

UNIVERSITY OF HAWAII NOTICE OF EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

The Vice President for Budget and Finance/Chief Financial Officer, University of Hawaii, is in the process of reviewing the request from
University of Hawaii at West Oahu, Office of the Chancellor _____ (Department/Campus) for exemption
from Standard Methods of Source Selection for the following goods, services, or construction:

Event management services for a two-day grand opening event for the new University of Hawaii at West Oahu Kapolei campus.

Vendor: DNA Communications, LLC
(If known)
Address: 575 Cooke Street, suite A2211
Honolulu, Hawaii 96813

Term of Contract: (If known)	From: August 3	To: August 4, 2012	Cost: \$60,000.00 (est.)
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Direct any inquiries to: Department: University of Hawaii at West Oahu Contact Name/Title: Christine Hirasa, Executive Assistant to the Chancellor Address: 96-129 Ala Ike Pearl City, Hawaii 96782	Phone Number: (808) 454-4753 Fax Number: (808) 453-6076
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Date Posted: May 11, 2011

Submit written objections to this notice to issue an exemption from Standard Methods of Source Selection, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822

REQUEST FOR EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: University of Hawaii at West Oahu, Office of the Chancellor
(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

Event management services are needed for a two-day grand opening event to be held on August 3 and 4, 2012, for the new UHWO Kapolei campus. Services include assistance in budget development, scheduling of talent, site design, technical design, health and safety issues including crowd management, event logistics (rigging, sound, lighting, video, etc.), security, parking, transportation, marketing, advertising, public relations, and solicitation of event sponsorships.

Estimated Cost: \$ 60,000.00

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

Because of the highly subjective nature of the services being sought, procurement by standard competitive means involving the preparation and issuance of a formal request for proposals was not considered practical. These services are similar to those provided by a professional services firm where a more informal process consisting of the review of statements of qualifications and the holding of discussions with prospective firms and individuals is advantageous.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

The Chancellor conducted research to identify prospective firms and individuals engaged in event management services identified through prior staff experience and recommendations from University stakeholders. The Chancellor then entered into informal discussions with the identified firms and evaluated them based on the following criteria: prior experience in managing events of similar size and nature in Hawaii and on the mainland, references, and knowledge of and familiarity with the programs and mission of the University of Hawaii at West Oahu. Based on this review and evaluation, the Chancellor determined that DNA Communications LLC was the most qualified of those firms under consideration.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and

The Office of Procurement and Real Property Management will assist in the preparation of a services contract with the selected firm. Expenditures will be subject to review, approval and processing in conformity with the specifications of the contract and the University's

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

1. Chancellor Gene Awakuni
2. Executive Assistant to the Chancellor Christine Hirasa
3. Facilities and Auxiliary Services Manager James "Kimo" Yamaguch
4. Fiscal Officer Lori Foo

Direct questions to: Christine Hirasa Phone: 454-4753

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

Christine Hirasa
Full Name of Principal Investigator, Department Head, or Administrator

Christine Hirasa 5/10/11
Signature Date

Lori Foo
Full Name of Fiscal Officer

Lori Foo 05.10.2011
Signature Date

APPROVED:

Gene Awakuni
Full Name of Vice President or Chancellor

Gene Awakuni
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

Recommend Approval

APPROVED DENIED

David A. Smith 6/28/11
VICE PRESIDENT FOR BUDGET & FINANCE/CHIEF FINANCIAL OFFICER, UNIVERSITY OF HAWAII DATE