



**STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS
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HONOLULU, HAWAII 96817**

June 24, 2022

REQUEST FOR PROPOSAL (RFP) No. NHRLF 2022-038

Marketing and Media Services

ADDENDUM 1 – Questions and Answers

1. What is the annual budget for media buys?

The average annual budget for media buys is approximately \$35,000.00.

2. Will the successful offeror have access to the previous consultant's work?

Yes. The current consultant has agreed to share their work.

3. What is the overall budget range?

We do not have that information available to share at this time.

4. Do you have a specific amount of increase in loans in mind?

Goals are based on the previous year's performance. The next fiscal year, our projection is 60 loans closed with \$2,000,000 loan volume.

5. What was the prior research used to quantify the effectiveness of the marketing services? Was it secondary or primary research?

The current consultant provided a status update on a quarterly basis. The research was based on the services provided and the amount of increase in loan applications for the same time period.

6. Will OHA help to identify the borrowers who will provide written and video testimonials?

Yes. OHA will provide contact info for potential borrowers, but the successful offeror will work directly with the borrower to complete the testimonials.

7. Are testimonials the only type of commercial NHRLF is interested in?

Not necessarily. We recently did an animated short which was shared on social media and our website. We are willing to explore other avenues.

8. Would you prefer a phased or tiered approach to the proposal?

Yes. We would greatly appreciate seeing a multi-level approach in the proposal.

9. How much funding is available for Malama Loans?

The revolving loan fund is approximately \$23 million. We currently have approximately \$17 million available to borrow.

10. Would you be able to describe the process one would go through to apply for a loan?

Since COVID, we launched an online process for submitting loan applications. Potential borrowers can visit the website at <https://loans.oha.org/> to submit an application and upload financial documents online. The standard time to close a personal loan with all documents provided is 10-14 business days. Malama Business loans and Hua Kanu loans (Business loans up to \$1 million) take more time to underwrite and process.

11. Are there community services or workshops available to assist with the application process?

We also provide paper applications to those who prefer not to submit online. NHRLF also does offer technical assistance through a consultant for borrowers who either don't currently meet the qualifications or need assistance with the application process.

12. Are you wanting to continue the previous marketing consultant's marketing plan/direction?

Yes. The current consultant created a foundation for telling a story from the borrower's perspective that we would like to continue/keep. However, we are open to other ideas.

13. Would you like us to include a high level media plan or just numbers?

A combination of both would be great. The current consultant would meet with the NHRLF program at least twice per year with a media plan that incorporated the budget and would work with the NHRLF to confirm or make changes to the plan.

14. How do we gain access to the previous reports or plan from your current strategist?

The current consultant is willing to share all of the collateral and reports with the new vendor only. Access will be given to the awarded vendor once contracted.

15. Could you let us know what the budget is for this project?

We do not have that information available to share at this time.

16. Are we able to receive a recording of the conference call for our review as we were unable to join the call that reviewed the project goals and objectives?

No, there is no recording of the pre-offer conference call that took place on Wednesday, June 22, 2022 at 10:00 a.m. but I am able to share a pdf of the presentation. If you would like a copy, please send a request to proposals@oha.org.

17. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

We don't have a local preference, but we will need the successful offeror to be available to meet with our staff, NHRLF board members, and the OHA Board of Trustees during our normal business hours (Monday – Friday, 7:45 a.m. – 4:30 p.m. Hawai'i Standard Time). See Item IV.A.11 on page 26 of the RFP.

18. How many applications a year are you currently receiving?

165.

19. What is the approval rate?

38%

20. What is the definition of 100% Native Hawaiian owned on the business loan?

The business has to be 100% Native Hawaiian owned, each owner of the business must provide proof of Hawaiian Ancestry.

21. What percentage of Native Hawaiian do the owners have to be?

There is no percentage, ALL owners must have at least 1 drop of Hawaiian blood. For example, if a husband and wife owns a business, both have to be Native Hawaiian to qualify. This requirement is written into the Federal Regulations of the program.

22. How about the other loans?

The above does NOT apply to consumer loans. The primary borrower must Native Hawaiian and credit qualify for the loan, however, if there is a co-borrower they are not required to be Native Hawaiian.

- 23. If the media budget is indeed \$35,000.00, are we expected to buy TV, radio, digital, social, create and promote the videos and print as well? That is less than \$3,000.00 a month. Or are some of these items considered under another line item? Such as agency fee? Creative services fee? Video production fee?**

The \$35,000 media budget is the estimated annual amount the current Consultant spent on that line item. This is not the total budget of the contract. Please include whatever expenses you feel is necessary to meet the scope of service of this contract.

- 24. Is there travel allowed for reimbursement? For things like heading to outer islands to film testimonials from recipients etc.?**

Yes.

- 25. If we wanted to join events with a booth for information that are targeting Native Hawaiians and allowing them access to come talk about the services, would that be under an additional budget outside of media as well?**

Yes. Please see the answer to question #23 above.

- 26. Why is the current team not staying? Also, if you guys are happy with the work they are doing and would like for the next team to continue it, why ask us to put something together than may not follow what the current plan is? In my mind, having access to information on what worked and what didn't save a whole lot of time and energy and money for that matter on how to move forward.**

The current consultant is a very small firm who mainly serviced OHA for the last 4 years. However, during COVID, they were offered an opportunity in the private sector to do new things with greater potential of growth which ultimately led to the decision not to extend their contract. We have parted ways on very good terms and the Consultant is willing to share their collateral and reports with their successor.