

# Informational Sessions: 2021 Kūkulu Ola & Aloha ‘Āina Programs

# Today's Agenda

- Opening Protocol
- Introductions
- Brief Update of HTA
- Review of Programs
  - Kūkulu Ola Program
  - Aloha 'Āina Program
- Responding to the RFP (Application Process)
- Questions
- Closing Remarks/Protocol

# Introductions

Hawai'i Community Foundation & Hawai'i Tourism Authority

A person is watering a small plant with a traditional Hawaiian water container. The person's hands are visible, holding the plant and the container. The background is a natural, outdoor setting with dry grass and green foliage.

HAWAII TOURISM™

AUTHORITY

# MĀLAMA KU`U HOME

Through Regenerative Tourism:  
HTA Change Management Plan

June 24, 2021









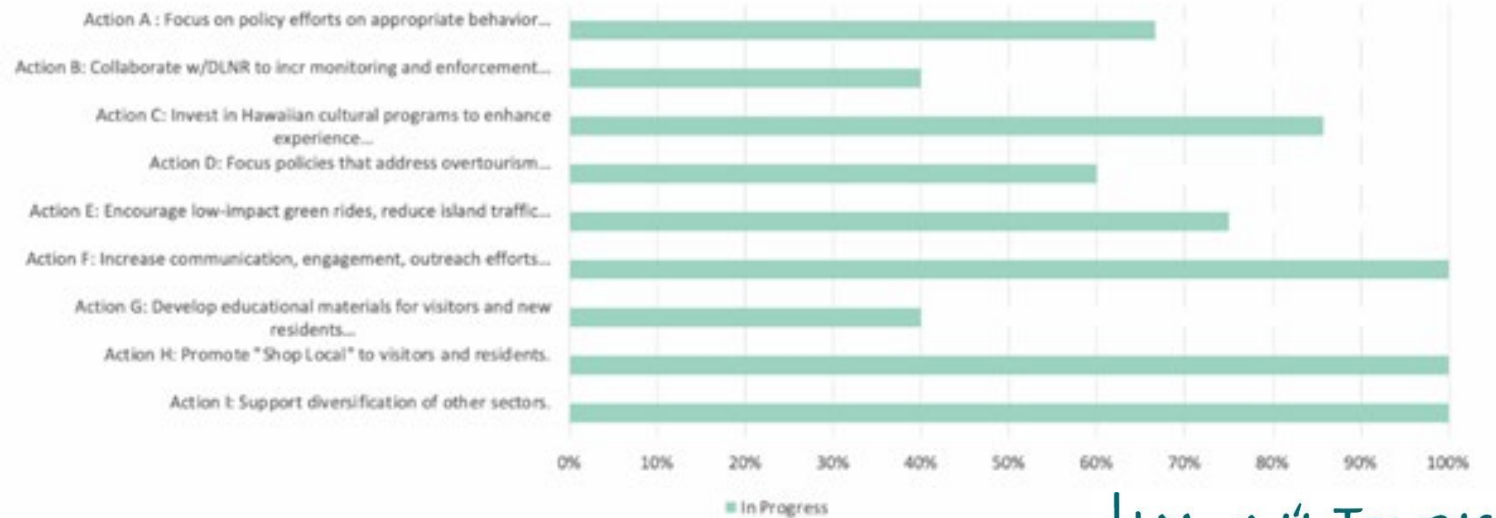
## DMAP Kaua'i

### Kaua'i's Vision for tourism

*In our vision of tourism in 2040, Kaua'i is a global leader in the reinvention of the visitor industry. Collaborative action by community stakeholders has addressed unsustainable visitor growth as well as climate change and social inequity. Tourism remains a valued economic sector, as other sectors have emerged to offer greater stability and opportunity for the island.*



Kaua'i DMAP Anchor Actions In Progress as of July 2021





# Moving Kaua'i DMAP's Sub-Actions Forward

- ✓ C.1 Develop training programs relating to Hawaiian textiles and weaving targeted at visitors and locals.
- ✓ C.4 Support activities like kanikapila songfests featuring Hawai'i's music and musicians.
- ✓ C.5 Support educational programs at cultural sites and invest time into mālama sacred sites such as heiau and resources such as the kai (ocean).





# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

# LĀNAʻI

Hōhano Lānaʻi i ke kaunaʻo,  
Kahu kapa ʻahuʻala, hau poʻohiwi  
E ola Lānaʻi a Kaulaʻiʻau

Lānaʻi distinguished by the kaunaʻo  
Which rests like a feather cape upon its shoulders  
Let there be life for Lānaʻi of Kaulaʻiʻau

## Lānaʻi's Vision for tourism

*By 2024, together with the community, the visitor industry will:*

- *Support efforts towards more sustainable travel (that helps Lānaʻi thrive) by encouraging visits to Lānaʻi City to understand the island's history and multiple cultures while supporting local businesses.*
- *Develop shared strategies and actions for a balanced long-term future that contributes to economic sustainability for the community and preserves the quality of life for residents and quality of experience for visitors from other islands and outside the state.*

# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

# LĀNAʻI

*Hōhono Lānaʻi i ke kaunaʻoa,  
Kohu kapa 'ohu'ula, hau po'ohiwi  
E ola Lānaʻi a Kaula'au*

Lānaʻi distinguished by the kaunaʻoa  
Which rests like a feather cape upon its shoulders  
Let there be life for Lānaʻi of Kaula'au

24

No. of Phase 1 Sub-Actions

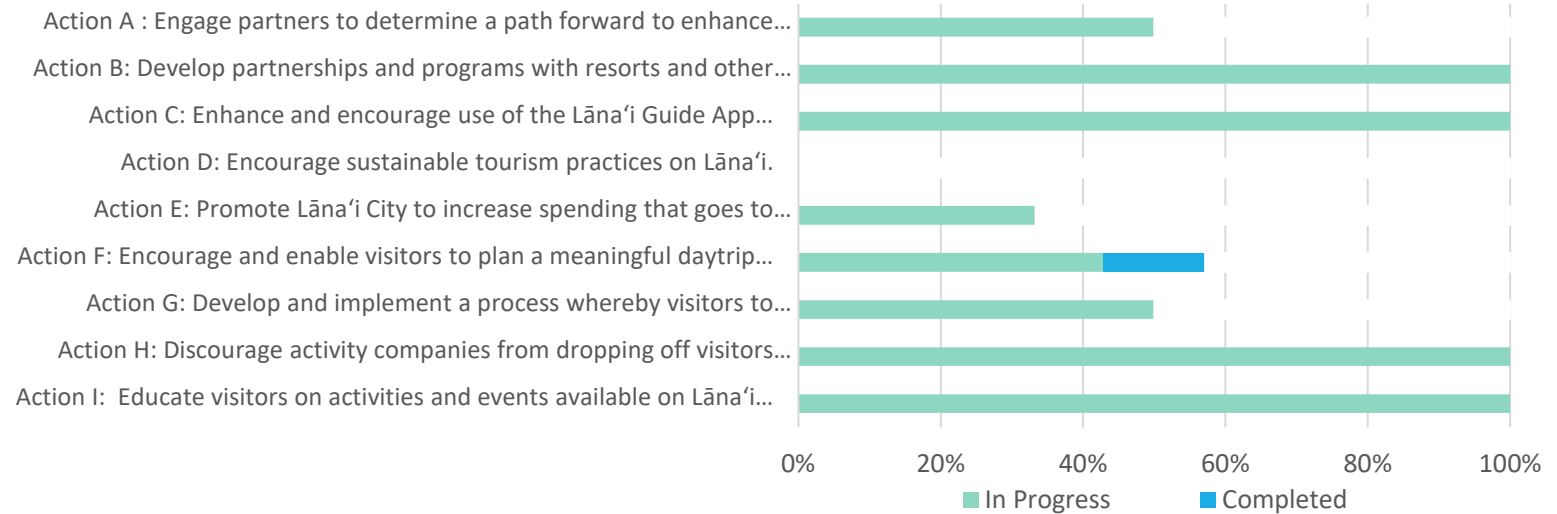
63%

Sub-Actions In Progress

1

No. of Sub-Actions  
Completed

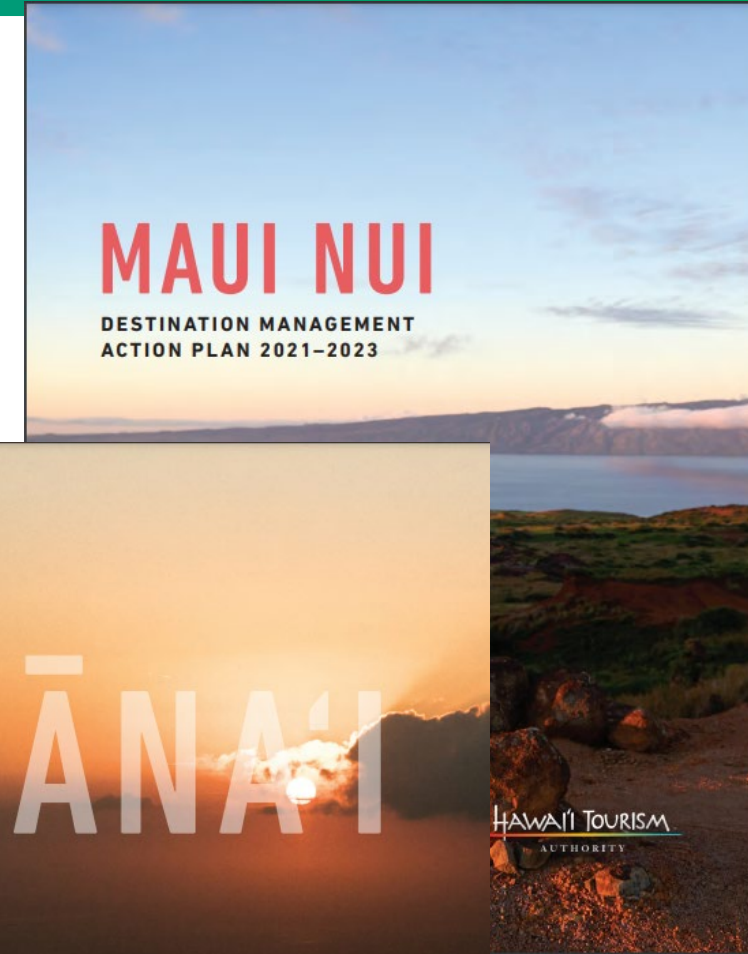
## Lānaʻi Anchor Actions In Progress as of July 2021





# Moving Lānaʻi DMAP's Sub-Actions Forward

- ✓ I.1 Support the development of marine science/natural resources seminars and workshops here that can be attended by residents and tourists to tailor a more educational type of vacation.
- ✓ 1.2 Encourage community service opportunities.



## MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021–2023

## MOLOKA'I

*'Āina Māmona*

*"Land of Plenty" in honor of the great productivity  
of the island and its surrounding ocean*

# Moloka'i's Vision for tourism

*By 2024, together with the community, the visitor industry will:*

- *Support developing basic infrastructure that benefit residents, kama'āina travelers and out-of-state visitors.*
- *Develop shared strategies and actions for a balanced long-term future that contributes to economic sustainability for the community and preserves the quality of life for residents.*



# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

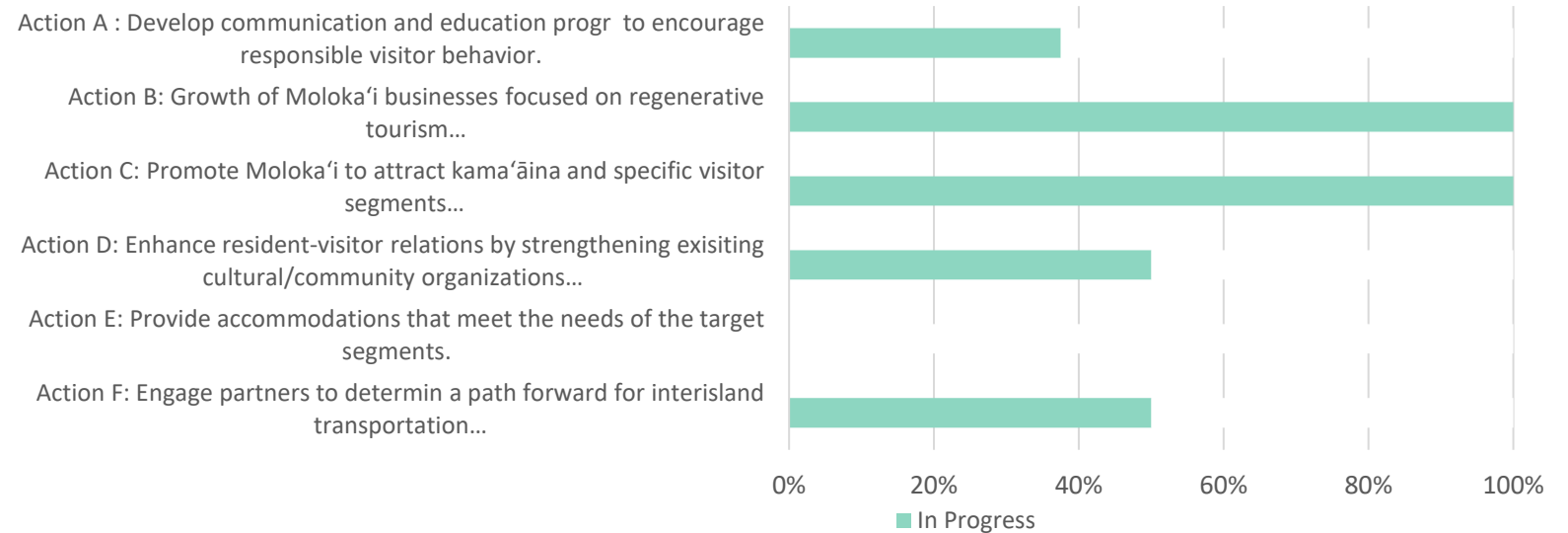
# MOLOKA'I

*'Āina Māmona*

"Land of Plenty" in honor of the great productivity  
of the island and its surrounding ocean



Moloka'i Anchor Actions In Progress as of July 2021



# Moving Moloka'i DMAP's Sub-Actions Forward

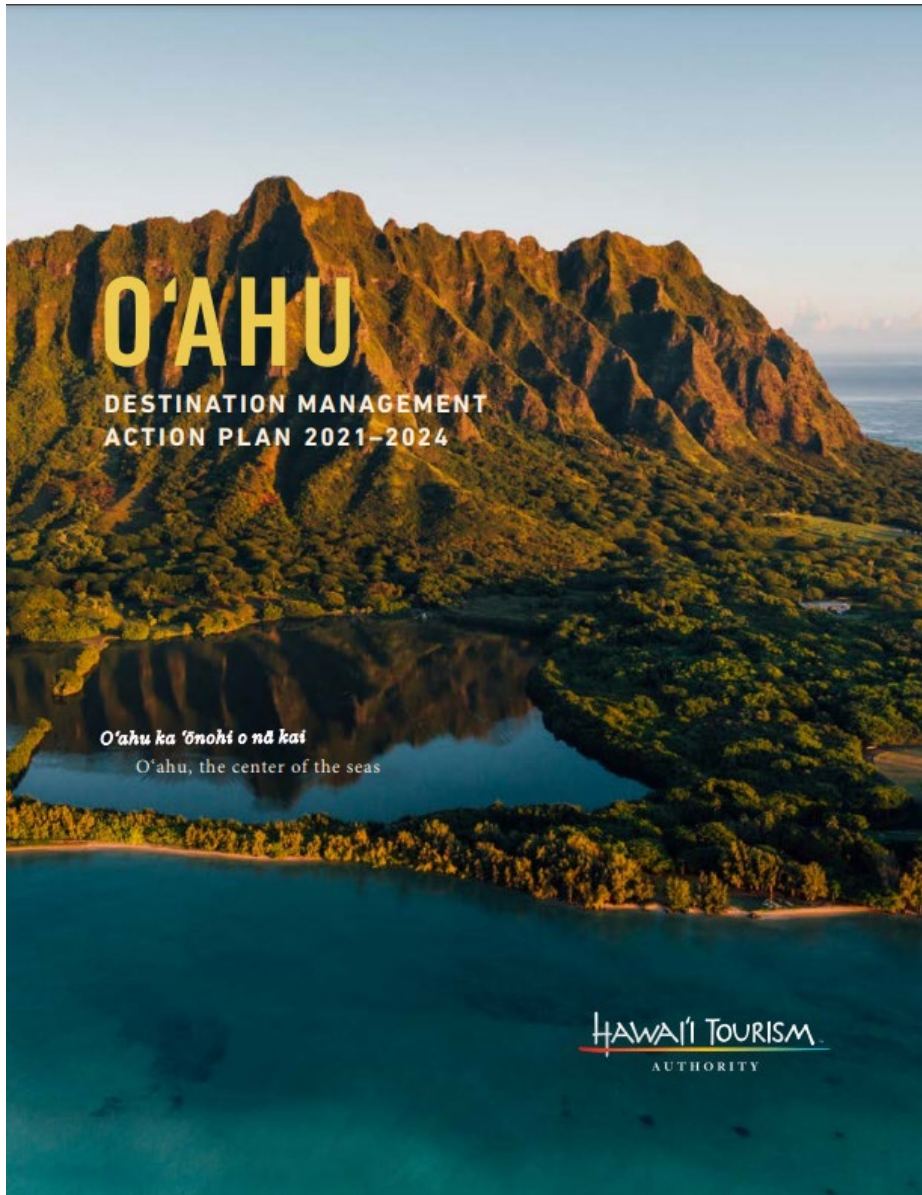
- ✓ B.3 Community-based businesses, organizations and tourism providers to identify regenerative tourism activities that could be offered to visitors and then amplified through product development and marketing programs.
- ✓ D.1 Develop voluntourism activities that give visitors opportunities to participate with local nonprofit organizations in Lo'i Kalo, Loko I'a, conservation, and restoration activities.
- ✓ D.2 Support and strengthen existing events, and create new events by local community experts for both residents and visitors. Ensure cultural events are run by someone with relevant experience.
- ✓ D.5 Encourage cultural practitioners with generational ties to Moloka'i to participate and lead in business efforts and events, to support continued cultural practices on island.
- ✓ D.6 Identify clean-up/restoration projects that could be implemented to support residents and tourists alike.





# O'ahu's Vision for tourism

*By 2024, together with the community, the visitor industry will be rooted in mālama – to take care of this place and each other. O'ahu will live in joy, abundance, and resilience because visitors and residents understand what is pono, share common goals, and have respect for each other and the environment.*



# Moving O'ahu's DMAP's Sub-Actions Forward

- ✓ C.4 Increase opportunities for community-led initiatives that steward and manage these resources (key hotspots on O'ahu)...
- ✓ G.4 Use marketing campaigns as an opportunity for visitors to connect with O'ahu on a deeper level through immersive experiences, and travel in a way that enriches their lives while giving back to the communities they are fortunate to visit.
- ✓ J. Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.





# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021–2023

## Maui's Vision for tourism

*By 2024, together with the community, the visitor industry will:*

- *Rebound to lead Maui's economic recovery;*
- *Develop shared strategies and actions for a more balanced long-term future that ensures economic sustainability for the community while preserving the quality of life for residents and quality of place for visitors*

*Hanohano Maui nō ka 'oi*  
Glorious Maui, is the very best

# MAUI NUI

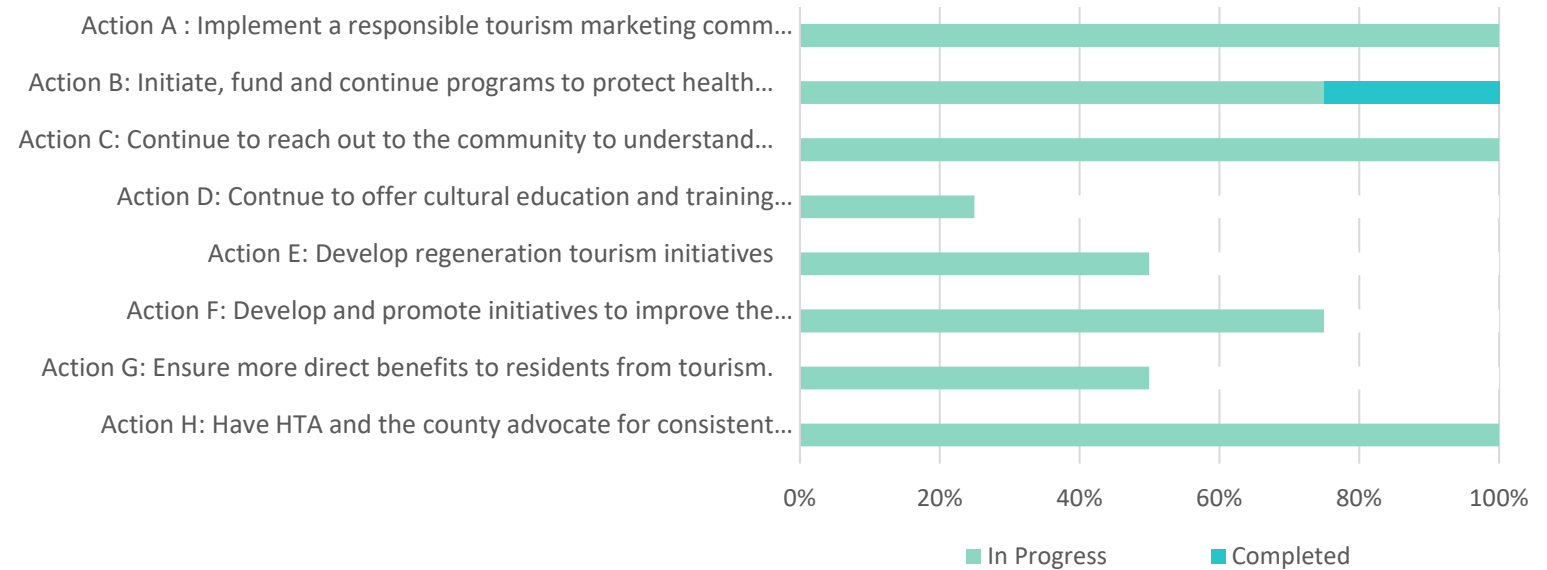
DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

# MAUI

*Hanohano Maui nō ka 'oi*  
Glorious Maui, is the very best



## Maui Anchor Actions In Progress as of July 2021

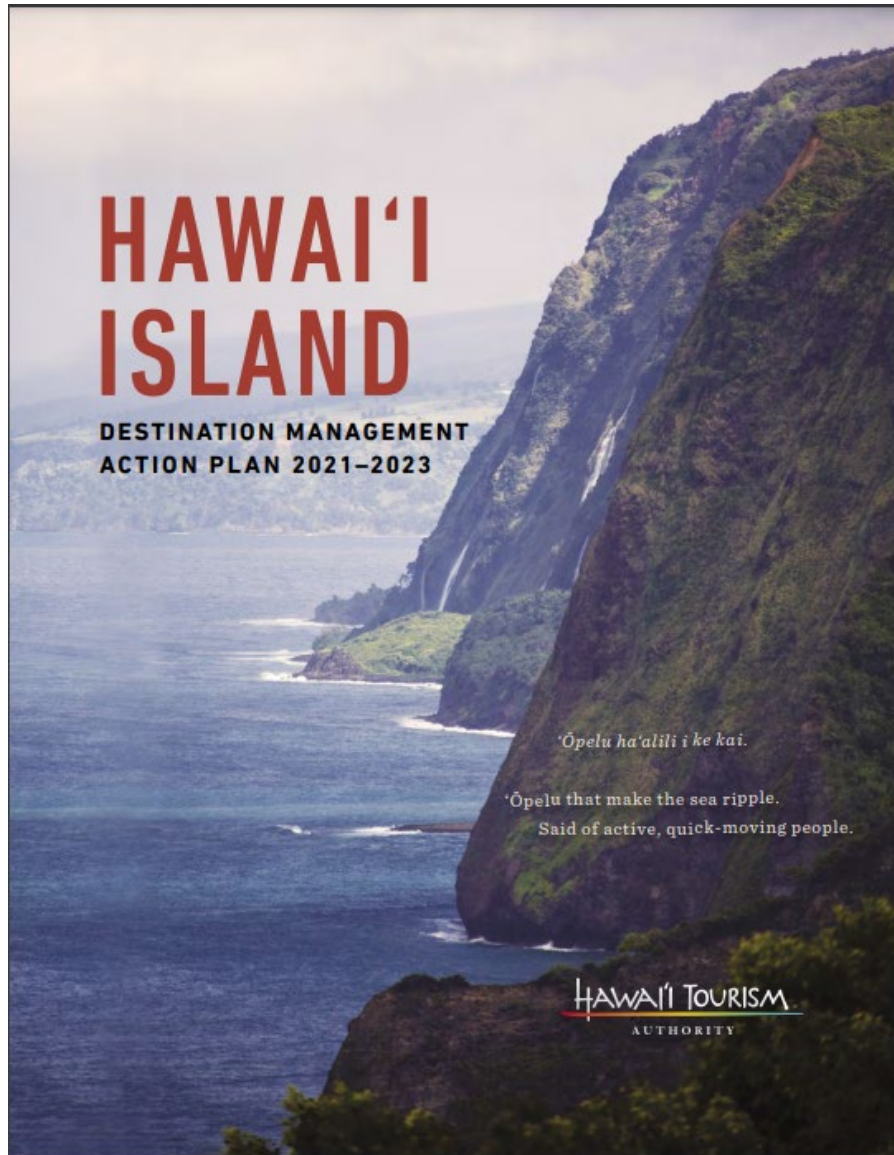


# Moving Maui DMAP's Sub-Actions Forward

- ✓ D.3 Explore options and identify community organizations that can work with industry partners to foster locations for educational sites for learning that supports practitioners: apprentice type of programs to ensure proper, quality learning.
- ✓ E.1 Support and incentivize product development to create more packages with opportunities to not only learn about Hawai'i but to also make the place better.

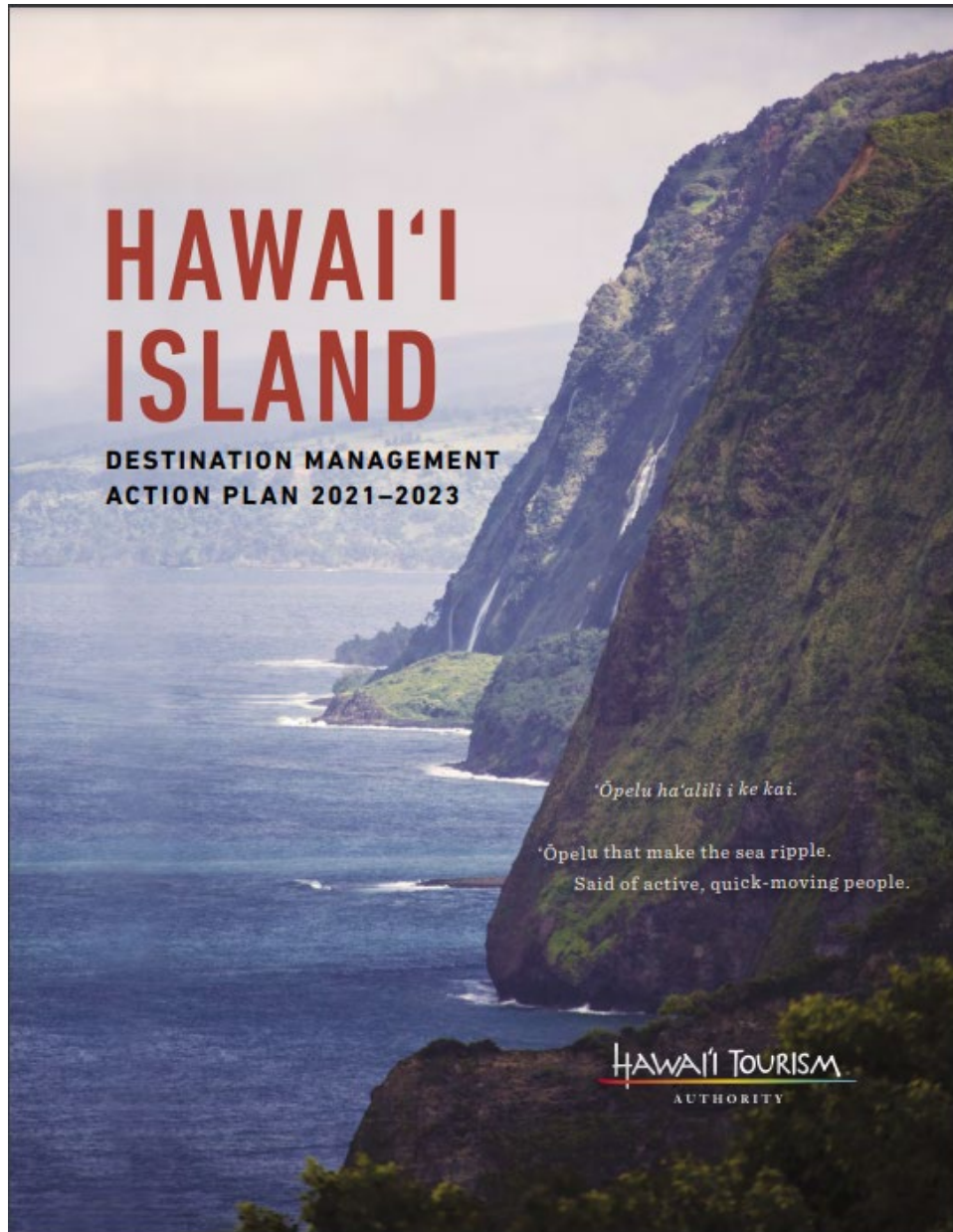




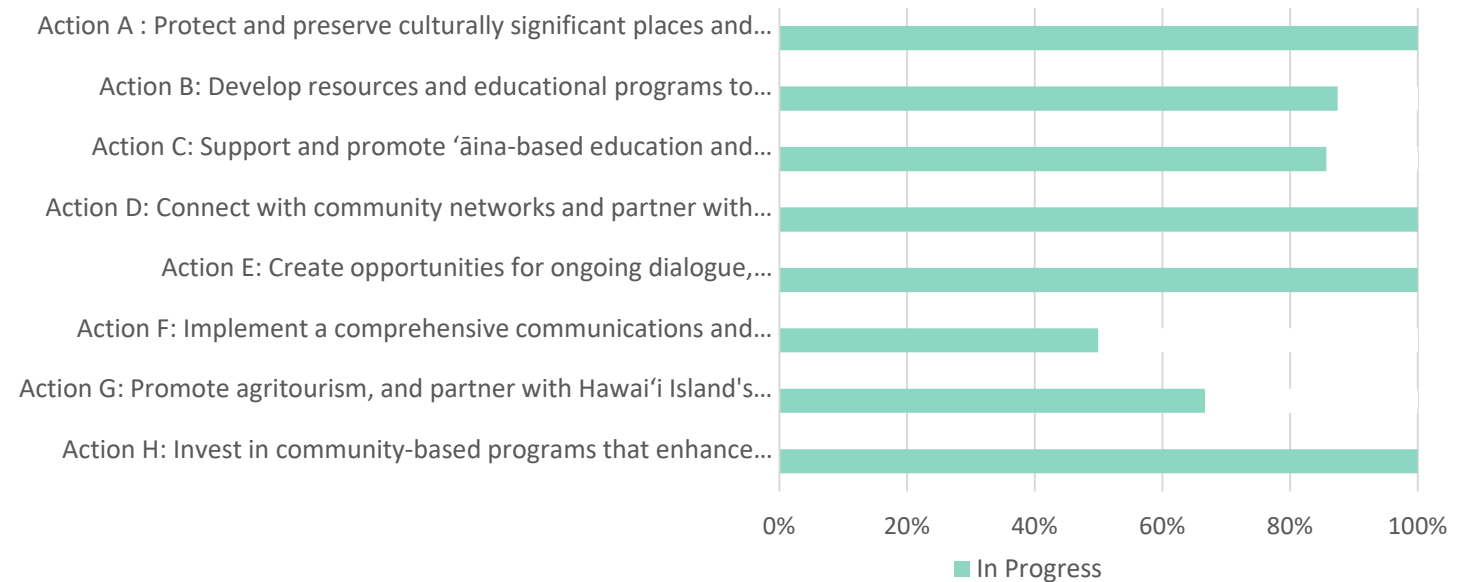


## Hawai'i Island's Vision for Tourism

*“Ola ka ‘Āina, Ola ke Kānaka” (“Healthy Land, Healthy People”), which uplifts the vision of Hawai'i Island's 2020–2025 Tourism Strategic Plan (TSP). “Ola ka ‘Āina, Ola ke Kānaka” represents a vision affirmed by data and stakeholder feedback. The vision maintains a connection to our past, grounds us in the present, and envisions a collective future that puts this place and the people of this place first. It is carried forward from the 2006–2015 Hawai'i Island Tourism Strategic Plan and 2016 Hawai'i Island Tourism Roadmap, and lays the foundation of the TSP. Without ola (health), there is no responsible tourism.*



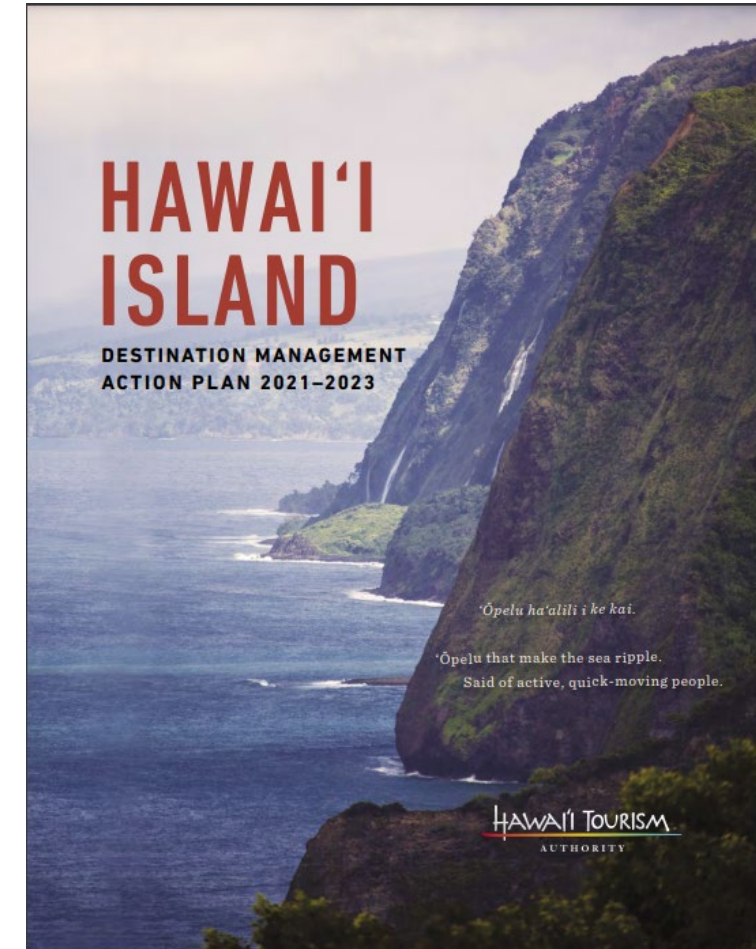
Hawai'i Island Anchor Actions In Progress as of July 2021





# Moving Hawai'i Island's DMAP's Sub-Actions Forward

- ✓ A.1 Develop and support opportunities to mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship.
- ✓ A.2 Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place.
- ✓ A.3 Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.
- ✓ B.7 Continue support of programs and projects that perpetuate the HTA Hawaiian culture with the community and visitors, such as HTA's Kūkulu Ola program.
- ✓ C.1 Identify, support, and partner with existing and new 'āina-based groups that are protecting and stewarding wahi pana (legendary/ celebrated places or landmarks), cultural practices, and people.
- ✓ C.2 Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites, and sacred sites that need to be protected.
- ✓ C.4 Support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.
- ✓ D.2 Implement regenerative management strategies, like those found in the kapu system, Hā'ena on Kaua'i, East Maui, and Hanauma Bay on O'ahu. Provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.
- ✓ D.3 Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach given broader environmental implications.
- ✓ D.5 Support opportunities that tie in Native Hawaiian practices of resource and cultural stewardship.





Kūkulu Ola  
Program  
(HCF)

Enhance

Strengthen

Perpetuate

Aloha  
‘Āina Program  
(HCF)

Manage

Improve

Protect

Community  
Enrichment  
Program  
(HVCB)

Resident-  
Visitor  
Interaction

Innovative

Diverse and  
quality tourism  
product

# Kūkulu Ola Program

Hawaiian Culture

# Kūkulu Ola Program

Enhance

Strengthen

Perpetuate



# Kūkulu Ola Program



**Seeks community-based programs and projects that enhance, strengthen, and perpetuate the Hawaiian culture and community.**

# Kūkulu Ola Program: Past Projects

- Educational programs
- Hawaiian language-oriented
- Support for Native Hawaiian art, artisans & music
- Archiving/restoration of cultural footage and documents
- Hawaiian place names signage
- Community economic development
- Perpetuation of cultural practices
  - Wa'a
  - Lei
  - Hale building
  - Kapa



*Bishop Museum's Hulia 'Ano Inspired Patterns Program*

# Aloha 'Āina Program

Natural Resources



# Aloha 'Āina Program

Manage

Improve

Protect

# Aloha 'Āina Program



**Seeks community-based programs and projects that manage, improve, and protect Hawai'i's natural environment and areas frequented by residents and visitors.**

# Aloha ‘Āina Program: Past Projects

- Remove alien species
- Trash removal from natural resources areas
- Signage campaigns:
  - Inform proper etiquette/conduct
  - Cultural/historical information
  - Environmental assets
- Environmental stewardship projects:
  - Lo‘i
  - Loko i ‘a
  - Māla
- Protection of native animal habitats
- Re-establish native plants and animals
- Repairs/maintenance of trails, restrooms, parking areas, & other physical amenities





# Request For Proposals (RFPs)



HAWAII COMMUNITY  
FOUNDATION  
*Amplify the Power of Giving*

INVESTING

*In Community Well-Being*

STRENGTHENING

*Hawaii's Communities*

LEARNING

*for Greater Impact*

GRANTS & SCHOLARSHIPS

*for Community Causes & Students*

*Hawai'i Community Foundation*

# HTA: KŪKULU OLA & ALOHA 'ĀINA AWARDS



*The Hawai'i Tourism Authority (HTA) and the Hawai'i Community Foundation (HCF) have partnered to administer the Kūkulu Ola and Aloha 'Āina programs. The HTA is committed to reinvesting in Hawai'i's most cherished resources, its people and place. After 15 years, these two programs represent HTA's strategic focus on funding the community through tourism reinvestment from the Transient Accommodation Tax (TAT) as well as incorporating new destination management plans.*

Visit the official HTA Programs webpage at  
[www.hawaiicommunityfoundation.org/hta](http://www.hawaiicommunityfoundation.org/hta)



HAWAII COMMUNITY  
FOUNDATION  
*Amplify the Power of Giving*

INVESTING

*In Community Well-Being*

STRENGTHENING

*Hawaii's Communities*

- Hawai'i Island - Tuesday, Sept. 28, 2021, 1 - 2:30 pm, [Register](#)

## Resources

- [2021 Kūkulu Ola Request for Proposals](#)
- [2021 Aloha 'Āina Request for Proposals](#)
- [Press Release](#)
- [Frequently Asked Questions](#)
- [Project Budget Form](#)
- [Example Project Budget Form](#)
- [Performance Indicators \(KPI\) Form](#)
- [Example Key Performance Indicators \(KPI\) Form](#)
- [Scoring Criteria](#)

For questions, please email [hta@hcf-hawaii.org](mailto:hta@hcf-hawaii.org)

# KO/AA Programs | Project Specifications

- For one-year project funding within the 2022 calendar year
- Awards of no more than \$100,000
- Average awards range between \$25,000 to \$75,000
- No matching funds required



# Eligibility

- Non-profit organizations with tax-exempt 501(c)(3) status and in good standing or government agencies operating within the State of Hawai'i.
- If your organization or project is not currently linked to a 501(c)(3) organization, you may be able to work in partnership with a fiscal sponsor.
- Eligible organizations must be providing services in the State of Hawai'i.
- Organizations may submit one application per RFP

## **Eligibility (cont.)**

- Organizations currently funded by HCF with overdue final reports are not eligible to apply.
- Organizations currently funded by HTA with overdue reports and/or contract deliverables are not eligible to apply.
- Events and festival-type projects should apply to HTA's Community Enrichment Program. "Events and festivals" are considered stand-alone gatherings that are not recurring and/or part of a larger Aloha 'Āina program. This includes virtual or in-person events.

# **Non-Allowable Expenses**

## **Applicable to both RFPs**

- No more than 20% of the award may be used on administrative costs.
- Business or organizational start-up plans;
- Fundraising events;
- Real Property;
- Merchandising (HTA funds to purchase goods, e.g. T-shirts), even if for resale;
- Litigation efforts;
- Endowments;
- Major capital improvements including capital campaigns, construction, or renovations (minor capital improvements required to implement programs are allowable on a case-by-case basis);
- Projects receiving prior years HTA funding including, but not limited to, the Community Enrichment Program, Aloha 'Āina Program, Kūkulu Ola Program, and the Signature Events program; shall not be eligible if not in good standing.
- Reimbursement for pre-award expenditures or costs before January 1, 2022.



## **Criteria –Evaluation Breakdown**

1. Project Components – 40%
2. Project Impact – 30%
3. Organization Capacity – 10%
4. Project Budget – 20%

# Kūkulu Ola Evaluation Criteria

## 1. Project Components (1-40)

- Meets Kūkulu Ola goals and objectives
- Increases the number of cultural practitioners,
- Increases their skill level or proficiency in a practice, and/or
- Provides opportunities for continued practice
- Enhancement of Existing Project – demonstrates enhancement and/or innovation of existing project
- Work Plan and Time – work plan and timeline appears reasonable to execute the event/program
- Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Project has broad based community support and is in line with community value and community resources.

# Kūkulu Ola Evaluation Criteria

## 2. Project Impact (1-30)

- Project Impact (KPI Form) Reasonable and significant measures identified demonstrating positive impact on the Hawaiian culture and community. Sound methodology and plan to acquire the required measures and targets listed above is clear, and resource needs are adequately addressed.

## 3. Organization Capacity (1-10)

- Ability to produce, implement, and execute the project. Has established network. Demonstrated success and expertise necessary to perform the project described. Past performance with HTA.

## 4. Project Budget (1-20)

- Demonstrates organizational financial capability
- An accurate and feasible budget for the project
- Valid sources of revenue
- Reasonableness of estimated expenses comparable to similar event/activity
- Matching funds and other support



# Aloha ‘Āina Evaluation Criteria

## 1. Project Components (1-40)

- Meets Aloha ‘Āina goals and objectives
- Increases efforts toward Native Resource preservation
- Increases opportunities for natural resource education
- Providing opportunities for continued mitigation efforts.
- Enhancement of Existing Project- demonstrates enhancement and/or innovation of existing project
- Work Plan and Time – work plan and timeline appears reasonable to execute the event/program
- Community Support and Involvement- evidence of partnerships with outside organizations and visitor industry partners. Project has broad based community support and is in line with community values and community resources.

# Aloha 'Āina Evaluation Criteria

## 2. Project Impact (1-30)

- Reasonable and significant measures identified demonstrating positive impact on the preservation, protection, and respect of native plants and animals of Hawai'i. Plan to acquire the required measures and targets listed above is clear, resource needs are adequately addressed, use of information will lead to sustainable projects.

## 3. Organization Capacity (1-10)

- Ability to produce, implement, and execute the project. Has established network. Demonstrated success and expertise necessary to perform the project described. Past performance with HTA.

## 4. Project Budget (1-20)

- Demonstrates organizational financial capability
- An accurate and feasible budget for the project
- Valid sources of revenue
- Reasonableness of estimated expenses comparable to similar event/activity
- Matching funds and other support

# Major Changes in Kūkulu Ola and Aloha ‘Āina

- There is no longer a Signature Events RFP, all applicants who previously fell under this category will now be required to apply under CEP.
- All applicants must be a registered 501(c)(3) or government agency (same as before)
  - EXCEPTION: A 501(c)(3) fiscal sponsor may apply on behalf of a community organization without nonprofit status.
- Matching funds are no longer required but will be a factor indicating the program's stability in the evaluation of the budget. The more money applicants ask for, the more outside and/or organizational support and funding the evaluators will expect to see.



# Decisions & Awards

- Proposals are reviewed by Evaluation Committees:
  - HTA & HCF Staff
  - Community
  - Industry
  - Subject Matter Experts
- Evaluators will use the scoring criteria available on the HTA Programs page

[www.hawaiicommunityfoundation.org/hta](http://www.hawaiicommunityfoundation.org/hta)

# Important Dates

<b>Distribution of RFP</b>	<b>Wednesday, September 15, 2021</b>
<b>HTA RFP Informational Briefings</b>	<b>September 20-28, 2021</b>
<b>Deadline for written proposal submissions (by 4:00 pm HST)</b>	<b>Friday, October 29, 2021</b>
<b>Notice of Selection or Non-selection</b>	<b>December 2021</b>
<b>Funding Awards Delivered &amp; Orientation for Awardees</b>	<b>Q1 of 2022</b>

# Nonprofit Gateway

HCF's Online Application Platform



# HAWAII TOURISM

## AUTHORITY

### QUICK LINKS

#### Navigation Tips

When going through the application, do not use the back buttons of your web browser. Make sure to use links when available and the buttons located on the bottom of the pages.

- [HTA Reviewer's Docket Materials](#)
- [HTA Hawaiian Culture Evaluation Form](#)
- [My Saved Evaluations](#)
- [My Profile](#)
- [Contact Us](#)
- [Logout](#)
  
- [HTA Welcome Page](#)
- [My Account's Saved Applications](#)
- [My Organization Profile](#)
- [Frequently Asked Questions \(FAQs\)](#)
- [Contact Us](#)
- [Choose Another Foundation](#)
- [Logout](#)

### Hawaii Tourism Authority

Click on the following links for more information on the available grant applications and to start an application--

- >> [2021 Aloha 'Āina Program](#)
- >> [2021 Kūkulu Ola Program](#)

### QUESTIONS ABOUT THE RFP

If you have any questions, please visit the HTA Aloha 'Āina program webpage at <http://www.hawaiicommunityfoundation.org/nonprofits/open-grants/hta-natural-resources>. A Frequently Asked Questions (FAQ) sheet is posted for your review.

If you have questions regarding the RFP, please contact Kehau Meyer of HCF at (808) 566-5537 or [hta@hcf-hawaii.org](mailto:hta@hcf-hawaii.org).

For technical assistance with the online application process, please contact our [Help Desk](#).

To download a copy of the complete RFP, [click here](#).

- Ready to start your application? [Click here to begin](#).
- Have you already started your application? [Click here to see your created applications](#).

# HTA Program Online Application

- Intro Page – RFP Details
- Page 2 – Application Information
- Page 3 – Organization Information & Program/Project Narrative
- Page 4 –Attachments
  - KPI Form
  - Project Budget Form
  - One-page Board of Director's List
  - Organization's current year's operating budget and financials (both income/expenses)
- Available if needed: Fiscal Sponsor Forms
- Optional Attachments
  - Links to Video/Photos
  - Recent Program Activity/Evaluation Reports
  - Letters of Support (limit 3)
  - Maps of Project Site

# HTA Program Online Application

- Saved applications can be accessed for later use.
- After clicking "Submit", the organization should be emailed a confirmation with a copy of the application.
- Any issues with the Nonprofit Gateway platform should be reported through a Support Ticket Form
- <https://www.hawaiicommunityfoundation.org/web/support-tickets>



# **2021 KO/AA RFP Deadline**

**Friday, October 29th,  
2021**

**4:00 PM HST**

# Questions & Answers

# Points of Contact

**Kēhau Meyer**

Program Officer, HCF

**‘Iolani Castro**

Program Associate, HCF

**Phone:** (808) 566-5537

**Email:** [hta@hcf-hawaii.org](mailto:hta@hcf-hawaii.org)

*Please note that emails are preferred. The RFP name must be included in the subject line of the email.*

# Mahalo!