

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

Type of Grant Request:

Operating                       Capital

Legal Name of Requesting Organization or Individual:    Db:

Hawaii Ag & Culinary Alliance

Amount of State Funds Requested: \$ 517,100

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

PLEASE SEE ATTACHED WORD DOCUMENT.

Amount of Other Funds Available:

State:            \$ 75,000

Federal:        \$ 0

County:        \$ 0

Private/Other: \$ 0

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

\$ 320,000

Unrestricted Assets:

\$ 2,400,000

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

Type of Business Entity:

501(C)(3) Non Profit Corporation

Other Non Profit

Other

Mailing Address:

3538 Waiialae Ave. #202

City: Honolulu

State: HI

Zip: 96825

Contact Person for Matters Involving this Application

Name:

Denise Yamaguchi

Title:

Chief Executive Officer

Email:

deniseyamaguchi@hawaiifoodandwinefestival.com

Phone:

808-386-2538

Denise Yamaguchi

Denise Yamaguchi (Jan 17, 2025 12:56 HST)

Authorized Signature

Denise Yamaguchi, Chief Executive Officer

Name and Title

01/17/2025

Date Signed

## **COVER PAGE**

### **BRIEF DESCRIPTION OF REQUEST:**

Hawaii Ag & Culinary Alliance (HACA) is requesting Grant in Aid support to continue to expand its workforce development outreach initiatives. HACA is uniquely positioned to bridge the gap between education, culinary, and agricultural industries by supporting programs that nurture and prepare the workforce through four impactful programs.

1. HACA will host a Workforce Development Conference on Oahu featuring industry experts and educators from culinary and agricultural sectors. The conference will focus on food systems, sustainability, and innovation, emphasizing the interconnectedness of culinary, agriculture, and tourism industries.
2. HACA will continue to provide marketing support to promote the Leeward Community College Aina to Makeke Program and expand its support for Hawaii-based entrepreneurs who utilize locally grown, raised or caught ingredients by providing scholarship funds to participate in the program. The program helps small businesses develop their value-added products into thriving food enterprises.
3. HACA will help market and build a pipeline of well-trained culinary professionals for the Culinary Institute of the Pacific and Culinary Institute of America Workforce Development Program by providing scholarship funds. These scholarship funds will help enhance skills, resources, education, and leadership training for participants.
4. HACA will conduct a survey to address the lack of data on Hawaii's culinary and agricultural workforce to establish a baseline of the industry's needs. The data analysis will provide a clear understanding of the current workforce trends, allowing HACA to evidence-based insight to collaborate with educational institutions and stakeholders to adjust curricula and training efforts.

## 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
  - Budget request by source of funds ([Link](#))
  - Personnel salaries and wages ([Link](#))
  - Equipment and motor vehicles ([Link](#))
  - Capital project details ([Link](#))
  - Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing

Denise Yamaguchi  
Denise Yamaguchi (Jan 17, 2025 12:56 HST)  
AUTHORIZED SIGNATURE

Denise Yamaguchi, Chief Executive Officer  
PRINT NAME AND TITLE

January 17, 2025  
DATE



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:** Hawaii Ag and Culinary Alliance

**DBA/Trade Name:** Hawaii Food & Wine Festival

**Issue Date:** 01/09/2025

**Status:** **Compliant**

Hawaii Tax#: 30157628-01

New Hawaii Tax#:

FEIN/SSN#: XX-XXX8609

UI#: No record

DCCA FILE#: 236029

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	Compliant
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

**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.

**Hawaii Ag & Culinary Alliance**

(Typed Name of Individual or Organization)

*Denise Yamaguchi*

Denise Yamaguchi (Jan 17, 2025 12:56 HST)

(Signature)

January 17, 2025

(Date)

Denise Yamaguchi

(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. 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, 2024.

#### **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](#).

### **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;**

Hawaii Ag & Culinary Alliance (HACA) is a 501(c)(3) nonprofit organization organized for charitable and educational purposes to put a spotlight on Hawaii as a center for purposeful cultural endeavors by producing world-class culinary experiences which support the farmers, students, chefs and the people who call Hawaii home.

In 2010, HACA launched its first program, the Hawaii Food & Wine Festival (HFWF), to promote local agriculture, new and emerging culinary talent and to bolster culinary education. Through HFWF, students in the University of Hawaii Community College (UHCC) culinary arts program statewide gain hands-on experience working alongside world-renowned chefs to gain skills and knowledge by some of the nation's top culinary professionals. In addition, HFWF has

donated nearly \$1.5 million to support the culinary programs through funding support of capital improvements, culinary scholarships, equipment, and other travel educational opportunities.

In 2021, HACA launched the From Cottage Industry to Commercial Enterprise program, in partnership with Leeward Community College (Leeward CC) and the Wahiawa Value-Added Product Development Center (WVAPDC). The program leveraged its culinary chef talent and marketing platform to support commercial packaged goods businesses that aim to support our local agricultural and fishing industries.

In 2024, HACA supported the launch of Kapiolani Community College's (KCC) Culinary Institute of the Pacific (CIP) – Culinary Institute of America (CIA) Workforce Development Program. HACA supported the collaboration by coordinating a press conference and launch event, as well as provided marketing support for the program and scholarship assistance for participants.

2. The goals and objectives related to the request;

Tourism is Hawaii's largest single source of private capital. Pre-pandemic, the industry contributed over \$17 billion annually in visitor spending, generating significant revenue for local businesses, the state government, and residents. Typically, tourism accounts for about 17-20% of Hawaii's GDP, making it a primary driver of economic activity. In addition, one in three jobs is supported by tourism, including direct employment in hospitality, retail, food service, and transportation, as well as indirect jobs in supply chains and related industries.

Visitors are drawn to Hawaii for its unique combination of natural beauty, rich cultural heritage, and world-class experiences. Dining is one of the top categories for visitor spending, alongside accommodations and activities. In 2022, food and beverage accounted for approximately 20% of total visitor expenditures.

A strong culinary workforce ensures the state remains a top destination for tourism. However, the current shortage of trained culinary workers creates a vicious cycle: insufficient staffing leads to diminished service quality, negatively impacting the tourism experience and, ultimately the state's economic health.

By building a pipeline of well-trained culinary professionals through targeted programs and hands-on learning opportunities, HACA is dedicated to advancing workforce development, strengthening Hawaii's culinary industry, and ensuring the state remains a world-class destination, benefiting residents, businesses, and the boarder economy. Investing in culinary education and workforce development allows local residents to pursue rewarding careers in the industry, creating pathways for economic mobility and reducing reliance on imported labor.

HACA is requesting Grant in Aid support to continue to expand its workforce development outreach initiatives. HACA is uniquely positioned to bridge the gap between education, culinary, and agricultural industries by supporting programs that nurture and prepare the workforce through these impactful programs:

1. **Workforce Development Conference:** HACA will host a Workforce Development Conference on Oahu featuring industry experts and educators from culinary and agricultural sectors. The conference will focus on food systems, sustainability, and innovation, emphasizing the interconnectedness of culinary, agriculture, and tourism industries. With the support of this Grant in Aid, HACA will provide equitable access to the conference by covering admission and travel expenses for students and instructors, ensuring participants from across the state can attend. Additionally, the funding will cover costs of the conference, including venue, talent, travel, rentals, food cost for tasting, and other associated expenses to ensure its success. The conference is crucial to postsecondary education and workforce development as it bridges the gap between classroom learning and real-world industry demands, building a pipeline of well-trained professionals who contribute to Hawaii's visitor industry and economy.
2. **Leeward Community College Aina to Makeke Scholarship Fund:** In partnership with Leeward Community College (Leeward CC) and the Wahiawa Value-Added Product Development Center (WVAPDC), HACA will continue to expand its support for Hawaii-based entrepreneurs who utilize locally grown, raised or caught ingredients. The goal is for these food business owners to scale their operations beyond Hawaii. Through this Grant in Aid, HACA will fund scholarships for the next two cohorts (30 entrepreneurs) to develop their cottage industries, consumer packaged goods, or value-added products into thriving food enterprises. Investing in these small businesses is essential to nurturing Hawaii's local food economy, supporting agricultural sustainability and empowering entrepreneurship.
3. **Culinary Institute of the Pacific and Culinary Institute of America Scholarship Fund:** The collaboration between Culinary Institute of the Pacific (CIP) and Culinary Institute of America (CIA) represents a groundbreaking initiative to foster professional culinary excellence for the State of Hawaii. Through this partnership, Hawaii will be able to offer world-class culinary training that meets the demands of a growing and competitive industry. With the support of this Grant in Aid, HACA will fund scholarships for four cohorts, each consisting of 16 culinary professionals, to the CIP-CIA Workforce Development Program. These scholarships will provide enhanced skills, resources, education, and leadership training for participants. By investing in workforce development, this program aligns

with the state's initiative to build a pipeline of highly skilled professionals that will provide higher paying jobs and support economic growth.

4. **Workforce Development Survey:** To address the lack of data on Hawaii's culinary and agricultural workforce, HACA plans to conduct a survey to establish a baseline of the industry's workforce pipeline. This initiative aims to fill critical gaps in information that currently hinder efforts to effectively tailor educational training programs to meet industry needs. With the support of this Grant in Aid, HACA will gather and analyze data-points, including the percentage of workers who have completed formal training programs, career trajectories of graduates, and workforce retention rates. The primary goal of the survey is to obtain information on the current workforce to determine the success and relevance of ag and culinary education. By conducting this survey, HACA will gain insights on the past and present workforce development initiatives and postsecondary education. The data will offer a clear understanding of the current workforce trends, allowing HACA to collaborate with educational institutions to adjust curricula and with stakeholders to address gaps in training efforts. These efforts will ensure alignment with industry demands and contribute to the state's long-term economic sustainability. Additionally, the survey will provide policymakers and industry leaders with evidence-based insight to future investment in culinary and agricultural educational and training programs.

3. The public purpose and need to be served;

On June 28, 2024, the Hawaii Restaurant Association reported a dire shortage of chefs and skilled kitchen workers in our Islands, with about a fifth of Hawaii's restaurants looking to hire\*.

The workforce industries in Hawaii are deeply interdependent upon the culinary, agricultural, and tourism sectors, and collectively form the foundation of Hawaii's economy. Tourism drives demand for authentic, locally sourced culinary experiences, which in turn depend on Hawaii's agricultural sector for fresh, high-quality ingredients. The culinary arts serve as the creative force that showcases locally grown, caught or raised products, making Hawaii a world-class destination. Together, these sectors sustain the economy and create jobs. However, as Hawaii faces challenges in labor shortages, increased costs, and destination competition, HACA sees the urgent need to invest in programs that train skilled professionals through these initiatives:

1. A Workforce Development Conference will bring together industry experts, educators, and professionals from the culinary and agricultural sectors, who will lead transformative discussions, seminars, and interactive activities. The conference is designed to provide participants with real-

world knowledge and skills that bridge the gap between classroom education and industry demands. This initiative services a public purpose by addressing Hawaii's labor shortages in these interconnected sectors by equipping students, professionals, and educators with the tools they need to succeed. The Workforce Development Conference will empower participants to become leaders in their fields, ensuring a sustainable pipeline of talent and contributing to the state's economic and workforce resilience. It will also emphasize the critical role of local agriculture in supporting Hawaii's tourism and culinary industries, ensuring these sectors remain robust and competitive.

2. HACA continues to champion Hawaii-based entrepreneurs by fostering innovation in the local food system. Through the Leeward Community College Aina to Makeke Program, HACA supports local entrepreneurs who create value-added products that showcase Hawaii's agricultural products. This program empowers the small businesses to grow, create jobs, and contribute to the diversification of Hawaii's economy. By bridging culinary and agricultural industries, this program highlights the interdependence of these sectors, ensuring a stronger and more sustainable local economy while promoting food security and preserving the unique flavor and traditions of Hawaii.
3. HACA will provide marketing support for the CIP-CIA Workforce Development Program which offer advanced training opportunities led by world-class chefs and educators to elevate Hawaii's global reputation as a leader in culinary excellence. This investment is crucial for the state's economic growth and global positioning as a culinary leader, driving tourism and boosting economic growth. The Program will enhance the skills of the local workforce, attracting global talent and attention, and positioning Hawaii as a premier culinary hub. Supporting this effort ensures that Hawaii remains competitive in a dynamic industry and meets the growing demand for skilled culinary professionals.
4. To address workforce challenges and align training programs with industry needs, HACA will conduct a comprehensive Workforce Development Survey to examine workforce trends in the culinary and agricultural sectors. This initiative will gather data on topics such as formal training completion rates, career retention, and compensation levels, providing policymakers, educational institutions, and industry leaders with actionable insights. By identifying gaps and opportunities in the workforce pipeline, the survey will guide strategic investments in education and training programs, ensuring they meet the demands of Hawaii's culinary, agricultural, and tourism industries. These findings will not only guide future HACA's initiatives but also strengthen collaborations between sectors and position Hawaii as a global leader.

By investing in these workforce development initiatives, HACA has the opportunity to drive meaningful change in Hawaii’s vital industries, build a skilled workforce, empower local businesses, and sustain Hawaii’s economic prosperity for generations to come.

*\*Statistics provided by KITV.com.*

4. Describe the target population to be served; and

The target population to be served for HACA programs will include college students from University of Hawaii community colleges statewide, industry professionals, and local entrepreneurs and small business owners.

5. Describe the geographic coverage.

Geographic coverage will be statewide.

### **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;

With support from this Grant in Aid, HACA will:

1. Workforce Development Conference

<b><u>TASKS</u></b>	<b><u>RESPONSIBILITY</u></b>
Concept and program the conference	HACA
Invite the talent to participate	HACA
Promote and market conference to culinary schools	HACA / Culinary Instructors
Market and sell tickets to industry	HACA
Coordinate and execute conference	HACA

2. Leeward Community College Aina to Makeke Scholarship Program

<b><u>TASKS</u></b>	<b><u>RESPONSIBILITY</u></b>
Prepare and roll out Cohort applications	Education Manager
Market Cohort application opportunity	HACA
Select cohort of entrepreneurs	HACA/LCC

Execute Aina to Makeke Program LCC

3. Culinary Institute of the Pacific and Culinary Institute of America Scholarship Program

<b>TASKS</b>	<b>RESPONSIBILITY</b>
Prepare and roll out Cohort applications	Education Manager
Market Cohort application opportunity	HACA
Execute Workforce Development Program	CIP-CIA

4. Workforce Development Survey

<b>TASKS</b>	<b>RESPONSIBILITY</b>
Put together SOW and RFP for industry survey	HACA
Select agency to conduct survey	HACA
Conduct industry survey	Agency
Provide results to constituents	HACA

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

1. Workforce Development Conference

Timeline: July 2025 – June 2026

July-September 2025

Concept and program the Workforce Development Conference

Secure venue

Invite talent, coordinate travel

Confirm menu

Create event design, market and promote event

Sell tickets

October 2025

Order ingredients

Print signage

Execute conference

2. Leeward Community College Aina to Makeke Scholarship Program

Timeline: July 2025 – June 2026

December 2025-January 2026

Prepare and roll out applications for Cohort 7

Market and promote Cohort 7 application opportunity  
Vet and select applicants for Cohort 7

January-March 2026  
Execute Cohort 7

February-March 2026  
Prepare and roll out applications for Cohort 8  
Market and promote Cohort 8 application opportunity  
Vet and select applicants for Cohort 8

March-May 2026  
Execute Cohort 8

3. Culinary Institute of the Pacific and Culinary Institute of America Scholarship Program

Timeline: July 2025 – June 2026

December 2025  
Prepare and roll out applications for Cohort 15 and 16  
Market and promote Cohort 15 and 16 application opportunity

January 2026  
Vet and select applicants for Cohort 15 and 16  
Execute Cohort 15  
Prepare and roll out applications for Cohort 17 and 18  
Market and promote Cohort 17 and 18 application opportunity

February 2026  
Execute Cohort 16  
Vet and select applicants for Cohort 17 and 18

March 2026  
Execute Cohort 17

April 2026  
Execute Cohort 18

4. Workforce Development Survey

Timeline: July 2025 – June 2026

July-December 2025

Prepare SOP and RFP for surveying industry workforce

January-February 2026

Select agency to conduct survey

March-June 2026

Conduct survey

Reporting

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

HACA has a record of successfully executing and evaluating its programs, ensuring their impact aligns with the goals of workforce development, educational advancement, and community engagement. HACA understands that continuous monitoring, surveying, and improvement are key to maintaining and enhancing effectiveness to programs and retaining credibility.

1. **Workforce Development Conference:** To gain baseline knowledge, HACA will do market research of current trends and other workforce development conferences around the world to understand participant expectations. Post-event, HACA will survey the attendees to gather feedback on specific aspects of the conference and based on the feedback, HACA will utilize the results as a guide to improve and refine future events.
2. **Leeward Community College Aina to Makeke Scholarship Program:** HACA has successfully partnered with Leeward CC and the WVAPDC on the From Cottage Industry to Commercial Enterprise Program and Aina to Makeke Program by promoting the program through a robust multi-channel marketing campaign that features strategic outreach to HACA's database, and targeted promotions to engage prospective applicants. HACA continues to monitor each cohort closely through enrollment through program completion, maintaining an up-to-date database on the progress of each entrepreneur. Alumni success metrics will inform Leeward CC adjustments to the program, ensuring it continues to serve as an effective pathway into successful food enterprises.
3. **Culinary Institute of the Pacific and Culinary Institute of America Scholarship Program:** Similarly, HACA will promote the program through a robust multi-channel marketing campaign that features strategic outreach to HACA's database, and targeted promotions to engage prospective culinary professional applicants. HACA will monitor each cohort closely, maintain an up-to-date database of the culinary professionals, and track alumni employment status and career progress post-program. Analyzing data results

will be used to adjust and enhance educational and training programs for the future.

4. **Workforce Development Survey:** HACA will design and conduct the survey, ensuring it captures meaningful data on workforce trends, training gaps, and employment outcomes. The survey will be distributed to a broad cross-section of Hawaii's culinary and agricultural workforce to ensure comprehensive coverage. HACA will take those results and provide insight on how to improve postsecondary education, ensuring that Hawaii's workforce remains competitive and sustainable in the long term.

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.

Quantitative measures of effectiveness that will be reported to the State agency will include:

1. HACA will coordinate a successful one-day Workforce Development Conference for 500 attendees that will include discussions, seminars, interactive activities featuring five (5) industry experts and educators from culinary and agricultural sectors.
2. The Workforce Development Conference will include a luncheon.
3. HACA will host 75 students' admission fees and 25 neighbor island students' round-trip airfare and one-night hotel accommodations to attend the Workforce Development Conference.
4. HACA will provide scholarships to 30 entrepreneurs participating in two (2) cohorts in Leeward Community College Aina to Makeke Program.
5. HACA will provide scholarships to 64 culinary professionals over four (4) cohorts participating in CIP-CIA Workforce Development Program in 2026.
6. HACA will prepare final data result analysis from Workforce Development Survey to have it available to distribute to community colleges.

## **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](#))

- 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](#))

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2026.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$126,525	\$126,525	\$149,525	\$114,525	\$517,100

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2026.

HACA will seek funding through corporate sponsorships and government grants.

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.

N/A

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 2026 for program funding.

2022: Hawaii Visitors & Conventions Bureau—\$150,000 for Hawaii Food & Wine Festival

2023: Grant in Aid—\$170,000 for Cottage Industry Program, Hawaii Visitors & Conventions Bureau—\$350,000 for Hawaii Food & Wine Festival, City and County of Honolulu--\$67,964 for Non-Profit Recovery Grant Program

2024: Grant in Aid—\$150,000 for Cottage Industry Program, Kilohana by CNHA—\$190,000 for Hawaii Food & Wine Festival, Kilohana by CNHA—\$41,000 for Keiki in the Kitchen

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2024.

HACA's estimated balance of its unrestricted current assets as of December 31, 2024, is approximately \$2,400,000.

## **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.

Hawaii Ag & Culinary Alliance has a proven track record of implementing and managing programs that align with the goals of workforce development. HACA has successfully organized and executed a range of initiatives that directly addresses workforce challenges in Hawaii's culinary, agricultural, and tourism sectors. Key experiences and accomplishments include the Hawaii Food & Wine Festival, which has directly benefited the culinary arts programs statewide and collaborated and highlighted other nonprofit organizations such as Paepae o Heeia and Papahana Kuaola since 2011, facilitated entrepreneur programs for Leeward CC and Wahiawa Value-Added Product Development Center since 2023, and fostered partnerships with Culinary Institute of the Pacific and Culinary Institute of America in 2024.

### **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.

HACA office is located at 3538 Waiālae Avenue, #202, Honolulu, HI 96816.

## **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.

HACA has a dedicated team of professionals with expertise and is well-positioned to deliver the proposed workforce development programs. The HACA team consists of six full-time employees and two part-time employees.

**Denise Yamaguchi, Chief Executive Officer**

Denise Yamaguchi serves as the CEO of the organization and is responsible for the leadership, financials, and execution of the vision and mission as set forth by the organization's strategic plan. Prior to her tenure with the festival and with the Foundation, she was a business development consultant providing both nonprofit and for-profit organizations with fund development, marketing, government affairs, public relations and community relations strategies and solutions. She has more than twenty-four years of experience and has held executive positions with NCL America, Bishop Museum, Japanese Cultural Center, Hawaii Foodbank and U.S. Senator Daniel K. Inouye's office in Washington D.C.

**Aya Leslie, Vice President**

Aya Leslie serves as the Vice President and is responsible for providing leadership support, fostering key relationships, securing sponsorship, overseeing event production and project management, and supporting marketing and promotional campaigns. She oversees the Event Manager and Culinary Coordinator/Office Manager.

**Kristen Lau-Grover, Director of Marketing & PR**

Kristen Lau-Grover is the Director of PR & Marketing and is responsible for providing leadership and strategic direction for all marketing, public relations, and promotional activities for HACA programs. She oversees the Content Marketer & Educational Coordinator, ensuring marketing align with organizational goals and enhance visibility and amplify HACA's impact.

**Cassidy Apo, Event Manager**

Cassidy Apo is the Event Manager and is responsible coordinating and executing all events for HACA. She also serves as the Executive Assistant to the CEO.

**Deena Datu, Culinary Coordinator and Office Manager**

Deena Datu is the Culinary Coordinator and is responsible for the travel and menu coordination and communication with talent for HACA and manages the day-to-day operations of the HACA office.

**Colin Hazama, Executive Chef**

Colin Hazama is the Executive Chef for the HACA and is responsible for all chef-related duties for HACA including but not limited to being the chef liaison between HACA and participating talent, ordering ingredients, menu development and more.

**Teri Matsukawa, Financial Controller**

Teri Matsukawa is the Financial Controller and is responsible for the accounting and financials for HACA.

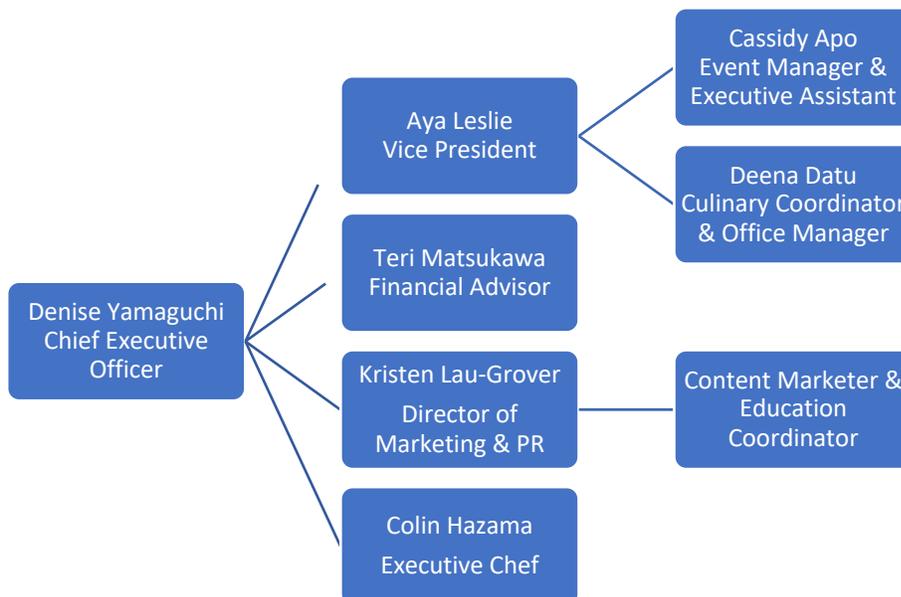
**Madeleine Sing, Content Marketer & Education Coordinator**

Madeleine Sing is the Content Marketer & Education Coordinator and is responsible for promoting all programs of HACA through robust marketing campaigns and targeted promotions to elevate awareness and engagement, as well as maximum enrollment and participation for all of HACA's programs.

The HFWF Board of Directors is comprised of a diverse group of leaders in the community, including: Chef Roy Yamaguchi (co-chair), Chef Alan Wong (co-chair), Sharon Brown (treasurer), Meredith Ching (secretary), Vikram Garg (director), Shep Gordon (director), Val Iwashita (director), Warren Shon (director), and Mark Teruya (director)

**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.



### **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.

Chief Executive Officer: \$150,000–\$180,000  
Vice President: \$120,000–\$150,000  
Director of Marketing & PR: \$100,000–\$120,000

## **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.

N/A

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

N/A

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

### **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.

N/A

### **4. Future Sustainability Plan**

The applicant shall provide a plan for sustaining after fiscal year 2026 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2026, but
- (b) Not received by the applicant thereafter.

HFWF has been successful and has a track record of matching state funds by more than 12 times. If successful, HACA will continue to build on that to match state funds by proactively seek funding through other government grants, corporate sponsorships and private donations.

# BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2025 to June 30, 2026

Applicant: **HAWAII AG & CULINARY ALLIANCE**

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	201,000			
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
<b>TOTAL PERSONNEL COST</b>	<b>201,000</b>			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	40,600			
2. Insurance				
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies				
7. Telecommunication				
8. Utilities				
9. Scholarships	126,000			
10. Contract Services	35,000			
11. Lodging	43,000			
12. Venue	25,000			
13. Rental Supplies	6,500			
14. Audio Visual	10,000			
15. Food Costs	30,000			
16.				
17.				
18.				
19.				
20.				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>316,100</b>			
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
<b>TOTAL (A+B+C+D+E)</b>	<b>517,100</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	517,100	Denise Yamaguchi	808-386-2538	
(b) Total Federal Funds Requested		Name (Please type or print)	Phone	
(c) Total County Funds Requested		<u>Denise Yamaguchi</u>	January 17, 2025	
(d) Total Private/Other Funds Requested		<small>Denise Yamaguchi (Jan 17, 2025 12:56 HST)</small>	Date	
<b>TOTAL BUDGET</b>	<b>517,100</b>	Denise Yamaguchi, Chief Executive Officer		
		Name and Title (Please type or print)		

## BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2025 to June 30, 2026

Applicant: HAWAI'I AG & CULINARY ALLIANCE

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Event Manager	1	\$65,000.00	50.00%	\$ 32,500.00
Culinary Coordinator	1	\$65,000.00	35.00%	\$ 22,750.00
Content Marketer & Education Coordinator	1	\$50,000.00	50.00%	\$ 25,000.00
Executive Chef	1	\$75,000.00	20.00%	\$ 15,000.00
Director of Marketing & PR	1	\$100,000.00	35.00%	\$ 35,000.00
Vice President	1	\$125,000.00	35.00%	\$ 43,750.00
CEO	1	\$180,000.00	15.00%	\$ 27,000.00
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				201,000.00

**JUSTIFICATION/COMMENTS:**

**Event Manager will be responsible for the comprehensive planning, programming, and execution of the Workforce Development Conference.**

**Culinary Coordinator will be responsible for menu and travel coordination, working with HACA's executive chef, and serving as the primary point of communication for talent for HACA programs.**

**Content Marketer & Education Coordinator will be responsible for promoting all programs through robust marketing campaigns and targeted promotional campaigns to elevate awareness and engagement, as well as maximum enrollment and participation for all of HACA's programs.**

**Director of Marketing & PR will provide leadership and strategic direction for all marketing, public relations, and promotional activities for HACA programs. They will oversee the Content Marketer & Educational Coordinator, ensuring marketing align with organizational goals and enhance visibility and amplify HACA's impact.**

**Executive Chef will be responsible for all chef-related duties for HACA, ordering ingredients, menu development, and event execution with Culinary Coordinator and Event Manager.**

**Vice President will provide leadership support in operational excellence and fostering key relationships of the Programs and Event, and focus on overseeing the Workforce Development Survey.**

**CEO will provide visionary leadership and strategic guidance for the overall direction and success of HACA, ensuring its programs are effectively executed and aligns with its goals to enhance workforce development.**

## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2025 to June 30, 2026

Applicant: HAWAII AG & CULINARY ALLIANCI

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>			\$ -	
<b>JUSTIFICATION/COMMENTS:</b>				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>			\$ -	
<b>JUSTIFICATION/COMMENTS:</b>				

## BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2025 to June 30, 2026

Applicant: HAWAII AG & CULINARY ALLIANCE

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY:2023-2024	FY:2024-2025	FY:2025-2026	FY:2025-2026	FY:2026-2027	FY:2027-2028
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS:</b>						

**GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID**

Applicant: HAWAII AG & CULINARY ALLIANCE

Contracts Total: \$ 1,193,964.00

	<b>CONTRACT DESCRIPTION</b>	<b>EFFECTIVE DATES</b>	<b>AGENCY</b>	<b>GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)</b>	<b>CONTRACT VALUE</b>
1	HTA Contract, Community Enrichment Program	January 1, 2022 - December 31, 2022	Hawaii Visitors & Convention Bureau	State	\$ 150,000.00
2	Grant in Aid FY '23	April 1, 2022 - March 31, 2023	Office of Community Service	State	\$ 170,000.00
3	Non-Profit Recovery Grant Program	2023	Department of Community Services	City and County of Honolulu	\$ 67,964.00
4	HTA Contract, Signature Event	August 9, 2023 - December 31, 2023	Hawaii Visitors & Convention Bureau	State	\$ 350,000.00
5	Grant in Aid FY '24	July 1, 2023 - June 30, 2024	Department of Agriculture	State	\$ 150,000.00
6	HTA Contract, Community Enrichment Program	January 1 - December 30, 2024	Council for Native Hawaiian Advancement	State	\$ 41,000.00
7	HTA Contract, Signature Event	January 1 - December 30, 2024	Council for Native Hawaiian Advancement	State	\$ 190,000.00
8	Grant in Aid FY '25	July 1, 2024 - June 30, 2025	Department of Agriculture	State	\$ 75,000.00
9					
10					
11					
12					
13					

# \*GIA FY '26 Application Form\_COMBINED

Final Audit Report

2025-01-17

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