

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

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

In-theater, on-screen advertising in select Consolidated Theatres on Oahu.

Vendor: Sceenvision Direct, Inc.

(If known)

Address:

Term of Contract:

(If known)

From:

To:

Cost:

\$12,410.00 (est)

Direct any inquiries to:

Department: Communications Department

Contact Name/Title: Leila Wai Shimokawa
Director of Communications

Address:

91-1001 Farrington Highway
Kapolei, Hawaii 96707

Phone Number:

(808) 689-2603

Fax Number:

(808) 689-2901

Date Posted: March 8, 2016

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: University of Hawai'i West O'ahu, Communications Department

(Department/Program)

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

Description of goods, services, or construction:

In-theater, on-screen advertising in select Consolidated Theatres on O'ahu to promote and market the University of Hawai'i West O'ahu to benefit enrollment. The 30-second spots will be shown once within the Early Pre-Show program before the start of every movie on all screens in select theater locations. The price includes 13 weeks of advertising on 60 movie screens in select Consolidated Theatres on O'ahu, plus production/handling costs of the 30-second ad.

Estimated Cost: \$ 12,410.00

(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 O'ahu: Consolidated Theaters and Regal Cinema. Screenvision Direct, Inc., runs the advertising for Consolidated Theatres and National CineMedia (NCM) runs the advertising for Regal Cinema. Consolidated Theatres/Screenvision runs three theaters located near UHWO Pearlridge West (Aiea), Mililani, and Kapolei. These are the target areas where UH West O'ahu would like to advertise because of the potential students who live in the region. Pearlridge West pulls an audience predominantly from the west side of the island; Kapolei is the largest and most popular theater on the west side of O'ahu and targets audiences from the Kapolei, Ewa Beach, Makakilo, Ko Olina, Makaha, Waianae, Kunia, and Waipahu; and Mililani is the most popular theater in Central O'ahu that targets audiences from the Waipahu, Waikele, Waipio, Mililani, Wahiawa, and North Shore. In comparison, Regal Cinema/NCM has only one theater located near the campus (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 O'ahu is looking for in terms of target demographics.

(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 Consolidated Theatre's locations, it was determined that Screenvision was the sole entity that can best provide the on-screen advertising services that UH West O'ahu requires.

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

The department's Public Information Officer 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: (808) 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

02/24/2016
Date

Gary Nakamura
Full Name of Fiscal Officer

Gary Nakamura
Signature

02/24/2016
Date

APPROVED:

Doris Ching
Full Name of Vice President or Chancellor

Doris Ching
Signature

2-24-16
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED
[Signature]
PRESIDENT, UNIVERSITY OF HAWAII

3/17/2016
DATE