

STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of Forestry and Wildlife
Honolulu, Hawaii 96813

November 9, 2017

Chairperson and Members
Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

Land Board Members:

SUBJECT: REQUEST APPROVAL TO ENTER INTO A MEMORANDUM OF AGREEMENT BETWEEN THE HAWAII TOURISM AUTHORITY AND THE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF FORESTRY AND WILDLIFE FOR \$47,000 IN GRANT FUNDS TO BE PROVIDED FOR PUBLIC OUTREACH RELATED TO RAPID OHIA DEATH ON HAWAII ISLAND FOR FISCAL YEAR 2018

SUMMARY:

The purpose of this Memorandum of Agreement (MOA) is to facilitate a contract between the Hawaii Tourism Authority and the Department of Land and Natural Resources (DLNR), Division of Forestry and Wildlife (DOFAW) for public outreach activities related to Rapid Ohia Death (ROD) on Hawaii Island. The activities will be conducted by DOFAW and its partners in their efforts to prevent the spread of ROD and raise awareness about the importance of ohia.

CHAPTER 343, HAWAII REVISED STATUTES – ENVIRONMENTAL ASSESSMENT:

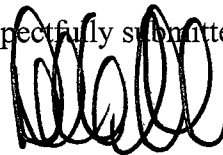
Activities and actions associated with this MOA do not trigger the need for Chapter 343 review.

RECOMMENDATION:

That the Board:


- 1) Delegate authority to the DOFAW Administrator to execute and sign the HTA-DLNR Memorandum of Agreement (MOA), as well as the contract for \$47,000.

Respectfully submitted,



DAVID G. SMITH, Administrator
Division of Forestry and Wildlife

APPROVED FOR SUBMITTAL:



SUZANNE D. CASE, Chairperson
Board of Land and Natural Resources

MEMORANDUM OF AGREEMENT

MOA 18133

BETWEEN

THE HAWAI'I TOURISM AUTHORITY

AND

DEPARTMENT OF LAND AND NATURAL RESOURCES

I. This Memorandum of AGREEMENT (hereinafter "MOA") is entered into as of the date of execution by the **HAWAI'I TOURISM AUTHORITY**, an agency of the State of Hawai'i, acting by and through its Chief Executive Officer, George D. Szigeti, whose business address is 1801 Kalākaua Avenue, Honolulu Hawai'i 96815, ("HTA") and the **DEPARTMENT OF LAND AND NATURAL RESOURCES**, a department of the State of Hawai'i, by and through its undersigned Chairperson of the Board of Land and Natural Resources, State of Hawai'i, whose business address is Kalanimoku Building, 1151 Punchbowl Street, Honolulu, Hawai'i 96813 ("DLNR").

II. **RECITALS:**

Whereas on June 21, 2017, the HTA issued a "Request for Proposals for the 2018 Aloha 'Āina program, RFP No. HTA 17-14," as amended by Addendum 1 on July 11, 2017, and Addendum 2 on July 21, 2017 (cumulatively referred to herein as "RFP" and incorporated herein by reference as part of this MOA, with the exception of the following which will not apply to this MOA: the General Conditions, the insurance certificate requirement, the vendor compliance certificate requirement);

Whereas on August 4, 2017, the HTA received CONTRACTOR's Proposal in response to the RFP, including an executed "Applicant Information Form," a completed "Proposal Form," "Itemized Budget Form" and "Budget Narrative," and an executed "Confidentiality Agreement," that may have been revised or amended by CONTRACTOR, and was subsequently approved by HTA (cumulatively referred to herein as "PROPOSAL" and incorporated herein by reference as part of this MOA).

Whereas the STATE desires to retain and engage the CONTRACTOR to provide the tourism-related activities and services described in CONTRACTOR's PROPOSAL and in this MOA, incorporated herein by reference; and, the CONTRACTOR is agreeable to providing said activities and services.

Whereas this MOA is for activities and services related to HTA's statutory duty to "develop, coordinate, and implement state policies and directions for tourism and related activities taking into account the economic, social, and physical impacts of tourism on the State, Hawai'i's natural environment, and areas frequented by visitors" pursuant to Section 201B-3(a)(14), Hawai'i Revised Statutes.

Whereas money is available to fund this MOA pursuant to Section 237D-6.5, Hawai'i Revised Statutes, in adequate amounts.

Whereas, pursuant to Sections 201B-3 and 201B-7, Hawai'i Revised Statutes, the STATE is authorized to enter into this MOA.

NOW, THEREFORE, in consideration of the mutual promises contained in this MOA, the STATE and the CONTRACTOR agree as follows:

III. SCOPE OF SERVICES:

A. CONTRACTOR will be responsible for:

1. Performing and providing, in a satisfactory and proper manner as determined by the STATE, all the activities and services described in the PROPOSAL as **Slow the Spread, Spread the Word: Rapid Ohia Death Outreach** (hereinafter referred to as "PROJECT"), conducted in calendar year 2018;
2. HTA'S GOAL AND OBJECTIVES. CONTRACTOR acknowledges and agrees that a goal of this Contract is to support activities and services that protect Hawai'i's natural environment and preserve it for future generations, and will respect, enhance and perpetuate Hawai'i's natural resources to ensure a high level of satisfaction for residents and visitors by improving value-added amenities at natural resource sites; exploring innovative means to repair, maintain and improve Hawai'i's natural resources; raising awareness of all stakeholders about the responsible use of natural resources; increasing collaboration among government agencies, the visitor industry and the community; raising awareness of commercial operators, information providers and others about the responsible use of natural resources; and, reviewing and enforcing rules and develop certification programs for commercial operations in natural resource areas. CONTRACTOR also acknowledges and agrees that HTA had approved its PROPOSAL under HTA's Aloha 'Āina Program. CONTRACTOR shall

perform and provide the activities and services described in its PROPOSAL and conduct the PROJECT in a manner that will achieve this goal and objectives.

3. CONTRACTOR'S GOALS AND SURVEY. CONTRACTOR shall use its best efforts to achieve its 2018 expected goals described in its PROPOSAL to determine the benefits and success of CONTRACTOR's PROJECT. Additionally, CONTRACTOR shall use surveys and the source(s) for determining its Key Performance Indicators (KPI) described in the PROPOSAL.
4. MATCHING FUNDS. CONTRACTOR shall maintain a minimum of one to one (1:1) in matching funds to the amount of funds payable to CONTRACTOR under this Contract. CONTRACTOR shall be required to maintain a minimum of 20% of the matching funds in cash only and the remaining 80% of the matching funds may be in cash or the in-kind contributions described in the RFP, such as volunteer hours, supplies, or services contributed to the PROJECT. The required matching funds in cash shall not come from other Hawai'i state government sources, including the Office of Hawaiian Affairs, and other HTA programs or HTA's major contractors, such as the Hawai'i Visitors and Convention Bureau or its island chapters. Of the 20% in required cash matching funds, CONTRACTOR shall provide satisfactory proof of no less than half of match (10%) prior to the first payment made by HTA under this Contract, and satisfactory proof of the remaining half (10%) prior to final payment. Acceptable proof of matching funds includes but is not limited to: a letter of commitment, a copy of a check, receipts of deposit, or a copy of an agreement between the applicant and another sponsor.
5. EXPENDITURE ACCORDING TO APPROVED BUDGET. CONTRACTOR shall expend STATE funds in a manner described and consistent with the completed "Itemized Budget Form" provided by CONTRACTOR as part of its PROPOSAL, as revised or amended by CONTRACTOR and subsequently approved by STATE
6. OUTREACH & COMMUNICATIONS PLAN. CONTRACTOR shall implement initiatives to promote the PROJECT through direct signage, leaflets, flyers, collateral material, social media, and/or other promotional initiatives described in the PROPOSAL. CONTRACTOR shall also provide to HTA the various items described below.

A. Visual Documentation. CONTRACTOR shall provide HTA the following:

- i. Copies of all outreach and promotional materials;

- ii. A minimum of five (5) high resolution digital photographs (minimum 300 DPI) submitted in jpeg format;
 - iii. Appropriate release agreements allowing HTA and its approved marketing contract partners to use the above-described visual documentation for its promotional efforts.
- B. Summary Write-up and Photo. CONTRACTOR shall provide a two to three paragraph synopsis and one high-resolution photo describing the PROJECT that is suitable for publication in our HTA newsletters or promotional materials published and disseminated by HTA and its marketing contractor partners or the news media. The article shall be provided to HTA within thirty (30) days of contract execution.
- 7. PROJECT ACCESS. CONTRACTOR shall provide the STATE with access to the PROJECT and all PROJECT related activities to review and monitor the PROJECT for evaluation. This may include members from each respective County, as they are acting as project evaluators on behalf of HTA.
- 8. HTA ADVERTISEMENT. CONTRACTOR's who produce a program for their project shall give HTA at least 60 days notice to produce an advertisement for that program. CONTRACTOR shall provide dimensions of ad and format.
- 9. HTA SPONSORSHIP. CONTRACTOR shall acknowledge HTA's support of the PROJECT, by utilizing the HTA's brand logo or other intellectual property in all of CONTRACTOR's printed promotional and outreach material. The "Hawai'i Tourism Authority" shall be credited as a sponsor on all outreach and promotional materials, as well as any outbound communication relating to the project funded under this contract.
- 10. FINANCIAL RECORDS. CONTRACTOR shall prepare and maintain financial records for the PROJECT that sufficiently and properly reflect all income and other sources of funds, and all direct and indirect expenditures of any nature related to the CONTRACTOR's performance of this Contract. These records shall be subject to any inspection, review, or audit by the STATE.
- 11. FINANCIAL REPORT. CONTRACTOR shall submit a financial report to the STATE prior to the completion of the Contract period and final payment by the STATE. The financial report shall be consistent in form and format with the "Itemized Budget

Form,” attached as Form C to the RFP, incorporated herein by reference, and stating both budgeted and actual income and expenses. The financial report shall also include, but not limited to, a statement certified by the CONTRACTOR that all financial statements represented in the report are accurate and that STATE funds allocated under this Contract have been expended in accordance with the provisions set forth in this Contract, including the budget approved by the STATE. The financial report shall also specify the expenses for which STATE funds were utilized. All STATE funds not expended in accordance with the provisions set forth in this Contract and the approved budget shall be returned to the STATE.

12. PROGRESS REPORT. CONTRACTOR shall provide any progress report requested by the STATE describing the status of all work required to be completed under this Contract and as may be required in Attachment 2, using the template provided by the HTA. The CONTRACTOR shall furnish any additional reports or information that the STATE may, from time to time, require or request.
13. FINAL REPORT. CONTRACTOR shall provide a final report regarding the completion of the activities, services, programs, and events described in the PROPOSAL using a template provided by the STATE. The final report shall also include any recommendations for any future activity, service, program, event, or initiatives related to the PROJECT to achieve the HTA’s goal for this Contract. CONTRACTOR shall also report on any information obtained through any survey and the actual results of any performance measurements obtained by CONTRACTOR and related to the conduct of the PROJECT, including a final schedule of the completed activities and events and an analysis of the actual results as measured against the key performance indicators (KPI) and expected goals provided by CONTRACTOR in the PROPOSAL. CONTRACTOR shall also submit with the final report a final schedule of all activities and events, and copies of advertising and promotional materials. CONTRACTOR shall use report templates provided by the HTA.

B. HTA will be responsible for:

1. Providing to CONTRACTOR access to HTA’s global marketing contractors and partners as appropriate;
2. Providing to CONTRACTOR access to HTA’s “Hawai’i Knowledge Bank” program as appropriate;

3. Providing to CONTRACTOR necessary intellectual properties as appropriate;
4. Providing to CONTRACTOR other resources as may be deemed appropriate by the HTA;
5. Providing to CONTRACTOR no more than **FORTY-SEVEN AND NO/100 DOLLARS (\$47,000.00)**, tax inclusive and subject to the availability of funds.

IV. **COMPENSATION SCHEDULE**

A. The total compensation for all goods and services to be provided by the CONTRACTOR under this MOA shall be the total sum of money not to exceed **FORTY-SEVEN AND NO/100 DOLLARS (\$47,000.00)**, tax inclusive and subject to the availability of funds. Payments shall be made by the HTA to the CONTRACTOR subject to the following provisions”

1. **First Payment:** An amount not to exceed **TWENTY-THREE THOUSAND FIVE HUNDRED AND NO/100 DOLLARS (\$23,500.00)**, tax inclusive, shall be paid to CONTRACTOR within thirty (30) days of the STATE’s receipt and approval of the following: satisfactory proof of obtaining 10% of the required cash matching funds as provided in Attachment 1; the publicity article and photo described in Attachment 1; and proof of event listing on gohawaii.com, if applicable. If requested by HTA for its prior approval, CONTRACTOR shall also provide prior to any initial payment any revised or amended itemized budget, outreach and communication plan, and timeline of the activities and events related to the PROJECT; submitted with original invoice for said initial payment amount stated herein-above.
2. **Second Payment:** An amount not to exceed **FOURTEEN THOUSAND ONE HUNDRED AND NO/100 DOLLARS (\$14,100.00)**, tax inclusive, shall be paid to CONTRACTOR within thirty (30) days of the STATE’s receipt and approval of the following: progress report; copies of all advertising and promotional activities to date; visual documentation described in Attachment 1; and, if applicable, a revised timeline, budget, and outreach and communication; submitted with original invoice for said amount on or about May 1, 2018.
3. **Final Payment:** An amount not to exceed **NINE THOUSAND FOUR HUNDRED AND NO/100 DOLLARS (\$9,400.00)**, tax inclusive, shall be paid to CONTRACTOR within thirty (30) days of the STATE’s receipt and approval of the following: (a)

satisfactory proof of obtaining the remaining 10% of the required cash matching funds (20% total) as provided in Attachment 1; (b) final financial report as provided in Attachment 1; (c) final written report, as provided in Attachment 1; (d) final schedule of all activities and events; (e) copies of all advertising and promotional activities; (f) visual documentation described in Attachment 1; (g) satisfactory completion of all activities, services, and events related to the PROJECT and in accordance with the PROPOSAL and this Contract; submitted with original invoice within thirty (30) days after the completion of the event.

- B. Payments Not Final Acceptance. Progress or interim payments shall not be construed as final acceptance of any activity or service required under this Contract. The CONTRACTOR acknowledges and agrees to perform all the activities and services in accordance with this Contract for the total sum of money not to exceed **FORTY-SEVEN AND NO/100 DOLLARS (\$47,000.00)**, tax inclusive, as specified above, and subject to the availability of funds.
- C. Invoice Receipt Date. Official invoice date is the date that the invoice and all deliverables are received and accepted by the HTA. All required deliverables must be attached to the invoice at the time of receipt. Invoices must be signed by Contractor in blue ink. Invoices submitted without all of the necessary deliverables will not be accepted and will have to be resubmitted. Fiscal year ends June 30 and entails the temporary shutdown of fiscal processes. Invoices received at the change of fiscal, between June 15 and July 31, may be subject to delays in processing.
- D. Non-allowable Expenses. CONTRACTOR's expenditures for the following activities or items shall not be funded by this MOA or paid by HTA:
1. Business or organizational start-up plans or activities;
 2. Fundraising for an event or activity to support CONTRACTOR's organization or a specific cause;
 3. Litigation fees and costs;
 4. Endowments;
 5. Real Property;
 6. Capital Improvements;
 7. Conferences or Conventions;
 8. Salaries except as approved programmatic expense;

- 9. Merchandising by using HTA funds to purchase goods to be resold for profit;
- 10. Computer equipment; and,
- 11. Reimbursement for pre-award expenditures or costs before execution of the MOA.

E. The CONTRACTOR acknowledges and agrees that the availability of funds from the Tourism Special Fund established under the laws of the State of Hawai'i for any fiscal year (July 1 to June 30), shall initially be subject to the passage of a budget appropriation of public funds by the Legislature, and subsequently, to the approval of an allotment of the budgeted funds by the Governor, through the Director of Finance, State of Hawai'i. If there are insufficient funds appropriated, allotted, or otherwise made available to the STATE to pay the CONTRACTOR under this MOA, the STATE may, without any liability to the STATE, including consequential damages, reduce and amend the contracted amount of compensation previously payable to the CONTRACTOR, upon written notification by the STATE to the CONTRACTOR and amendment of this MOA.

V. AMENDMENTS TO AGREEMENT AND OTHER GENERAL REQUIREMENTS

- A. This MOA may be amended through a mutually acceptable written statement.
- B. This MOA may be terminated by mutual agreement with thirty (30) days prior written notice.
- C. The validity of this MOA, and any of its terms or provisions, as well as the rights and duties of the parties to this MOA, shall be governed by the laws of the State of Hawai'i.
- D. This agreement is not intended to create any rights, interest or remedies for any third party beneficiaries and third parties may not rely upon this MOA to assert any claim against the State or any State employee, whether individually or in their official capacity.
- E. The period of performance for this MOA shall be from the date of execution to **January 31, 2019**, unless this MOA is extended or sooner terminated as provided above.
- F. This MOA represents the entire agreement and understanding between the parties with respect to its subject matter and supersedes any prior and/or contemporaneous discussions, representations, understandings, or agreements, whether oral or written, of the parties regarding this matter.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed the Memorandum of Agreement no. 18133 per the below signatures:

HAWAI'I TOURISM AUTHORITY:

By _____
(Signature)

(Print Name)

(Title)

(Date)

DEPARTMENT OF LAND AND NATURAL RESOURCES

By _____
(Signature)

(Print Name)

(Title)

(Date)

[THE CONTRACTOR'S PROPOSAL IS INCORPORATED BY REFERENCE.]

[THIS IS THE END OF THE MOA.]

RFP CHECKLIST

This is a checklist to ensure you attach the following to complete your RFP submission. Attach this checklist at the beginning of your submission. You must return the following forms in the order listed below.

(Check each completed box)

- ☒ Form A: Applicant Information Form
- ☒ Form B: Proposal Form
- ☒ Form C: Itemized Budget Form
- ☒ Form D: Budget Narrative Form
- ☒ Form E: Confidentiality Agreement
- ☒ Form F: Other Attachments
 - ☐ A list of the Applicant's current Board of Directors if applicable, and/or leadership including names, titles and affiliations;
 - ☐ The Applicant's corporate resolution (*preferred*), or by-laws, or other documentation to verify the person(s) authorized to sign legal documents on behalf of the organization;
 - ☐ W9
 - ☒ Letters of Recommendation

FORM A – APPLICANT INFORMATION FORM

2018 APPLICANT INFORMATION FORM for HTA RFP #17-14 ALOHA AINA

PROJECT INFORMATION:

Project Title: Slow the Spread, Spread the Word: Rapid Ohia Death Outreach

Project Date: January 1, 2018 - December 31, 2018

Project Location(s): Hawaii Island

Amount Requested from HTA: \$47,466

Total Estimated Budget for Entire Project: 127,460

INFORMATION:

Legal Business Name: Dept. of Land and Natural Resources (DLNR) Division of Forestry and Wildlife

Street Address: 1151 Punchbowl St. Room 325

Mailing Address: _____

City/State/Zip: Honolulu, HI 96813

Website Address, if available: http://dlnr.hawaii.gov/dofaw/

Federal Taxpayer ID No: 99-0266199

State Taxpayer ID No: None - State Government

Project Location

Island ☒ Island of Hawaii

Statewide ☐

Applicant is a (check one)

Non-profit entity ☐

Government Entity ☒

If "For Profit" specify type (LLC, Partnership, etc.): _____

Registered/Licensed in the State of: _____

PRIMARY RFP CONTACT PERSON:

This will be the person to whom HTA will send award notices, debriefing letters, and any RFP-related requests. Only one contact person allowed per application.

Name: Cory Yanger
Title: Rapid 'Ōhi'a Death (ROD) Educational/Outreach Specialist
Phone: (808) 969-8268
Email: cmyanger@hawaii.edu

PRIMARY PROJECT CONTACT PERSON:

This will be the HTA's main contact if you are awarded a contract. Please list only one. Contractor will have the opportunity to provide additional contacts once contract is executed.

Name: Rob Hauff
Title: Forest Health Coordinator, Division of Forestry and Wildlife
Phone: (808) 587-4174
Company email: robert.d.hauff@hawaii.gov

PROMOTIONAL CONTACT PERSON:

This is the person you would like to list on promotional materials for more information about your project/festival/event (this can be the event organizer or a person designated to answer questions about the project):

Name: Cory Yanger
Title: Rapid 'Ōhi'a Death (ROD) Educational/Outreach Specialist
Phone: (808) 969-8268
Company email: cmyanger@hawaii.edu

Check Payable and remittance address:

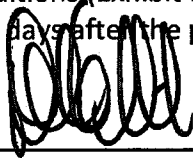
(Must be authorized to receive and dispense HTA funds):

Applicant Legal Name: Division of Forestry and Wildlife, DLNR
Address: 1151 Punchbowl St., Room 325, Honolulu, HI 96813

(Certification Page Follows)

REQUIRED CERTIFICATION (Must be completed to be considered):

The undersigned authorized official acknowledges and certifies that the information contained in this proposal and application is true and correct to the best of my knowledge, has been duly authorized by the governing body of the organization. I also acknowledge, on behalf of the organization, that we accept the State's General Conditions (Exhibit 1) without exceptions, and that the Proposal is considered firm for one hundred twenty (120) days after the proposal's due date.



8/4/17

Signature of Authorized Official

Date

David G. Smith, Administrator, Division of Forestry and Wildlife, DLNR

Print Name

Title

FORM B – PROPOSAL FORM

2018 PROPOSAL FORM HTA RFP # 17-14 ALOHA AINA

Project or Event: Slow the Spread, Spread the Word: Rapid Ohia Death Outreach

Applicant: Division of Forestry and Wildlife, DLNR

A. Project Components (50% of Score):

A.1. OVERVIEW OF PROPOSED PROJECT: Provide a description of the proposed project, including the major activities and the project's history. Programming occurring in the Spring or Fall season, or throughout the

Rapid Ohia Death (ROD) is caused by a recently discovered fungal disease that infects 'ōhi'a lehua (*Metrosideros polymorpha*), and is killing 'ōhi'a at an alarming rate. 'Ōhi'a is Hawaii's most important native tree and is the backbone of Hawaii's remaining native forests. 'Ōhi'a can be found from the ocean-sprayed coastlines to alpine scrub forests high atop volcanoes. The tree provides habitat to endemic flora and fauna, captures rain and fog drip to recharge aquifers that are the islands' only source of fresh water, and is of fundamental importance in Hawaiian culture and cosmology. Indeed, wide-scale loss of the 'ōhi'a forests is difficult to imagine for many, and would be an environmental catastrophe for the state.

This disease has the ability to devastate 'ōhi'a forests across 1 million acres of public and private lands or 25% of the state's land area. The disease is currently limited to Hawaii Island and statewide surveys are conducted regularly to detect new outbreaks. Scientists have identified human actions as one of ways that this disease can spread. Therefore, the goal of this project will be to intensify our outreach efforts to increase targeted stakeholder engagement and action in preventing the spread of the disease.

A ROD public outreach working group was formed in 2015 by state, federal and private partners concerned about the disease. The group meets monthly and has undertaken a variety of successful projects including developing a strategic response plan, outreach materials, installing sanitation stations at trailheads, developing signage for high-risk areas, presenting regular updates to communities, conducting surveys at trailheads, and working with organizers of the largest annually held hula festival who then incorporated biosecurity into traditional hula protocols.

This project will support and expand outreach working group activities and increase public education capacity for ROD primarily on Hawaii Island by: (1) supporting a major outreach event ('Ōhi'a Love Festival), (2) working with key stakeholder groups to effectively communicate up-to-date, science-based information on preventing disease spread, (3) refining messages and target audiences to improve program effectiveness, and (4) supporting professional social marketing to increase message saturation, awareness, and support. The project will target stakeholder groups such as arborists, nurseries, wood workers and mills, the visitor industry, private landowners, hunters, hikers, schools, and Hawaiian cultural practitioners with targeted messages. Activities related to ROD have seen a groundswell of support and multi-agency collaboration. The best way to raise the level of awareness and participation needed to move the public from emergency compliance to behavior change is to engage a wide variety of community leaders on each island to help amplify the ROD messages and diversify the message delivery mechanisms.

year, will be given preference. (max 3000 characters)

A.2. How does your project meet the goals and objectives of this HTA program? (max 1000 characters)

‘Ōhi‘a is a key component of Hawaiian forests. The project will enhance resident and visitor understanding of the importance of ‘ōhi‘a to Hawaiian ecosystems and culture, help conserve priority landscapes, and enhance public benefits such as protecting watershed. It will connect communities with their forests by: raising public awareness, reducing the spread of ROD through human movement, and increasing support for conserving ‘ōhi‘a forests. The project will explore innovative means to protect ‘ōhi‘a forests from ROD, raise awareness of stakeholders, residents and visitors (through the ‘Ōhi‘a Love festival in particular) regarding the importance of ‘ōhi‘a and how to protect island forests, and increase collaboration among government, the visitor industry and the community. The project also includes a pilot project to raise awareness of commercial operators and others in the visitor industry by developing a ROD training program for commercial tours operating in natural resource areas

A.3. Identify the relationship to the community and how it fulfills the needs of the community. Identify all entities that support or are directly involved in this project. Letters from community organizations and

The ROD Working Group is comprised of 40+ State, Federal, and non-governmental partners who developed a Strategic Response Plan for research, response and outreach <https://www.ctahr.hawaii.edu/dl/rod/strategicresponseplanfinal.pdf>. Our outreach goal is to limit the spread of ROD on Hawaii Island by teaching stakeholders how to keep their forests disease-free. Our project will meet community needs by 1) increasing awareness of the ROD threat and actions to prevent disease spread; 2) sharing the latest methods, research, and management information in a timely and consistent way, and 3) encouraging stakeholders such as cultural practitioners, residents of forested communities, large landowners, arborists, ecotourism companies and bulldozer operators to take preventive action. The current need for outreach is greatest on Hawaii Island where all confirmed cases have been located thus far. Expanded outreach efforts will help stop the spread of ROD and ensure it does not reach other islands.

businesses acknowledging this relationship are encouraged. (max 1000 characters)

A.4. Does this proposed project improve on the current situation? Does this proposed project provide for an

Our project will develop and disseminate specific practices key stakeholder groups can implement to avoid spreading ROD. We will work with stakeholders on practical methods for disease prevention and share knowledge through face-to-face and digital media contact as well as outreach events. We anticipate short-term impacts of: increased knowledge about management practices to avoid spreading ROD, greater community participation and empowerment, and greater motivation to practice and share recommended preventive actions. Over the long term, we will see less ROD on properties where residents and landowners are implementing best management practices, thereby decreasing potential for ROD introduction into new areas. We will see increased reporting of potential infestation in new areas, allowing rapid response and containment of disease outbreaks. Relationships developed through stakeholder interactions will have a lasting impact by creating advocates for native forest protection on Hawaii I

innovative, new solution? Provide specific examples. (max 1000 characters)

A.5. **MARKETING & COMMUNICATIONS PLAN:** Describe your marketing & communications activities to attract target audiences(s), including residents and pre- and post- arrival visitors. Show the ability to reach the right target audiences to ensure visitor and resident attendance and/or participation goals. Demonstrate how there is sufficient reach, frequency, and other measures to be effective. Activities should be timed appropriately to affect awareness, consideration and conversion of audience. Provide specific examples of past activities and performance, if applicable.

The project's target audience includes visitors, residents, and our core stakeholders. Core stakeholders are individuals and groups who frequent 'ōhi'a forests or areas where the pathogen is present and therefore may be spread, including hikers (both resident and ecotour visitors), hunters, cultural practitioners, arborists, and wood workers. While our resident and visitor audience groups cover the entire state, the project will pay special attention to Hawaii island residents. General awareness for ROD has been achieved with our core stakeholder group, however now it is critical that we move this group towards deeper engagement by intensifying efforts to reach our goal of empowering community action. The project marketing and communication plan consists of tools and procedures to engage our core audience as influencers to help spread awareness to the additional resident and visitor groups.

A.5.a. Who is your target audience and why? (max 1000 characters)

A.5.b. How do you intend to reach the target audience to attend your project? Be specific (e.g. use of social media, use of advertising, use of public relations, other promotional efforts). Provide specific examples of past activities and performance. Identify specific visitor-related marketing and promotional efforts. (max 4500

The project will spread general awareness to our residents and visitors, and provoke action from our core stakeholders by using a variety of tools and resources to reach our target audience. This project will 1) hire an additional intern to expand and update database of contact information for each key stakeholder group on Hawaii Island, 2) contract a marketing consultant to update and strengthen our website and social media channels, 3) increase funding for the documentary team to create social media clips to targeted stakeholder groups and host documentary premier events, 4) create social influencer program and host media influencer workshop, and 5) host workshops for ecotour operators to train staff and businesses in decontamination protocols. Examples of how we plan to reach our target audience are as follows:

The first 'Ōhi'a Love Festival is planned for August 12 in Hilo. Funding requested from HTA will allow us to use what we learned to make this event a premier outreach and engagement opportunity for Hawai'i Island in 2018. ROD outreach team participants on neighbor islands may also adopt this approach.

Website support for www.RapidOhiaDeath.org to analyze visitor use and refine user journey. We will hire a consultant to update our website, making it more user friendly and content driven so that we can continue to provide the most relevant and updated information to our audiences. This update will specifically address our current issue of losing 62% of our website after just 10 seconds of viewing by focusing on the user journey and increasing our content output.

The consultant will also develop social media strategy and tool kit creation to exponentially increase our existing audience of only 3,732 (on Facebook @RapidOhiaDeath). The consultant will also develop systems and processes, giving tools to the entire ROD working group to better maximize and utilize these important digital media outlets.

ROD Documentary - The ROD outreach working group has an existing grant to produce a half-hour television documentary and funding to place it on the three major network affiliates. To maximize this existing project, HTA funding would allow us to host 3 ROD Documentary Premieres on Hawai'i island, with food and refreshments for the public, to reach an audience of 1,500, developing camaraderie and fostering community engagement with key stakeholders. We will also use HTA funds to create 4 digital specific video edits of the documentary to use within key stakeholder social network communities. Additional post production editing hours will create 5 digital specific clips, each targeted towards our core stakeholder individuals (1 digital clip for hiking, 1 digital clip for hunting, etc.) These digital clips will be targeted specifically for our core audience community, spreading the specific messages in an authentic way that these influential groups can relate to, while being relevant and appropriate for our resident and visitor audiences as well.

Host a Social Media Influencer Workshop and develop a program that will help us take our email database of key stakeholders from 77 to 1,500. We will engage our target audience closer by hosting a core stakeholder influencer workshop, allowing us to train the key influencers in our community. This training will give the tools and knowledge to the core influencers, setting them up for success in helping us reach the general awareness needed with the resident and visitor audiences. A key extension of this core group will be reflected in our email database, which currently only has 77 people in it. This influencer work shop, the updated website and social channels, and the new digital assets will help us take our email database of key stakeholders from 77 to 1,500.

Another program targeted for our core stakeholders will be a program focused on our ecotourism tour operators. This program will host 6 ROD decontamination trainings specific for our tour operators. The program will bring the latest in ROD research, management, and outreach information to ecotour businesses. Staff will lead 2 trainings for Hawaii Island, and one each for Molokai, Maui, Oahu, and Kauai.

characters)

A.5.c. Provide an overall work plan with estimated timeline for the project implementation, including a) start dates, b) end dates, c) description of activity and completion of major milestones in the project. To enter

January–March 2018

Hire part-time intern through University of Hawaii (UH) Hilo Pacific Internship Program for Exploring Science (PIPES). The PIPES intern will work with Hawaii Island ROD Educational Specialist and DOFAW Outreach Specialist to plan for and implement 'Ōhi'a Love Festival and expand and update the stakeholder database

Contact all stakeholder groups via phone, email, and face-to-face interactions to explore ways to work together to share information
Hire professional consultant to evaluate current social marketing and media outreach efforts.

Develop comprehensive media plan to, among other improvements, increase social media following exponentially from existing 3,732 people, provide web support to capture 62% of web audience who currently leave the site after 10 seconds.

Secure date/venue for 'Ōhi'a Love Festival, send inquiries to local agencies and organizations for festival participation.

Develop plan for tour operator training in ROD decontamination procedures.

April–June 2018

Continue stakeholder outreach through training and educational events to encourage deeper understanding of ROD, early disease detection, and reporting

Implement media plan.

Work with UH cooperating faculty to develop surveys and evaluation tools to evaluate project effectiveness.

Recruit volunteers for 'Ōhi'a Love Festival; finalize purchasing equipment/supplies; solidify entertainment, activities, and speakers, advertise for event.

July–September 2018

'Ōhi'a Love Festival

Host documentary premiers and social influencer media workshops

Survey stakeholders to evaluate implementation of revised best management practices.

Advertise for tour operator training in ROD decontamination procedures.

October–December 2018

Refine methodologies and messages based upon stakeholder input and latest research findings.

Conduct tour operator training in ROD decontamination procedures.

formatted text, create text in a Word doc first then copy and paste into text block. (max 3000 characters)

B. Project Impact (20% of Score): 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.

Additional measures are encouraged and should relate to one or more of the objectives for the CEP as described above in Section II. of this solicitation.

B.1 These are the Key Performance Indicators (KPIs) that you are responsible for reporting

- a. Number of on-island residents attending and/or participating in the proposed project
- b. Number of neighbor island residents attending and/or participating in the proposed project
- c. Number of out-of-state visitors attending and/or participating in the proposed project detailed by the U.S. state and international country
- d. Satisfaction level of attendees (majority are satisfied; likelihood to return)
- e. Number of visitors who came to Hawaii for the specific event/project
- f. Number of visitors who came to the event/project due to your promotions/advertising (call to action)
- g. Media metrics
- h. Social media analytics
- i. Advertising analytics

Attendance	2018 Expected Goal	Most Recent Actual Figures (specify year)
No. of <u>on-island</u> residents attending and/or participating in the proposed project	1000	500
No. of <u>neighbor-island</u> residents attending and/or participating in the proposed project	N/A	N/A
No. of <u>out-of-state</u> residents attending and/or participating in the proposed project detailed by U.S. State	N/A	N/A
No. of <u>out-of-state</u> residents attending and/or participating in the proposed project detailed by international country	N/A	N/A
No. of visitors who came to the event/project due to your promotions/advertising (call to action)	N/A	N/A

Satisfaction Level	2018 Expected Goal	Most Recent Actual Figures
Percentage who are satisfied	N/A	N/A
Percentage who are likely to return to the project in the future	N/A	N/A

Media Measures	2018 Expected Goal	Most Recent Actual Figures
Number of Impressions – Print	N/A	N/A
Number of Impressions – Online	N/A	N/A

Social Media Metrics	2018 Expected Goal	Most Recent Actual Figures
No. of social media posts	10/week	5/week
Cumulative Fan Base	14,928	3,732
Average Applause Rate (Facebook likes, Instagram hearts, etc.)	14,928	3,732
Average Amplification Rate (number shares)	108	54

Other Metrics	2018 Expected Goal	Most Recent Actual Figures
Social Influencers	1500	700
Ecotour Workshops	180	N/A
Documentary Premier	1500	N/A

B.2. Describe how the data will be collected. What kind of surveys will be administered? How will attendance

Ohia Love Fest

We will have data from the first annual Ohia Love Fest (2017) to compare to the 2018 festival. All volunteers, entertainers, speakers, booth hosts, and attendees will be counted and compared. We will request and collect feedback for the event throughout the day. We will count the number of children who participate in our children's scavenger hunt. We will also collect data on the number of adults who participate in our adult social media scavenger hunt. Social media analytics for our Rapid Ohia Death user profiles (Facebook and Instagram) will track any increase in the number of followers for day of and following the festival. We will compile a listing of all media advertising executed and media coverage received due to the event. All metrics will be compared to the previous year.

Media Plan

Metrics from social media include the ability to track reach (those who view the posts) and engagement (those who like, comment, or share the posts). The website will track viewership and we will be able to see how our flow of information informs and guides the viewer actions. The digital clips will be utilized on social platforms and the websites, and we'll be able to track view counts to understand how these clips perform in our core stakeholder communities.

Tour Operator Training

We will collect organization and attendee names for each training. We will conduct a pre-training survey to see if there are existing protocols for decontamination in place for the company and ask what attendees hope to gain from a training on best practices for ROD decontamination. We will conduct a post-training survey to see how helpful the training was for attendees and evaluate the likelihood that they will utilize the knowledge and/or practices shared in the training. We will conduct a 3-month post-training survey to determine if, how often, and to what extent the knowledge and/or practices shared in the training have been used by the company.

be tracked and verified? What will be the source of your media metrics? (max 4000 characters)

C. Organizational Capacity (10% of score): Ability to produce, implement and execute the project, demonstrated success, expertise, and past performance.

C.1. QUALIFICATIONS OF ORGANIZATION: Provide a description of the organization, its qualifications and

This project will be coordinated by the Division of Forestry and Wildlife (DOFAW). DOFAW's State Forest Health Coordinator coordinates overall ROD-related activities for the agency. DOFAW staff has decades of experience administrating and coordinating similar projects and grant. DOFAW administrative support will include accounting and procurement specialists. DOFAW has numerous ongoing cooperative projects implementing natural resource management, outreach and research in collaboration with the University of Hawaii.

DOFAW will implement the project in close coordination with the ROD outreach working group which includes state, federal, and non-profit organizations. This group meets monthly to discuss and coordinate activities related to ROD outreach. DOFAW will work with staff leading ROD outreach efforts on Hawaii Island including the University of Hawaii (UH) Extension Forester and ROD Educational Specialist. Working group outreach staff and partners will all utilize project messages and products in their work. To date, working group members have committed staff time to regular meetings and supported outreach activities with existing grants. Working group member support for the outreach includes funding for one full-time extension position devoted to ROD on Hawaii Island, in-kind support from island-based invasive species committees, DOFAW branch outreach specialists support through regular outreach and media events. Other working group partners include the Nature Conservancy of Hawaii, Hawaii Department of Agriculture, Coordinating Group on Alien Pest Species (CGAPS), Hawaii Volcanoes National Park and the U.S.D.A. Forest Service.

experience specifically related to the proposed project. (max 2000 characters)

C.2. PROJECT TEAM: Describe the qualifications and expertise of the project team. Identify the lead

Division of Forestry and Wildlife (DOFAW):

Rob Hauff (Forest Health Coordinator) will be project lead and will oversee grant agreement, budgets, reporting, and direct contracting.

Anya Tagawa (Hawaii Island) will continue to conduct outreach related to Rapid Ohia Death, assist with implementing the media plan, and coordinate the Ohia Love festival. Coordinating Group on Alien Pest Species (CGAPS), Pacific Cooperative Studies Unit, University of Hawaii:

Christy Martin will continue to manage UH and RCUH contracts, supervise statewide ROD outreach coordinator, guide the ROD Documentary production and broadcast placement, and participate in the ROD outreach group. CGAPS was formed in 1995 to bring agencies and organizations together to close the gaps in Hawai'i's invasive species programs in the areas of prevention, early detection/rapid response and long-term control of harmful terrestrial and aquatic invasive species. University of Hawaii,

University of Hawaii:

Ambyr Mokiau-Lee, Statewide Rapid Ohia Death Outreach Coordinator (Manoa) will conduct outreach related to Rapid Ohia Death for islands other than Hawaii Island. She will assist with implementing the media plan, coordinating the Ohia Love Festival and provide support for the Rapid Ohia Death decontamination trainings for tour operators.

University of Hawaii College of Tropical Agriculture & Human Resources

J.B. Friday, Extension Forester (Komohana) will conduct outreach related to Rapid Ohia Death across the state. He also supervises the ROD Education/Outreach Specialist.

Corie Yanger, ROD Education/Outreach Specialist (Komohana) will conduct outreach related to Rapid Ohia Death on Hawaii Island and coordinate the Ohia Love Festival. She will lead efforts to expand the key stakeholder databases, conduct outreach to all stakeholder groups, oversee the PIPES intern, assist with implementing the media plan, and organize and conduct tour operator trainings on Rapid Ohia Death decontamination.

individuals responsible for implementing the project. (max 2000 characters)

RFP #: HTA-17-14

PROJECT/EVENT: Slow the Spread, Spread the Word: Rapid Ohia Death Outreach

APPLICANT: Dept. of Land and Natural Resources Division of Forestry and Wildlife

ITEMIZED BUDGET FORM

EXPENSES	HTA CASH Request	OTHER CASH	IN-KIND	TOTAL PROJECT BUDGET
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Please list specific project expenses and group expense items by category as appropriate (i.e. Program, Marketing, Administration).

Program				
PIPES Intern Stipend	4,400		7884	12,284
Ohia love fest event	5,415	5,000	25,484	35,899
ROD Decontamination Training	12,000	6,000	2,697	20,697
Marketing				
Social Media Support	5,000		7,929	12,929
ROD Documentary	15,000		25,000	40,000
Administration				
DLNR Administrative Costs (10%)	4,642			4,642
PIPES Intern (UH Hilo Indirect 19%)	1,009			1,009
TOTAL EXPENSES	47,466	11,000	68,994	127,460

INCOME	HTA CASH Request	OTHER CASH	IN-KIND	TOTAL PROJECT BUDGET
HTA Request	47,466			47,466
Organizations's Contribution		6,000	43,994	49,994
Other Sponsors/Sources: (specify sources for both other cash and in-kind support)				
U.S.D.A. Forest Service		5,000	25,000	30,000
TOTAL INCOME	47,466	11,000	68,994	127,460

FORM D – BUDGET NARRATIVE FORM

2018 RFP BUDGET NARRATIVE FORM

RFP # 17-14 ALOHA AINA

Project or Event: Slow the Spread, Spread the Word: Rapid Ohia Death Outreach

Applicant: Division of Forestry and Wildlife, DLNR

Provide a detailed description of the proposed budget for your project, including all major expenses.

PIPES Intern (\$4400)

\$4400 covers 10-week stipend

Match: CTAHR ROD Education/Outreach Specialist to provide 10 weeks mentorship valued at \$7884

Ohia Love Fest (\$5415)

Decontamination kits for public (\$1000) - 400 kits (1 adult per family) to reduce barrier for target audiences. One of our "5 Things you can do to help prevent the spread of Rapid Ohia Death" is "Clean your gear/tools," which involves scrubbing soil/debris from shoes and gear with spray of 70% rubbing alcohol to kill fungal spores. Kit includes bottles of alcohol at \$1.50/unit (\$600), boot brush \$1.42/unit w/shipping (\$568), spray tops \$2.13/unit w/shipping (\$852).

Advertising (\$4415) To increase our audience reach . 22 radio spots (\$600) 2 front page full color ads in Tribune-Herald for \$350 each (\$700), 3.15"x 5" black and white for three days prior to event \$340, \$255 (25% off), \$170 (50% off) (total \$765), Facebook post boosting at \$30/post to reach 6400-17,000 more people per post (5 boosts for total \$150). Hawaii Airlines in-flight magazine ad of 1/6 page for 2 months (\$2200).

Match: Decontamination kit cost matched with DOFAW cash, KWXX Radio will match 22 spots (\$600). Advertising will be done through community networks, online community events calendars, re-used materials from first festiva (\$2505). Project staff 13 weeks of time to organizing valued at \$10292. 912 hours from volunteers valued at \$14592.

ROD Decontamination Training for Tour Operators (6 workshops): 2 Hawaii Island and one each on Maui, Molokai, Oahu, Kauai) (\$12,000)

Training participant vouchers (\$9000) \$50 Vouchers (180 total, limit 2 per business) Estimated 30 people per workshop. Businesses can apply for up to 2 vouchers per company to cover staff time and transportation to participate in training4 round-trip flights (Maui, Molokai, Oahu, Kauai) \$1200 Transportation for CTAHR ROD Education/Oureach Specialist to conduct trainings. Decontamination kits (360) \$1800 To provide participating businesses with a start-up decontamination kit:

Match: CTAHR ROD Education/Outreach Specialist and Statewide ROD Outreach Coordinator \$2697, decontamination kits will be matched with existing funds, printed materials will be provided by CTAHR and DOFAW

Marketing (\$20,000)

Social Media Support (\$5000) Social media strategy/tool kit creation and staff training: \$1,500

Website support to host more content and refine user journey: \$2,000

Social Media Influencer Workshop : \$1,500

ROD Documentary (\$15,000) Additional post production hours to work for social edits: \$7,500

ROD documentary premiers: \$7,500 to reach an audience of 1,500 community stakeholders Match: Documentary, Staff

(max 3000 characters)

Confidentiality Agreement

THIS AGREEMENT is entered into and is effective as of _____, 2017 (the "**Effective Date**") between Hawai'i Tourism Authority (the "**HTA**") and _____ Division of Forestry and Wildlife, DLNR ("**Contractor**").

The parties acknowledge that the HTA and Contractor are in discussions about a potential business relationship between them (the "**Business Relationship**") in connection with which certain Confidential Information (as defined below) of HTA and Contractor may be disclosed to the other party. In consideration of the mutual covenants set forth below, HTA and Company each agree as follows:

Confidential Information. As used in this Agreement, the term "Confidential Information" means all information, whether or not reduced to writing, related to the potential business relationship or to the business of either party or its affiliates that (a) is disclosed by one party or its Representatives (as defined below) (the "Disclosing Party") to the other party (the "Recipient") or observed by the Recipient on the Disclosing Party's premises, and (b) is identified as confidential or other similar designation by the Disclosing Party, or would otherwise reasonably be understood to be confidential under the circumstances. Confidential Information includes but is not limited to data (technical and non-technical), formulas, patterns, compilations (including data base or compilations of visitor or customer information or surveys), intellectual property developed on behalf of the HTA, programs (including models), devices, methods (including design methods), techniques, drawings (including equipment drawings), processes, financial information (including visitor data and sales forecasts), pricing, lists of actual or potential customers or suppliers (including identifying information about those customers), operational information, planning or strategy information (including marketing programs, activities, or initiatives), research and development information (including visitor statistics and market intelligence), information about existing and future services and products, and information about personnel matters of the Disclosing Party or its affiliates. Confidential Information also includes information disclosed by a third party that otherwise meets the foregoing definition, and the fact that negotiations are taking place hereunder.

Exclusions. For purposes of this Agreement, the term "Confidential Information" does not include any data or information which: (a) the Recipient can establish was already known by the Recipient at the time of disclosure hereunder by the Disclosing Party; (b) is or becomes generally known to the public other than as a result of a disclosure by the Recipient; (c) is received by the Recipient from a third party, without restriction on disclosure, and without breaching any obligation of confidentiality about which the Recipient knew or should have known; or (d) is independently developed by the Recipient without use, directly or indirectly, of Confidential Information received from Disclosing Party, as demonstrated from the written records of the Recipient.

Permitted Disclosures. Disclosures of the Confidential Information of the Disclosing Party may be made only to affiliates, employees, agents, advisors or independent contractors of the Recipient who are directly involved in performing or evaluating the Business Relationship, and who have a specific need to know such information, and who are obligated to hold the information in confidence and otherwise to comply with the terms of this Agreement (collectively, "Representatives"). The Recipient agrees to instruct each of its Representatives to maintain the confidentiality of all of the Confidential Information, and will be liable for any unauthorized disclosures of Confidential Information by the Recipient's Representatives. Neither party will directly or indirectly contact, or discuss the Business Relationship contemplated under this Agreement, with any person who is not a designated Representative of the other party.

Confidentiality and Non-Use of Confidential Information. Each of the parties hereto and its Representatives (a) must use the same care and discretion as it employs with its own confidential and proprietary information (but in no event less than reasonable care and discretion) to maintain in confidence, and prevent disclosures of, the Confidential Information of the other party, and (b) must not

use the Confidential Information of the other party except to further the Business Relationship or as otherwise specifically authorized in writing by the Disclosing Party. Under no circumstances, except as expressly set forth below, will the Recipient reproduce, distribute or otherwise provide, directly or indirectly, any Confidential Information of the other party to any person or entity without the consent of the Disclosing Party. Each party understands that in addition to its obligations to the other party under this Agreement, it may not use any Confidential Information of the other party in violation of any federal or state securities laws governing insider trading. Each party understands and will inform its Representatives that such laws prohibit any person, directly or indirectly, from buying or selling securities of any company while in possession of material non-public information regarding that company.

Mandatory Disclosure. If Confidential Information is required to be produced by law, court order or governmental authority, the Recipient must promptly notify the Disclosing Party of that obligation. The Recipient must not produce or disclose any such Confidential Information until the Disclosing Party has (a) requested protection from the court or other legal or governmental authority issuing the process (with the reasonable assistance of the Recipient at the Disclosing Party's expense) and the request has been denied, (b) consented in writing to the production or disclosure of such Confidential Information, or (c) taken no action to protect its interest in the Confidential Information within ten (10) business days (or such shorter period required by order of a court or other legal or governmental authority) after receipt of notice from the Recipient of the obligation to produce or disclose. Notwithstanding the foregoing, the Recipient will only disclose such portion of the Disclosing Party's Confidential Information which the Recipient is advised by counsel is required for the Recipient to comply with law.

Return of Materials. Within ten (10) days following the Recipient's receipt of a written request from the Disclosing Party, the Recipient must (a) deliver to the Disclosing Party all tangible materials containing or embodying the Confidential Information; and (b) purge all electronic materials containing or embodying the Confidential Information, and certify the same to the Disclosing Party in writing. Notwithstanding the foregoing delivery requirement, the Recipient may destroy any notes, analyses or reports generated by the Recipient to the extent such notes, analyses or reports contain Confidential Information, and the Recipient will certify such destruction within such ten (10) day period.

Rights and Ownership. Recipient acknowledges and agrees that any Confidential Information is the sole and exclusive property of the Disclosing Party (or a third party providing such information to the Disclosing Party). Except as expressly herein provided, this Agreement will not be construed as granting or conferring to either party, either expressly or impliedly, any rights, licenses or interests in or with respect to any Confidential Information of the other party, including any intellectual property rights. This Agreement will also not create any exclusive business relationship or other rights or obligations between the parties, nor require the parties to enter into any other definitive business agreement.

Competitive Information. Each of the parties acknowledges and understands that the other party may now market or have under development products or services which are competitive with products or services now offered or which may be offered by the other party, and, except as expressly set forth in this Agreement and the External Destination Marketing Management Services Agreement entered into between the parties (if any), the parties' communications hereunder will not serve to impair the right of either party to develop, make, use, procure or market products or services now or in the future which may be competitive with those offered by the other party, nor require either party to disclose any planning or other information to the other party.

Duration. This Agreement and the obligations of confidentiality set forth herein will commence on the date first above written and will continue (a) with respect to Confidential Information which qualifies as a trade secret under applicable law, at all such times thereafter as it so qualifies, and (b) with respect to all other Confidential Information, for a period of two (2) years after the date of disclosure of such information.

Warranties. The Disclosing Party represents that if the Confidential Information disclosed hereunder contains any confidential or proprietary information of any third party, such third party has authorized the disclosure of such information. No other warranties of any kind are made with respect to any information disclosed under this Agreement.

Notices. All notices under this Agreement will be in writing and will be deemed properly delivered when (a) delivered personally, (b) sent by facsimile to the fax number of the other party set forth below, with receipt confirmed, or (c) mailed by certified mail, postage prepaid to the address of the other party set forth below. Notices will be effective upon receipt.

Miscellaneous. The rights and obligations of the parties will inure to the benefit of, will be binding upon, and will be enforceable by the parties and their lawful successors. No modifications of this Agreement or waiver of any of its terms will be effective unless set forth in writing signed by both parties.

This Agreement will be governed by and construed in accordance with the laws of the State of Hawai'i. If either party employs attorneys to enforce any rights arising out of or relating to this Agreement, the prevailing party will be entitled to recover actual, reasonable attorneys' fees. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. Should any provision of this Agreement be held invalid, illegal or unenforceable for any reason, such provision will be deemed restricted in application to the extent required to render it valid, and the remainder of this Agreement will in no way be affected and will remain valid and enforceable for all purposes.

IN WITNESS WHEREOF, this Confidentiality Agreement has been executed and delivered as of the date first above written.

THE HAWAII TOURISM AUTHORITY	CONTRACTOR: 
Signed:	Signed:
Name:	Name: David G. Smith
Title:	Title: Administrator, DOFAW/DLNR
Address: Hawai'i Convention Center, First Level 1801 Kalākaua Avenue Honolulu, Hawai'i 96815	Address: 1151 Punchbowl St. Honolulu HI 96813
Fax: 808-973-2253	Fax: (808) 587-0160



Hawaii Ecotourism Association

*Protecting Hawaii's unique environment and culture
through the promotion of responsible travel practices.*

August 4, 2017

To Whom It May Concern,

I am writing on behalf of the Board of Directors for the Hawaii Ecotourism Association (HEA) in support of the Rapid 'Ōhi'a Death (ROD) decontamination training for Hawai'i tour operators proposed by the Department of Land and Natural Resources -Division of Forestry and Wildlife and the University of Hawai'i Cooperative Extension Service.

HEA's mission is to protect Hawai'i's unique, natural environment and host culture through the promotion of responsible travel and educational programs, relating to sustainable tourism for residents, businesses and visitors. As such, HEA strongly supports efforts to educate its members to help protect Hawai'i's ecosystems from invasive pests and diseases. Rapid 'Ōhi'a Death is perhaps the most significant threat to Hawaiian ecosystems to-date, and HEA sees the proposed ROD training as a way to play an important part in preventing further spread of this devastating disease.

Training local tour operators on best practices for ROD decontamination may have an exponential effect as each company host many visitors throughout the year. This proposed training is an opportunity to bring the best available information from experts working on ROD directly to Hawai'i's tour operators. This training will teach tour operators about the best decontamination practices and provide them with the chance to ask questions about ROD and build staff knowledge to become a stronger partner in the fight against ROD. By having direct access to Rapid 'Ōhi'a Death personnel, operators will be better equipped to access and share Hawai'i's natural environment with visitors and residents, and to ensure its health for years to come.

Sincerely,

Linda J. Cox, PhD

Special Advisor and Board Associate to HEA

P.O. Box 61796
Honolulu, HI 96839
808.235.5431

www.hawaiiecotourism.org

RFP #: HTA-17-14

PROJECT/EVENT: Slow the Spread, Spread the Word: Rapid Ohia Death Outreach

APPLICANT: Dept. of Land and Natural Resources Division of Forestry and Wildlife

ITEMIZED BUDGET FORM

EXPENSES	HTA CASH Request	OTHER CASH	IN-KIND	TOTAL PROJECT BUDGET
Please list specific project expenses and group expense items by category as appropriate (i.e. Program, Marketing, Administration).				
Program				
PIPES Intern Stipend	4,400		7884	12,284
Ohia love fest event	4,949	2,005	25,484	19,876
ROD Decontamination Training	12,000	3,000	2,697	20,365
Marketing				
Social Media Support	5,000		7,929	10,000
ROD Documentary	15,000		25,000	40,000
Administration				
DLNR Administrative Costs (10%)	4,642			4,642
PIPES Intern (UH Hilo Indirect 19%)	1,009			1,009
Liability Insurance				
Global Tourism Summit Expenses				
TOTAL EXPENSES	47000	5005	68994	108176

INCOME	HTA CASH Request	OTHER CASH	IN-KIND	TOTAL PROJECT BUDGET
HTA Request	47000			47000
Organizations's Contribution		6,000	24,710	30,710
Other Sponsors/Sources: (specify sources for both other cash and in- kind support)				
U.S.D.A. Forest Service		5,000	25,000	30000
TOTAL INCOME	47000	11000	49710	107710