

**UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS**

The President, University of Hawaii, is in the process of reviewing the request from
Communications Department, University of Hawaii West Oahu (Department/Campus) for exemption
from Chapter 103D, HRS, for the following goods, services, or construction:

14-week cinema campaign for UH West Oahu to help increase admissions and enrollment by targeting potential students in the geographic regions near the campus in Kapolei.

Vendor: Screenvision Direct
(If known)
Address: 360 Linden Oaks
Rochester, NY 14625

Term of Contract: (If known)	From:	To:	Cost: \$10,000.00 (est.)
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Direct any inquiries to: Department: Communications Department Contact Name/Title: Leila Wai Shimokawa, Director Address: 91-1001 Farrington Highway Kapolei, Hawaii 96707	Phone Number: (808) 689-2603 Fax Number: (808) 689-2901
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Date Posted: April 1, 2014

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

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

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Communications Department, UH West Oahu

(Department/Program)

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

Description of goods, services, or construction:

A 14-week cinema campaign for UH West Oahu to help increase admissions and enrollment by targeting potential students in the geographic regions near the campus in Kapolei. The advertisements would be 10 seconds long and would run prior to the previews and movie. The cost of the contract includes the production of the ad.

Estimated Cost: \$ 10,000

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

There are two movie theater companies on Oahu: Consolidated Theatres and Regal Cinema. Screenvision Direct, Inc., runs the advertising for Consolidated Theatres and NCM Media Networks runs the advertising for Regal Cinema. Consolidated Theatres/Screenvision runs the three theaters located near UH West Oahu in Kapolei: Pearlridge West 16 (Aiea), Mililani 14 (Mililani), and Kapolei 16 (Kapolei). These are the target areas where UH West Oahu would like to advertise because of the potential students who live near the campus. Regal Cinemas/NCM has one theater location near the campus in Pearl Highlands. Therefore, procurement by standard competitive means is not practicable because Screenvision is the only company that can provide the service that UH West Oahu is looking for in terms of target demographics. Additionally, Pearlridge West 16 is the second most popular "mall based" theater in the state (per Screenvision). Kapolei 16 is the only theater that services the west side of Oahu (per Screenvision). Mililani 14 is the most popular theater in Central Oahu. It is the only theater that services Central Oahu and the North Shore (per Screenvision).

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

The Communications Department reviewed proposals from both Screenvision and NCM. However, due to the locations of Consolidated Theatre's theaters, it was determined that Screenvision was the only entity that could provide the service that UH West Oahu requires.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
The department's Public Information Officer (PIO) solicited proposals from both vendors and reviewed them with the Director of Communications. It was determined that only one vendor could provide the service.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
Leila Wai Shimokawa, Director of Communications
Julie Funasaki Yuen, Public Information Officer

Direct questions to: Leila Wai Shimokawa Phone: 689-2603

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

Leila Wai Shimokawa
Full Name of Principal Investigator, Department Head, or Administrator

Leila Wai Shimokawa
Signature Date 3/28/14

Teri Ann Yoshida-Freitas
Full Name of Fiscal Officer

Teri Ann Yoshida-Freitas 3/28/14
Signature Date

APPROVED:

Rockne C. Freitas
Full Name of Vice President or Chancellor

Rockne Freitas
Signature Date 3/28/14

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED _____ DENIED
David O'Neil

PRESIDENT, UNIVERSITY OF HAWAII

APR 14 2014

DATE