

**2010 County Product Enrichment Program  
PROPOSAL OUTLINE  
(80 points total)**

*Please follow the outline provided below for your written proposal. Please be certain to address the various issues upon which your proposal will be evaluated, as discussed under “Section III. Proposal Guidelines,” “Section IV. Program Specifications,” and “Section V. Project Criteria” in the cover packet.*

**A. Past Performance and Capabilities (10 points sub-total)**

- A.1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development, and accomplishments of the organization.
- A.2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.

**B. Project Description (50 points sub-total)**

- B.1. OVERVIEW OF PROPOSED PROJECT (25 points)  
Provide a detailed description of the project including, but not limited to:
  - a. program dates,
  - b. location(s),
  - c. niche area(s) impacted,
  - d. target audience(s),
  - e. expected participants,
  - f. major elements of the program, and,
  - g. overview of planned promotional program to attract target audience(s) including a schedule of all promotional and advertising activities.
- B.2. WORK PLAN AND TIMELINE (10 points)  
Provide a detailed description of the following:
  - a. Work plan describing the activities/tasks you will undertake to implement the project; and,
  - b. Estimated timeline for the project implementation, including start and end dates and completion of major milestones in the project (projects must be completed within calendar year 2010).
- B.3. COMMUNITY SUPPORT AND INVOLVEMENT (10 points)  
Discuss the following:
  - a. What is the need in the community for this project?
  - b. What is the value to the community?
  - c. Identify all entities that support or are directly involved in this project.
- B.4. PROJECT SUSTAINABILITY (5 points)  
Describe how the project will be sustained on an ongoing basis.

**C. Project Impact (20 points total)**

**BENEFITS AND OUTCOMES:** Describe the applicable accountability and performance measurements for all work to be performed in this project. How will you measure whether or not the proposed project was successful? What do you expect to be the benefits and outcomes of the project? 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.

**C.1. REQUIRED MEASURES (10 Points)**

Provide an estimate for:

- a. The targeted number of residents attending and/or benefiting from the proposed project, and,
- b. The targeted number of out-of-state visitors attending and/or benefiting from the proposed project.

**C.2. ADDITIONAL MEASURES (10 points)**

Describe what the project will accomplish and how it will positively contribute to Hawai'i's visitor experience and residents' quality of life. Specify targeted and measurable goals for at least two (2) of the following outcomes:

- Total number of participants (versus attendees) in the project;
- Total number of participants from off-island;
- Total number of participants from out-of-state;
- Total sales receipts of vendors/participants in the event;
- Satisfaction levels of attendees; and/or
- Estimated dollar value of media coverage.

Additional goals are encouraged and should relate to one or more of the objectives for the CPEP as described above in *Section III.A. County Product Enrichment Program* of this solicitation.

- C.3.** For other than new projects, provide actual results from most currently available year (2008 or 2009). These past results do not necessarily have to match the measures and targets identified for 2010. *For projects that received HTA/CPEP funding in 2008 and/or 2009, these measures must be provided. Failure to provide this information may cause the proposal to be rejected and dropped from further consideration.*