

Application Submittal Checklist

The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
 - a) Budget request by source of funds ([Link](#))
 - b) Personnel salaries and wages ([Link](#))
 - c) Equipment and motor vehicles ([Link](#))
 - d) Capital project details ([Link](#))
 - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing



JULIE MORIKAWA, PRESIDENT

JANUARY 19, 2023

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

DATE

**THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Db a:
ClimbHI

Amount of State Funds Requested: \$ 90,000

Brief Description of Request (Please attach word document to back of page if extra space is needed):

ClimbHI Bridge is a network of individuals, resources, and an online portal that provides a necessary tool to connect educators and students (especially those in low to moderate income areas) to businesses, with the goal of providing social capital, equitable access, and inspiration across all districts to help our keiki achieve economic self sufficiency. Funding is being requested to provide support for the opportunity providers, educators, and students participating on ClimbHI Bridge; and to assist with portal maintenance and enhancements.

Amount of Other Funds Available:

State: \$ 0

Federal: \$ 0

County: \$ 12,000

Private/Other: \$ 200,000

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 0

Unrestricted Assets:

\$ 0

New Service (Presently Does Not Exist): Existing Service (Presently in Operation):

Type of Business Entity:

- 501(C)(3) Non Profit Corporation
- Other Non Profit
- Other

Mailing Address:

175 Nawiliwili Street

City: Honolulu State: HI Zip: 96825

Contact Person for Matters Involving this Application

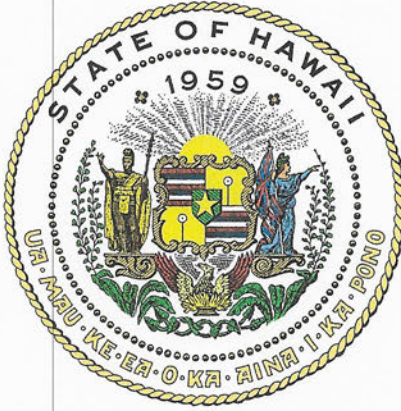
Name: Julie Morikawa	Title: President
Email: julie@climbhi.org	Phone: 808-206-2853

Federal Tax ID#: [REDACTED]	State Tax ID#: [REDACTED]
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Authorized Signature

Julie Morikawa, President
Name and Title

1-20-23
Date Signed



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that

CLIMBHI

was incorporated under the laws of Hawaii on 10/15/2009 ; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 18, 2023

Director of Commerce and Consumer Affairs





Application for Grants

I. Certification- Attached immediately after the cover page

1. Certificate of Good Standing
2. Declaration Statement
3. Public Purpose

The grant will be used for public purpose to include education and economic development especially for those in low to moderate income areas, pursuant to Section 42F – 102, Hawaii Revised Statutes.

With COVID 19 dramatically changing Hawaii's economic and education landscape, ClimbHI Bridge, an online portal, provides a necessary tool to connect educators, students (especially those in low to moderate income areas), and businesses, with the goal of providing social capital, equitable access, and inspiration for our keiki across all districts to help them achieve economic self-sufficiency. Across the state there is a high need for opportunities for our youth to explore diverse income sources such as jobs and entrepreneurial opportunities, and the path to get there, so that the current trend of people leaving because they are not able to thrive in the islands (45% of households have either had someone move to the mainland or are strongly considering it) can be reversed.



II. Background and Summary

1. Brief Description of the applicant's background

Founded in 2009, the Hawaii-based 501(c)(3) nonprofit ClimbHI seeks to inspire students to finish high school and proceed to post-secondary education or employment by exposing them to future career paths and the steps necessary to achieve those goals. The organization reaches thousands of students and teachers each year.

ClimbHI connects students, educators, businesses and organizations in a collective effort to sustain education and culture for Hawaii students. It achieves this through three primary initiatives: The ClimbHI Bridge online portal; Leadership, Exploration, Inspiration (LEI) in-person events; and the ClimbHI Service Excellence Certificate program through the Hawaii State Department of Education. ClimbHI also recognizes participating educators and businesses through several statewide awards programs.

For more, visit climbhi.org.

2. The goals and objectives related to the request

With COVID 19 dramatically changing Hawaii's economic and education landscape, ClimbHI Bridge delivers a necessary online tool to connect educators, students (especially those in low to moderate income areas) and businesses safely and efficiently with the goal of inspiring our keiki to achieve economic self-sufficiency, improve social capital, and find inspiration through the exploration of diverse income sources such as jobs and entrepreneurial opportunities. For the year, ClimbHI's objectives are:

- Goal: Reach 30,000 students (duplicated) annually from at least 50 different schools
- Measurement: # of student participants- this is measured real-time on the portals and through attendance for the LEI events.

- Goal: Engage at least 50 different schools (unique)
- Measurement: # of unique schools - this is measured real-time on the portals through requests made.

- Goal: Add 50 new opportunities to ClimbHI Bridge
- Measurement: # of opportunities added each month on ClimbHI Bridge

- Goal: Create positive engagements that inspire students leading to positive (satisfied) scores in the reviews from businesses, educators, and students. The goal is to average "Satisfied" scores from businesses, students, and educators and to collect a sample size of at least 100 reviews.



- Measurement: Feedback from students, teachers, and organizations- collected at the end of each event online. Scores are taken simply as satisfied, dissatisfied, indifferent with the experience.

3. The public purpose and need to be served

With COVID 19 dramatically changing Hawaii's economic and education landscape, ClimbHI Bridge, an online portal, is a necessary tool to connect educators, students (especially those in low to moderate income areas), and businesses, with the goal of providing social capital and inspiration for our keiki across all districts to help them achieve economic self-sufficiency. Across the state there is a high need for opportunities for our youth to explore diverse income sources such as jobs and entrepreneurial opportunities, and the path to get there, so that the current trend of people leaving because they are not able to thrive in the islands (45% of households have either had someone move to the mainland or are strongly considering it) can be reversed.

Furthermore, Workforce/Career Development for our youth is a priority need for the community right now with all industries experiencing shortages in their labor force. Exposing our keiki to the opportunities and the education and training needed to get these jobs is extremely important to filling these vacancies. In addition to this is the fact that 50% of our high school graduates do not go on to college. We need to do a better job showing our keiki the value of higher education, but at the same time we need to show them other alternative post-secondary options to reach economic self-sufficiency. State and county initiatives like Hawaii is Hiring, HANA Pathways, and Oahu Back to Work show the need for more awareness around available career paths and training for residents to prepare for jobs that are available now that will serve the community. ClimbHI focuses on students from low to moderate income areas, but also alarming is the fact that 50% of DOE students are considered economically disadvantaged, 2020-21. With 1 in every 2 students being economically disadvantaged, there is need for resources in all schools, especially Title I schools.

Another problem ClimbHI Bridge works to address was surfaced through the ALICE study: A Study of Financial Hardship in Hawai'i helps to identify families and individuals that are Asset Limited, Income Constrained, Employed in Hawai'i. The study uncovered that 48 percent of Hawai'i households are ALICE and below with areas like East Honolulu, Pearl City, Kailua, Kaneohe, Mililani Town, Waipahu, Mililani Mauka, Ewa Gentry, Makakilo, and Waimalu all at higher levels ALICE and below. The benefits of workforce development for youth is a key driver for helping to lift Hawai'i's ALICE families.

4. Describe the target population to be served



The target population to be served is state-wide public schools and students from kindergarten through 12th grade (K-12) as well as post-secondary students from the University of Hawaii System. Since the launch in January 2021, over 4,400 educators have been on boarded and over 68,000 students statewide from K-Post-Secondary engaged in events through ClimbHI Bridge.

5. Describe the geographic coverage

The geographic coverage is statewide with equitable access for all school districts within our public school system and University of Hawaii System. Every school district across the state have already made requests through ClimbHI Bridge and received acceptances for their events by local businesses. ClimbHI Bridge engages schools on every island and remote location including students from Ni'ihau, Molokai, and Lanai.

III. Service Summary and Outcomes

1. Describe the scope of work, tasks, and responsibilities

ClimbHI Bridge provides a necessary tool to connect educators and businesses safely and efficiently with the goal of inspiring our keiki to achieve economic self-sufficiency through the exploration of diverse income sources such as jobs and entrepreneurial opportunities. ClimbHI Bridge is a portal built to connect Educators and Businesses through streamlined communication that leads to successful outcomes. Once in the portal, there are multiple opportunity types for Educators to explore and then send requests to businesses that are available in each category:

- Guest Speaking / Guest Teaching
- Judges & Coaches Sought
- Mentorships/Advisory Boards
- Job Shadowing/Teacher Externships
- Project-Based Learning
- Scholarships
- Jobs
- Internships
- Site Visits and Other Events
- Career Fair Participation and Job Readiness Activities
- Materials and Resources
- Advisory Board
- Industry-Focused Classroom Support



Funding is being requested from this Grant in Aid to provide resources for ClimbHI to source and support businesses/opportunity providers, educators (K-post-secondary), and students to benefit all school districts. Support from this Grant in Aid will also assist with further development of ClimbHI Bridge to continue improving the robust offering for Hawai'i's keiki to learn about career paths here at home and the process necessary to achieve those goals.

ClimbHI Bridge is different and innovative:

- Schools, businesses, and soon students will have their own logins.
- There are currently 13 opportunity types, a wish list, and general inquiry fields.
- Filter by island, Career and Technical Education Pathway, grade level, and/or event language services (sign language and 'Ōlelo Hawai'i).
- Educators can send requests directly to businesses through the portal; students will be able to source resources, materials, and exposure opportunities directly in the portal
- Automated email notifications are triggered with all requests and communication through the portal
- Businesses can reply in three ways: accept, decline, or ask for more information.
- Accepted event dates are tracked and reminders sent
- Post-event information is requested and collected
- All parties are able to export event details into csv files for overall tracking of initiatives

2. Provide a projected annual timeline for accomplishing the results or outcomes of service

Projected Annual Timeline	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
1. Impact 30,000 students/teachers statewide with opportunities/year (duplicated)			5,000	5,000	5,000	2,000	1,000	5,000	1,000	5,000	1,000		30,000
2. Engage at least 50 public schools (K-Post-Secondary).		10	10	10			10	10					50
3. Add 50 new opportunities			10	10	5		5	5	5	5		5	50
4. Source at least 100 reviews from stakeholders			10	10	10	10	10	10	10	10	10	10	100

3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results.

Deliverables for ClimbHI Bridge will be primarily tracked through the portal activity allowing for real-time monitoring and evaluation of results. ClimbHI will be managing results on a daily, weekly, and monthly basis to assess performance and make improvements immediately, when needed.



Applicant: ClimbHI

Measures of Effectiveness

1. Impact 30,000 students/teachers statewide with opportunities/year (duplicated)	
2. Engage at least 50 public schools (K-Post-Secondary).	
3. Add 50 new opportunities	
4. Source at least 100 reviews from stakeholders	

Documentation for Monitoring, Evaluating, and Improving Results

1	Report from ClimbHI Bridge showing the total number of students/teachers engaged and other details in all accepted events
2	ClimbHI Bridge report showing the requests made each month by school and teacher.
3	Report from ClimbHI Bridge showing the # of new opportunities loaded each month into the portal
4	Report from ClimbHI Bridge showing the # of reviews along with the feedback and scores

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency).

See images above for “Documentation for Monitoring, Evaluating, and Improving Results” and “Projected Annual Timeline”.

Real-time reports from ClimbHI Bridge’s online activity will be pulled for required grant reporting showing ClimbHI’s effectiveness against each goal, and team members will be monitoring results weekly to course correct, if needed. Business, educator, and student engagement is tracked real-time through ClimbHI Bridge.

IV. Financial

Budget

1. Budget Forms- The following forms are attached immediately after the list below:
 - a. Budget request by source of funds
 - b. Personnel salaries and wages
 - c. Equipment and motor vehicles- Not Applicable
 - d. Capital project details- Not Applicable
 - e. Government contracts, grants, grants, and grants in aid

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2022 to June 30, 2023

Applicant: ClimbHI

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	55,000		5,000	73,000
2. Payroll Taxes & Assessments	2,000		500	8,000
3. Fringe Benefits			500	2,000
TOTAL PERSONNEL COST	57,000		6,000	83,000
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island				4,000
2. Insurance				2,000
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies				6,000
7. Telecommunication				3,000
8. Utilities				1,000
9. Technical Support/Server Maintenance	6,000		4,000	16,000
10 Accounting	2,000			17,000
11 Portal Development	25,000			50,000
12 PR/Marketing			1,500	12,000
13 Administrative Fees			500	2,000
14 Videography/Video Editing				4,000
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	33,000		6,000	117,000
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	90,000		12,000	200,000
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	90,000	Julie Morikawa (808) 206-2853		
(b) Total Federal Funds Requested	0	Name (Please type or print) Phone		
(c) Total County Funds Requested	12,000	Signature of Authorized Official Date		
(d) Total Private/Other Funds Requested	200,000	Julie Morikawa, President 20-Jan-22		
TOTAL BUDGET	302,000	Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2023 to June 30, 2024

Applicant: ClimbHI

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Project Manager	1	\$120,000.00	25.00%	\$ 30,000.00
Project Assistant	1	\$50,000.00	50.00%	\$ 25,000.00
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				\$ -
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				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				55,000.00
JUSTIFICATION/COMMENTS:				

12

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: ClimbHI

Contracts Total: 12,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Grant G5769- ClimbHI Bridge	Dec 15, 2022- December 14, 2023	Office of Economic Development	Maui County	12,000
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13



2. Anticipated quarterly funding requests for the fiscal year 2023

Q1	Q2	Q3	Q4	Total
\$25,000	\$22,000	\$ 22,000	\$21,000	\$90,000

3. List of all other sources of funding being sought for fiscal year 2023

Sources Being Sought for FY 2023

Funding Source	Secured	Requesting	Grand Total
County			
City and County of Honolulu		\$ 80,000	\$ 80,000
County of Hawaii		\$ 10,000	\$ 10,000
County of Maui	\$ 12,000		\$ 12,000
Public			
Hawaii Executive Collaborative	\$ 50,000		\$ 50,000
Koi Pond	\$ 55,000		\$ 55,000
Kamehameha Schools	\$ 73,000		\$ 73,000
Hawaii Community Foundation Grants		\$ 20,000	\$ 20,000
Private			
Alaska Airlines	\$ 10,000		\$ 10,000
Total	\$ 200,000	\$ 110,000	\$ 310,000

4. All state and federal tax credits granted within the prior three years
No state or federal tax credits granted within the prior three years for ClimbHI Bridge.

5. List of all federal, state, and county government contracts, grants, and grants in aid granted within the prior three years and receiving for fiscal year 2023 for program funding.

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: ClimbHI

Contracts Total: 94,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Grant G5769- ClimbHI Bridge	12/15/2022 - 12/14/2023	Office of Economic Development	Maui County	12,000
2	Grants in Aid CT-DCS-2200013 ClimbHI Bridge	8/30/2021 - 2/28/2023	Department of Community Services	Honolulu	\$ 72,000
3	Grant G5427- ClimbHI Bridge	9/8/2021-6/30/2022	Office of Economic Development	Maui County	\$ 10,000

6. Balance of unrestricted current assets as of December 31, 2021= \$0. No unrestricted current assets available.



V. Experience and Capability

1. Necessary Skills and Experience

ClimbHI Bridge has achieved all proposed outcomes for the initial development that started in 2019, testing, and the launch in January 2021, and the ongoing maintenance and development for ClimbHI Bridge. ClimbHI has a strong track record of having relevant capacity in place to successfully achieve the proposed outcomes. Furthermore, the signed 5-year agreement with the Hawaii Department of Education creates a captive audience for the ClimbHI Bridge with all public schools. Fiscal resources include a signed 5-year grant agreement with Hawaii Executive Collaborative (now in year 2) for \$250,000, a completed City & County of Honolulu's Grant in Aid for 2021-2022, and grant applications to new and existing sources. Other fiscal resources to be launched on ClimbHI Bridge are subscriptions and marketing. Other relevant resources include partnerships with many organizations like the Chamber of Commerce Hawaii and its island branches, Kamehameha Schools, Hawaii Conservation Alliance, Hawaii Tourism Authority, Hawaii Defense Alliance, Hawaii Executive Conference, Hawaii Agricultural Foundation, Vibrant Hawaii, and all counties across Hawaii.

Further validation of ClimbHI Bridge's effectiveness at reaching its goals and objectives is shown in the partners that have come on board to promote the tool to their communities: Kamehameha Schools, Chamber of Commerce Hawaii, Alaska Airlines, Vibrant Hawaii, Movers & Shakas, TRUE Initiative, P-20, and Junior Achievement. This grant activity will increase the reach and effectiveness of the tool by adding more businesses, educators, and students/parents.

Work on ClimbHI Bridge began in August of 2019 with the support of multiple grants. Alpha and Beta testing with a small group of schools and businesses was conducted over the 2nd semester of the 2019-2020 school year. After successful completion of the testing, ClimbHI Bridge was presented to HI DOE and requested as a resource that was gifted to the department by the Hawaii Executive Collaborative. With the support from the City & County of Honolulu's Grant in Aid for 2021-2022, all county public schools have been provided training, more businesses approached and on boarded, and the student channel is being developed. ClimbHI has met all desired outcomes for every grant its received for ClimbHI Bridge.

ClimbHI has successfully executed on all grants and contracts secured in the past 10 years for its programs. Here is a list of verifiable experience (projects and contracts) for ClimbHI Bridge for the most recent 3 years with two contracts pertinent to the request (Hawaii Department of Education and Hawaii Executive Collaborative):



Applicant: ClimbHI

- County of Kauai Cares Grant- \$42,000- FY 2020- Completed launch of ClimbHI Bridge, sourcing Kauai businesses, and provided on boarding training for all Kauai K-12 public schools.
- Education Bridge- \$53,650- 2019-2021- Completed development, alpha and beta testing, and launch of ClimbHI Bridge
- Hawaii Department of Education- 2020-2025- Contract with HIDOE to provide ClimbHI Bridge for 5 years. Successful execution of 2020-2021 contracts focused on providing training to all HIDOE schools. (Tool is being gifted by grants to HIDOE, so no \$ contract)
- Hawaii Executive Collaborative- \$50,000 per year for 2020-2025- Successful launch and roll-out of ClimbHI Bridge gift to HIDOE from 2020-2021. Focus for 2022 onwards is to keep the ClimbHI Bridge operational while providing support to businesses and educators and continuing to grow the participation on the platform.
- Maui County Department of Economic Development- \$10,000- FY 2022- Grant is currently in progress and all monthly deliverables have been achieved thus far with the focus on supporting Maui public schools and bringing on more Maui businesses to provide opportunities on ClimbHI Bridge.
- City and County of Honolulu Grant in Aid- \$72,000- FY 2022- Grant is currently in progress and all monthly deliverables have been exceeded for the successful roll-out and ramp-up for the educator portion of ClimbHI Bridge. The other deliverables like an alpha test on a student channel are on track for the remainder of the year.

2. Facilities

Not applicable- ClimbHI strives to operate efficiently with only must have expenses incurred. ClimbHI Bridge is an online resource not requiring physical facilities to save on those costs and focus received funds directly into affecting students' future success. Accepted events through the portal take place at the schools or places of business.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

ClimbHI has a strong track record of having relevant capacity in place to successfully achieve the proposed outcomes. To meet the proposed goals and objectives in this grant, ClimbHI is requesting funding to help fund full-time Project Manager and Project Assistant's positions. The individuals in place are trained, have proven their competence by successfully reaching all goals through the alpha, beta, and roll-out stages, and agreed to move into the full-time rolls in 2022. ClimbHI is celebrating its 11th anniversary of programming this year, so we take great pride in the processes and



Applicant: ClimbHI

procedures established from the onset to supervise, train, and provide administrative direction to meet and many times exceed all goals for secured grants.

ClimbHI has a team of seasoned executives that have taken the lead on planning and executing ClimbHI's work force development programs successfully for the past 10 years. ClimbHI's longest standing program and a great example its ability to reach proposed outcomes is the LEI (Leadership Exploration Inspiration) program. ClimbHI has successfully worked with the Hawaii Tourism Authority and the Hawaii Department of Education for the past 10 years for the LEI Program, a workforce development program that takes place on 4 islands and helps over 1,000 of Hawaii's youth annually find career paths here at home and the pathway to achieve their goals. There have also been many successful years of grants for LEI with Kauai, Hawaii, and Maui Counties.

ClimbHI has partnered with Cornell University's School of Hotel Administration, the Hawaii Tourism Authority, and many hotel industry partners to create a custom, on-demand certificate program for the Hawaii Department of Education now in its second year. Over 1,400 high school students across the state completed the 9-module ClimbHI Service Excellence Certificate in 2021.

ClimbHI adds new partnerships each year with over 500 partners currently. As ClimbHI continues to expand programming, it has maintained partnerships with the original 150 companies for over 8 years. Here are some of ClimbHI's long standing partners: Hawaii Tourism Authority (10 years); Hawaii/Maui/Kauai Counties (6 years); Alaska Airlines (4 years); over 40 Public High Schools Statewide; 4 post-secondary institutions (8 years); over 100 businesses that participate in exposure and career fair events; and over 160 volunteers that donate time to ClimbHI's events.

Work on ClimbHI Bridge began in August of 2019 with the support of multiple grants. Alpha and Beta testing with a small group of schools and businesses was conducted over the 2nd semester of the 2019-2020 school year. After successful completion of the testing, ClimbHI Bridge was presented to HI DOE and requested as a resource that was gifted to the department by the Hawaii Executive Collaborative. After year one of the HIDOE gift, 145 county public schools are registered on the portal. ClimbHI is on track with the deliverable schedule for the City and County of Honolulu Grant In Aid as it has the right capacity in place to meet the desired outcomes.

Julie has served as the founder and president of ClimbHI since 2011, and is the Project Manager for ClimbHI Bridge. She previously had more than a decade of experience in the hospitality and technology sectors, working with OTAs, eCommerce companies, hotel direct technology providers, hotels, restaurants, and mobile apps worldwide. This includes Expedia Inc., Aston Hotels & Resorts, Bellagio, Trump International Hotels & Resorts, Walt Disney World's Polynesian Resort, Remark Media, and Traveltripper.



Julie’s passion for the hospitality industry started at the age of 7 years old while dancing hula on cruise ships and in Hawaii hotels. After she graduated from Punahou School, Julie struggled to find local resources to support her career search. That experience would lay the foundation for ClimbHI. She holds a bachelor’s degree in hotel administration from Cornell University – globally recognized for its hospitality programs. Julie also served as the President of the Cornell Hotel Society in Hawaii.

In addition to her work with ClimbHI, Julie serves in hands-on roles on the advisory boards for Kapiolani Community College and Kapolei High School. She also lectures for several post-secondary institutions, where students receive course credit for their execution of ClimbHI events. This includes Hawaii Pacific University, Kauai Community College and Maui College.

Julie was recognized as a 2022 Hawaii Business magazine 20 for the Next 20 honoree, as well as the 2021 Woman of the Year by the Hawaii Chapter of Women in Lodging and Tourism. She was also named to the 2021 Women Who Mean Business cohort by Pacific Business News.

Important Organizational Knowledge

Anthony Suetsugu, Volunteer Director and Corporate Secretary. Mr. Suetsugu is an Attorney at Law, Imanako Asato, A Limited Liability Law Company, specializing in commercial litigation, public utilities, and intellectual property.

Rob Bertholf, Development Contractor, who is a talented marketer & technologist with 20 years of experience. As a technologist, Rob has architected and developed applications for the Pentagon, Fortune 100 companies, filed a patent (US20060294199) on one of the first Content Management Systems (WebOS) and has since invented a hyper-contextual community platform. Rob developed ClimbHI Bridge with his unique expertise and technical capabilities.

2. Organization Chart





3. Compensation

Current

- Project Manager- \$120,000 full-time annual salary
- Project Assistant- \$50,000 full-time annual salary
- 3rd highest paid position- not applicable as only 2 current employees

VII. Other

1. Litigation- No pending litigation
2. Licensure or Accreditation- Not applicable
3. Private Educational Institutions- The grant will not be used to support or benefit a sectarian or non-sectarian private educational institution.

4. Future Sustainability Plan

There is a long-term plan of advancements and enhancements for ClimbHI Bridge that goes beyond the grant period and is supported by a 5-year contract for funding and support from the Hawaii Executive Collaborative and Hawaii Department of Education (3-years remaining on the contract). Other grants and resources are in place and more will continue to be sought, as well as implementing a revenue model of business subscriptions and marketing opportunities on ClimbHI Bridge. Here are the targets beyond the grant period:

- Expand the reach to private schools, post-secondary, and non-profits/entities that make requests of the business community to bring all requestors into the same place for an affordable fee.
- Launch marketing tools to include educator and student newsletters, in-portal merchandising spots, and sort order placement to start a revenue stream from businesses for marketing and subscriptions
- Aggregate wish lists from educators and disseminate to business users to source and source private-sector sponsorships and solutions.
- Work with high schools (public and private) and college students all across the county to launch exposure goals for students: Educators will be able to upload class lists to ClimbHI Bridge, set exposure requirements (students can select different events and site visits) for students to complete within a timeframe, and track completion.
- Continue to add new businesses on the portal to keep all workforce development tracked.
- The long-term benefit to the state/community is a tool for systematizing work force development through data tracking, and an efficient and effective resource for students to reach economic self-sufficiency by sourcing exposure, job, and



Applicant: ClimbHI

post-secondary opportunities; for educators to provide many more career development opportunities throughout the school year (in and out of the classroom) due to organizing events being so efficient through the portal; for businesses to have an efficient tool to track and organize all educator requests; and for businesses to reach a target markets (highschool and college students) that they have never been able to directly communicate with previously about opportunities within their companies.