



11 JUN 30 AIO:12

STATE PROCUREMENT OFFICE
NOTICE & REQUEST FOR SOLE SOURCE

STATE PROCUREMENT OFFICE
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
2. FROM: William J. Aila, Director, DLNR
Department/Division/Agency

Pursuant to HRS §103D-306 and HAR Chapter 3-122, Subchapter 9, the Department requests sole source approval to purchase the following:

3. Description of goods, services, or construction:
The vendor will provide television production services to include: (a) pre-production planning, (b) production coordination, (c) audio and technical assistance, (d) post-production editing, (e) airtime costs and time slot, (f) talent, and (g) website and social networking. The vendor will produce a thirty-minute video program of a professional quality suitable for airing in a week night primetime slot on a local network affiliate station. The vendor will develop a minimum of six 4- to 5-minute (short) video segments of a professional quality suitable for airing on local cable television and six public service announcements. The vendor will provide daily airings in a dedicated time slot of the short video segments on OC Channel 16 for a period of six months. The vendor will have established at least a five year history of consistently airing new environmental-based programming in a proprietary and dedicated time slot on OC Channel 16 or any other local cable or network affiliate channel.

4. Vendor Name: Dive and Trek, LLC
Address: 564 South St., Honolulu, Hawaii 96813
5. Price: \$97,000

6. Term of Contract: From: July 1, 2011 To: May 1, 2012
7. Prior Sole Source Ref No.

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities:
The feature is unique in the following ways: (a) expertise in television production of professional quality environmental-based video programs in Hawaii is rare; (b) vendors that control a proprietary and dedicated time slot on OC Channel 16 or any other local cable or network affiliate channel is also rare; (c) vendors meeting criterion (a) and (b) who also have established at least a five year history of consistently airing new environmental-based video programs limits the field to a single qualified vendor: Dive and Trek, LLC's production of "Outside Hawaii" on OC Channel 16. And Outside Hawaii includes viewers in our target audience of people already predisposed to watching an environmental-based program.

9. Essential features. How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work:

The unique features benefit DLNR and are essential by ensuring an expert environmental-based producer, professional quality production, and daily viewing in a proprietary time slot on OC Channel 16 on an established program ("Outside Hawaii") with an established viewership.

Oceanic Cable TV has approximately 400,000 subscribed viewers. Outside Hawaii is the top ranked environmental program on OC Channel 16, and overall is the 3rd most watched program on that channel. Airing the DLNR short segments on this OC Channel 16 as a part of the Outside Hawaii program provides the department with a high probability of being viewed by a wide segment of the population.

11. Alternate source. The following other possible sources for the good, service, or construction were investigated but do not meet our needs because: There are no other sustained environmental-based productions with a proprietary time slot on OC Channel 16 or any other local network affiliate channel, commercial cable channel, or public access cable channel. Therefore, no other possible sources of the service could be investigated.

12. Direct any inquiries to:
Department: DLNR
Contact Name/Title: Guy H. Kaulukukui, Deputy Director

13 Phone Number:
587-0403
Fax Number:
587-0390

Expenditure may be processed with a purchase order/pCard: Yes No
If no, a contract must be executed and funds certified.

Agency shall ensure adherence to applicable administrative and statutory requirements, including HAR Chapter 3-122, Subchapter 15, Cost or Pricing Data, if required.

14. *I certify that the information provided above is to the best of my knowledge, true, correct and that the goods, services, or construction are available through only one source.*



Department Head Signature

6.30.11

Date

Reserved for CPO Use Only

15 Date Notice Posted: 7-1-11

Submit written objections to this notice to issue a sole source contract within seven calendar days or as otherwise allowed from the above posted date to:

Chief Procurement Officer
State Procurement Office
P.O. Box 119
Honolulu, Hawaii 96810-0119

REQUEST FOR SOLE SOURCE (Cont.)

16. Chief Procurement Officer's comments:

Request has been withdrawn by the department.

17. APPROVED DISAPPROVED NO ACTION REQUIRED

Chief Procurement Officer

Ann S. Fisher

7/22/2011

Date