

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



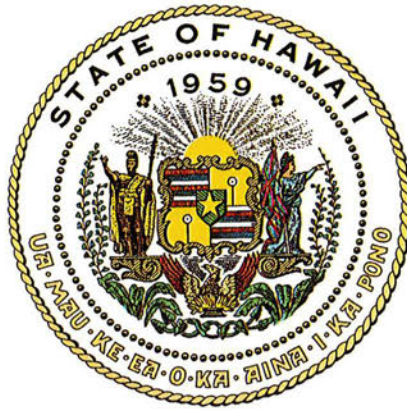
AUTHORIZED SIGNATURE

J. Kūhiō Lewis, CEO

PRINT NAME AND TITLE

January 20, 2023

DATE



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

COUNCIL FOR NATIVE HAWAIIAN ADVANCEMENT

was incorporated under the laws of Hawaii on 08/29/2001 ; 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 20, 2023

Director of Commerce and Consumer Affairs

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

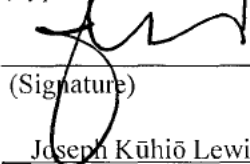
- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided; and
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.
- 4) The use of grant-in-aid funding complies with all provisions of the Constitution of the State of Hawaii (for example, pursuant to Article X, section 1, of the Constitution, the State cannot provide "... public funds ... for the support or benefit of any sectarian or nonsectarian private educational institution...").

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Council for Native Hawaiian Advancement

(Typed Name of Individual or Organization)



(Signature)

January 19, 2023

(Date)

Joseph Kūhiō Lewis

(Typed Name)

Chief Executive Officer

(Title)

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

Please see attached.

2. Declaration Statement

The Council for Native Hawaiian Advancement, (hereinafter, CNHA) is a Hawai'i-based 501(c)(3) non-profit organization established in 2001 for the following purposes:

- a) Holding the annual Native Hawaiian Convention to identify, assess and strategize issues important to the Native Hawaiian community, including but not limited to identifying critical policy directives, promoting collaboration and partnerships; and celebrating Hawaiian excellence;
- b) Providing technical assistance and training programs aimed at enhancing the administrative, operational and financial efficacy of organizations that provide services to the Native Hawaiian community;
- c) Providing training and internship programming to promote Native Hawaiian leadership development opportunities;
- d) Delivering a nonpartisan policy and legislative information program to increase the Native Hawaiian community's capacity to proactively engage in policymaking on local, state and federal levels;
- e) Developing and disseminating educational content to Native Hawaiian serving organizations, the broader Hawai'i community, and individuals in order to promote a better understanding of the Native Hawaiian community and the issues it faces;
- f) Supporting and delivering programs that address the socio-economic needs of the Native Hawaiian community through initiatives that, among other impacts, increase financial literacy, access to capital, and marketable skills;
- g) Other activities that promote the welfare of Native Hawaiian communities and organizations.

CNHA is in full compliance with Section 42F-103, Hawai'i Revised Statutes.

3. Public Purpose

Hawai'i resident sentiment toward the tourism industry has become increasingly negative. The public has expressed deep concern for impacts to the environment, natural resources, local infrastructure, and adjacent communities. There exists opportunities to improve visitor and community experiences by targeting the "mindful traveler" and providing more community enriching experiences in cultural, arts, historic, and other unique and authentic attractions.

Pursuant to Section 42F-102, Hawai'i Revised Statutes, CNHA is seeking a grant in aid to provide the following:

- Surveying and inventorying the Hawai'i-based businesses, non-profits, and community groups in the tourism industry or adjacent industries through a needs assessment focused on those organizations providing or interested in providing voluntourism or regenerative tourism products, experiences, or activities in line with the Hawai'i Tourism Authority's shift to focus on more responsible destination management;
- Expanding current CNHA initiatives to provide neighbor-island support to businesses, non-profits, and community groups by expanding physical office presence on three neighbor islands;
- Providing capacity building grants based on the results of the needs assessment to organizations with low barriers to entry into or expansion in the voluntourism and regenerative tourism spaces; and
- Mobile Application ("App") development and launch to give these organizations and the public greater access to voluntourism and regenerative tourism opportunities.

II. Background and Summary

A. Brief Description of Applicant's Background

The Council for Native Hawaiian Advancement ("CNHA") is a member-based 501(c)3 non-profit organization with a mission to enhance the cultural, economic, political, and community development of Native Hawaiians.

- 95 full-time employees
- \$85 million operating budget (2022)
- Loan Fund portfolio of \$15 million
- U.S. Treasury-Certified Financial Institution
- U.S. HUD-Certified Housing Counseling agency
- U.S. SBA-Certified State of Hawai'i lender
- Intermediary to 889 member organizations

CNHA currently manages nearly 100 employees across six divisions. The leadership of each division is part of the Executive Management team along with the CEO, CFO, COO, and General Counsel. The Executive Management team is responsible for managing \$85 million in annual program revenue, two facilities, and the management of their respective teams, including hiring, training, managing contractors, and providing disciplinary action if needed. CNHA, through its Kilohana Collective division, and its employees possess necessary experience in deployment of and fiscal compliance management of federal and state funds and management of federally-approved financial systems.

B. Goals and Objectives

Goal 1: Increase resources dedicated to visitor experiences that enrich local communities and respond to public sentiment calling for more responsible approaches to tourism management.

Goal 2: Target value-add visitor experiences in both the voluntourism and regenerative tourism sectors to increase visibility and accessibility by visitors.

Goal 3: Increase CNHA's statewide support of local businesses, non-profits, and community organizations that are tourism-adjacent.

Objectives CNHA intends to achieve with the proposed grant application are:

1. Develop a current statewide directory of local businesses, and 'āina- and community-based nonprofits operating in or interested in operating in voluntourism and regenerative tourism, or impact;
2. Perform a statewide needs assessment for local businesses and nonprofits as it relates to capacity, reach, and interest in developing voluntourism and regenerative tourism opportunities;
3. Provide \$1M in funding to local businesses, nonprofits, and community organizations to provide capital support, staff, and program development, marketing and technical assistance, connectivity to the visitor industry hubs, back-end business support, and development to scale their programs to market-readiness;
4. Establish Community & Visitor Hubs ("Hubs") to include satellite neighbor island offices dedicated specifically to tourism and economic development; and
5. Develop and launch a mobile app that better connects visitors to target organizations.

C. Public Purpose

All markets, both US and international, are experiencing rebounds to pre-pandemic levels. With public sentiment skewing negative to pre-pandemic visitor levels, the following findings guide the basis for this proposal:

- Resident attitudes about tourism have become increasingly negative. Sixty-seven percent of survey respondents feel that their island is “run for tourists,” while only 33% believe tourism is mostly beneficial for their family; a slight majority (53% statewide) believe that tourism provides more benefits than problems – with even less support on Maui and Kaua’i (45%).
- There is an opportunity to improve engagement of US visitors with cultural, arts, historic, and other unique and authentic attractions. (In 2019 US visitors attended: museum/art gallery 18.0%; lessons (‘ukulele/hula/etc.) 7.2%; festival/event 5.4%; art/craft fair 13.7%).
- Research in the US travel market indicates strong potential for messages around the “mindful” traveler.

Strongly targeting “mindful” travelers and promoting regenerative practices will not only address resident frustrations but provide a better and more meaningful experience for the visitor, which helps improve perceptions of the value of a Hawai’i vacation.

Hawai’i rarely appears on any mindful travel list. And, Hawai’i should be on every one of the lists.

With focus on regenerative tourism and the mindful traveler, Hawai’i’s competition now consists of places with activities that mindful travelers seek: voluntourism programs, spa amenities, museums, and cultural/heritage sites, and managed tours and appropriate outdoor experiences. In this sense, competition is more about competitive experiences than competitive places.

Even before the start of the pandemic, resident sentiment had steadily been declining year over year and, as previously noted in the Fall 2021 Resident Sentiment Survey (Omnitrak), reached an all-time low with only 53 percent of respondents saying tourism has brought more benefits than problems.

As part of the execution of its strategic plan, and to address declines in resident sentiment toward tourism, HTA engaged with residents on each island to develop Destination Management Action Plans (DMAPs), which form the basis for a new, collaborative path for tourism in the years ahead. Putting these plans into action will enable the destination to deliver unique, regenerative visitor experiences while better managing tourism’s impact on each island and creating opportunities for local businesses and the community. 64.3 percent of consumers said that they were interested in learning about new, exciting travel experiences or destinations (Destination Analysts). In contrast, third quarter 2022 data analyzed by the Hawai’i Tourism

Authority indicated that merely 2.6% of visitors engaged in voluntourism activities. This is likely correlated with the nearly 75% of visitors who indicated that at no time pre-arrival or during their trip did they recall seeing or hearing about voluntourism opportunities.

This underscores the need for Hawai'i, as a mature destination, to diversify its experience offerings responsibly. In a 2021 University of Hawai'i study, 72.6 percent of US travelers said they were willing to pay more for tourism experiences that are respectful of the Native Hawaiian culture, and more than 70 percent supported sustainable tourism experiences overall.

D. Target Population

Given the strong interest of Hawai'i residents in driving visitors towards regenerative and sustainable activities together with visitor interest in more volunteer opportunities, there is an opportunity to invest in the development of destination management experiences that will connect community-based programs and businesses to the visitor industry.

The proposal specifically targets locally-owned-and-based businesses, and 'āina- and community-based nonprofits that: 1) are currently offering services in the voluntourism and regenerative tourism industry, and 2) are not currently offering these services but are interested in expanding if operational barriers could be reduced or eliminated. The directory that CNHA intends to complete in the first few months of the proposal will inform the scope and scale of this sub-group of organizations in the tourism industry.

Currently, there is no directory, and the list maintained by the current voluntourism vendor lists less than 10 organizations in this category - a number CNHA believes to be largely unrepresentative of the actual landscape of organizations. Further, the current vendor lists six voluntourism opportunities, four of which are the same nature of activity, while other programs have begun to develop voluntourism activities that are separately marketed. CNHA would seek to weave these opportunities together and make it easier for a traveler to see the breadth of opportunities available and be able to meaningfully connect to them.

Additionally, these organizations will help CNHA achieve its broader goals of responding to public sentiment for more responsible, higher value travelers in the following target populations:

- **Positive-impact, mindful travelers.** Positive impact, mindful travelers with emphasis on lifetime trip expenditures and higher expenditures on local businesses is a key demographic. Mindful travelers care about the environment, want to be active while on vacation, and want to experience a different culture. Mindful travelers consider themselves green advocates, are influential consumers when it comes to environmentally friendly products, and are

interested in helping the environment. The average age of the Mindful Hawai'i traveler is 45, 55% are married, 42% have children under 18 in the household, and 40% are college graduates. The average household income for this mindful traveler is \$123K, and they spend 27 hours per week online. The potential market of 130M is driven in part by the \$3.7 trillion wellness experience industry, including spa treatments, meaningful experiences, social media driving interest in climate change and living sustainably, and purposeful travel for the mind, body, and spirit, after pandemic restrictions.

- **First time visitors.** Our proposal will also focus on first time visitors. In addition, using data analysis, we will identify opportunities around destination weddings, honeymooners, golfers, conventions from mindful businesses, and other higher spend travelers who want to stay in hotels, not vacation rentals.
- **Higher spending travelers.** Several types of activities, outdoor activities, natural attractions, and dining are all very important to the high spend traveler. Higher spend travelers are traveling for meetings and conventions (MCI), weddings, business, LGBTQIA+, and arts and culture. We will target key zip codes with these high value travelers and utilize Digital Display, Pre-Roll Video, Email, Social Media, and Advanced TV to reach them with our messages. 25M estimated potential market.
- **B2B Travel Planners.** We plan to engage travel partners in cooperative marketing programs in specific spot media markets with new air routes or routes that may be at risk.

E. Geographic Coverage

The needs assessment and capacity building grants will span across all major islands in the State of Hawai'i. Based on preliminary assessments, there is a greater need for physical presence on Hawai'i, Maui, and Kaua'i that coordinate between and provide support for both island-specific visitor industry organizations and visitors themselves. The proposal therefore establishes Community & Visitor Hubs ("Hubs") on each of these islands to respond to this need. The proposed app development would also be available to organizations and visitors statewide.

III. Service Summary and Outcomes

A. Scope of Work, Tasks, & Responsibilities

Scope of Work

Organization Directory & Needs Assessment

CNHA will lead an outreach and engagement across the State to reach locally-owned businesses as well as community-based organizations involved in or wanting to become more involved in voluntourism. The Needs Assessment will partner with Ward Research to develop a survey that seeks to begin building a database of organizations as well as their capacity building needs to support their engagement in the visitor industry.

From this assessment, CNHA will have a baseline understanding of the needs impacting the ability for local organizations to engage in the industry, which can help inform CNHA and the State in future planning for enriching the industry's impact on the local economy and community. This assessment will also help to identify organizations immediately prepared to enter the industry with appropriate capacity building support, whether in the form of technical assistance, direct subgrants, or building of infrastructure to host voluntourism opportunities.

Capacity Building Grant Making & Management

CNHA will employ the results of the Organization Directory and Needs Assessment to identify potential areas of need and growth for the community and industry, as well as specific nonprofits and businesses capable of enriching visitor experiences while supporting the community's sense of place. CNHA will implement a subgranting process to distribute subgrants to entities to facilitate the development of capacity within the community to achieve specific destination management objectives, tied to destination management action plans. These subgrants will be monitored, reviewed, and evaluated for programmatic effectiveness.

App Development

CNHA will partner with Purple Mai'a Foundation to design, develop, test, and launch a suite of mobile apps facilitating the discovery, booking, and delivery of destination experiences in the islands. Two mobile applications will be developed to support the Visitor and the Partner (defined as the organization providing the destination experience).

The Visitor App will include the following features:

- Visitor Profile and Demographics collection (mimic current Ag/Marketing form)
- Mobile Payments
- Map-based visualization of visitor attractions
- GPS integration for location based tracking and features
- Geolocation based Audio/Visual "information" about Hawai'i based on OHA archival stories
- Itinerary planning and booking

Partner App will include the following features:

- Visitor check in
- Visitor Analytics and Reporting

- Content Management services to manage open hours, location, description, etc.

Development and release of these apps will be in two phases - a first “MVP” (Minimum Viable Product) which includes the ability to collect payments through the app. A second phase will be delivered towards the end of this engagement and features integrations between State (DLNR) and various counties’ reservation and purchasing capabilities providing visitors with a single user experience for investigating, scheduling and paying for the many parks and services offered by our governmental agencies. Success of the second phase will in part be dependent upon CNHA’s ability to partner with the other apps, parks, service providers, counties, and governmental agencies. While other apps exist in this particular landscape, CNHA intends through these potential partnerships to unify many visitor touch points that are not currently linked or centralized in any one app - public or private.

Hub Establishment

CNHA staff will evaluate and site (4) Hubs in East Hawai’i, West Hawai’i, Maui, and Kaua’i to provide increased, direct support to local organizations in the tourism and economic development spaces. Hubs will launch with two staff each - an office director and a program assistant.

Tasks will include location siting and execution of lease agreements for office space. Hiring will take place in the first few months of the proposal with key staff for some islands already identified and ready for immediate hiring.

Hubs will be responsible for direct interaction with the organizations identified in the directory; aid in the facilitation of subgrant making and on-going subgrant management; and support the implementation of and integration with island destination management action plans.

B. Projected Annual Timeline

Project Phase	Projected Timeline
Voluntourism & Regenerative Tourism Organization Directory	July 2023 - August 2023
Needs Assessment	August 2023 - October 2023
Community & Visitor Hubs	
Property Search & Identification	July 2023 - September 2023
Identify and Hire Hub Staff	August 2023 - September 2023
Capacity Building Granting	October 2023 - June 2024

Tourism Mobile App	
App Development MVP	July 2023 - Oct 2023
App Development Phase II	January 2024 - April 2024

C. Quality Assurance and Evaluation

The needs assessment is projected to be one of the first tasks completed in the proposal and will serve as the foundational guide for quality assurance and evaluation. CNHA and Ward Research will engage with trade associations and existing groups developing voluntourism programming to ensure that the outreach and data capture is as comprehensive as possible as an initial starting ground with acknowledgement that this will be a living database that will grow and develop over time.

Once CNHA has a data-driven understanding of what organizations need in order to enter into or scale to market readiness in servicing mindful travelers interested in voluntourism and regenerative tourism opportunities, the grant making and monitoring process will be tailor-made and evaluated based on CNHA's ability to measure results based on grant fund deployment. CNHA has invested significant funds into building, training and maintaining fiscal and program staff, and software and processing systems to manage hundreds of millions of dollars in government grants and contracts, and disburse thousands of individual payments, while implementing safeguards that provide for risk management, cyber security and compliance. These teams and systems have successfully provided quality control, reporting, review and evaluation for services relating to more than \$200 million in government contracts and grants.

D. Measures of Effectiveness

CNHA proposes the following key metrics to determine whether the project goals have been met:

1. Completion of a Directory of Community-Based Organizations and Locally-owned Businesses currently engaged in voluntourism opportunities
2. Completion of a Needs Assessment that captures input from at least 50 Community-Based Organizations and Locally-owned Businesses interested in increasing voluntourism opportunities with representation from each county
3. Establish and open four Hubs in Kaua'i, Maui, and Hawai'i Island with staff support at each, launching program support for voluntourism and DMAP opportunities in their respective communities.

4. Develop a Capacity Building program with identified types of support, reporting and evaluation to determine level of appropriate support, deployment of resources and programmatic effectiveness.
5. Coordinate with existing visitor mobile apps to create a mapping landscape to identify the maximum value that a new app can offer and ensure integration as appropriate.
6. Develop and beta test mobile app, maximizing integration as possible.

IV. Financial

**I. Financial
A. Budget**

1. **Budget request by source of funds – see attached**
2. **Personnel salaries and wages – see attached**
3. **Equipment and motor vehicles – see attached**
4. **Capital Project details – see attached**
5. **Government contracts, grants, and grants in aid – see attached**

B. Anticipated Quarterly Funding Requests - Fiscal 2024 14960

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$750,040	\$765,040	\$825,040	\$505,040	\$2,845,160

C. Other Sources of Funding Sought

- \$150,000 grant request to the County of Maui's Economic Development Office to develop a plan to support the Maui Destination Management Action Plan
- \$1,000,000 funding request to the City and County of Honolulu to implement O'ahu's Destination Management Action plan through capacity building and public awareness of community-based organizations participating in the visitor industry

D. State and Federal Tax Credits

CNHA anticipates applying for a Federal Employee Retention Tax Credit for CY2020 and CY2021. CNHA has not received any state or federal tax credits within the prior three years.

E. Government Contracts, Grants, and Grants in Aid

Over the past three years, CNHA has managed more than \$215 million in federal, state, county grant and contract funds, the majority of which support government efforts to provide emergency financial relief to the community in response to the pandemic. CNHA anticipates receiving an additional more than \$12 million in federal, state, county grant and contract funds in FY23 to support its Hawaiian Trades Academy, Pop-Up Mākeke and a Kūpuna Rental Subsidy Program.

F. Unrestricted Current Assets

CNHA's un-audited current balance of unrestricted assets is \$13,786,550.00.

V. Experience and Capability

A. Necessary Skills and Experience

Needs Assessment & Capacity Building Grants

CNHA has been working with a well-respected, local research organization for nearly 15 years. This partnership is a keystone of this proposal and will provide the market research necessary to better inform and understand the visitor industry. CNHA's partner also specializes in grant management, inter-agency collaboration tools, and community engagement with a focus in planning and research that brings together government and Hawai'i's local communities. Together with the results of the needs assessment, CNHA will be primed to provide capacity building grants that drive the deepest impact in this economic sector.

In FY2022, CNHA delivered a total of 36 new loans totaling \$3.4 million to help local families construct homes and support island businesses to grow their capacity.

Over the past three years, CNHA has stood up nine unique programs that disbursed over \$131 million in federal aid to rapidly respond to the needs of government and community during the COVID pandemic. In each case, we have been successful in leveraging our existing leadership team, attracting new key leaders, and quickly building the needed infrastructure to support these programs.

In addition, CNHA is proud of its recent experience successfully leveraging state and county grants to deliver critical services to our community. CNHA administered two Grants in Aid for our Hawaiian Trades Academy, which aims to help individuals in-need acquire skills and certifications to qualify for better paying jobs. The first grant, for \$75,000, was awarded in 2019 by the State of Hawai'i. The second grant, for \$200,000, was awarded in 2021 by the City and County of Honolulu.

With over 40 years of experience, Ward Research has completed over 4,000 research projects for public sector entities, private corporations, and non-profit organizations, including in partnership with firms operating with Hawai'i's visitor industry for decades. A

locally owned and operated research firm, Ward offers expertise in and the provision of customized qualitative and quantitative research, including a full range of professional services from research design through data collection and analysis. Ward and its partner firm Solutions Pacific have conducted needs assessments in a wide range of fields, including most recently healthcare, workforce development, small business access to capital, and other fields here in Hawai'i. Ward also owns and offers The Hawai'i Panel, an online survey panel designed uniquely for Hawai'i residents.

Kanoe Takitani-Puahi, part of the Ward Research team, has experience working alongside community groups and locally-owned businesses having helped build their internal organizational capacity and re-framing the tourism product market in Hawai'i. As the previous Director of Programs at the Native Hawaiian Hospitality Association, Kanoe has experience engaging with and building the capacity of entities ranging from small businesses and Native Hawaiian cultural practitioners to large community organizations and regenerative activity hosts. Additionally, her experience includes designing and producing programs to incorporate the foundational elements of Hawaiian culture, values, and community throughout the visitor industry. Under her leadership, the Kaiāulu Ho'okipa program built the organizational capacity of Native Hawaiian and 'āina based community organizations bringing over 20 new voluntourism and regenerative tourism activities to market in its inaugural cohort.

App Development

Application Development Services will be performed by the Purple Mai'a Foundation. Purple Mai'a Foundation's mission is to inspire and educate the next generation of culturally grounded, community serving technology makers. Founded in 2013, Purple Mai'a has nearly 10 years of experience doing youth technology education, workforce development, and business incubation for Native Hawaiian learners and program participants. As a 501(c)3 nonprofit, our staff of 56 employees based here in Hawai'i is led by CEO and co-founder, Donovan Kealoha, who reports to our Board of Directors. The Board is currently composed of four directors with decades of combined experience in the Native Hawaiian community and the technology sector.

Over the past two years Purple Mai'a has operated a workforce development program funded by a Native Hawaiian Education Program (NHEP) Grant, administered by the Office of Elementary and Secondary Education of the U.S. Department of Education. As part of this training initiative, Purple Mai'a has successfully trained nearly 100 students with 39 obtaining their Salesforce Administrator Certification.

Purple Mai'a has also designed and built a financially focused mobile application, Waiwai, designed to provide responsive, culturally appropriate financial products and services to underbanked individuals in Hawai'i.

Leading this effort from Purple Mai'a is Bhanudas Tanaka, a 25+ year veteran in the custom development and enterprise computing space. Part of his 12 years of experience with the Salesforce platform includes the design and construction of a mobile app deployed to thousands of teachers in the State of Texas during a campaign

to increase parent engagement. Bhanudas also was the first CTO of Tango Card - a stored value, payments company where he co-developed their native iOS app which allowed users to create a virtual wallet of gift cards on their phones.

Leading the technical team is David Pickett, CTO of Purple Mai'a. David has spent the past 18 years working at organizations such as Microsoft and Expedia and more recently has been a teacher of software development to students at Purple Mai'a and is the lead technologist on the Waiwai platform. David holds a Computer Science degree from Carnegie Mellon.

B. Facilities

CNHA currently maintains two physical offices:

- O'ahu Headquarters: 91-1270 Kinoaiki Street, Kapolei, HI, 96707
- O'ahu Program Offices: 91-5431 Kapolei Parkway, Kapolei, HI 96707

As a part of this proposal, CNHA intends to secure (1) facility on the island of Kaua'i, (1) additional facility on Maui, and (2) facilities (East and West) on the island of Hawai'i.

VI. Personnel: Project Organization and Staffing

Kainalu Severson, Senior Director Community Programs/Program Manager

Severson is the Senior Director of Community Programs at the Council for Native Hawaiian

Advancement. He lead CNHA's five federally funded COVID relief programs of over \$200 million in contracts. Since his start in March 2021, Severson has led programs to national recognition by the U.S. Department of Treasury, acquired millions in supplemental federal funds, and developed new programs for our community. He brings to CNHA over eight years of experience in various advisory roles throughout Hawai'i, consulting for local businesses, nonprofit organizations, and government agencies.

Jacob Chu-Hing, Assistant Controller/Program Budget Manager

Chu-Hing will oversee the accounting and finance operations and systems for the project, including policy and procedures, processes, cash management, and to ensure GAAP compliance. He joined CNHA after serving as a controller and general ledger accountant at various local businesses. He earned his undergraduate degree in accounting at University of Hawaii-Manoa, Shidler college of business.

Kahealani Peleras, Grant Manager/Program Support Specialist

Peleras' responsibility will include managing grant agreements, reporting and compliance. She has worked for nearly 20 years in the non-profit and public sectors, having served in various administrative and grant monitoring roles at the Office of Hawaiian Affairs and Kuakini Health System. Peleras currently helps administer CNHA's Hawaiian Trades Academy.

Nicholas Carroll, Chief of Staff

Carroll will provide administrative support and strategic planning for this project. He will be integral in providing support across all lines of business within the project, including collaborating with indirect support staff. Carroll's non-profit and public sector experience includes assisting with operations and policy implementation, and compliance management of federal contracts, including CARES and ARPA.

Ian Pumaras, Chief Financial Officer

Pumaras will oversee the project's overall budgetary and financial needs, including managing the fiscal team, payroll, expenditures, contracting, reporting, and compliance. He has an undergraduate degree in economics (University of Hawai'i-Mānoa) and a graduate degree in business (Yonsei University, Seoul, South Korea), with emphasis on finance, accounting, and corporate governance. He brings a wealth of experience serving in various accounting roles in the nonprofit and for-profit sectors, including in the visitor industry.

Mehanaokala Hind, Senior Advisor

Hind will oversee the management of the project's regional offices, economic and community outreach and development. She currently manages CNHA's workforce development and business development programs. A Native Hawaiian knowledge keeper and Kumu Hula, Hind specializes in the curation of wahi pana and visitor experiences, and media marketing specializing in Hawai'i, Native Hawaiian people, cultural activities, and critical issues affecting Hawai'i. The former Assistant Conference Director for the World Conference on Hula, Hind conducted continental U.S. market outreach campaigns and curated cultural excursions.

Hinaleimoana Wong-Kalu, Community Outreach Manager

Hinaleimoana Wong-Kalu is a well-respected Kumu Hula and cultural practitioner. Hina has helped bring awareness of Native Hawaiian culture, language, history, and philosophy to a global audience through many media and publications, including films like Kumu Hina (2014), Reel Wahine (2021), and Kapaemahu (2021). Her 20 years of experience in the community as an advocate, educator, and cultural advisor has shaped, reinforced and maintained her sense of connectivity to Hawai'i's land and culture as well as her commitment to hold kama'āina and malihini accountable for Hawai'i's future.

A. Organization Chart

Community Programs

Under the direction of Kainalu Severson, the community programs division of CNHA manages the Kūhana Business Program, the Hawaiian Trades Workforce Development Program and membership services.

Legal Services

Under the leadership of Andrew Recktenwald, the legal services division provides legal support for CNHA, including contract management, compliance and risk management.

Operations

The operations line of business manages facilities support, Information Technology, Pop-Up Makeke, and the Emergency Assistance Program.

Finance

Ian Pumaras is the Chief Financial Officer for CNHA. He oversees 12 accounting personnel that provide accounting and fiscal management support for CNHA. Ian and his team will provide accounting, federal funding compliance, and fiscal management support to Kilohana.

Advocacy and Communications

The advocacy line of business, under the leadership of Sterling Wong, provides policy development support to CNHA programs, members and the community at-large. The communications arm of CNHA ensures the communication needs of CNHA and its members are supported. This includes support in community engagement, 'ōlelo Hawai'i, culturally-appropriate training, graphics, social media, earned and paid media.

B. Compensation

Chief Executive Officer - \$145,000 - \$155,000

Chief Operating Officer - \$115,000 - \$125,000

Senior Directors - \$110,000 - \$120,000

VII. Other

A. Litigation

CNHA is not currently a party to any pending litigation.

B. Licensure or Accreditation

All Purple Mai'a staff working on this project are Salesforce Administrator or Developer Certified. This certification is issued by Salesforce and indicates a level of proficiency within each respective area.

C. Private Educational Institutions

The proposed grant will not be used to support or benefit a sectarian or non-sectarian private education institution.

D. Future Sustainability Plan

Capacity Building Grants & Hubs

CNHA intends to solicit grants from additional sources, including the individual counties and programs that support tourism and economic development to continue capacity building - with emphasis on the neighbor islands. Additionally, as the community-based involvement in the industry and economic development opportunities grow, investing in local industry and community will be a natural part of the destination management work of the sector.

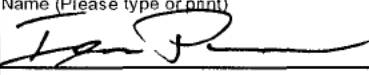
Mobile Application

The mobile application has two potential self-generating revenue streams. The first would be monetization of the app through marketing and advertising, which could support continued application operations. Second, once the app is successful, build outs for other geographies or leveraging of the intellectual property involved in the app development could result in revenue that would support both app operations and potentially other portions of the project.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2023 to June 30, 2024

Applicant: Council for Native Hawaiian Advancement

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	576,000	0	125,000	
2. Payroll Taxes & Assessments	43,200			
3. Fringe Benefits	120,960			
TOTAL PERSONNEL COST	740,160	0	125,000	0
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	5,000			
2. Insurance	10,000			
3. Lease/Rental of Equipment				
4. Lease/Rental of Space	300,000			
5. Staff Training				
6. Supplies	5,000			
7. Telecommunication				
8. Utilities	15,000			
9. Capacity Building Grants	1,000,000		700,000	
10. Contractual Support - Needs Assess.	225,000		25,000	
11. Contractual Support - App Devpt.	545,000		50,000	
12. Contractual Support - Marketing/Outreach			250,000	
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	2,105,000	0	1,025,000	0
C. EQUIPMENT PURCHASES	0	0	0	0
D. MOTOR VEHICLE PURCHASES	0	0	0	0
E. CAPITAL	0	0	0	0
TOTAL (A+B+C+D+E)	2,845,160	0	1,150,000	0
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	2,845,160	Ian Pumaras	808-386-6912	
(b) Total Federal Funds Requested	0	Name (Please type or print)	Phone	
(c) Total County Funds Requested	1,150,000		1/20/22	
(d) Total Private/Other Funds Requested	0	Signature of Authorized Official	Date	
TOTAL BUDGET	3,995,160	Ian Pumaras, Chief Financial Officer		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2023 to June 30, 2024

Applicant: Council for Native Hawaiian Advancement

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Program Manager	0.25	\$120,000.00	25.00%	\$ 30,000.00
Program Support Specialist	0.25	\$60,000.00	25.00%	\$ 15,000.00
Budget Manager	0.25	\$92,000.00	25.00%	\$ 23,000.00
				\$ -
Neighbor Island				\$ -
East Hawai'i Office Director	1	\$85,000.00	100.00%	\$ 85,000.00
East Hawai'i Program Assistant	1	\$85,000.00	100.00%	\$ 85,000.00
West Hawai'i Office Director	1	\$85,000.00	100.00%	\$ 85,000.00
West Hawai'i Program Assistant	1	\$85,000.00	100.00%	\$ 85,000.00
Maui Office Director	1	\$42,000.00	100.00%	\$ 42,000.00
Maui Program Assistant	1	\$42,000.00	100.00%	\$ 42,000.00
Kaua'i Office Director	1	\$42,000.00	100.00%	\$ 42,000.00
Kaua'i Program Assistant	1	\$42,000.00	100.00%	\$ 42,000.00
				\$ -
TOTAL:				576,000.00
JUSTIFICATION/COMMENTS:				

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Ap

Contracts Total: \$ 227,804,572.31

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Rental Utility Relief Program, ERA 1	05/19/2021-03/31/2022	Office of Economic Recovery	City and County of Honolulu and State of Hawaii	72,281,228
2	Rental Utility Relief Program, ERA 2	02/01/2022-09/30/2025	Office of Economic Recovery	City and County of Honolulu	53,207,885
3	City and County of Honolulu Rental Utility Relief Program (State and Local Fiscal Recovery Funds)	10/18/2020-10/31/2026	Office of Economic Recovery	City and County of Honolulu	15,610,813
4	Treasury Dept. Emergency Rental Assistance Program	2/5/2021-12/31/2021	Department of Hawaiian Home Lands	State of Hawaii	2,400,000
5	Native American Housing Assistance and Self-Determination Rental Assistance	04/26/2021- Open	Department of Hawaiian Home Lands	State of Hawaii	10,000,000
6	Native Hawaiian Housing Block Grant (ARPA)	06/07/2021-09/30/2022	Department of Hawaiian Home Lands	State of Hawaii	5,000,000
7	Native American Housing Assistance and Self-Determination and American Rescue Plan Act Mortgage Assistance	09/01/2021-09/30/2022	Department of Hawaiian Home Lands	State of Hawaii	6,494,150
8	Hardship Relief Program - COVID 19	May to December 2020	Department of Community Services	City and County of Honolulu	16,500,000
9	City and County of Honolulu Trades Grant Award	0/16/2021-09/30/2022	Department of Community Services	City and County of Honolulu	200,000
10	Pop-Up Makeke	Pending in 2023	Office of Economic Development	County of Maui	100,000
11	Hawaiian Trades Academy - Maui CDL	Pending in 2023	Office of Economic Development	County of Maui	75,232
12	Kupuna Rental Subsidy Program	Pending in 2023	Department of Hawaiian Home Lands	State of Hawaii	10,000,000
13	Oahu Homeowner Assistance Funds	01/03/2022-12/31/2025	Hawaii Housing Finance and Development Corporation	State of Hawaii	29,281,000
14	Microloans	Renewable	US Small Business Administration	Department of the Treasury	750,000
15	CDFI Rapid Response Program	06/15/2021-09/30/2030	Community Development Financial Institution	Department of the Treasury	1,826,265
16	Hawaiian Trades Academy, State Grant-in-Aid	01/15/2020-01/14/2021	Office of Hawaiian Affairs	State of Hawaii	75,000
17	Kahiau Community Assistance Program	01/01/2020-12/31/2020 and 01/01/2021-12/31/2021	Office of Hawaiian Affairs	State of Hawaii	1,600,000
18	Pop-Up Makeke	Pending in 2023		Congressional Appropriation	1,053,000
19	Hawaiian Trades and Entrepreneurship Academy	Pending in 2023		Congressional Appropriation	1,200,000
20	Kilohana - Destination Management	Pending in 2023	Office of Economic Development	County of Maui	150,000