2021 Request for Proposals (RFP)
Kūkulu Ola Program

DEADLINE TO APPLY ONLINE: Friday, October 29, 2021, at 4:00 PM HST

PURPOSE

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 Request for Proposals ("RFP") is to seek community-based projects and programs that enhance, strengthen, and perpetuate the Hawaiian culture and community.

BACKGROUND

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.

The Hawai'i Tourism Authority's Request for Proposals ("RFP") for the Kūkulu Ola Program seeks projects 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), HRS, 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.

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

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preserve and perpetuate Hawaiian culture.

The HTA's Five-Year Strategic Plan 2020 is available on the HTA website:
https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf

Destination Management Action Plans

The Hawaiʻi 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 project or 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 portrayable 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 Project – demonstrates enhancement and/or innovation of existing project
- 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.

This RFP seeks projects or 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 projects 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 ʻāina (land) through propagation of Native Hawaiian plants; curriculum development for fresh water conservation; Art exhibitions that represent ʻike Hawaiʻi (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 ʻulana hala (hala weaving), lei hulu (feather lei making), kūkulu hale (house building), kūkulu pa pōhaku (rock wall building), mālama ʻāina (conservation), hula (dance), oli (chanting), kapa (cloth), hoe waʻa (canoe paddling), and ʻōlelo Hawaiʻi (Hawaiian language). For a listing of projects, visit the PROGRAMS page of the HTA website https://www.hawaiitourismauthority.org/what-we-do/hta-programs/

ELIGIBILITY

- Non-profit organizations with tax-exempt 501(c)(3) status and in good standing or government agencies operating within the State of Hawaiʻi. 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. Please contact HCF staff, Kehau Meyer at kmeyer@hcf-hawaii.org for related questions.
- Eligible organizations must be providing services in the State of Hawaiʻi.
- Organizations may submit one application per RFP.
- 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 (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.

AWARD RANGE

Applicants can apply for amounts of up to $100,0000, with awards generally within the $25,000 to $75,000 range. Applications will be considered for one-year of funding for projects within the 2022 calendar year (Jan. 1, 2022 to Dec. 31, 2022).

CRITERIA FOR REVIEW

Proposals will be evaluated by designated members of the Kūkulu Ola Program Evaluation Committee (KOPEC) and staff of HTA and HCF. Proposals will be reviewed against the following criteria:

- Meets the Kūkulu Ola goals and objectives of honoring, perpetuating, and supporting Hawaiian Culture and community.
- Organization's Background and ability to produce, implement and execute the program/project.
- Feasibility of Proposed Project that identifies project impact, actions, timeframe, and measures of success.
- Demonstrates an adequate plan or strategy for future project 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);
- Projects receiving prior years HTA funding, including but not limited to, the Community Enrichment Program, Aloha ʻĀina Program, SIGI, 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.

MULTIPLE PROPOSALS AND OTHER PROGRAMS

- •**Multiple Proposals to Kūkulu Ola.** Multiple proposals from an organization for different and separate projects will not be accepted. Only one proposal per RFP.

- • **Applications to Other HTA Programs.** HTA solicits proposals for a variety of programs including Community Enrichment Program (CEP) and Aloha ʻĀina Program (Natural Resources). 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 project or event. In addition, a project 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 project has been awarded funds under another HTA program.

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

PREFERRED PRACTICES

Many efforts tied to the future of Hawaiʻi'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.

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

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

Please refer to the state of Hawaiʻi Department of Business, Economic Development & Tourism's ENERGY Office's Green Business Program: http://greenbusiness.hawaii.gov/green-events/.

2) **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 Maʻemaʻe Tool Kit available on the HTA website 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.

ONLINE SUBMISSION

Applications must be submitted online at: https://nexus.hawaiicommunityfoundation.org/nonprofit
(Or, click on "NONPROFIT GATEWAY" at the top of the HCF homepage.)

If you are a new user, click "New User Registration;" the registration process may take up to 2 days so please register early!

APPLICATION INSTRUCTIONS

- • Only complete applications will be accepted.

- The online application has fillable boxes with character limits. The character counts in MS Word do not match the character counts in the application. If you cut and paste your work into the application, please be sure that your text fits the space provided. We will not accept documents that are larger than the maximum character counts.
- We recognize the significance of diacritical markings in written Hawaiian as pronunciation guides, however the online application system is unable to accept diacritical marks. Please do not include these in your narrative -- it may cause errors in the way the online system processes your proposal.

Narrative Section
The following character counts are approximate to the specified page lengths based on single-spacing in Arial 12-point font with 1-inch margins.

1) Project Components (40% of Score)
    a) OVERVIEW OF PROPOSED PROJECT (max 10,000 characters):
        i) Provide a description of the proposed project, including major activities and the project's history.
        ii) How does your project meet the goals and objectives of this HTA program?
        iii) Identify the relationship to the community and how it fulfills the needs of the community. Identify all entities that support or are directly involved in this project. Letters from community organizations and businesses acknowledging this relationship are encouraged.
        iv) How does this proposed project improve on the current situation? How does this proposed project provide for an innovative, new solution? Provide specific examples.
        v) Provide an overall work plan with estimated timeline for the project implementation, include a) start dates, b) end dates, c) description of activity and completion of major milestones in the project.

    b) OUTREACH AND COMMUNICATIONS (max 2,000 characters):
        i) Does your organization have examples of outreach and/or have a process for sharing programs with the community? Please describe.
        ii) Does this project have a target audience and why?
        iii) Are you willing to share stories with HTA/HCF to promote this program during the project year? Yes or no? *This is not a scored question*

2) PROJECT IMPACT (30% of Score) (max 4,000 characters)
        A downloadable "Key Performance Indicator Form" template will be available on HCF's Nonprofit Gateway that must be filled out and uploaded to your application as an attachment.
    a) Key Performance Indicators (Attached Form)
        i) These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a successful project, as articulated in the proposal outline. While some measures may be qualitative, please provide detailed quantifiable values where possible. Additional measures are encouraged and should relate to one or more of the objectives for the program as described above in Section II of this solicitation. Public relations measures are applicable only if the measures support the nature of the project to be reviewed by HTA. Contractors must provide a selection of measures tailored to the unique mission of its project.
    b) 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?

3) ORGANIZATIONAL CAPACITY (10% of Score) (max characters 4,000)
    a) Provide a description of the organization, its qualifications and experience specifically related to the proposed project.
    b) Share or identify the lead individuals or experts on the project team.

4) PROJECT BUDGET (20% of Score) (max characters 3,000)
    a) Project Budget Form: A downloadable "Project Budget Form" template will be available on HCF's Nonprofit

Gateway that must be filled out and uploaded to your application as an attachment. The Project Budget Form is a pre-set fillable excel spreadsheet that will tabulate totals and a budget summary at the very bottom.

The Project Budget Form will ask for project 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 (at http://www.bls.gov/oes/current/oes_hi.htm) or the Independent Sector (at http://independentsector.org/volunteer_time). The budget form will also include a budget narrative portion requesting detailed information on the financial expenditures of the project.

An example Project Budget is available on the HCF website for the HTA programs. In addition, HCF staff will review the budget during the informational sessions.

b) Project Budget Narrative: Provide a detailed description of the proposed budget for your project, describing what the funds are used for, including all major expenses.

ATTACHMENTS
The following attachments must be uploaded to the online application:
- Key Performance Indicators (KPI) Form (download template from HCF's Nonprofit Gateway)
- Project Budget Form (download template from HCF's Nonprofit Gateway)

REQUIRED FOR NON-PROFIT ORGANIZATIONS:
In addition to the listed attachments above, non-profit organizations must submit the following items as part of your proposal. Proposals missing any of these will be administratively denied.
- One-page board or leadership group list with affiliations
- Organization's current operating budget and financials (both income & expenses)
- Government entities are exempt from submitting these forms.

If you are using a Fiscal Sponsor, please also attach the following documents:
- Fiscal Sponsor's Board of Directors Resolution authorizing project fiscal sponsorship*
- Fiscal Sponsor's Agreement*
- Fiscal Sponsor's Board of Directors list
- Fiscal Sponsor's operating budget for the current and previous fiscal years

*Please see HCF website for sample Fiscal Sponsor materials at:
http://www.hawaiicommunityfoundation.org/nonprofits/fiscal- sponsor-materials.

Fiscally sponsored projects missing any of these documents will be administratively denied.

OPTIONAL ATTACHMENTS:
- Video & Photos
- Recent Program Activity and/or Evaluation Reports
- Letters of Support – Please limit to 3 letters of support maximum.
- Maps of Project Site

If unable to upload files, it may be due to file size. Currently, our system is limited to 5,000KB per file. You may need to split up your file into several parts or reduce the size of your file (e.g. reduce the resolution on images in your text).

VOLUN-TOURISM PROGRAMS
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 check the appropriate box in the online application. HTA and/or its tourism partners may contact you directly regarding volun-tourism opportunities. Applicants that have volunteer activities are encouraged to post their activities on www.travel2change.org and/or www.conservationconnections.org that help visitors learn about volunteer activities throughout the state.

STATEWIDE INFORMATIONAL SESSIONS ON HTA FUNDING PROGRAMS
HTA and HCF staff will be conducting six virtual informational sessions on Zoom, which will be made available to answer questions regarding this RFP and to provide island-specific information related to the respective Destination Management Action Plans. A session recording will be posted on the HCF website for those who are unable to attend.

Kauaʻi – 09/20/2021, 11am – 12:30 pm, Register Here
Molokaʻi – 09/23/2021, 11am -12:30 pm, Register Here
Lānaʻi - 09/23/2021, 1pm – 2:30pm, Register Here
Oʻahu – 09/27/2021, 11a-12:30pm, Register Here
Maui – 09/28/2021, 11am -12:30pm, Register Here
Hawaiʻi Island – 09/28/2021, 1pm-2:30pm, Register Here

PROGRESS & FINAL REPORTS
Awardees under this program shall submit a Key Performance Indicator (KPI) report, progress report, a final report, and a final financial report. Awardees may also be asked to submit interim reports as may be necessary.

FUNDING DECISIONS
Proposals are evaluated by designated members of the Kūkulu Ola Program Evaluation Committee (KOPEC) and staff of HTA and HCF. Funding decisions will be made by early December 2021 for projects to start in January 2022. For questions and feedback regarding final decisions, please contact HCF staff at hta@hcf-hawaii.org.

QUESTIONS ABOUT THIS RFP
If you have any questions, please visit the HTA Kūkulu Ola program webpage at http://www.hawaiicommunityfoundation.org/nonprofits/open-grants/hta-hawaiian-culture-program. A Frequently Asked Questions (FAQ) sheet is posted for your review.

If you have questions about registering your nonprofit online or about the online application process, please contact hta@hcf-hawaii.org.

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

DEADLINE: Submit your application by clicking the "Submit" button at the end of the online application by 4:00 p.m. HST, Wednesday, October 29, 2021.

Programs administered by:

HAWAIʻI COMMUNITY FOUNDATION

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