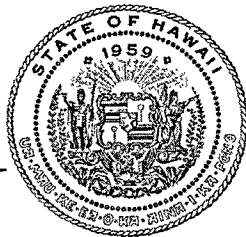


DAVID Y. IGE
GOVERNORMIKE MCCARTNEY
DIRECTORCHUNG I. CHANG
DEPUTY DIRECTOR**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.govTelephone: (808) 586-2355
Fax: (808) 586-2377Statement of
MIKE MCCARTNEY
DirectorDepartment of Business, Economic Development, and Tourism
before the**HOUSE COMMITTEE ON JUDICIARY & HAWAIIAN AFFAIRS**Tuesday, March 22, 2022
2:00 pm
Via Videoconference
State Capitol, Conference Room 325In consideration of
SB3357, SD2
RELATING TO NATIVE HAWAIIAN AFFAIRS.

Chair Nakashima, Vice Chair Matayoshi and members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) offers comments on SB3357, SD2, which requires certain departments and agencies to provide grants to tax-exempt non-profit organizations that have experience and expertise in supporting and advancing Native Hawaiian communities.

DBEDT is tasked with managing non-profit contractors to provide support for the following projects: Pop-up Makeke Virtual Marketplace; A West Oahu Innovation Center: Culture Training Programs; and Community-based Tourism Management.

The Pop-up Makeke Virtual Marketplace supports local artisans and businesses to adapt to e-commerce. DBEDT has an active e-commerce support program so this initiative aligns with our current efforts.

A West Oahu Innovation Center that is a physical co-working space and an entrepreneur and resource center providing workshops, counseling, loan assistance, and broadband access also aligns with DBEDT's mission and current programs.

Regarding Community-based Tourism Management, including tourism impacts on the natural and cultural resources of local communities, we suggest, and they agree, that this responsibility be assigned to the Hawaii Tourism Authority.

Finally, in order to provide grants to specific organizations, this bill must provide for expenditures exempt from 103D (Procurement).

Thank you for the opportunity to testify.



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES

Hawai'i Tourism Authority
before the
COMMITTEE ON JUDICIARY & HAWAIIAN AFFAIRS

March 22, 2022
2:00 p.m.
State Capitol
via videoconference

In consideration of
SENATE BILL NO. 3357 SD2
RELATING TO NATIVE HAWAIIAN AFFAIRS

Aloha Chair Nakashima, Vice Chair Matayoshi, and members of the Committee on Judiciary & Hawaiian Affairs,

We appreciate the opportunity to provide testimony in **support** of SB3357 SD2, which requires certain departments and agencies to provide grants to tax-exempt non-profit organizations that have experience and expertise in supporting and advancing Native Hawaiian communities.

The Destination Management Action Plans, also known as DMAPs, were developed through significant and meaningful collaboration and direction of Hawai'i's communities. Contained within the six community-driven DMAPs are hundreds of actions and sub-actions identified by kama'āina that have become HTA's commitment to our kama'āina. These three-year plans provide a clear path towards addressing the concerns and needs of our community.

We stand ready to serve as the agency responsible for funds provided for community-based tourism management, including tourism impacts on the natural and cultural resource of our local communities.

We appreciate the opportunity to offer testimony in **support** of SB3357 SD2. Mahalo.

DAVID Y. IGE
GOVERNOR

JOSH GREEN
LIEUTENANT GOVERNOR



ANNE E. PERREIRA-EUSTAQUIO
DIRECTOR

JOANN A. VIDINHAR
DEPUTY DIRECTOR

JOVANIE DOMINGO DELA CRUZ
EXECUTIVE DIRECTOR

STATE OF HAWAII
DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS
OFFICE OF COMMUNITY SERVICES
830 PUNCHBOWL STREET, ROOM 420
HONOLULU, HAWAII 96813
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IN REPLY, REFER TO:
OCS 22.1075

March 21, 2022

To: The Honorable Mark M. Nakashima, Chair,
The Honorable Scot Z. Matayoshi, Vice Chair, and
Members of the House Committee on Judiciary and Hawaiian Affairs

Date: Tuesday, March 22, 2022

Time: 2:00 pm

Place: Conference Room 325 and Via Videoconference

From: Jovanie Domingo Dela Cruz, Executive Director
DLIR – Office of Community Services

Position: Comments only

Re: S.B. 3357, SD 2– Relating to Native Hawaiian Affairs

I. OVERVIEW OF THE BILL

S.B. 3357, SD 2 would provide funding to several State departments and agencies to provide grants to non-profit organizations to make grants “tailored toward improving Native Hawaiian communities and culture.” Such organizations would be required to have at least ten years experience in “providing assistance and support to Native Hawaiian communities.” The grants are required to be “awarded in conformance with the standards for the award of grants pursuant to section 42F-103.”

Section 2(3)(B) of the bill would appropriate an unspecified sum expressly to OCS “for culture training programs with military personnel, small businesses, and nonprofit organizations”.

II. COMMENTS ON THE PROPOSED BILL

The Office of Community Services was created by the Legislature by Act 305, SLH 1985, codified as Chapter 371K, Hawai‘i Revised Statutes. The mission of OCS is to eliminate the causes and conditions of poverty for economically disadvantaged persons, immigrants, and refugees in the State of Hawaii, by facilitating and enhancing the development, delivery, and coordination of effective programs for these persons and communities to enable them to achieve and maintain greater economic self-sufficiency and integration into Hawaii’s society.

S.B. 3357, SD 2– Relating to Native Hawaiian Affairs
March 22, 2022
Page 2

OCS strongly supports assistance to the Native Hawaiian community and recognizes that this community has been very poorly served for decades. However, although we are very appreciative of the confidence expressed in our office and staff by the authors of this bill, we respectfully suggest that we are not the most qualified and capable agency to carry out the responsibilities outlined in this bill. OCS does not have any expertise dealing with Hawaiian cultural knowledge. For these reasons, we humbly request that the House Committee on Judiciary and Hawaiian Affairs consider whether there are alternative agencies for this responsibility.

Thank you very much for the opportunity to submit our views on this important matter.

DAVID Y. IGE
GOVERNOR



CRAIG K. HIRAI
DIRECTOR

GLORIA CHANG
DEPUTY DIRECTOR

EMPLOYEES' RETIREMENT SYSTEM
HAWAII EMPLOYER-UNION HEALTH BENEFITS TRUST FUND
OFFICE OF THE PUBLIC DEFENDER

STATE OF HAWAII
DEPARTMENT OF BUDGET AND FINANCE
P.O. BOX 150
HONOLULU, HAWAII 96810-0150

ADMINISTRATIVE AND RESEARCH OFFICE
BUDGET, PROGRAM PLANNING AND
MANAGEMENT DIVISION
FINANCIAL ADMINISTRATION DIVISION
OFFICE OF FEDERAL AWARDS MANAGEMENT (OFAM)

WRITTEN ONLY
TESTIMONY BY CRAIG K. HIRAI
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE
TO THE HOUSE COMMITTEE ON JUDICIARY & HAWAIIAN AFFAIRS
ON
SENATE BILL NO. 3357, S.D. 2

March 22, 2022
2:00 p.m.
Room 325 and Videoconference

RELATING TO NATIVE HAWAIIAN AFFAIRS

The Department of Budget and Finance (B&F) offers comments on this bill.

Senate Bill No. 3357, S.D. 2, provides funds for grants to tax-exempt non-profit organizations to improve Native Hawaiian communities and culture through various assistance programs; and appropriates an unspecified amount of general funds for FY 23 for this purpose to be allocated to and expended by the following:

- the Department of Agriculture;
- the Department of Business, Economic Development and Tourism;
- the Department of Labor and Industrial Relations; and
- the Department of Land and Natural Resources.

B&F notes that, with respect to the general fund appropriation in this bill, the federal Coronavirus Response and Relief Supplemental Appropriations Act requires that states receiving Elementary and Secondary School Emergency Relief (ESSER) II funds and Governor's Emergency Education Relief II funds must maintain state support for:

- Elementary and secondary education in FY 22 at least at the proportional level of the state's support for elementary and secondary education relative to the state's overall spending, averaged over FYs 17, 18 and 19; and
- Higher education in FY 22 at least at the proportional level of the state's support for higher education relative to the state's overall spending, averaged over FYs 17, 18 and 19.

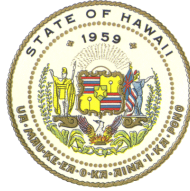
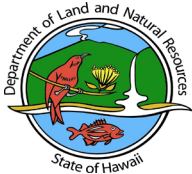
Further, the federal American Rescue Plan (ARP) Act requires that states receiving ARP ESSER funds must maintain state support for:

- Elementary and secondary education in FY 22 and FY 23 at least at the proportional level of the state's support for elementary and secondary education relative to the state's overall spending, averaged over FYs 17, 18 and 19; and
- Higher education in FY 22 and FY 23 at least at the proportional level of the state's support for higher education relative to the state's overall spending, averaged over FYs 17, 18 and 19.

The U.S. Department of Education has issued rules governing how these maintenance of effort (MOE) requirements are to be administered. B&F will be working with the money committees of the Legislature to ensure that the State of Hawai'i complies with these ESSER MOE requirements.

Thank you for your consideration of our comments.

DAVID Y. IGE
GOVERNOR OF HAWAII



STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES

POST OFFICE BOX 621
HONOLULU, HAWAII 96809

LATE

Testimony of
SUZANNE D. CASE
Chairperson

Before the House Committee on
JUDICIARY & HAWAIIAN AFFAIRS

Tuesday, March 22, 2022
2:00PM

State Capitol, Conference Room 325, Via Videoconference

In consideration of
SENATE BILL 3357, SENATE DRAFT 2
RELATING TO NATIVE HAWAIIAN AFFAIRS

Senate Bill 3357, Senate Draft 2 proposes to appropriate funds to various agencies and directs those agencies to issue these funds as grants to qualified not-for-profit organizations with a substantial history of service to Native Hawaiian communities. **The Department of Land and Natural Resources (Department) appreciates the intent of this measure and offers comments on those portions of the measure relating to the Department.**

Senate Bill 3357, Senate Draft 2 proposes to appropriate funds to various departments and directs them to issue grants to federal tax-exempt non-profit organizations that have previously received government assistance to support their organizational mission as well as possess at least twenty years of providing assistance and support to Native Hawaiian communities.

SECTION 2, paragraph (4) appropriates funds to the Department for repatriation and reinterment of Native Hawaiian human remains in the United States and internationally, and for operation, maintenance, and repairs of Iolani Palace. The Department limits its comments to paragraph (4).

SECTION 2, paragraph (4)(A) appropriates an unspecified amount to be used for the repatriation and reburial of Native Hawaiians nationally and internationally to the Council on Native Hawaiian Affairs (CNHA). The Department supports appropriation of these funds to CNHA provided it does not adversely affect the priorities set forth in the Governor's budget request.

SECTION 2, paragraph (4)(B) appropriates an unspecified amount to be used for operation, maintenance, and repairs at Iolani Palace. The Department supports this provision provided it does not adversely affect the priorities set forth in the Governor's budget request. The Friends of

SUZANNE D. CASE
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

ROBERT K. MASUDA
FIRST DEPUTY

M. KALEO MANUEL
ACTING DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES
BOATING AND OCEAN RECREATION
BUREAU OF CONVEYANCES
COMMISSION ON WATER RESOURCE MANAGEMENT
CONSERVATION AND COASTAL LANDS
CONSERVATION AND RESOURCES ENFORCEMENT
ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHOOLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARKS

Iolani Palace (Friends) is a well established, not-for-profit organization focused entirely on operating, maintaining, and preserving Iolani Palace. The Friends meets the criteria established in the measure for receipt of grant funds. The Department recommends that SECTION 2, paragraph (4)(B) revised as follows

(B) The sum of _____; provided that the sum is allocated to the Friends of Iolani Palace
to be used for Iolani Palace operations, maintenance, and repairs.

Thank you for the opportunity to comment on this measure.

DAVID Y. IGE
Governor

JOSH GREEN
Lt. Governor



PHYLLIS SHIMABUKURO-GEISER
Chairperson, Board of Agriculture

MORRIS M. ATTA
Deputy to the Chairperson



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON JUDICIARY AND HAWAIIAN AFFAIRS

MARCH 22, 2022
2:00 P.M.
VIA VIDEOCONFERENCE
CONFERENCE ROOM 325

SENATE BILL NO. 3357 SD2
RELATING TO NATIVE HAWAIIAN AFFAIRS

Chairperson Nakashima and Members of the Committee:

Senate Bill 3357 SD2 proposes to appropriate funds to various agencies and directs those agencies to issue these funds as grants in compliance with Section 42F-103 to qualified not-for-profit organizations with a substantial history of service to Native Hawaiian communities. The Department of Agriculture (Department) appreciates the intent of this measure and offers comments limited to portions of the measure relating to the Department.

The measure appropriates an unspecified amount to the Department and directs the issuance grants to federal tax-exempt non-profit organizations that have previously received government assistance to support their organizational mission and possess at least ten years of providing assistance and support to Native Hawaiian communities. The grants must be made to expand infrastructure, increase food production, develop hatchery and solar power programs for loko i`a, conducting a statewide kalo farming needs assessment, and develop an ulu and kalo processing mill.

The measure only provides the eligibility criteria for grant recipients and relies on the Department to identify and select the actual recipients. The Department's capacity for administering a grant program of this magnitude is extremely limited due to staffing



constraints and a lack of expertise in assessing Native Hawaiian needs and practices. The Department is particularly concerned by the lack of specified recipients in the measure because the requisite identification and selection process will need substantial effort and staffing resources to administer the program effectively and appropriately.

Thank you for the opportunity to testify on this important measure.

Center for Hawaiian Sovereignty Studies
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Kane'ohe, HI 96744
(808) 247-7942
Kenneth R. Conklin, Ph.D. Executive Director
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Unity, Equality, Aloha for all



To: HOUSE COMMITTEE ON JUDICIARY AND HAWAIIAN AFFAIRS
For hearing Tuesday March 22, 2022

Re: HB3357, SD2
RELATING TO NATIVE HAWAIIAN AFFAIRS.
Requires the Department of Agriculture; Department of Business, Economic Development, and Tourism; Department of Labor and Industrial Relations; and Department of Land and Natural Resources to provide grants to tax-exempt non-profit organizations that have experience and expertise in supporting and advancing Native Hawaiian communities. Effective 7/1/2050. (SD2)

TESTIMONY IN OPPOSITION

You added this bill to your agenda and emailed the notice barely 24 hours before the hearing, perhaps to avoid opposing testimony being considered "on time." Shame! Mark this testimony as "on time."

This bill seeks to appropriate \$15,700,000.00 to be distributed in specified amounts among 4 departments. Each department must then spend specific dollar amounts of its windfall for some projects exclusively for the benefit of "Native Hawaiians" [for example, repatriation and reburial of bones], and for some broader projects focused on areas that are generally regarded (although incorrectly) as primarily the kuleana of Native Hawaiians; for example, Iolani Palace.

A paragraph in Section 1 makes the racism explicitly clear: "The grants shall be tailored toward improving Native Hawaiian communities and culture through various assistance programs, including but not limited to programs that offer food sustainability; development of renewable infrastructure; Native Hawaiian historic preservation; development of a mill to process ulu and taro [remember the failed mill OHA ran on Kaua'i?]; business training, entrepreneurship, and mentoring; farming; education; cultural training; and environmental management." Activities and products that could plausibly have multiethnic participation actually have a thinly-disguised ethnic focus such as loko i'a [fishponds], kalo [taro], ulu [sweet potato]; culture training programs with military personnel; software needs of the Hawaiian trades academy; Iolani Palace operations [twisted-history narratives by tour guides], maintenance, and repairs.

The main objection to this bill is that the State of Hawaii should not be singling out a punahele [favorite] race for largess of multimillions of taxpayer dollars while not providing corresponding EQUITY to any other races or ethnicities. Whatever happened to the latest liberal themesong DEI (diversity, equity, inclusiveness)?

Another major objection is that we already have an entire branch of the state government, OHA, whose primary purpose is "the betterment of Native Hawaiians." According to OHA's latest annual report, on June 30, 2021 OHA had assets of \$764,820,000.00. So let OHA pay the \$15.7 Million for these projects. Why do we have OHA anyway? If these projects are sufficiently worthy to be asking the legislature for a special appropriation to pay for them, then why did OHA not already recognize their worthiness and provide OHA's money for them?

LATE



SB3357 SD2
RELATING TO NATIVE HAWAIIAN AFFAIRS
House Committee on Judiciary & Hawaiian Affairs

March 22, 2022

2:00 PM

Room 325 & Videoconference

The Council for Native Hawaiian Advancement (CNHA), a member-based 501(c)(3) non-profit organization with a mission to enhance the cultural, economic, political, and community development of Native Hawaiians, **STRONGLY SUPPORTS** SB3357 SD2, which proposes much-needed additional state grant funding to support the Native Hawaiian community. We respectfully ask that the bill be amended to re-insert the funding amounts from the initial SB3357 draft. In addition, we offer a technical amendment to one sentence.

CNHA worked with its members to help develop this collection of grant program proposals. Our goal was to empower Native Hawaiian and local communities through the investment in our state's economy and unique heritage, with an eye towards setting critical foundations that can sustain and build upon hard-fought progress. We greatly appreciate the Legislature's willingness to consider new buckets of state grant funding that would supplement existing state funding opportunities for Native Hawaiian organizations with demonstrated track records of success.

Proposed Grant Programs

1. Loko I'a Hatchery & Solar Power Programs

This request proposes to fund two separate programs to expand infrastructure, increase food production and develop the economic sustainability of loko i'a statewide. Both are pilot projects that can be replicated at other loko i'a based on interest and commitment of sites.

○ **Solar Power Infrastructure for Loko I'a**

Waikalua Loko in Kāne'ōhe is developing a nursery tank demonstration and training site to raise juvenile ama'ama (mullet), awa (milkfish), and native limu to stock loko i'a statewide. Request would fund:

- Installation of a 200 kw solar system (\$100k) and batteries (\$100k) at Waikalua Loko;
- Holding 3 workshops (\$12k each workshop) to train other fishponds to set up similar solar power systems;
- Provide initial solar equipment at \$10k each for up to 12 fishponds participating in workshops

○ **Turn-Key Hatcheries**

This program would replicate a pilot off-grid hatchery at Kaua'i throughout the state to allow loko ia to gain experience breeding, hatching and rearing crustaceans, sea

cucumbers and other marine life that can be sold to support the economic sustainability of loko ia. Loko i'a operators can then gain experience to transition the hatchery site to ama'ama and awa to stock fishponds. Request would cover:

- A turn-key hatchery setup including equipment, materials and fabrications at Keawanui loko i'a on Moloka'i (\$220k) and solar power system (\$10k), with 2 FTE technicians (\$50k each) for a total of \$330k
- A scalable proposal (optional to our request) could include up to 6 other sites statewide at \$230k per hatchery and solar. Other add ons may include:
- Contract for workshop to train additional hatcheries at \$12k per year for three years
- Fund hatchery technicians at \$50k per FTE, with up to two technicians at each site
- Contract for hatchery consultant at \$50k per year

2. Repatriation/Native Hawaiian Historic Preservation

This request would support the establishment of a program that addresses Native Hawaiian-specific historic preservation needs. This request would fund a program would:

- Conduct repatriations and reburials nationally and internationally under federal and international legal frameworks, as well as curate sacred objects that have been repatriated; Repatriations have been coordinated from multiple museums in Germany, Poland, France, England, New Zealand and North America. Small teams of culturally trained repatriation experts will be sent to each country to bring home human remains and artifacts. The entirety of the travel budget will be used for this activity and includes Air, Ground, Lodging, Freight, and per diem.
- Create and purchase reburial material for 3000+ Mōkapu Iwi Kūpuna; Kapa and boxes will need to be made or purchased for each kupuna. Items will be sourced from throughout the State of Hawai'i from traditional kapa makers, weavers, and wood workers.
- Assess the establishment of a Native Hawaiian Historic Preservation Office that will include national and international repatriation and reburial efforts and possible management of the burial sites program.
- FTEs would be responsible for overall coordination of first three bullets, which involves multiple stakeholders, cultural practitioners, museum outreach, travel logistics and reporting. Contract services will go to secure repatriation expertise and established relationships with institutions.

3. Hawaiian Trades Academy & KūHana Business Program

This request would expand CNHA's Hawaiian Trades Academy and KūHana Business Program to prepare more individuals and businesses for economic success and self-sufficiency.

- ***Hawaiian Trades Academy***
Launched in 2019, the Academy aims to provide workforce development for economically and socially disadvantaged communities, with the overarching goal of raising the household income of families in Hawaii. The Academy offers programs

statewide to prepare individuals for careers in carpentry, firefighting, policing, commercial driving, and the solar field.

These programs consist of generally 10-week accelerator classes that require just three hours of course work per week. The programs offer certifications such as CDL licenses and OSHA-10 certification, as well respiratory and first aid training, financial literacy training, and job placement assistance. In addition to existing programs, CNHA would like to expand offerings to include a management track within the tourism industry.

- ***KūHana Business Program***

KūHana offers accelerator cohorts that help local and Native Hawaiian-owned entrepreneurs with 1-5 years of operations develop clear business strategies. Cohorts take a 10-week business plan development class that provides tools, technical assistance, and ample networking.

Each business walks away with a completed business plan, a polished business pitch, and collaboration opportunities with their fellow cohort participants. Prizes are awarded to top performing companies in each cohort with either technical assistance, cash prizes, or other forms of capital.

This request would cover two FTEs, nine Trades Academy cohorts, four KūHana Small Business cohorts, the purchase of new software for a CDL simulator and an evaluation component.

4. Kalo Farming Needs Assessment

This request would cover a Needs Assessment of the state's kalo farming needs, with the overall goal of supporting and elevating the heritage and cultural practice of kalo farming and empowering kalo farmers to be self-sufficient, successful and profitable. The assessment would work with kalo farmers of all sizes on each island, including sites with commercial, community and education purposes.

The assessment will include needs relating to food production, land and natural resource management, watershed management, infrastructure, labor, training, mentorship, kalo variety preservation and food systems transformation. A report and prioritized policy and funding recommendations will be completed in one year and submitted to the Legislature and shared with the community and potential private funders.

5. Pop-Up Mākeke

In April 2020, CNHA launched the Pop-Up Mākeke, a virtual marketplace supporting local artisans impacted by the global pandemic that shut down vital revenue streams from brick-and-mortar stores and community events. The success of the Pop-Up Mākeke demonstrates the need for a centralized e-commerce hub that leverages small business resources and creates new opportunities for Hawai'i's small businesses to thrive in an ever changing global market. The pandemic has shifted how consumers shop and as a result has caused many businesses needing to reimagine their business model to a more web-centric approach.

The Pop-Up Makeke will leverage data analytics to provide to artisans their sale history and market trends for them to make better business oriented decisions.

This request would allow Pop-Up Mākeke to provide increased support for Hawaii-based artisans to remain sustainable and thrive in a post-pandemic economy.

This request for funds would cover:

- Kūhana Management
- Pop-Up Mākeke Management
- Sector-expert consultants including branding and marketing consultants, and business development specialists
- Consignment support for participating businesses in Pop-Up Mākeke

CNHA will facilitate incubator courses to micro- and small-retail businesses to adapt to e-commerce. The course will include personalized assistance to each businesses needs from e-commerce, marketing, and logistics experts. Businesses that complete the incubation course will be allowed to participate in the Pop-Up Makeke to introduce their products to a global market as they prepare their own online presence.

Course syllabus will include:

- What does it mean for your products to represent Hawaii?
- How to effectively market your business online?
- How to leverage resources to scale your business? (i.e. wholesale model, capacity building, resources to capital)

6. Culture Training/Programs for military, Small Businesses and Non-Profit Organizations

There has been a request from military leadership for CNHA to provide cultural orientations for service men and women, DOD civilian personnel and ranking officials to acclimate them to working and living in Hawai'i. CNHA will provide 90-minute orientations with the goal of instilling in participants an increased aloha for Hawai'i's people, land, history and culture.

In addition, CNHA would also offer cultural programming and capacity assistance to small businesses and non-profit organizations across the State to help them utilize culture in an appropriate and effective manner.

This request would support 2 FTEs to conduct 24 Orientations:

- 24 Orientations (2 per month for one year), with each Orientation training up to 40 students
- Cultural Trainer
- Digital Designer
- Curriculum development

7. West O'ahu Innovation Center

The West O'ahu Innovation Center will serve as a physical co-working space, entrepreneur, and resource center. It will be an innovative entrepreneur center for the underserved-community of

West O‘ahu, providing collaborative, meeting and event space; offering business workshops and counseling; engaging ‘Big Business’ mentors for small and micro-business entrepreneurs; and delivering loan assistance and broadband access.

The facility will also feature CNHA’s Hawaiian Trades Academy Technology Center and Classroom. By establishing these resources on the west side, small businesses will have the tools and support needed to start, grow and thrive.

This request for funding would cover the cost to retrofit an existing 10,000 sq ft facility to house the West O‘ahu Innovation Center.

8. Community-Based Tourism Management

This program would invest in communities to better manage tourism and tourism impacts on neighborhoods as well as the local natural and cultural resources of communities. The program would take a community based approach to identify highly impacted communities and identify ways to empower those communities with information about legal frameworks that can protect their resources, develop educational campaigns, including monitors, advertising, signage, and establish lines of communication with the tourism industry to voice community concern. The goal for this program is to build capacity to communities to better provide a visitor experience that kama‘āina and malihini can enjoy and appreciate - with ensuring the ‘āina and resources are well managed for generations to come.

Program would include the following activities and actions:

- Manage an incentive program that supports cottage industry; and new and existing farms that employ organic and sustainable practices, agri-tourism, and internship-to-employment training programs for community members.
- Manage incentive programs to:
 - Steward ‘āina, including receiving training to grow community capacity for this work
- Organize and host opportunities for community work days and voluntourism
- Develop educational online content about the history, traditions, and places of the ahupua'a and moku
- Design and implement gatherings open to residents and visitors that aim to share the traditions, practices, and history of a given area
- Manage grants for communities to gather and share mo'olelo, mele, images, and visitor guidelines
- Design a virtual tour experience for high traffic communities to reduce the environmental footprint.

9. ‘Iolani Palace

‘Iolani Palace is one of Hawai‘i’s most important historic sites and a cherished cultural symbol for Native Hawaiians. The Palace continues to struggle with funding to cover the operations, maintenance and repairs.

This request would cover the following costs:



1. Replace the damaged historic etched glass door panes that were vandalized in 2017. \$90,000
2. Six months (at \$20k per month) to operate the HVAC system, which runs 24/7, to control the temperature and humidity inside the Palace to protect the thousands of cultural objects housed there.

Further budget details can be provided for all programs.

Please note that we request a technical amendment to one sentence on page 4 of SB3357 SD2 by changing the word “with” to “for” on line 3, so that the amended sentence reads:

(B) The sum of \$; provided that the sum is used by the office of community services for culture training programs for military personnel, small businesses, and nonprofit organizations; and

In closing, CNHA urges the Legislature to pass SB3357 SD2. Mahalo nui loa for the opportunity to provide testimony on this measure.

Respectfully,

J. Kūhiō Lewis, CEO
Council for Native Hawaiian Advancement