salary and fringe benefits: Only up to twenty percent (20%) of award money may be used for administrative costs.

Proposal Contents Required:

- 1) Application addressing these elements
 - Unique to Hawai'i Island history and cultural celebrations
 - Variety of activities/experiences
 - Friendly interaction with residents and visitors
 - Open to the general public (including residents and visitors)
 - Variety of cuisine and dining options
 - Good value for the money
 - Ensure the venue can handle large numbers of attendees

- 2) Itemized Budget Form

- 3) Other Attachments:
 - a. List of Applicants Board of Directors
 - b. Articles of Incorporation (preferred)
 - c. 1 Letter of Recommendation

Timing:

Issue RFP	January 31, 2023
Deadline to Submit Proposal	February 09, 2023
Review submittals	February 10, 2023
Recommend awards	February 13, 2023
Notify awardees	February 16, 2023

Scoring/Evaluation Criteria:

Selection Committee:

- Proposals are evaluated by a Selection Committee whose members are selected by the Hawai'i Visitors and Convention Bureau (HVCB) and the Island Chapters and include representatives of the Island Chapters, HTA as well as community and business representatives throughout the state.

Scoring Criteria

- Proposals will be evaluated based on the following scoring criteria:

Project Components (1-50 points)

- Meets DMAP Action G 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 that are available year-round.
- Shoulder Season (Spring).
- Executable Marketing & Promotional Plan – shows the ability to reach the right target audiences to ensure visitor and resident attendance and/or participation goals. Your 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 the audience.
- Work Plan and Timeline – work plan and timeline appear reasonable to execute the event/program.
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. The project has broad-based community support and is in line with community values and resources.

Project Impact and Performance Measures (1-20 points)

- Reasonable and significant measures that demonstrate a positive impact on Hawai'i's community(-ies) and visitor industry future.
- Positive community and local economic impacts compared to similar projects.
- A clear plan to acquire the required measures and targets listed, resource needs are adequately addressed, use of the information will lead to sustainable projects.

Organizational Capacity (1-10 points)

- Ability to produce, implement, and execute the project.
- Has established network.
- Demonstrated success and expertise necessary to perform the project described.
- Past history / performance with Hawai'i Tourism Authority contracts.

Project Budget (1-20 points)

- Demonstrates organizational financial capability.
- An accurate and feasible budget for the project.
- Valid sources of revenue.
- Reasonableness of estimated expenses comparable to similar event/activity.
- Matching funds is a “nice to have” and will be given more consideration during judging.
- Other support.

Payment:

First payment of 70% will be made within two (2) weeks of award notification.

Second payment of 30% will be made once a final report is submitted.

Deliverables:

- If funded, the awardee must provide a 500-word article describing the project scope and benefits, along with high-resolution pictures suitable for publication in the HTA newsletter, or other news media.
- Must acknowledge the Hawai‘i Tourism Authority (HTA) and the Island of Hawai‘i Visitor Bureau (IHVB) as sponsors with logos and name.
- Must document attendance for each event with estimate on number of visitors and number of residents.
- Awardee must provide full access to attend events for five (5) people whether they are from HTA or IHVB .
- Must complete a final report with copies of all advertising and promotional materials and a minimum of ten (10) high resolution digital photographs (minimum 300 dpi), as downloadable items from a cloud source, along with financial report by the designated deadline of May 1, 2023.

Insurance:

Festivals and Events will be required to have commercial general liability insurance of at least \$1 Million per incident, \$2 Million in aggregate. Policy must also list the Hawai‘i Visitors and Convention Bureau, Island of Hawai‘i Visitors Bureau, Hawai‘i Tourism Authority and the State of Hawai‘i as an additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded, and the contract cancelled.

Note: Government agencies are exempt from the insurance requirement.

Any questions, please contact Rachel Kaiama at: rkaiama@hvcb.org or 808-294-1737.
Deadline to submit proposals is February 9, 2023, at 4:00 pm HST.

Must email proposals to: rkaiama@hvcb.org No other source of submissions will be accepted.
NO PROPOSALS WILL BE ACCEPTED AFTER THE DEADLINE