

# 'Umeke



POWERED BY



Informational Session

2025 HTA Programs

Project Term 1 January 1<sup>st</sup>, 2025-June 30<sup>th</sup> 2025



# Info Session: Agenda

1. Welcome & Introductions
2. HTA Strategic Plan
3. Overview of HTA Programs
4. Tourism Product Development
5. RFP/Timeline
6. Overview of Requests for Proposals
7. *Screenshare – Online Portal Walk-through*
8. Questions & Answers



# Welcome & Introductions

Kalani Ka'anā'anā - Hawai'i Tourism Authority, Chief Stewardship Officer

Maka Casson-Fisher – Hawai'i Tourism Authority, Brand Manager

Dede Howa – Hawai'i Tourism Authority, Brand Manager

Lindsay Sanborn – Hawai'i Tourism Authority, Brand Manager

Kau'ilani Arce - Kilohana, Destination Stewardship Director

Fred Egami - Kilohana, Program Manager

Traci "La'e" Alo - Kilohana, Program Manager

Saline "Ine" Jackson – Kilohana, Program Specialist

Alorah Kwock - Kilohana, Program Specialist

# HTA Strategic Plan 2020-2025



A vertical banner featuring a photograph of a rugged, green mountain range overlooking a blue ocean. A circular icon with a globe and a leaf is positioned in the upper left. The text below the icon reads "NATURAL RESOURCES PILLAR" and "Respect for Our Natural & Cultural Resources".

  
NATURAL  
RESOURCES  
PILLAR  
*Respect for Our Natural  
& Cultural Resources*



A vertical banner featuring a photograph of a shirtless man wearing a traditional straw hat, standing in a lush tropical garden. A circular icon with a person and a palm tree is positioned in the upper left. The text below the icon reads "HAWAIIAN CULTURE PILLAR" and "Support Native Hawaiian Culture & Community".

  
HAWAIIAN  
CULTURE  
PILLAR  
*Support Native Hawaiian  
Culture & Community*



A vertical banner featuring a photograph of a large crowd of people walking along a path lined with trees and tents. A circular icon with a palm tree and people is positioned in the upper left. The text below the icon reads "COMMUNITY PILLAR" and "Ensure Tourism & Communities Enrich Each Other".

  
COMMUNITY  
PILLAR  
*Ensure Tourism & Communities  
Enrich Each Other*



A vertical banner featuring a photograph of a winding road along a coastline with a large mountain in the background. A circular icon with a palm tree and waves is positioned in the upper left. The text below the icon reads "BRAND MARKETING PILLAR" and "Strengthen Tourism's Contributions".

  
BRAND  
MARKETING  
PILLAR  
*Strengthen Tourism's  
Contributions*

# 2025 HTA Programs

## 1

### **Kūkulu Ola**

- Hawaiian Culture
- Reoccurring
- Community-based
- Target Residents & Visitors

## 2

### **Kahu ‘Āina**

- Natural Resources
- Reoccurring
- Community-based
- Target Residents & Visitors

## 3

### **Community Enrichment**

- Stand-alone Event/Festival; or
- Align in tourism niche areas
- Honor and perpetuate our diverse community
- Community-based
- Target out-of-state Visitors

## 4

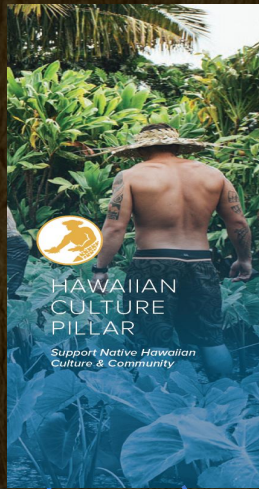
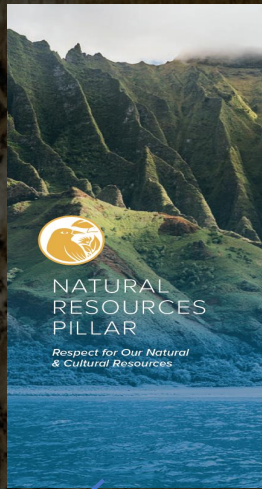
### **Signature Events**

- Large scale Event
- Extensive Marketing and Media Value
- Attract National and International Visitors to Hawai'i

## 5

### **Ho‘okipa Malihini Initiative**

- Cultural Practitioners
- Musicians
- Authentic Hawaiian experiences in Resort Areas



STRAT  
PLAN  
&  
4 PILLARS

**Kahu 'Āina**

**Kūkulu Ola**

**Ho'okipa  
Malihini  
Initiative**

**Community  
Enrichment**

**Signature  
Events**

HTA  
PROGRAMS

**2025 PROJECTS**

YOUR  
PROPOSALS



# Signature Events



# Community Enrichment Program





Kahu 'Āina



# Kūkulu Ola



Ho'okipa Malihini Initiative



**HAWAIIAN MUSIC**  
PERPETUATION SOCIETY  
*Tina Mahina Photography*

# Tourism Product Development

What is a tourism product?

- Voluntourism
- Agri-tourism
- Festivals marketed to visitors
- Community events welcoming visitors

Resources

- <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-enrichment/voluntourism/>
- <https://www.hawaiitourismauthority.org/media/8411/visitor-readiness-checklist-form-11292021.pdf>

# RFPs: Timetable

| DESCRIPTION                                 | DATE                                     |
|---|--|
| Initial RFP release date                    | August 1, 2024                           |
| Community Info Sessions (virtual)           | July 31, 2024 10am<br>August 1, 2024 5pm |
| Community Info Sessions (in-person)         | August 12-20, 2024                       |
| <b>Deadline for submission of proposals</b> | <b>September 20, 2024, at 4:30pm HST</b> |
| Contract award notification (estimated)     | Week of November 12, 2024                |

# RFPs: Term, Location, Award Limit

## DESCRIPTION

|                    |  |
|--------------------|--|
| Project Term       | January 1, 2025 to June 30, 2025                                       |
| Project Location   | State of Hawai'i   |
| Award Limit        | Up to \$75,000 (CEP)<br>No limits (KA/KO/HMI/SIG)                      |
| Match Requirement  | None (KA/KO/HMI/CEP)<br>50% match (SIG only)                           |
| Entity Eligibility | 501(c)(3) or government agency (All Programs)<br>For-Profit (SIG only) |



# RFPs: Non-allowable Expenses

- Real Property
- Capital Improvements
- Fundraising events
- Prize money
- Endowments
- Merchandising for resell
- Business or organizational start-up plans
- Reimbursement for pre-award expenditures before January 1, 2025.
- Salaries & fringe and Administrative costs – vary by program

*\*see program-specific RFP for full list of non-allowable expenses.*

# RFPs: Cause for Rejection of Proposal

- Same project proposal submitted to multiple programs
- Failure to cooperate or deal in good faith.
- Late proposals.
- Failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP.
- Lack of demonstrated experience or expertise.
- Inadequate accounting system or internal controls.
- Failure to meet the terms of agreement on any previous HTA award.

*\*see program-specific RFP for full list of causes for rejection of proposal.*



# Scoring/Evaluation Criteria

| DESCRIPTION                           | POINTS     | %           |
|---------------------------------------|------------|-------------|
| Project Components                    | 1-40       | 40%         |
| Project Impact & Performance Measures | 1-30       | 30%         |
| Organizational Capacity               | 1-20       | 20%         |
| Program Budget                        | 1-10       | 10%         |
| <b>Total</b>                          | <b>100</b> | <b>100%</b> |

*Proposals are evaluated by a **Selection Committee** whose members are selected by Kiloohana and HTA. Committee is reflective of a diverse group of community members, business representatives, and/or HTA throughout the state of Hawai'i.*



To apply for the Umeke Program, you must create an account here

**Log in**

[Forgot your password?](#)

[Not a member?](#)

# Kilohana Contacts

For all questions regarding Signature Events and Community Enrichment Program, contact Program Manager, Fred Egami at [fred@kilohana.com](mailto:fred@kilohana.com) or (808)784-4465

For all questions regarding Kahu 'Āina, Kūkulu Ola, and Ho'okipa Malihini Initiative, contact Program Manager Traci Alo at [traci@kilohana.com](mailto:traci@kilohana.com) or (808)207-4047

*For general inquiries, send emails to [umeke@kilohana.com](mailto:umeke@kilohana.com) or leave a message with a call center representative at (808)596-8155*

*The Destination Stewardship Director, Kau'ilani Arce, can be reached at [kauilani@kilohana.com](mailto:kauilani@kilohana.com) or (808)460-8698*

QUESTIONS?