

MEMORANDUM OF
UNDERSTANDING

WITH

DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, &
TOURISM (DBEDT)

May 4, 2020

HAWAII INFORMATION CONSORTIUM

INTRODUCTION

This Memorandum of Understanding (MOU) sets forth terms and understanding between Hawaii Information Consortium, LLC (HIC) and the Department of Business, Economic Development, & Tourism “DBEDT” Business Development Support Division “BDSB” (STATE) in regards to adjusting the cap on amounts that can be spent per the Statement of Work entitled “Department of Business, Economic Development & Tourism – Business Development Support Division – Website Services” signed between HIC and STATE on March 29, 2019.

PURPOSE

Currently, HIC support work for the STATE is performed on an as-needed basis and costs shall not exceed \$4,000 per month. The STATE is invoiced monthly for actual HIC work completed.

Due to the COVID-19 pandemic, the monthly cap will be increased to \$8,000. This will allow the STATE to undertake the following activities:

1. In response to the COVID-19 pandemic, the STATE has been designated by the Office of the Governor to communicate on business relief, stabilization and recovery to an expanded audience of thousands more small businesses in Hawaii:
 - a. The information being distributed is more detailed, being sent out more frequently, and across a broader spectrum of diverse industries.
2. Our expanded audience:
 - a. Since March 24, 2020, we tripled our email list from over 2,000 to over 6,000 new email addresses of Hawaii small businesses;
 - b. We added nearly 3,000 email addresses from the Hawaii defense economy industry for a total of over 8,000 current email addresses as of April 27, 2020
3. We are creating more new webpages, news posts and event calendar listings:
 - a. As we increase the number of support programs for small businesses during this crisis, we are creating more new pages, adding more blog news posts per week, and event listings for educational webinars.
4. Distributing more email newsletters, more frequently:
 - a. We are sending a greater number of direct emails to thousands of business owners;
 - b. We are segmenting our list, to target different industries with more tailored messages

DURATION

The change to the monthly cap will commence on May 1, 2020 and continue through June 30, 2020. The monthly cap of \$8,000 may continue in the months of July, August, and September 2020 if the STATE continues with increased activity due to the COVID-19 situation. This will be reviewed and determined between the STATE, HIC, and Portal Program Manager on a monthly basis for the months of July, August, and September 2020. On October 1, 2020, the cap on amounts that can be spent per the Statement of Work entitled "Department of Business, Economic Development & Tourism – Business Development Support Division – Website Services" will return to \$4,000 per month.

The above fee and payment policies may be altered by mutual agreement in writing between STATE and HIC.

SIGN OFF

Reviewed and accepted.

Date:

Date:

Mike McCartney
Director
DBEDT, BDSD, Hawaii

Bertrand Ramos
General Manager
Hawaii Information Consortium, LLC

REVIEWED AND APPROVED:

Date:

ACCESS HAWAII COMMITTEE

By: Douglas Murdock
Chief Information Officer
Office of Enterprise Technology Services
State of Hawaii