



Aloha,

I am writing on behalf of the Waikiki Business Improvement District Association (WBID) to request funding for the operational costs associated with our Aloha Ambassador Program. This initiative plays a pivotal role in maintaining the cleanliness, safety, and welcoming atmosphere of Waikiki, which is crucial for both our local community and visitors.

The Aloha Ambassador Program is a multifaceted effort encompassing several key areas:

1. **Custodial Services:** Our ambassadors perform essential custodial work, ensuring that Waikiki's public spaces remain clean and well-maintained.
2. **Safety and Security:** Safety ambassadors, functioning similarly to security guards, are deployed to maintain a secure environment for everyone in the district.
3. **Hospitality Services:** Hospitality ambassadors are on hand to assist both locals and tourists with information and guidance, enhancing their experience in Waikiki.
4. **Support for the Mentally Ill and Homeless:** Our program extends its reach to help the severely mentally ill and homeless individuals in the area. This includes staffing outreach workers and mental health professionals who provide necessary care and medication.

The requested grant funds will be specifically allocated for staffing these various roles within the program. The continued operation of the Aloha Ambassador Program is vital for preserving the unique charm and safety of Waikiki, which in turn supports our local economy and community wellbeing.

Due to inflation, the rising cost of wages, and an increase in visitors coming back to the pre-covid numbers, your support will help sustain our current efforts without having to minimize any services or layoff any workers.

Thank you for considering our request.

Sincerely,

Trevor Abarzua

President & Executive Director

Waikiki Business Improvement District Association

**DECLARATION STATEMENT OF  
APPLICANTS FOR GRANTS PURSUANT TO  
CHAPTER 42F, HAWAII REVISIED 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.

Waikiki Business Improvement District Association  
(Typed Name of Individual or Organization)

 1/18/24  
(Signature) (Date)

Trevor Abarzng President & Executive Director  
(Typed Name) (Title)



STATE OF HAWAII  
STATE PROCUREMENT OFFICE

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

**Vendor Name:** WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

**Issue Date:** 11/13/2023

**Status:** **Compliant**

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#: XX-XXX1832

UI#: XXXXXX3671

DCCA FILE#: 119862

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

# 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. Hawaii Compliance Express Certificate (If the Applicant is an Organization)**

If the applicant is an organization, the applicant shall submit one (1) copy of a Hawaii Compliance Express Certificate from the Comptroller of the Department of Accounting and General Services that is dated no earlier than December 1, 2023.

### **2. Declaration Statement**

The applicant shall submit a declaration statement affirming its compliance with [Section 42F-103, Hawaii Revised Statutes](#).

### **3. Public Purpose**

The applicant shall specify whether the grant will be used for a public purpose pursuant to [Section 42F-102, Hawaii Revised Statutes](#).

Yes, the grant will be used for a public purpose.

## **II. Background and Summary**

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

### **1. A brief description of the applicant's background;**

The Waikiki Business Improvement District is a 501c(3) non-profit organization that brings together business, government, and community dedicated to the enhancement and prosperity of one of the world's most renowned destinations. Started in 2000, the WBID was formed to help make Waikiki "Clean and Safe".

We help keep Waikiki "Clean and Safe" through our well-known Aloha Ambassador program.

The Aloha Ambassador Program is a multifaceted effort encompassing several key areas:

1. **Custodial and Landscaping Services:** Our ambassadors perform essential custodial work, ensuring that Waikiki's public spaces remain clean and well-maintained.
2. **Safety and Security:** Safety ambassadors, functioning similarly to security guards, are deployed to maintain a secure environment for everyone in the district.
3. **Hospitality Services:** Hospitality ambassadors are on hand to assist both locals and tourists with information and guidance, enhancing their experience in Waikiki.
4. **Support for the Mentally Ill and Homeless:** Our program extends its reach to help the severely mentally ill and homeless individuals in the area. This includes staffing outreach workers and mental health professionals who provide necessary care and medication.

Here is a documentary done that explains our organization in more detail:

<https://www.youtube.com/watch?v=ukvxfyIBPew>

## 2. The goals and objectives related to the request;

The mission of the Waikiki Business Improvement District Association is to steward the evolution of Waikiki, ensuring it remains a premier destination and community by fostering an environment that is clean, safe, and vibrant.

The Aloha Ambassador Program is the embodiment of our commitment to a clean, safe, and welcoming community. Our ambassadors are more than just staff; they are the living representation of the Aloha spirit, engaging with residents and visitors alike to ensure every experience in Waikiki is memorable.

The requested grant funds will be specifically allocated for staffing these various roles within the program. The continued operation of the Aloha Ambassador Program is vital for preserving the unique charm and safety of Waikiki, which in turn supports our local economy and community wellbeing.

Due to inflation, the rising cost of wages, and an increase in visitors coming back to the pre-covid numbers, your support will help sustain our current efforts without having to minimize any services or layoff any workers.

## 3. The public purpose and need to be served;

This initiative is a cornerstone in our ongoing commitment to ensure that Waikiki remains a vibrant, safe, and welcoming environment for everyone.

**Community Enhancement and Safety** The Aloha Ambassador Program is instrumental in maintaining the aesthetic appeal and security of Waikiki. Through our dedicated team of ambassadors, we ensure that public spaces are kept clean

and that visitors and residents alike feel secure. The presence of our safety ambassadors, who serve as vigilant custodians of peace, significantly deters potential safety concerns, fostering a serene and orderly atmosphere.

**Economic Impact** Our program is a vital cog in the wheel of Waikiki's economy. A pristine and secure environment directly influences the influx of visitors, which in turn bolsters the local economy. By maintaining the allure of Waikiki as a top-tier visitor destination, we ensure the continuous flow of economic benefits to local businesses and the community at large.

**Addressing Homelessness and Mental Health** In our commitment to social responsibility, the Aloha Ambassador Program extends its reach to serve the severely mentally ill and homeless populations in Waikiki. By staffing outreach workers and mental health professionals, we not only provide essential care and support to these vulnerable groups but also contribute to the overall social fabric and well-being of our community.

**Community Integration and Support** Our program is a bridge to a better life for individuals struggling with homelessness and mental health issues. We offer pathways to resources, counseling, and medical assistance, thereby fostering a more inclusive and empathetic community. This holistic approach to community well-being resonates with the compassionate spirit of Aloha that is at the heart of Hawaiian culture.

**Alignment with State Objectives** The Aloha Ambassador Program aligns seamlessly with the State of Hawaii's objectives to promote health, safety, and social welfare. Our initiatives contribute to the overarching goal of making Hawaii a safe, healthy, and inclusive state, thus enhancing its reputation as a world-class destination.

In conclusion, the Waikiki Business Improvement District Association, through the Aloha Ambassador Program, is committed to sustaining the beauty, safety, and community spirit of Waikiki. We believe that our program is not just an investment in Waikiki but an investment in the heart of Hawaii. Your support will enable us to continue and expand our efforts in making a profound and lasting impact.

#### **4. Describe the target population to be served; and**

It is imperative to outline the diverse and extensive target population that our Aloha Ambassador Program serves. Our program is tailored to address the needs of a broad spectrum of individuals, each integral to the fabric of Waikiki.

**Residents of Waikiki** At the forefront are the approximately 30,000 residents of Waikiki, a dynamic and diverse community. Our program is committed to ensuring their neighborhood remains a safe, clean, and lively environment.

**Workforce in Waikiki** Equally important are the tens of thousands of workers who commute to Waikiki daily. These individuals are crucial to the functioning of the area's vibrant tourism and service industries. Our program aims to create a safe and pleasant environment for them, recognizing that their well-being directly impacts the quality of service and overall experience in Waikiki.

**Residents of Oahu and the State of Hawaii** The program also reaches beyond Waikiki, impacting over a million residents across Oahu and the state of Hawaii. The health and vitality of Waikiki have a ripple effect, influencing the economic and social well-being of the entire region.

**Visitors to Waikiki** Waikiki's allure as a global tourist destination draws hundreds of thousands of visitors weekly. Our program plays a pivotal role in ensuring their safety and enriching their experience, thereby enhancing Hawaii's reputation as a top travel destination.

**Homeless Population** A key focus of our program is the homeless community in Waikiki. We provide critical services, including healthcare and support, to assist them in regaining stability and dignity. Addressing homelessness not only aids this vulnerable group but also improves the overall community environment.

**Comprehensive Service Approach** Our Aloha Ambassador Program embraces a holistic approach in serving these diverse groups. From enhancing the living and working environment for residents and workers to ensuring a memorable and safe visit for tourists, and providing life-changing support to the homeless, our program is a testament to the spirit of inclusivity and care that defines Waikiki.

In summary, our target population encompasses the residents, workers, visitors, and the homeless community of Waikiki. Through the Aloha Ambassador Program, we are dedicated to serving each of these groups with utmost commitment, ensuring that Waikiki continues to shine as a beacon of community and hospitality.

## **5. Describe the geographic coverage.**

The Waikiki Business Improvement District Association's geographic coverage encompasses the entire Waikiki neighborhood. From the entire Ala Wai Boulevard, to Kapahulu Avenue, and everything in between. We also cover the entire Ala Wai Boat Harbor. See the attached map on a separate document.



### **III. Service Summary and Outcomes**

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

#### **1. Describe the scope of work, tasks and responsibilities;**

##### **Scope of Work:**

**Objective:** The Aloha Ambassador Program aims to enhance the experience of residents, workers, and visitors in Waikiki by providing services that ensure safety, cleanliness, hospitality, and support to the homeless and mentally ill.

##### **Tasks and Responsibilities:**

###### **1. Safety Ambassadors:**

- **Patrolling:** Regularly patrol designated areas in Waikiki to ensure public safety and order.
- **Reporting and Response:** Respond to and report safety concerns or incidents to the appropriate authorities.
- **Community Interaction:** Engage with the public, offering assistance and information related to safety.
- **Collaboration:** Work closely with local law enforcement and community organizations to address safety issues.

###### **2. Hospitality Ambassadors:**

- **Information Provision:** Offer directions, recommendations, and information about local attractions, events, and facilities to visitors and residents.
- **Guest Assistance:** Assist guests with queries and provide a welcoming atmosphere.
- **Event Support:** Support local events by providing information and assistance to attendees.

###### **3. Custodial and Landscaping Ambassadors:**

- **Maintenance:** Conduct regular cleaning and maintenance of public spaces, including streets, parks, and beaches.
- **Landscaping:** Manage and maintain landscaping in public areas to enhance aesthetic appeal.
- **Waste Management:** Ensure efficient trash collection and disposal, and manage recycling processes.

###### **4. Homeless and Mental Health Outreach Ambassadors:**

- **Outreach Services:** Engage with the homeless population to understand their needs and connect them with appropriate services.

- **Healthcare Coordination:** Coordinate with healthcare providers to facilitate access to mental health services and medical care for the homeless.
- **Shelter and Food Access:** Assist in providing information about shelters, food services, and other essential resources.

#### **Deliverables:**

- **Safety Reports:** Regular reports on safety incidents and responses.
- **Visitor Feedback:** Collection and analysis of feedback from tourists and residents regarding hospitality services.
- **Maintenance Logs:** Detailed logs of cleaning and maintenance activities.
- **Outreach Records:** Documentation of interactions with the homeless and mentally ill, including referrals made and services provided.

#### **Evaluation:**

- **Performance Metrics:** Establish and monitor performance metrics for each aspect of the program.
- **Feedback Mechanisms:** Implement feedback mechanisms to gather insights from the community and visitors.
- **Continuous Improvement:** Regular review of program effectiveness and adjustments based on feedback and performance data.

#### **Collaboration:**

- **Stakeholder Engagement:** Engage with local businesses, law enforcement, healthcare providers, and community organizations for comprehensive service delivery.
- **Training and Development:** Provide ongoing training and professional development opportunities for all ambassadors.

#### **Reporting:**

- **Regular Updates:** Provide regular updates to the Waikiki Business Improvement District Association and other stakeholders.
- **Annual Report:** Compile an annual report detailing activities, impact, and future plans.

This scope of work outlines a comprehensive approach to managing the various aspects of the Aloha Ambassador Program, ensuring it effectively meets the needs of the Waikiki community and visitors.

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

Our Aloha Ambassador program operates at a 24/7 / 365 days a year service. The projected annual timeline would be 24/7-365 days a year from July 1<sup>st</sup>, 2024 to June 30<sup>th</sup>, 2025.

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

For the Waikiki Business Improvement District Association's Aloha Ambassador Program, a robust quality assurance and evaluation plan is pivotal to ensure the effectiveness and improvement of the services provided. The plan comprises monitoring, evaluation, and continuous improvement strategies, integrating the use of a real-time data tracking app called Smart System.

#### **Quality Assurance and Evaluation Plans:**

- 1. Use of Smart System for Real-Time Data Tracking:**

- **Functionality:** Our Aloha ambassadors are equipped with the Smart System app, enabling real-time tracking of their activities and interactions. This app captures data related to tasks completed, areas covered, incidents reported, and services provided to the homeless and mentally ill.
- **Productivity Analysis:** The app allows for an in-depth analysis of productivity, identifying patterns and trends in service delivery. This real-time data helps in making immediate adjustments and long-term strategic decisions.

- 2. Monitoring:**

- **Regular Reviews:** Conduct daily, weekly, and monthly reviews of the data collected through Smart System to monitor the performance of each ambassador and the program as a whole.
- **Incident Tracking:** Monitor and track safety incidents and the response times of ambassadors to ensure rapid and effective handling of situations.
- **Stakeholder Feedback:** Regularly gather feedback from local businesses, residents, and visitors to gauge the impact and effectiveness of the program.

- 3. Evaluation:**

- **Performance Metrics:** Develop and evaluate key performance indicators (KPIs) such as the number of interactions with tourists, incidents managed, areas cleaned, and successful referrals for homeless services.
- **Surveys and Feedback Forms:** Implement surveys and feedback forms for both the public and the ambassadors to assess satisfaction levels and gather suggestions for improvement.

- 4. Continuous Improvement:**

- **Data-Driven Decision Making:** Utilize the data collected from Smart System to identify areas for improvement. This includes optimizing routes for custodial staff, adjusting the deployment of safety ambassadors, and enhancing the reach of outreach programs.
- **Regular Training:** Based on the insights from Smart System, provide targeted training to ambassadors to improve their skills and effectiveness.
- **Stakeholder Involvement:** Engage stakeholders in regular discussions to review program performance and integrate their insights into program enhancements.

#### 5. Reporting:

- **Regular Reporting to Stakeholders:** Provide comprehensive reports to the Waikiki Business Improvement District Association, funders, and other stakeholders, detailing the program's performance, areas of success, and identified areas for improvement.
- **Annual Review and Planning:** Conduct an annual review of the program's performance against set goals and objectives, and use this analysis to inform the planning and strategy for the following year.

This quality assurance and evaluation plan ensures that the Aloha Ambassador Program remains responsive, effective, and continuously evolving to meet the needs of the Waikiki community. By leveraging technology and data, along with stakeholder engagement and a commitment to continuous improvement, the program aims to enhance its impact and value to the community it serves.

4. **List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.**

The following measures of effectiveness will be reported to the State agency responsible for the appropriation of the grant funds. These measures will provide objective standards to assess the program's achievements and accomplishments:

#### 1. Safety and Security Metrics:

- Number of safety incidents reported and resolved. (Goal: 4,000)
- Response time to safety incidents. (Goal: Under 15 minutes on average)
- Number of safety patrols conducted. (Goal: Over 180 hours a week)

#### 2. Custodial and Environmental Maintenance Metrics:

- Volume of waste collected and properly disposed of (Goal: 500,000 pounds of trash)
- Number of Graffiti Tags Removed. (Goal: 5,000)

- Landscaping improvements made in public spaces (Goal: 15 improvements)
3. **Hospitality and Visitor Assistance Metrics:**
    - Number of tourists and residents assisted. (Goal: 500,000)
    - Tourist satisfaction ratings gathered through surveys. (Goal: 4/5 satisfaction)
    - Frequency and distribution of hospitality assistance across Waikiki. (Goal: Over 180 hours a week)
  4. **Homeless and Mental Health Outreach Metrics:**
    - Number of homeless individuals engaged by outreach ambassadors. (Goal: 100 unique individuals)
    - Number of referrals made to housing and health services. (Goal: 75)
    - Follow-up success rate on referrals (e.g., how many led to individuals receiving the necessary assistance). (Goal: 45)
  5. **Program Engagement and Reach Metrics:**
    - Number of ambassadors actively participating in the program. (Goal: 50)
    - Community engagement metrics, such as participation in local events or initiatives. (Goal: Over 50)
  6. **Feedback and Improvement Metrics:**
    - Results from community feedback surveys and ambassador self-assessments.
    - Changes implemented based on feedback and their impacts.

## **IV. Financial**

### **Budget**

1. **The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.**
  - a. Budget request by source of funds ([Link](#))
    - i. See attached
  - b. Personnel salaries and wages ([Link](#))
    - i. See attached
  - c. Equipment and motor vehicles ([Link](#))
    - i. Does not apply
  - d. Capital project details ([Link](#))
    - i. Does not apply
  - e. Government contracts, grants, and grants in aid ([Link](#))
    - i. Does not apply (We do not have any)

2. **The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2025.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$50,000	\$50,000	\$50,000	\$50,000	\$200,000

3. **The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2025.**

The Waikiki Business Improvement District receives funds through a special commercial property tax assessment rate on all commercial properties within the Waikiki Special Improvement District. This is the only other source of funding received and is projected to total \$4,365,397 in FY2025

4. **The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.**

None

5. **The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2025 for program funding.**

Received \$100,000 grant from City and County of Honolulu for Safe & Sound Waikiki initiative for FY2024.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2023.

The fund balance as of December 31<sup>st</sup>, 2023 is \$1,510,753

## **V. Experience and Capability**

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

The Waikiki Business Improvement District Association (WBIDA) is well-equipped with the necessary skills, abilities, knowledge, and experience to effectively manage and expand the Aloha Ambassador Program, as proposed in this application. Our experience and qualifications are outlined as follows:

### **Experience and Appropriateness for Providing the Service:**

#### **1. Longstanding Operation and Management Experience:**

- WBIDA has been operational for over 20 years, demonstrating a deep commitment and understanding of Waikiki's unique needs and challenges.
- The Aloha Ambassador Program, initiated in 2001, has been a key component of our services, consistently growing and adapting to the changing dynamics of the community.

#### **2. Program Growth and Adaptation:**

- Since its inception, the Aloha Ambassador Program has expanded in scope and scale, successfully addressing various community needs, including safety, cleanliness, hospitality, and support for homeless and mentally ill individuals.
- Our experience in managing this program has equipped us with unique insights into community engagement, public safety, and environmental stewardship.

#### **3. Response to Recent Challenges:**

- The post-COVID era has presented new challenges, including increased visitor numbers and inflationary pressures. We have effectively navigated these challenges, ensuring that the quality of service is maintained.
- However, to sustain and enhance our service levels in the face of these challenges, additional funding is necessary.

#### **4. Collaboration with Leading Contractors:**

- We have partnered with a nationwide leading contractor, Block by Block, known for its world-class services in similar domains. This collaboration ensures that our services meet the highest standards of quality and efficiency.

### **Verifiable Experience of Related Projects or Contracts (Past Three Years):**

- **Safety and Security Enhancements:** Over the past three years, we have significantly improved our safety and security measures in Waikiki, including increasing patrols and integrating advanced safety protocols.
- **Custodial and Environmental Projects:** Our custodial team has undertaken numerous projects to maintain and enhance the cleanliness and visual appeal of public spaces in Waikiki.

- **Hospitality and Visitor Assistance Initiatives:** We have continuously developed our hospitality services, providing visitor assistance and information, contributing to a positive visitor experience.
- **Homeless and Mental Health Outreach:** Our efforts in supporting the homeless and mentally ill community have intensified, with a focus on providing compassionate and effective outreach services.

In summary, the Waikiki Business Improvement District Association's extensive experience, proven track record, and partnership with a leading contractor position us ideally to deliver the services proposed in this grant application. Our commitment to the community and capability to adapt to changing circumstances ensure that the Aloha Ambassador Program will continue to serve Waikiki effectively with the support of this grant.

## **2. Facilities**

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

The Waikiki Business Improvement District Association (WBIDA) is well-equipped with facilities that are fully adequate for the operation and expansion of the Aloha Ambassador Program. Our current facilities and their relevance to the program are described as follows:

### **1. Office Space at the Bank of Hawaii Building:**

- **Location:** Our main office is strategically located at the Bank of Hawaii building on Kalakaua Avenue, offering easy accessibility and visibility.
- **Capabilities:** This office space serves as the operational hub for the Aloha Ambassador Program, housing our administrative staff, program coordinators, and a central communication center.
- **Adequacy:** Equipped with modern communication and office technologies, this space effectively supports the management, training, and coordination activities of the program.

### **2. Garage and Storage Space at the Wyndham Waikiki Beach Walk:**

- **Location:** Located at 227 Lewers Street, this facility provides a convenient and accessible location for storage and deployment.
- **Storage and Maintenance:** The garage and storage space are used to house equipment, uniforms, and other supplies essential for the daily operations of the Aloha Ambassadors.



- **Adequacy for Operations:** The proximity of this facility to key areas of Waikiki ensures efficient distribution of resources and quick response times for our ambassadors.

Having maintained these facilities for over a decade, WBIDA has ensured that they are well-suited to support the various aspects of the Aloha Ambassador Program. The office at the Bank of Hawaii building allows for efficient administrative and operational management, while the garage and storage space at the Wyndham Waikiki Beach Walk ensure that our ambassadors are well-equipped and ready to serve the community effectively.

These facilities, in combination with our experienced management and staff, provide a strong foundation for the continued success and expansion of the Aloha Ambassador Program. The adequacy of our facilities ensures that we are well-prepared to utilize the grant funds effectively and deliver the proposed enhancements to the program.

## **VI. Personnel: Project Organization and Staffing**

### **1. Proposed Staffing, Staff Qualifications, Supervision and Training**

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

The Waikiki Business Improvement District Association (WBIDA) is fully prepared to implement the staffing pattern and service capacity required for the viability of our request. Our organizational structure, staff qualifications, and supervision capabilities are as follows:

#### **Proposed Staffing Pattern and Service Capacity:**

- **Adequate Service Capacity:** WBIDA has developed a staffing model that effectively meets the needs outlined in the grant. This includes roles for safety ambassadors, hospitality ambassadors, custodial staff, and outreach workers for the homeless and mentally ill. The staffing levels are designed to provide comprehensive coverage across Waikiki.
- **Flexible Deployment:** Staff are deployed based on a strategic plan that accounts for peak times, special events, and specific needs identified through our ongoing community engagement and monitoring efforts.

#### **Qualifications and Experience of Personnel:**

**1. Director of Operations:**

- Over 20 years of experience in operational management, bringing a wealth of knowledge in overseeing complex programs and ensuring efficient service delivery.
- Responsible for the overall strategic direction and operational execution of the program.

**2. General Manager of the Aloha Ambassador Program:**

- With more than 9 years of experience in managing the Aloha Ambassador Program, the General Manager has demonstrated exceptional skills in program management, staff supervision, and quality service provision.
- The success of the program under their management is a testament to their capabilities and understanding of the community's needs.

**Supervision, Training, and Administrative Direction:**

- **Supervision:** Our supervisory structure includes team leaders for each component of the program who report to the General Manager. These leaders are experienced in their respective areas and provide day-to-day supervision of the ambassadors.
- **Training:** We have a comprehensive training program for all staff, which includes orientation, ongoing professional development, and specialized training in areas such as safety procedures, hospitality services, and homeless outreach.
- **Administrative Direction:** Our administrative team, led by the Director of Operations, ensures that all aspects of the program are aligned with our strategic goals. This team is responsible for budget management, program evaluation, and compliance with regulatory requirements.

**Continuous Improvement and Adaptability:**

- **Evaluation and Feedback:** Regular performance evaluations and feedback mechanisms are in place to ensure continuous improvement in service delivery.
- **Adaptability:** Our leadership and staff are adept at adapting to changing circumstances and needs, ensuring that our program remains effective and responsive to the community.

In summary, the WBIDA possesses the necessary staff expertise, organizational structure, and administrative capabilities to successfully execute and manage the proposed enhancements to the Aloha Ambassador Program. Our experienced personnel, combined with our commitment to quality service and continuous improvement, ensure that we are well-equipped to fulfill the objectives of the grant

## 2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.

The organizational structure of the Waikiki Business Improvement District Association (WBIDA) for the Aloha Ambassador Program is designed to ensure clear lines of responsibility and supervision, aligning with our commitment to service excellence. The organization chart is as follows:

### 1. Top Organizational Leadership:

- **President and Executive Director:** Overseeing all operations of WBIDA, including the Aloha Ambassador Program.
- **Deputy Director and Vice President:** With a background in operations and ambassador programs, including 15 years as an operations manager. This role involves oversight of the Director of Operations.

### 2. Operational Management:

- **Director of Operations:** Boasting over 20 years of experience in operations and hospitality, this role is crucial in overseeing the day-to-day functioning of the Aloha Ambassador Program.
- **General Manager of the Aloha Ambassador Program:** With 9+ years in this role, they are responsible for the overall management of the program.

### 3. Aloha Ambassador Program Structure:

- **Operations Supervisors:** Each operational shift (clean team, hospitality ambassador, safety ambassador, custodian) has an Operations Supervisor responsible for overseeing the activities and staff of that specific shift.
- **Homeless Outreach Ambassador:** Directly reporting to the General Manager, this role is focused on engaging with and assisting the homeless community in Waikiki.

### 4. Field-Level Employees:

- **Ambassadors:** Comprising the clean team, hospitality ambassadors, safety ambassadors, and custodians, these staff members report to their respective Operations Supervisors.
- **Homeless Outreach Staff:** Working under the guidance of the Homeless Outreach Ambassador to provide targeted services to the homeless population.

This structure ensures that each level of the program has clear supervisory and reporting lines, facilitating effective communication,

accountability, and high-quality service delivery. The top leadership sets strategic directions, while operational management ensures these strategies are effectively implemented on the ground. The field-level employees are the backbone of the program, directly interacting with and serving the community of Waikiki.

### **3. Compensation**

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

President and Executive Director: \$150,000  
Vice President and Deputy Director: \$119,600  
Administrative Director: \$104,644

## **VII. Other**

### **1. Litigation**

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

None

### **2. Licensure or Accreditation**

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

None

### **3. Private Educational Institutions**

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

None

#### 4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2024-25 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2024-25, but
- (b) Not received by the applicant thereafter.

To ensure the sustainability of the Aloha Ambassador Program beyond fiscal year 2024-25, the Waikiki Business Improvement District Association (WBIDA) will implement a detailed plan. This plan will be crucial if the grant for fiscal year 2024-25 is not continued thereafter. The plan includes:

##### 1. Diversification of Funding Sources:

- **Private Sector Partnerships:** We will seek partnerships with local businesses and corporations that benefit from our services. These could include sponsorships, corporate donations, or collaborative projects.
- **Community Funding Initiatives:** Initiating community fundraising campaigns, including crowdfunding, to engage the support of local residents and visitors.

##### 2. Operational Efficiencies:

- **Cost Optimization:** We plan to review and optimize operational costs by identifying areas for efficiency improvements, ensuring no compromise in service quality.
- **Technology Integration:** Implementing advanced technology solutions to streamline operations and reduce costs.

##### 3. Revenue-Generating Activities:

- **Service Fees:** We will explore the possibility of introducing service fees for certain aspects of the program, particularly for specialized services or events.

#### 4. **Government and Non-Profit Grants:**

- **Continued Grant Applications:** Actively seek other relevant government and non-profit grants.
- **Partnerships with Non-Profits:** Forge collaborations with non-profit organizations for joint grant applications or projects.

#### 5. **Community Awareness and Support:**

- **Public Awareness Campaigns:** Increase the program's visibility and importance through targeted marketing and public relations.
- **Volunteer Involvement:** Encourage community volunteerism to reduce labor costs and increase community engagement.

#### 6. **Long-Term Planning:**

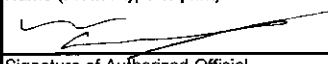
- **Strategic Reserve Fund:** Establishing a reserve fund from the current funding to support the program during financial challenges.
- **Long-Term Financial Strategy:** Developing a strategy that may include building an endowment or investment fund for the program's future.

This sustainability plan will be continually revised to adapt to changing circumstances, ensuring the Aloha Ambassador Program's longevity and impact in the community.

## BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2024 to June 30, 2025

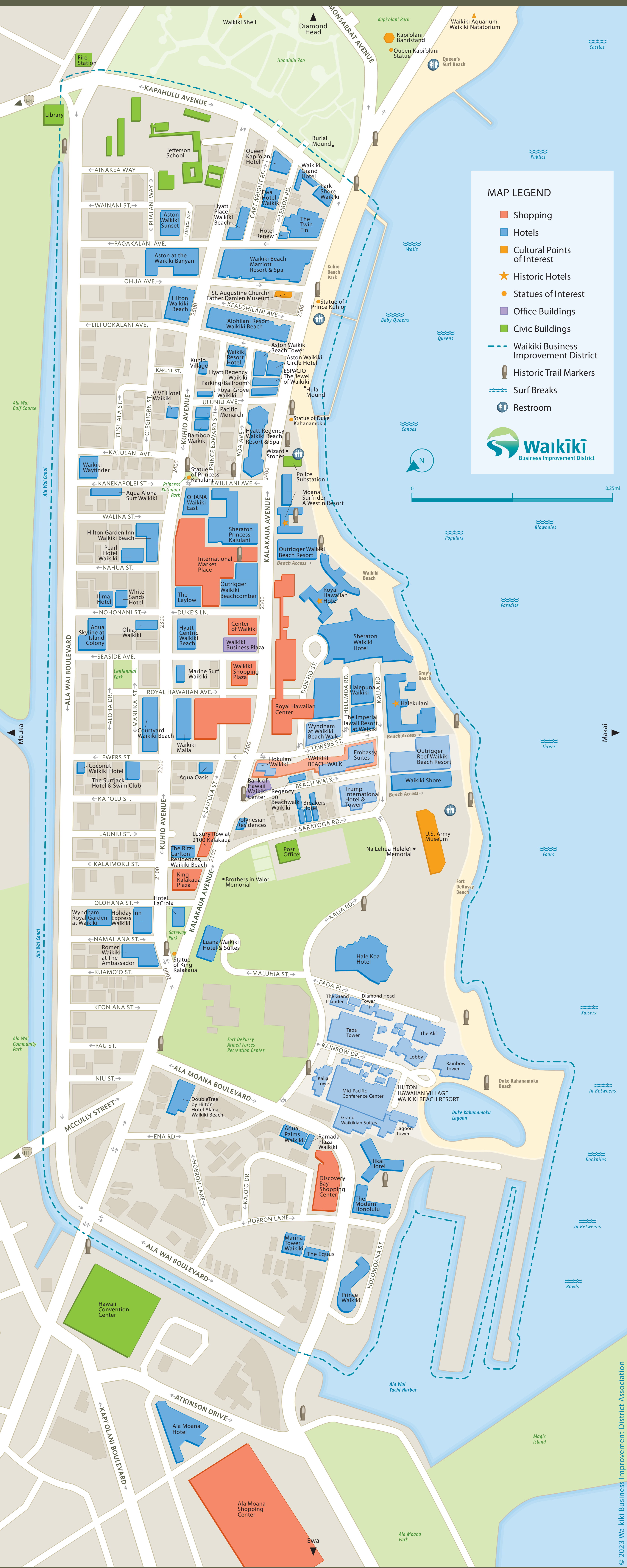
Applicant: \_\_\_\_\_ Waikiki Business Improvement District Association

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
<b>A. PERSONNEL COST</b>				
1. Salaries	173,285	0	483,500	1,617,909
2. Payroll Taxes & Assessments	0	0	0	166,070
3. Fringe Benefits	6,715	0	0	1,016,287
<b>TOTAL PERSONNEL COST</b>	<b>180,000</b>		<b>483,500</b>	<b>2,800,266</b>
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island	0	0	0	0
2. Insurance	10,000	0	0	244,596
3. Lease/Rental of Equipment	0	0	0	34,043
4. Lease/Rental of Space	0	0	0	109,392
5. Staff Training	10,000	0	0	10,000
6. Supplies	0	0	0	27,110
7. Telecommunication	0	0	0	8,950
8. Utilities	0	0	0	57,504
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>20,000</b>			<b>491,595</b>
<b>C. EQUIPMENT PURCHASES</b>				
<b>D. MOTOR VEHICLE PURCHASES</b>				
<b>E. CAPITAL</b>				
<b>TOTAL (A+B+C+D+E)</b>	<b>200,000</b>		<b>483,500</b>	<b>3,291,861</b>
<b>SOURCES OF FUNDING</b>			Budget Prepared By:	
(a) Total State Funds Requested	200,000		Trevor Abarzua <sup>808</sup> 490-2580	
(b) Total Federal Funds Requested	0		Name (Please type or print)	Phone
(c) Total County Funds Requested	483,500			1/18/23
(d) Total Private/Other Funds Requested	2,608,361		Signature of Authorized Official	Date
<b>TOTAL BUDGET</b>	<b>3,291,861</b>		Trevor Abarzua - President &	
			Name and Title (Please type or print)	Executive Director





# EXPLORE WAIKIKI



## MAP LEGEND

- Shopping
- Hotels
- Cultural Points of Interest
- ★ Historic Hotels
- Statues of Interest
- Office Buildings
- Civic Buildings
- Waikiki Business Improvement District
- Historic Trail Markers
- Surf Breaks
- Restroom



## 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) Hawaii Compliance Express Certificate (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

Trevor Abarzua - President

PRINT NAME AND TITLE

11/18/24

DATE