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**STATE OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103d, HRS**

TO: Chief Procurement Officer

FROM: DBEDT/AFED/Arts and Culture Development Branch

Pursuant to § 103D-102(b)(4), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction

We request to enter into a no cost agreement with the said Vendor to provide services for the creation of promotional events in Asia. The scope of work would require the Vendor to provide the activities as described in Attachment A.

Name of Vendor: Events International, Inc. Address: P.O. Box 1560 Honolulu, Hawaii 96808	Cost: NOT APPLICABLE
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Term of Contract: From: <u>2/1/05</u> To: 12/31/05 <i>WPM CPO Approval</i>	Prior Exemption Ref. No. (if applicable)
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Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:

The vendor, Events International, Inc. (EI), has produced numerous Hawaii themed events in Asia, the most recent having been the "Hawaii Experience" produced in 2004 in Shanghai, China, which was done under contract to the State of Hawaii. We are seeking their services again to provide continuity to the "look and feel" of the show production and promotional program. This reinforces the brand image that we are creating for Hawaii in the Asian marketplace. We are seeking the services of EI to develop a series of projects and programs that will not exceed a period of two years.

EI possesses the specialized experience in producing shows overseas and has developed a network of vendors, media/promotion contacts, sponsors and resources related to show productions in Hawaii and in China and Taiwan. It is also important that the planning and organization of these shows be initiated ASAP for producing and managing such complex productions on in foreign countries is a difficult undertaking.

See Attachment B for a listing of services provided by EI.

Details of the process or procedure to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:

NOT APPLICABLE

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS (Cont.)

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS (Cont.)

A description of the agency's internal controls and approval requirements for the exempted procurement:

Since there is no funding to be procured, EI's performance of the goods and services to be provided will be monitored by DBEDT staff.

A list of agency personnel, by position title, who will be involved in the approval process and administration of the contract:

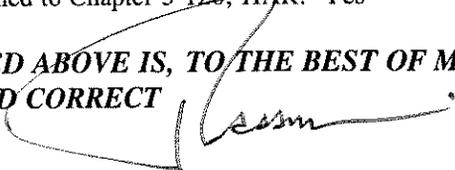
Theodore E. Liu, Director
Judy Drosd, Chief Officer, Arts, Film & Entertainment

Direct questions to: Judy Drosd

Phone Number: 586-2364

This exemption should be considered for list of exemptions attached to Chapter 3-120, HAR: Yes No

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS, TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT



Department Head or Designee

Title (If other than Department Head)

Chief Procurement Officer's Comments:

Since there is potential for a contractor to derive benefits as a result of receiving this contract, a formal competitive solicitation should be issued to allow potential vendors the opportunity to receive this contract.

Please ensure adherence to applicable administrative requirements.

APPROVED

~~DISAPPROVED~~

 3/8/05
Chief Procurement Officer Date

cc: Administrator,
State Procurement Office

ATTACHMENT A

Description of goods, services to be provided:

- Recruit firms and negotiate sponsorships from businesses with support and assistance from DBEDT.
- Manage sponsorships and track fulfillment.
- Manage all specified events.
- Recruit and manage sub-contractors to provide services as needed for the execution of events and promotions before and during the promotions.
- Coordinate with the management and festival organizers in each designated location.
- Secure all required business licenses.
- Negotiate with and secure venues.
- Coordinate venue logistics.
- Organize logistics and scheduling for all Hawaii participants in events.
- Assist in negotiation with and secure travel providers (agents, air carriers, hotels)
- Design event layout.
- Manage entertainment travel, accommodations and per diem.
- Contract and manage in-country sub-contractors.
- Track and assist with in-country media promotion and advertising.
- Assist in production of marketing materials.
- Manage all financial functions of the event.
- Provide final report to sponsors and partners.

ATTACHMENT B

Services provided by vendor:

Event Planning, Production, and Coordination

Festival/concert production
Holiday parties, fun theme parties & fundraising events
Exhibitions, trade shows and seminars
Site/venue selection: many unique locations
Production services including sound system, stage, lighting
Permits, licenses, & insurance
Ground transportation & greeting

Catering & Concessions

Concession planning and management
Special liquor licenses
Food and bar catering
Association with Hawaii's celebrity chefs
Wine tasting and culinary events
Insured GCL w/liquor liability

Entertainment Agency

Entertainment to match any theme
International, national & local name entertainers
All genres of musical talent
Celebrities, models, and theatrical talent
Celebrity chefs, winemakers and culinary figures
Speakers & emcees

Promotional Marketing

Sponsorship development
Strategic alliances & co-op programs
Sweepstakes and contests
Posters & point of sale materials
Public relations & strategic planning
Project management & consulting
Media buying-agency status since 1987

By taking on this project, the vendor could derive the following benefits:

- Experience and contacts in a foreign market.
- Development of potential client base and future business with foreign and Hawaii based companies.
- Media contacts (print, radio and television).
- Collection of fees derived from sponsorship monies.
- Endorsement of services by participating partners.