

# Hawai'i Tourism Authority's 2023-2024 Community Programs Kūkulu Ola Program Funding Opportunity



HAWAI'I COMMUNITY  
FOUNDATION



**Online Application Deadline: Wednesday, May 24, 4:00 p.m. HST**

## **OVERVIEW**

The Hawai'i Tourism Authority (HTA) believes that honoring and perpetuating Hawai'i's host culture is central to the quality of life for our local community and a fundamental asset to our tourism economy. The purpose of the Kūkulu Ola Program (KO) Funding Opportunity (FO) is to seek community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture and community.

### **Background of the Funder**

HTA is a government agency established by the State of Hawai'i in 1998, pursuant to Chapter 201B of the Hawai'i Revised Statutes. HTA is the lead agency and advocate for Hawai'i's tourism industry. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. HTA and the Hawai'i Community Foundation (HCF) have partnered to administer the Kūkulu Ola program.

The Hawai'i Tourism Authority's Funding Opportunity (FO) for the Kūkulu Ola Program seeks programs consistent with Chapter 201B-7(a) of the Hawai'i Revised Statutes ("HRS") which allows HTA to "enter into agreements that include product development and diversification issues focused on visitors"; and Chapter 201B-7(5), which gives the HTA responsibility for "perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai'i's heritage are supported, nurtured, and engaged in sustaining the visitor industry"; and Chapter 201B-3(a)(20) which states that HTA "may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA Five-Year Strategic Plan 2020-2025 lays out HTA's plan to support Hawaiian Culture.

<https://www.hawaii tourism authority.org/media/4286/hta-strategic-plan-2020-2025.pdf>.

### **HTA Five-Year Strategic Plan and Emphasis on Hawaiian Culture:**

The four pillars of the HTA five-year strategic plan are:

1. Natural Resources—Respect for Our Natural & Cultural Resources
2. Hawaiian Culture—Support Native Hawaiian Culture & Community
3. Community—Ensure Tourism & Communities Enrich Each Other
4. Brand Marketing—Strengthen Tourism's Contributions

Hawaiian Culture is emphasized in all the work done at HTA. We strive to honor and perpetuate the Hawaiian culture and community by:

1. Strengthening the relationship between the Hawaiian community and the visitor industry.
2. Striving to mālama (nurture) the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate.
3. Supporting Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and other artists to preserve and perpetuate Hawaiian culture.

### **Destination Management Action Plans**

The Hawai'i Tourism Authority (HTA), in partnership with the four counties and respective visitor bureaus, have developed community-based Destination Management Action Plans (DMAPs) that aim to rebuild, redefine, and reset the direction of tourism over a three-year period. Each county plan was guided by an island-based Steering Committee that collaborated with community, the visitor industry, and other key sectors for vital input. The input provided helped to identify areas of need and to build actionable solutions aimed at improving the lives of residents and enriching communities across the state. This initiative is an important part of the HTA's strategic vision and plan to manage Hawaii tourism in a sustainable way over the next three years.

The Kūkulu Ola program is aligned to the Strategic Plan and plays a key role in helping to meet the DMAP action items found in each county plan. Applicants should read through their respective county DMAP that aligns best to the program being proposed for funding support. County-specific DMAPs can be found on HTA's website with six to ten overall anchor actions for each island accompanied by sub-actions, timelines, and roles of stakeholders and agencies that are responsible for implementation. <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/>

### **GOALS OF THE PROGRAM**

- Hawaiian Culture is a vital element in HTA's Five Year Strategic Plan. Kūkulu Ola supports programs that:
  - Help to honor and preserve the Hawaiian culture.
  - Demonstrate collaborative efforts with a high degree of community support and involvement.
  - Exhibit depth and breadth of experience in performing similar work.
  - Support the everyday use of the Hawaiian language.
  - Ensure the accurate portrayal of Hawaiian culture.
  - Increase understanding and respect for cultural practitioners, cultural sites, and cultural resources.
  - Increases the number of cultural practitioners,
  - Increases their skill level or proficiency in a practice.
  - Providing opportunities for continued practice.
  - Enhancement of Existing Program – demonstrates enhancement and/or innovation of existing program.
  - Community Support and Involvement – evidence of partnerships with outside organizations and visitor industry partners. Program has broad based community support and is in line with community value and community resources.

This FO seeks programs that implement one or more of the goals outlined in HTA's Five-Year Strategic Plan detailed in paragraph 3.4. For more information on HTA's support of Hawaiian Culture please visit <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/hawaiian-culture/>.

Past Kūkulu Ola programs have included: efforts to educate the community about the Hawaiian culture, history, and its people; support for Native Hawaiian art and artisans; efforts to revive and preserve the Hawaiian language; lessons on Hawaiian values related to the ‘āina (land) through propagation of Native Hawaiian plants; curriculum development for fresh water conservation; Art exhibitions that represent ‘ike Hawai‘i (Hawaiian Knowledge) through traditional and/or contemporary mediums; development of a Native Hawaiian artisan directory; Hawaiian cultural events that highlight host culture values; protection and preservation of heiau (cultural sites); and cultural workshops on various subjects including ‘ulana hala (hala weaving), lei hulu (feather lei making), kūkulu hale (house building), kūkulu pa pōhaku (rock wall building), mālama ‘āina (conservation), hula (dance), oli (chanting), kapa (cloth), hoe wa‘a (canoe paddling), and ‘ōlelo Hawai‘i (Hawaiian language). For a listing of programs, visit the PROGRAMS page of the HTA website <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/>

### **ELIGIBILITY & REQUIREMENTS**

- 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 program is not currently linked to a 501(c)(3) organization, you may be able to work in partnership with a fiscal sponsor. Please contact HCF staff, Kehau Meyer at [kmeyer@hcf-hawaii.org](mailto:kmeyer@hcf-hawaii.org) for related questions.
- Eligible organizations must be providing services in the State of Hawai‘i.
- Organizations may submit one application per Funding Opportunity.
- 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 programs should apply to HTA’s Community Enrichment Program (<https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-enrichment/>) “Events and festivals” are considered stand-alone gatherings that are not recurring and/or part of a larger Kūkulu Ola program.
- Programs receiving prior years HTA funding, including but not limited to the Community Enrichment Program, Kūkulu Ola Program, and the Signature Events program, shall not be eligible if not in good standing.
- Programs focusing on hale building practices must have permits and/or related approvals secured at the time of the application.
- As of May 4, 2023 the State of Hawai‘i has determined that any organizations receiving State Grants-In-Aid (GIA) funds may not apply for Kūkulu Ola & Aloha ‘Āina under the same program. If GIA funds are received for a different program, the organization can still apply.

### **Grant Award & Requirements**

Applicants can apply for amounts of up to \$100,000, with awards generally within the \$25,000 to \$75,000 range. Applications will be considered for one-year of funding for programs within the 2023-2024 program year (July 1, 2023-June 30, 2024).

### **Awarded programs will:**

- Receive notification of awards by the end of June 2023 with a grant start date of July 1, 2023. Year one grant payments will be mailed upon the execution of a Grant Terms and Conditions Agreement.

- Be required to submit annual progress and expenditure reports including a **Key Performance Indicator** sheet (see Attachment A) to report on the unique deliverables of the program. A final narrative and expenditure report must be submitted to HCF one month after the grant term ends.
- Be eligible for a site visit by HCF staff during the grant term.

### **Evaluation Criteria**

- Proposals will be evaluated by designated members of the Aloha 'Āina Program Evaluation Committee and staff of HTA and HCF. Proposals will be reviewed against the following criteria:
  - Meets Kūkulu Ola goals and objectives to manage, protect, and improve Hawai'i's Natural Resources.
  - Organization's Background and ability to produce, implement and execute the program.
  - Feasibility of Proposed Program that identifies program impact, actions, timeframe, and measures of success.
  - Demonstrates an adequate plan or strategy for future program sustainability.
  - Measurable Impact – Proposals will be assessed for the quality and quantity of impact data.

*See attached Scoring/Evaluation Criteria for more information.*

### **Awards May Not Be Used for The Following:**

- 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);
- Programs receiving prior years HTA funding, but not limited to, the Community Enrichment 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 July 1, 2023.

### **Multiple Proposals and Other Programs**

- **Multiple Proposals to Kūkulu Ola.** Multiple proposals from an organization for different and separate programs will not be accepted. Only one proposal per Funding Opportunity.
- **Applications to Other HTA Programs.** HTA solicits proposals for a variety of programs including Community Enrichment Program (CEP) and Kūkulu Ola Program (Hawaiian Culture). Information about our different programs can be found on the PROGRAMS page of the HTA website, <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/>.
- An applicant may not apply for funding from more than one (1) of those programs for the same program or event. In addition, a program may not receive funding from more than one (1) HTA program in the same year. The HTA reserves the right to disqualify an application from consideration under an HTA program if that program has been awarded funds under another HTA program (ex. Community Enrichment Program).

- Applicants with different and separate programs may apply to different programs, respectively.

### **Preferred Practices**

Many efforts tied to the future of Hawai'i's visitor industry call for encouraging sustainable practices that affect the "triple bottom line" – the economy, the community, and the environment. These practices are strongly encouraged and recommended.

- A. **Environmental Sustainability.** The HTA would like to encourage applicants to consider incorporating and implementing "green" practices into your program. These practices could include, but are not limited to, efforts such as:

- Increasing recycling efforts;
- Minimizing waste production;
- Buying local;
- Minimizing printing and limiting number of handouts;
- Using recycled products such as paper for printing;
- Using more environmentally friendly products or biodegradable products;
- Providing transportation alternatives such as car sharing or park and rides;
- Conserving water;
- Ensuring your venue has an environmental sustainability policy; and/or
- Incorporating energy efficient practices.

*Please refer to the State of Hawai'i Department of Business, Economic Development & Tourism's ENERGY Office's Green Business Program: <http://greenbusiness.hawaii.gov/green-events/>.*

- B. **Authentic & Accurate Representation.** As identified in HTA's Five-Year Strategic Plan, one of HTA's strategies is to "perpetuate and promote the uniqueness and integrity of the Native Hawaiian culture and community. As such, the HTA encourages applicants to use best efforts to follow the Ma'ema'e Tool Kit available on the HTA website at <https://www.hawaiitourismauthority.org/what-we-do/tools-resources/maemae-toolkit/>. This Tool Kit includes Hawaiian Language Tools and a Style & Resource Guide among other resources.

## **APPLICATION PROCESS**

### **Online Application**

Applications must be submitted online through Hawai'i Community Foundation's **Grants Portal** available here: <https://hawaiicf.smartsimple.com/s/Login.jsp>. New users must register for an account. Registered users may login to their account to submit an application. Please give yourself adequate time before the submission deadline to access the system and familiarize yourself with the application process and requirements.

### **Instructions**

- Only complete and timely applications will be accepted.
- The online application has fillable boxes with character limits. The character counts in MS Word may not match the character counts in the application. If you cut and paste your work into the application, please be sure your text fits the space provided.
- The online application accepts diacritical markings in written 'Ōlelo Hawai'i (Hawaiian language).

## **ORGANIZATION PROFILE**

As part of the online application your organization profile must be certified prior to submission of grant applications and must be certified annually. Information needed to complete your organization's profile includes, but is not limited to, the following:

- IRS 501(c)(3) determination letter (not required if previously applied to the Foundation or if applying through a fiscal sponsor)
- Number of full-time, part-time, or regular volunteer staff
- Organization Mission
- Service Location(s)
- Types of services provided including age, gender, and target populations served.
- Financial Statements – including income statement (or profit/loss statement) and balance sheet for the most recently completed fiscal year, and annual operating budget for the current year. Audited financial statements are preferred but not required. Local units of national organizations must submit local unit financial information.
- Board of Directors List

## **APPLICATION**

The application consists of 4 tabs. Information needed to complete your application includes the following:

### **1. Program Overview:**

- Provide general information and characteristics about the program including program title, duration, area of interest, program location(s), ages and genders served, and the CHANGE sector(s) your program most closely aligns with.
- For more information about the CHANGE Framework, please visit our website <https://www.hawaiicommunityfoundation.org/change>.

### **2. Program Information:**

**Organization Description:** Describe the history and mission of the organization/program. What is the organization's experience implementing this program and staff capabilities to conduct the proposed work? (Maximum 2,500)

- Provide a description of the organization, its qualifications and experience specifically related to the proposed program.
- Share or identify the lead individuals or experts on the program team.

**Executive Summary:** Provide a brief summary of the proposed program. This executive summary may be used for different purposes, including external communications, to describe the program should a grant be awarded. (Maximum 2,500)

**Problem or Opportunity:** Describe the need or opportunity you are trying to address and why this is critical. (Maximum 3,000)

- How does this proposed program improve the current situation? Does this proposed program provide an innovative, new solution? Provide specific examples.
- Identify the program's relationship to the community and how it fulfills the needs of the community.

**Program Activities:** Describe the activities that will be completed to address the need/opportunity. Explain why you chose this approach. Provide a program timeline. (Maximum 3,500)

- Provide a description of the proposed program, including major activities and the program's history.
- Describe how your program meets the goals and objectives of this HTA program.
- Provide an overall work plan with estimated timeline for the program implementation, include a) start dates, b) end dates, c) description of activity and completion of major milestones in the program.

**Expected Results:** Describe 1-3 expected outcomes and how the organization plans to track data to meet anticipated outcomes. Please indicate what tools are used to gather data. (Maximum 3,500)

- Describe how data will be collected. What kind of surveys will be administered? How will attendance be tracked and verified (in-person/virtual)? What will be the source of your media metrics?

**Additional Questions:**

- Does this program have a target audience? If so, describe the audience and how your organization identifies and/or engages this population. Provide examples of outreach and/or a process for sharing programs with the community. (Maximum 3,500 characters)
- Identify all entities that support or are directly involved as key partners in this program. Letters from community organizations and businesses acknowledging this relationship are encouraged. (Maximum 3,500 characters)
- Are you willing to share stories with HTA/HCF to promote this program during the program year? Yes, or no? *\*This is not a scored question*
- The HTA supports "volun-tourism" opportunities between community organizations and visitors to our islands. If your organization offers opportunities for virtual and/or socially distanced volunteer participation and welcomes visitor groups, please indicate, yes or no here. *\*This is not a scored question*

### 3. **Budget:**

- Provide your total program budget and total amount requested through this application.
- **Program Budget Form:** A downloadable Program Budget Form template is available in the **Resources** section in the Grants Portal. This form must be filled out and uploaded to the **Budget Tab** as a PDF attachment. The Program Budget Form is a fillable Excel spreadsheet that will tabulate totals and includes a space for the budget narrative at the very bottom. Provide program related expenses, including all income sources whether they are cash and/or other sources (in-kind, volunteer, etc.); secured or pending. To assist in estimating in-kind values, such as volunteer time, you may use various data sources, including the Bureau of Labor Statistics ([http://www.bls.gov/oes/current/oes\\_hi.htm](http://www.bls.gov/oes/current/oes_hi.htm)) or the Independent Sector ([http://independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time)). The Program Budget Form also includes a budget narrative section. Provide a detailed description of the program expenditures. The narrative may be included at the bottom of the budget form or as an additional page in the Program Budget PDF document, if preferred. An example Program Budget is available on the HCF website for the HTA programs. In addition, HCF staff will review the budget during the informational sessions.

4. **Support Documents & Certification:** *Upload these additional required documents as PDFs:*

- Key Performance Indicators (KPI) Form (download template from Applicant Resources)
- Additional Attachments: *(not required)*
  - Letters of Support (please limit to 3 maximum)
  - Maps of Program Site

**Fiscal Sponsorship**

If you are using a Fiscal Sponsor, please note the following:

- The sponsored organization, that is not a 501(c)(3) public charity, must submit the application. In the application “Program Overview” section, the applicant (sponsored organization) must select yes to the question Do you have a fiscal sponsor? Then select your fiscal sponsor from the list. Note, your fiscal sponsor must have an active Organization Profile before you can submit your application.
- In the **Supporting Documents & Certification** tab, upload the completed Fiscal Sponsor Resolution and Fiscal Sponsor’s Agreement Form. The templates are available in the **Resources** section in the Grants Portal.
- Fiscally sponsored programs missing any of these documents will be administratively denied.

**Other Information**

**Applicant Information Sessions for HTA Funding Programs**

HCF and HTA staff will be conducting two virtual informational sessions on Zoom to answer questions regarding both KO and AA funding opportunities and to provide technical assistance with the application process. A session recording will be posted on the HCF website for those who are unable to attend.

**Session #1:** April 20<sup>th</sup>, 2023, 12:00pm to 1:00pm [Register Here](#)

**Session #2:** May 1, 2023, 10:30am to 12:00pm [Register Here](#)

**CONTACT INFORMATION**

If you have any questions about this Funding Opportunity, please visit the HTA Community Programs webpage on HCF’s website. A Frequently Asked Questions (FAQ) sheet is posted for your information.

If you have questions about registering your nonprofit online or about the online application process, please contact Kehau Meyer at 808-566-5537 or [hta@hcf-hawaii.org](mailto:hta@hcf-hawaii.org).

For technical assistance with the online application process, please submit a support ticket at <http://hawaiicommunityfoundation.org/ticket>.

**DEADLINE:** Submit your application by clicking the “Submit” button at the end of the online application by 4:00 p.m. HST, Wednesday, May 24, 2023.