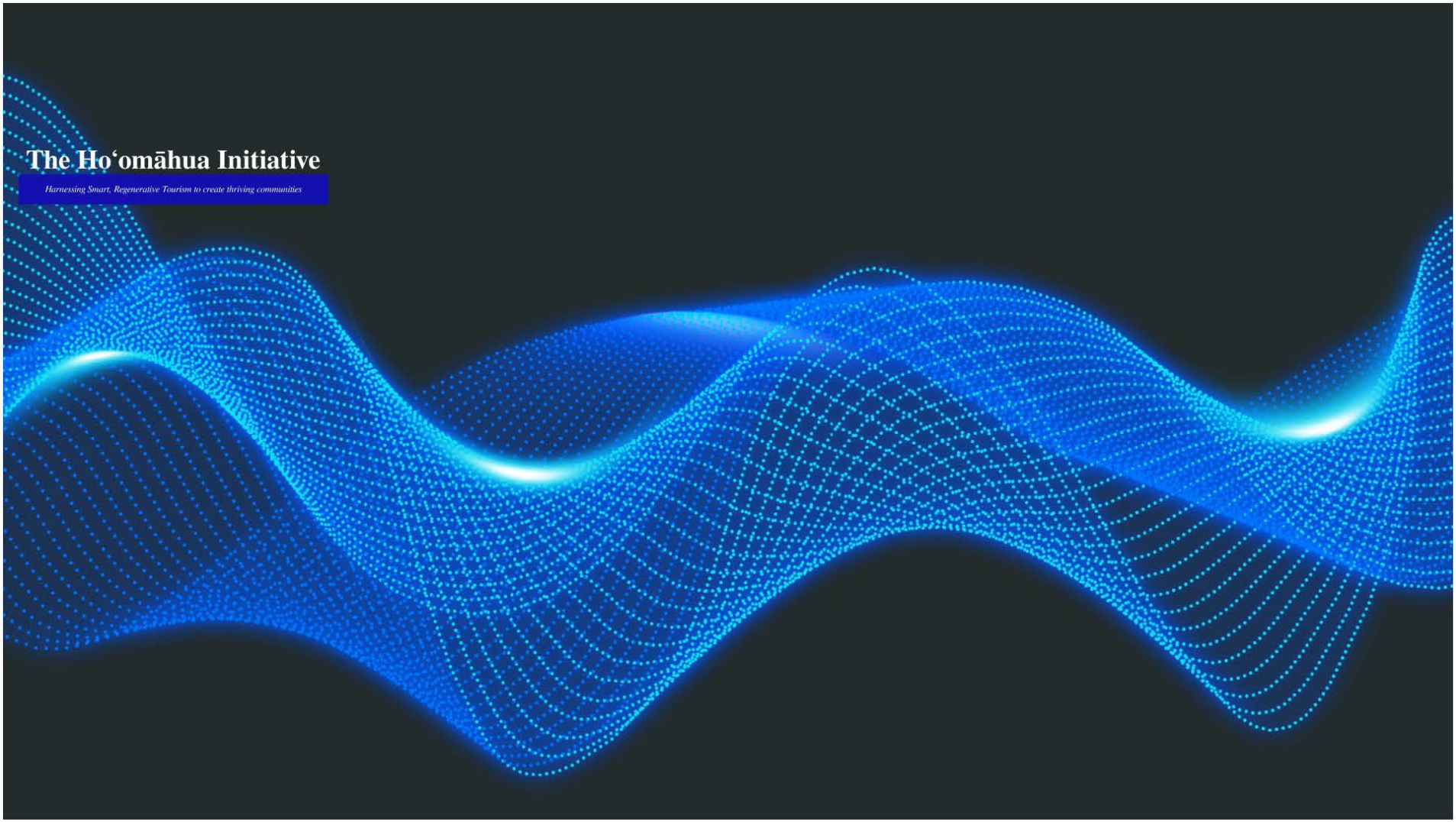
The Hoʻomāhua Initiative

Harnessing Smart, Regenerative Tourism to create thriving communities

RECEIVED AT CARE MEETING ON 9/29/2021
Paulo Faleafine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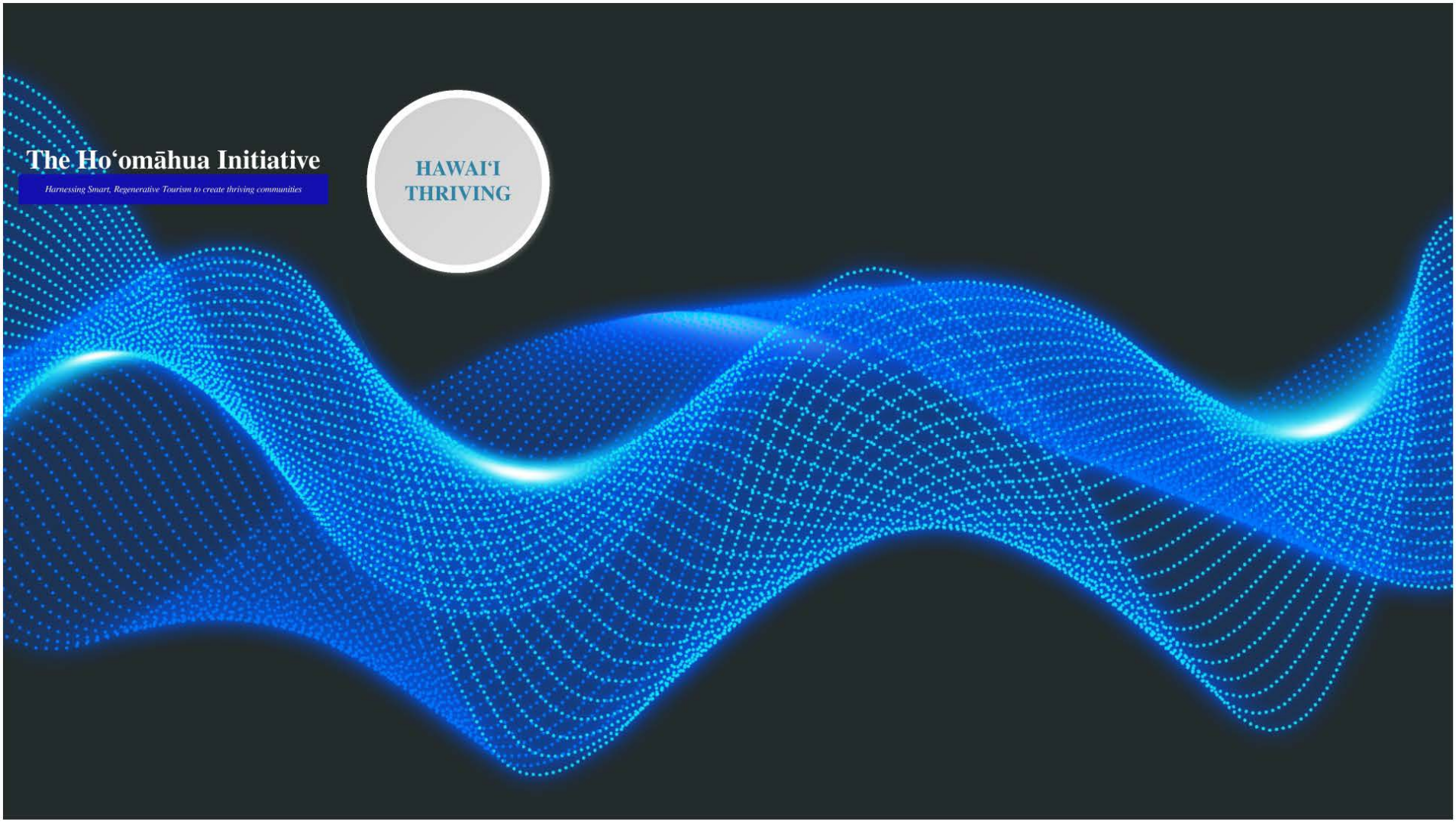
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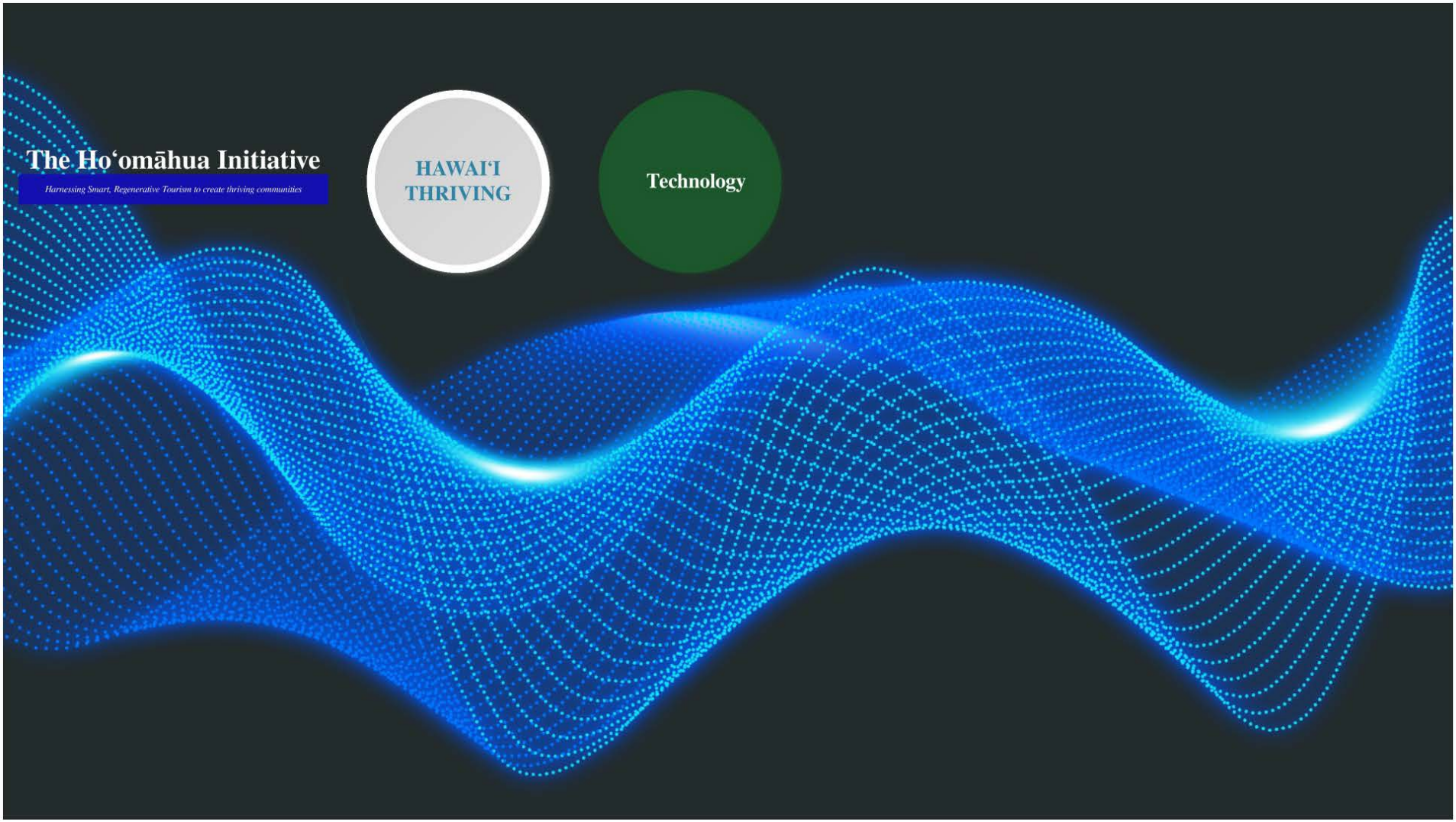
HAWAIʻI
THRIVING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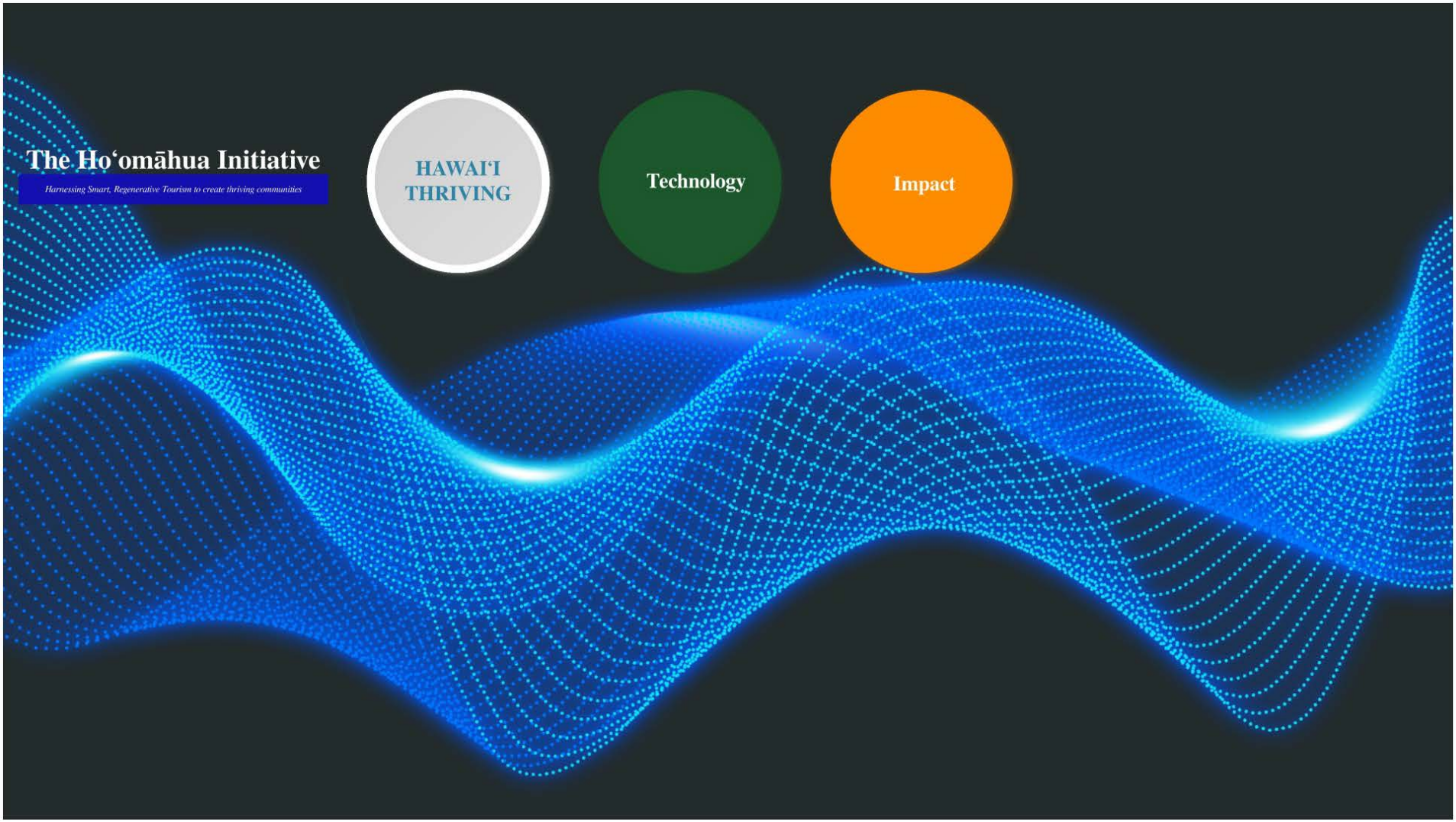
HAWAIʻI THRIVING
Technology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Technology
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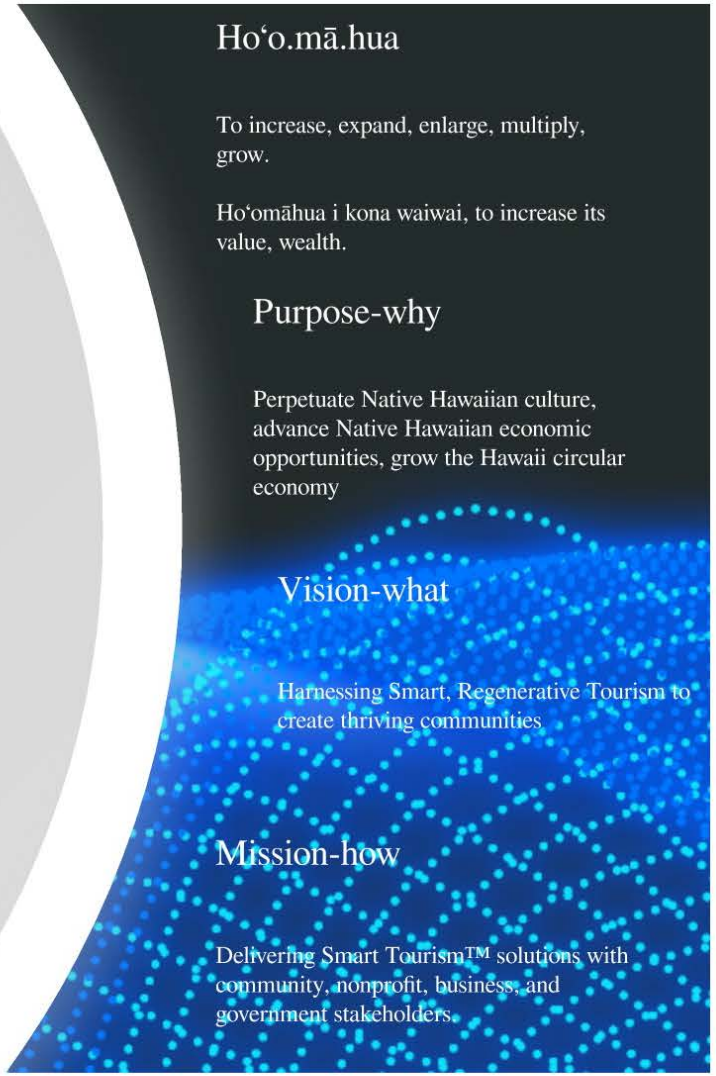
The Plan

SMART TOURISM™ Key Takeaways!

Enables tourists to make intelligent decisions that allows them to see real-time data of hotspot crowding and provides incentives to promote positive choices (not going to a crowded hotspot)

Connects tourists to stakeholders creating a tool for economic resilience, cultural perpetuation and appreciation through education and activities, improved relations with regenerative tourism, and growth to the circular economy with buying local

Creates opportunities for better governance through delivery of objective data that can shape policy and improve public safety



Hoʻo.mā.hua

To increase, expand, enlarge, multiply, grow.

Hoʻomāhua i kona waiwai, to increase its value, wealth.

Purpose-why

Perpetuate Native Hawaiian culture, advance Native Hawaiian economic opportunities, grow the Hawaii circular economy

Vision-what

Harnessing Smart, Regenerative Tourism to create thriving communities

Mission-how

Delivering Smart Tourism™ solutions with community, nonprofit, business, and government stakeholders.

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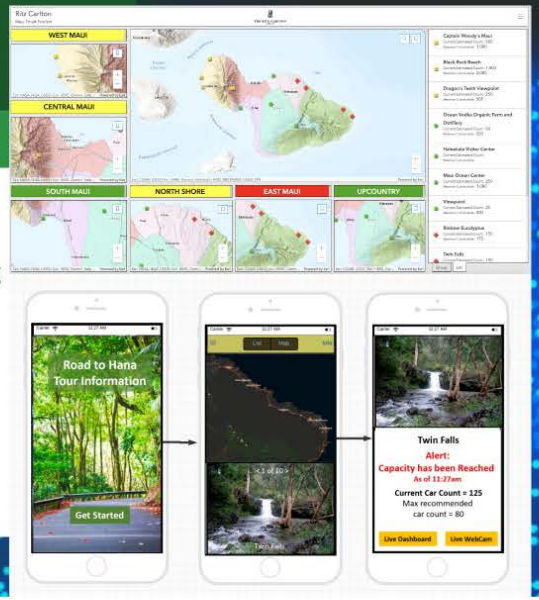
IoT LiDAR Devices

- Made in America
- Human & Animal eye safe lasers
- No Personal Identifying Information
- Real-time Data Reporting
- Object identification and tracking
  - People
  - Animals
  - Vehicles/Vessels
- Integrates with camera systems
- Automatic alerts

App & Dashboards

- Displays real-time data from Smart Tourism™ sites
- Built on ESRI platform
- GIS-Global Information Systems Mapping
- GPS-Global Positioning Systems
- Incentivised decision making
- Reservation system
- Surveys & Data gathering
- Kanaka Maoli-Native Hawaiian sourced historical and cultural education
  - GPS Audio Tours
  - Story Maps
  - Immersive Virtual Tours



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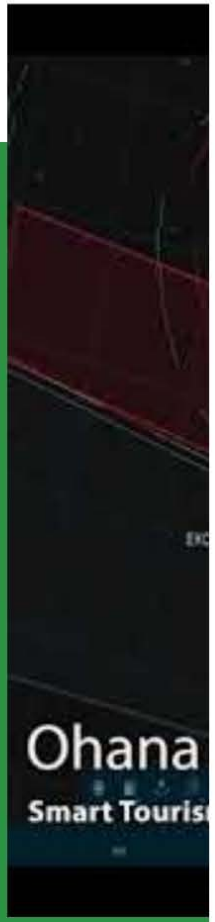

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EXCLUSION ZONE 0
OUT
IN
138
172
34
Ohana Ekolu LLC
Smart Tourism™ Twin Falls, Maui demo 08/17/2021

App & Dashboards

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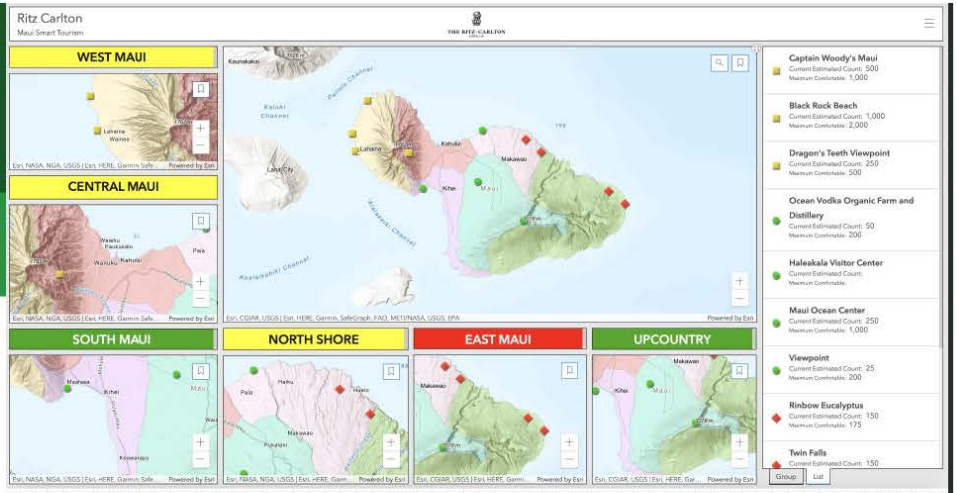
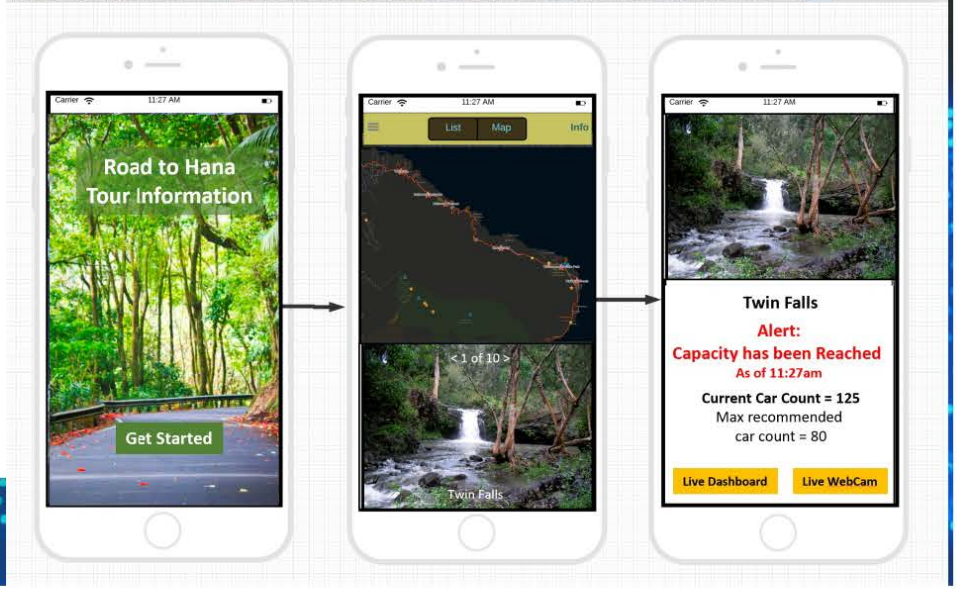
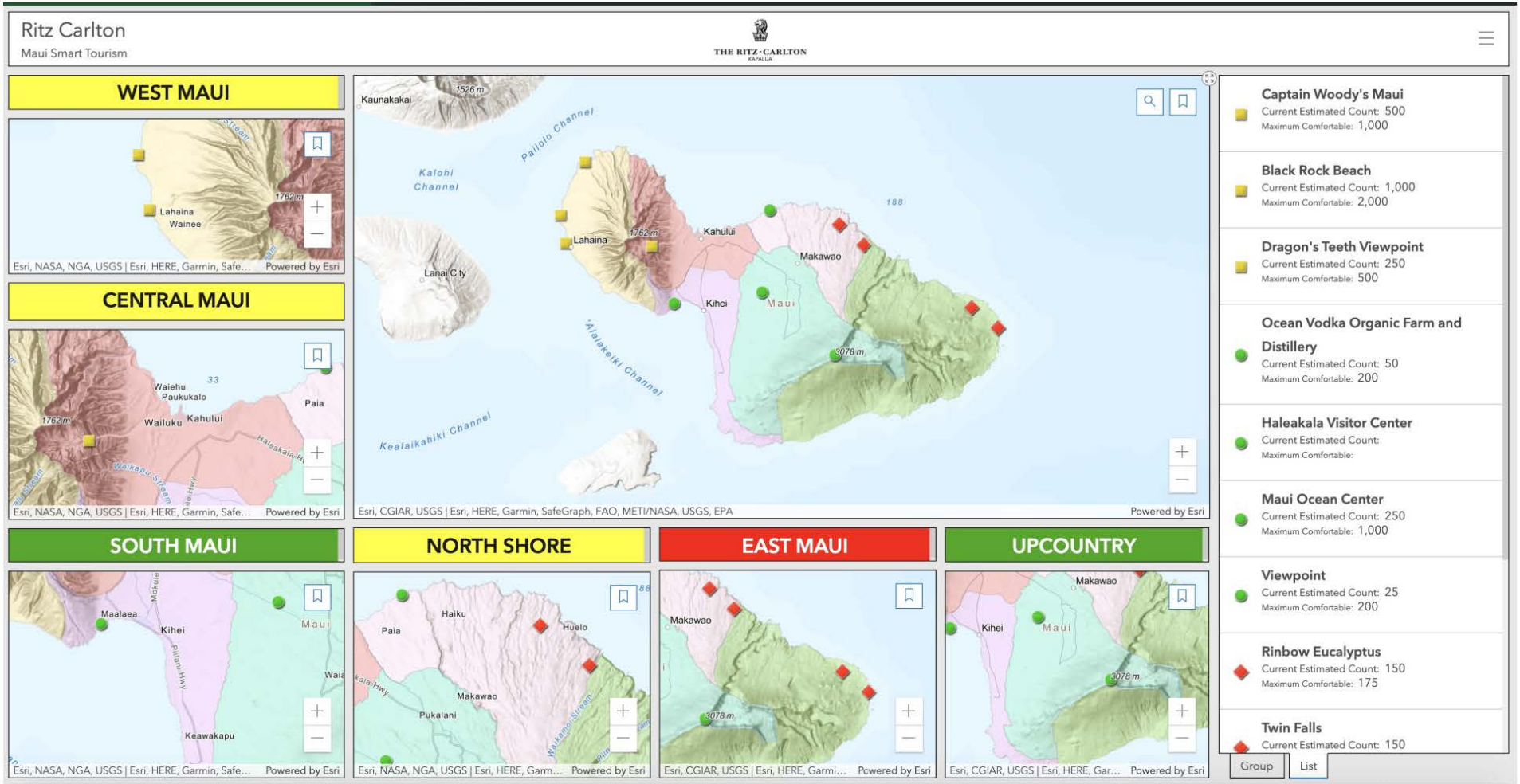
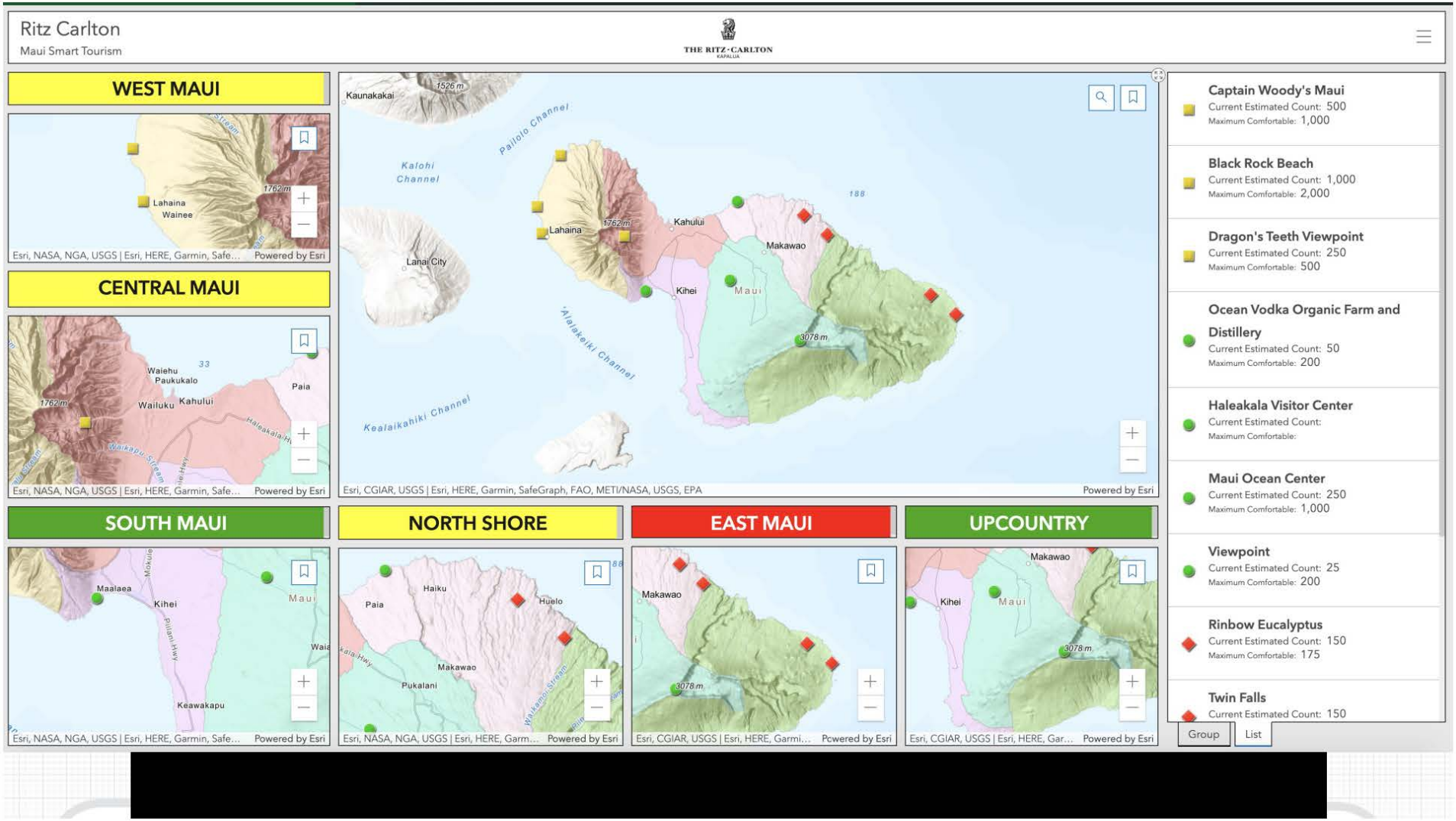





Ritz Carlton
Maui Smart Tourism
THE RITZ-CARLTON
KAPALUA
WEST MAUI
CENTRAL MAUI
SOUTH MAUI
NORTH SHORE
EAST MAUI
UPCOUNTRY
Kaunakakai
Lanai City
Lahaina
Wainee
Waiehu
Paukukalo
Wailuku
Kahului
Paia
Maalaea
Kihei
Haiku
Huelo
Pukalani
Makawao
Keawakapu
Maui
Kalohi Channel
Pailolo Channel
'Alalakeiki Channel
Kealaikahiki Channel
1762 m
3078 m
Esri, NASA, NGA, USGS | Esri, HERE, Garmin, Safe... Powered by Esri
Esri, CGIAR, USGS | Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA Powered by Esri
Captain Woody's Maui
Current Estimated Count: 500
Maximum Comfortable: 1,000
Black Rock Beach
Current Estimated Count: 1,000
Maximum Comfortable: 2,000
Dragon's Teeth Viewpoint
Current Estimated Count: 250
Maximum Comfortable: 500
Ocean Vodka Organic Farm and Distillery
Current Estimated Count: 50
Maximum Comfortable: 200
Haleakala Visitor Center
Current Estimated Count:
Maximum Comfortable:
Maui Ocean Center
Current Estimated Count: 250
Maximum Comfortable: 1,000
Viewpoint
Current Estimated Count: 25
Maximum Comfortable: 200
Rinbow Eucalyptus
Current Estimated Count: 150
Maximum Comfortable: 175
Twin Falls
Current Estimated Count: 150
Group
List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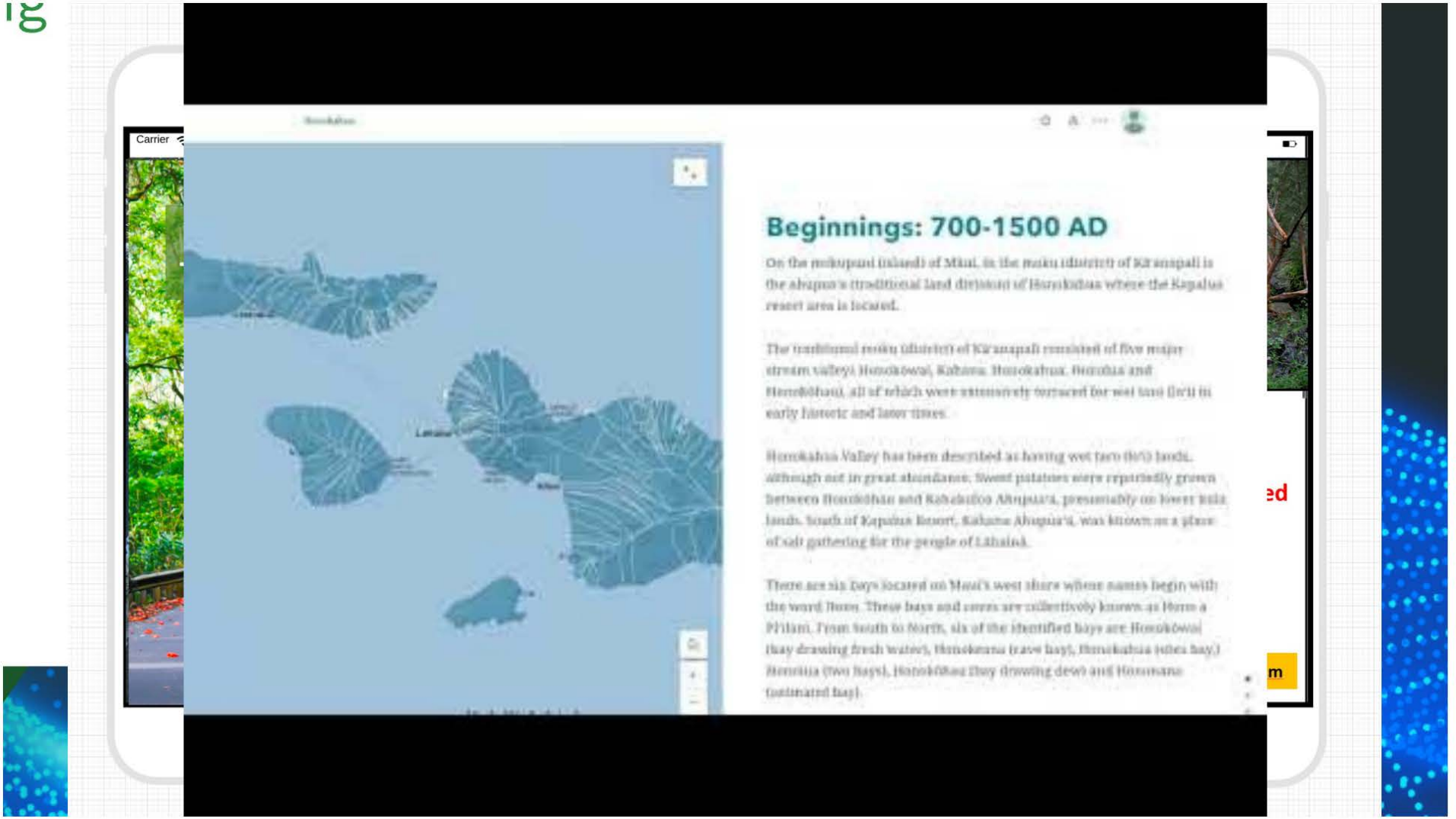
Carrier
Beginnings: 700-1500 AD
On the mokupuni (island) of Maui, in the moku (district) of Kā'anapali is the ahupua'a (traditional land division) of Honokōhau where the Kapalua resort area is located.
The traditional moku (district) of Kā'anapali consisted of five major stream valleys: Honokōwai, Kahana, Honokahua, Honolua and Honokōhau, all of which were extensively terraced for wet taro (kalo) in early historic and later times.
Honokahua Valley has been described as having wet taro (kalo) lands, although not in great abundance. Sweet potatoes were reportedly grown between Honokōhau and Kahekilioa Ahupua'a, presumably on lower kula lands. South of Kapalua Resort, Kahana Ahupua'a, was known as a place of salt gathering for the people of Lāhainā.
There are six bays located on Maui's west shore whose names begin with the word Honu. These bays and coves are collectively known as Honu a Pi'ilani. From south to North, six of the identified bays are: Honokōwai (bay drawing fresh water), Honokeana (cave bay), Honokahua (tides bay), Honolua (two bays), Honokōhau (bay drawing dew) and Honomanu (untamed bay).

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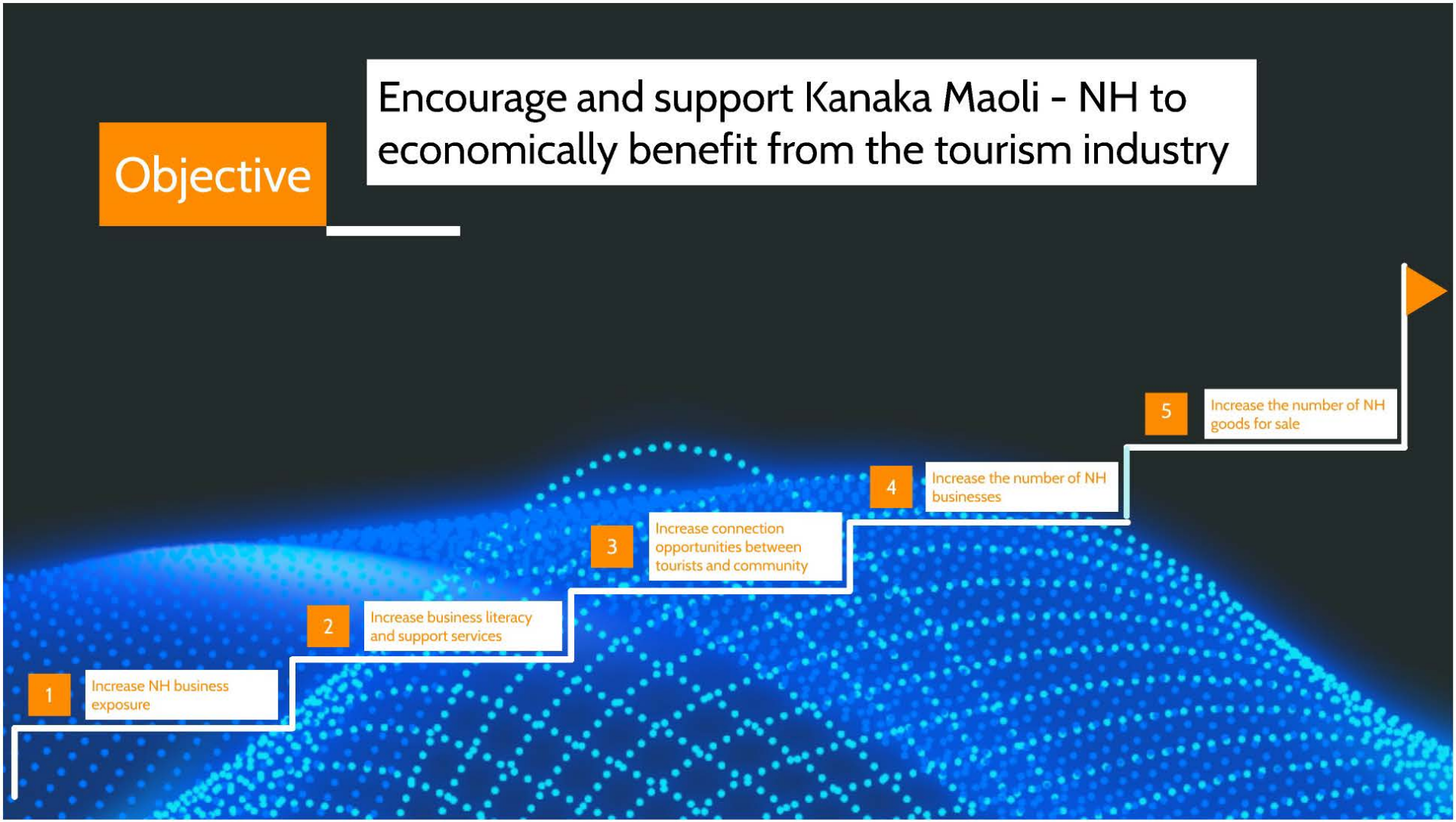
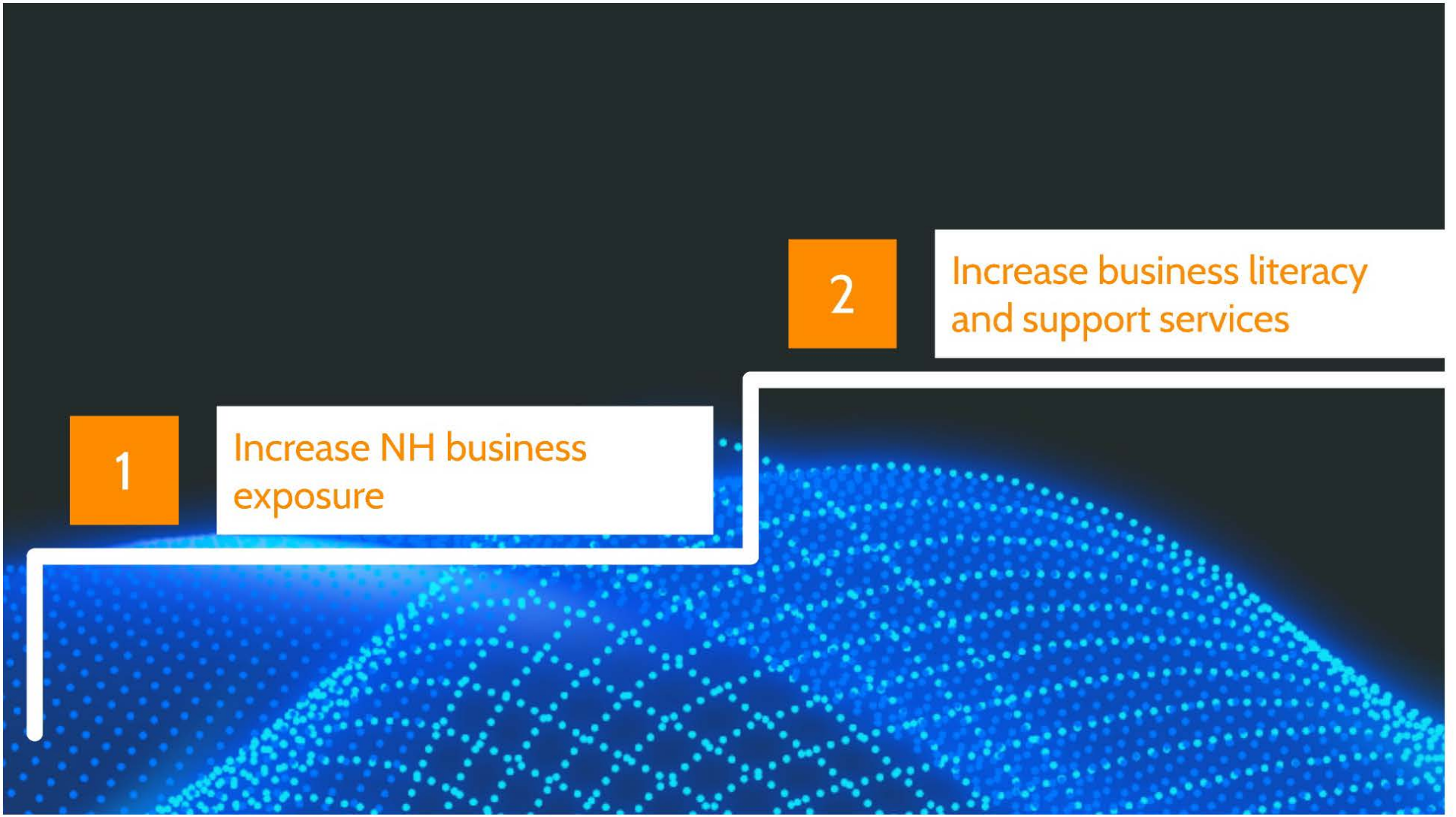
5 GOALS, 10 Objectives, 24 Measures

1. Advance Native Hawaiian (NH) Economic Resiliency
2. Perpetuate NH Culture
3. Improve Tourism Management & Community Planning
4. Grow the Hawaii Circular Economy
5. Positively Impact Communities


Objective
Encourage and support Kanaka Maoli - NH to economically benefit from the tourism industry
1
Increase NH business exposure
2
Increase business literacy and support services
3
Increase connection opportunities between tourists and community
4
Increase the number of NH businesses
5
Increase the number of NH goods for sale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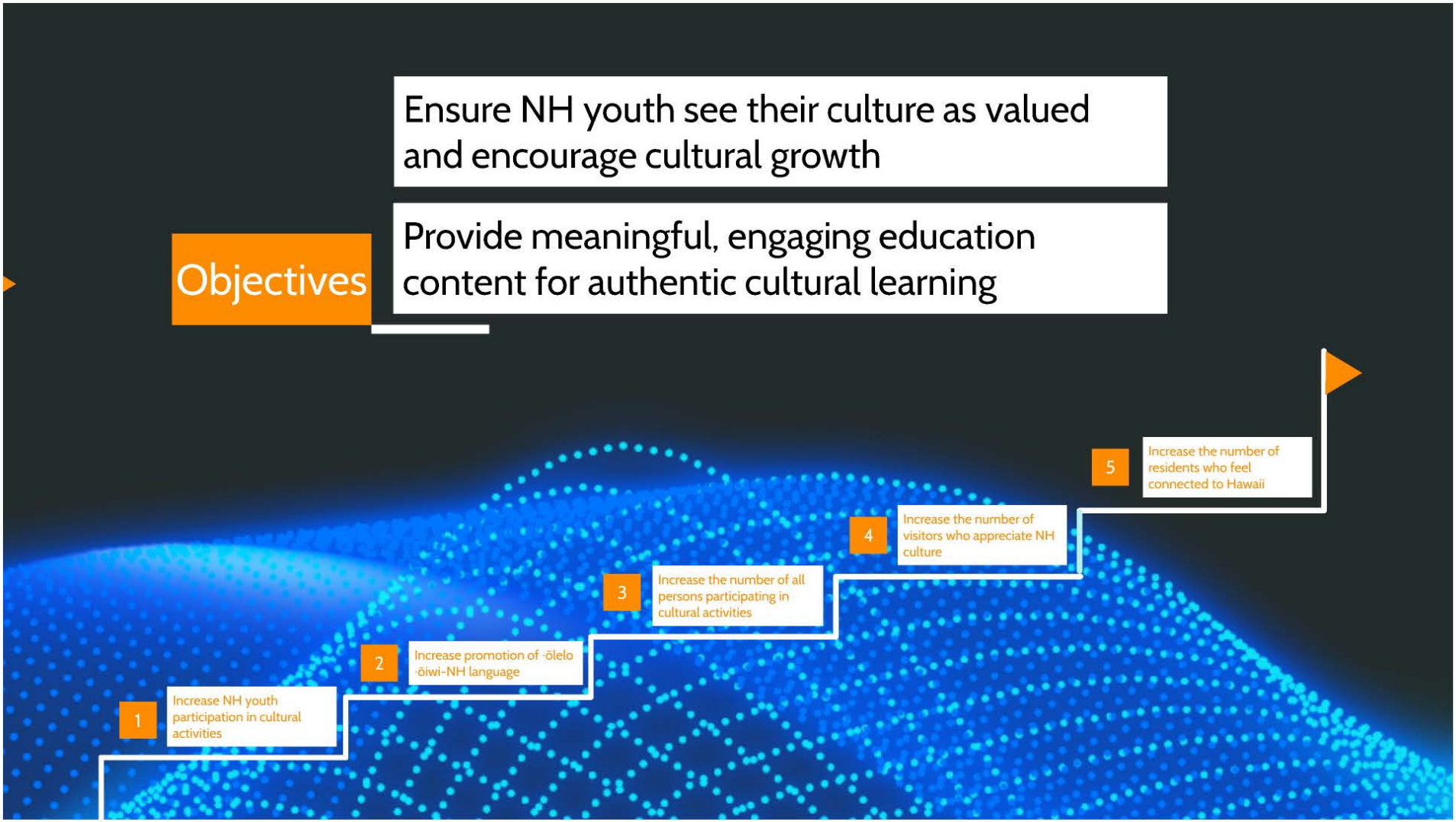
Ensure NH youth see their culture as valued and encourage cultural growth
Objectives
Provide meaningful, engaging education content for authentic cultural learning
1
Increase NH youth participation in cultural activities
2
Increase promotion of ·ōlelo ·ōiwi-NH language
3
Increase the number of all persons participating in cultural activities
4
Increase the number of visitors who appreciate NH culture
5
Increase the number of residents who feel connected to Hawaii

1
Increase NH youth participation in cultural activities
2
Increase promotion of ·ōlelo ·ōiwi-NH language

4
Increase the number of visitors who appreciate NH culture
3
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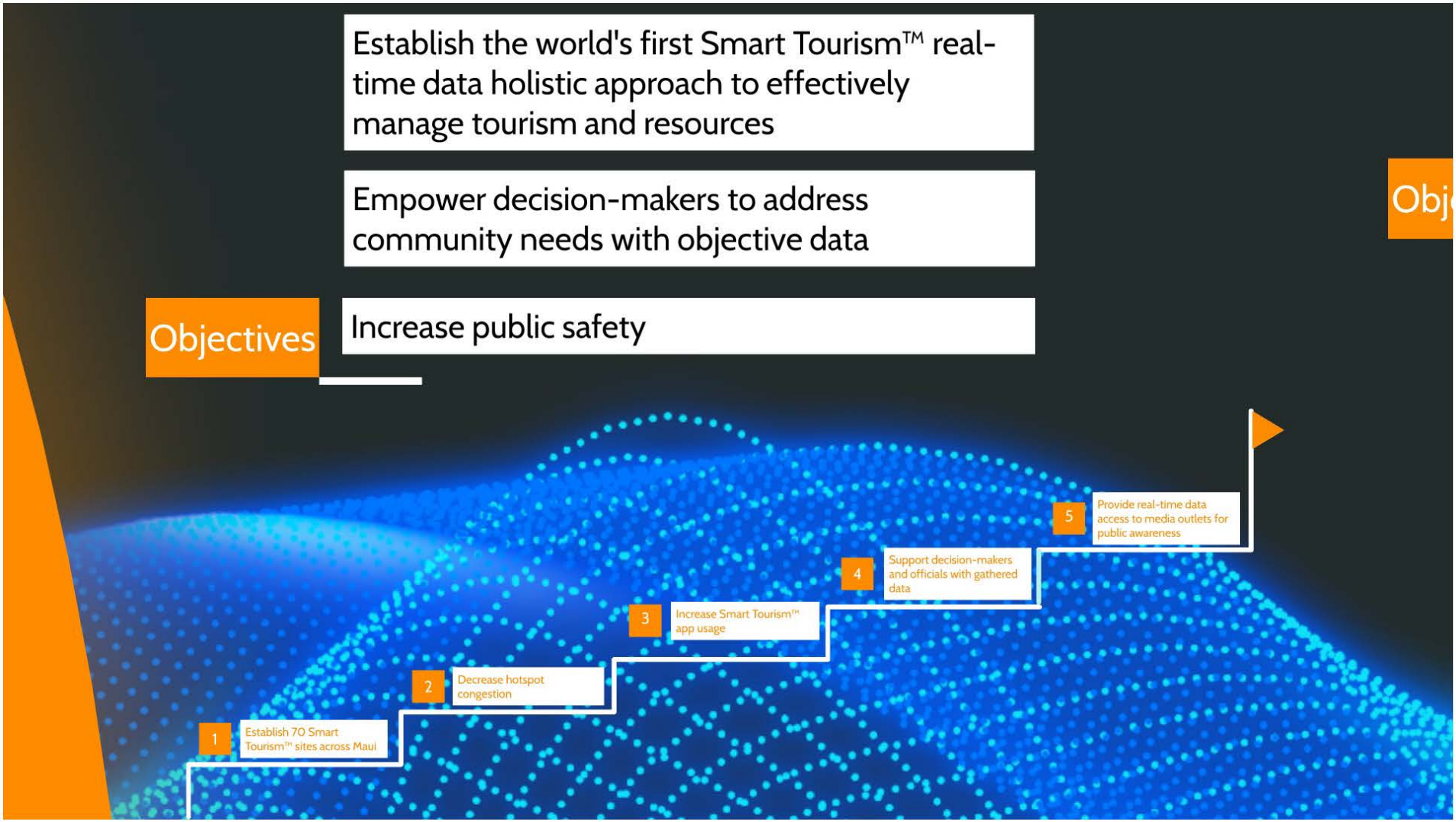
NH


Establish the world's first Smart Tourism™ real-time data holistic approach to effectively manage tourism and resources
Empower decision-makers to address community needs with objective data
Increase public safety
Objectives
1
Establish 70 Smart Tourism™ sites across Maui
2
Decrease hotspot congestion
3
Increase Smart Tourism™ app usage
4
Support decision-makers and officials with gathered data
5
Provide real-time data access to media outlets for public awareness

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3
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5
Provide real-time data access to media outlets for public awareness
ers
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Connect tourists directly to (NH owned and Hawaii domestic owned) "local" businesses
Objectives
Promote the growth of the circular economy
1
Increase the number of local businesses promoted to tourists
2
Increase the number of tourists visiting local businesses
3
Increase the number of local business to local business purchasing
4
Increase local business products for sale through the Smart Tourism™ system

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Increase the number of tourists visiting local businesses

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4
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Support nonprofit and community-serving organizations with resources
Objectives
Grow Regenerative Tourism opportunities
1
Increase donations to stakeholders
2
Increase the number of initiative stakeholders
3
Increase the number of tourist participating in regenerative tourism
4
Increase the number of visitors having meaningful connections with the NH community
5
Increase the number of residents who appreciate tourism in the community

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Increase donations to stakeholders
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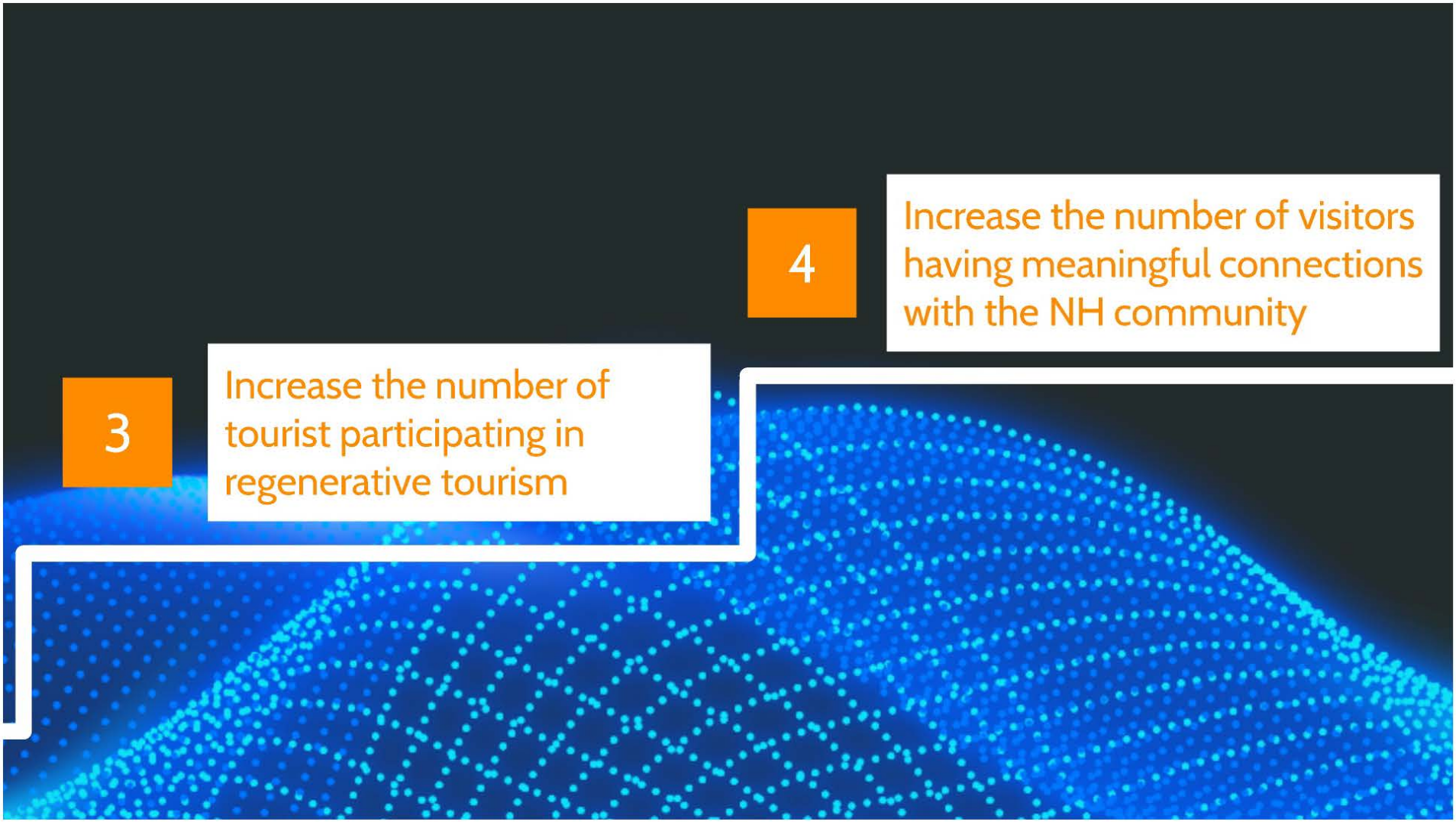
Increase the number of initiative stakeholders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Progress

- Technology team formed and ready for immediate roll out of the Smart Tourism™ system with capacity to deliver on goals.
- Live demos from Twin Falls & Hawaii Convention Center presented to the HTA, HI-DOT, & MVCB, 17-18AUG
- We are in active talks with PIDF-Partners in Development Foundation a Native Hawaiian serving organization to be our 501(c)(3) fiscal sponsor with the capacity and demonstrated integrity to administer the grant
- Six entities have signed on as initiative stakeholders where we are prepared to move forward in immediate support of Honolua Bay with education tables and Smart Tourism™ technology to gather data for our grant application.

Community [illegible]tural organizations

B[illegible]ss d[illegible]ment organizations

Technology service companies

Support Phase (Aug-Oct`21)
Gain support and necessary stakeholders to develop the initiative
1

Research Phase (Oct-Nov`21)
Gather research necessary to strengthen grant applications and gain support for the initiative.
2

3
Develop Phase (Oct-Nov`21)
Develop the required partnerships and logistics necessary to launch and sustain the initiative.

4

Implement Phase (Dec`21-Jul`24)

With funding and resources, deliver on the goals, objectives, and measures.

5
Grow Phase (beyond Jul`24)
Sustain and expand the initiative with grants, donations, and revenue generation in partnership with stakeholders

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Co unity ltural organizations

B ss d ment organizations

Technology service companies

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Next Steps

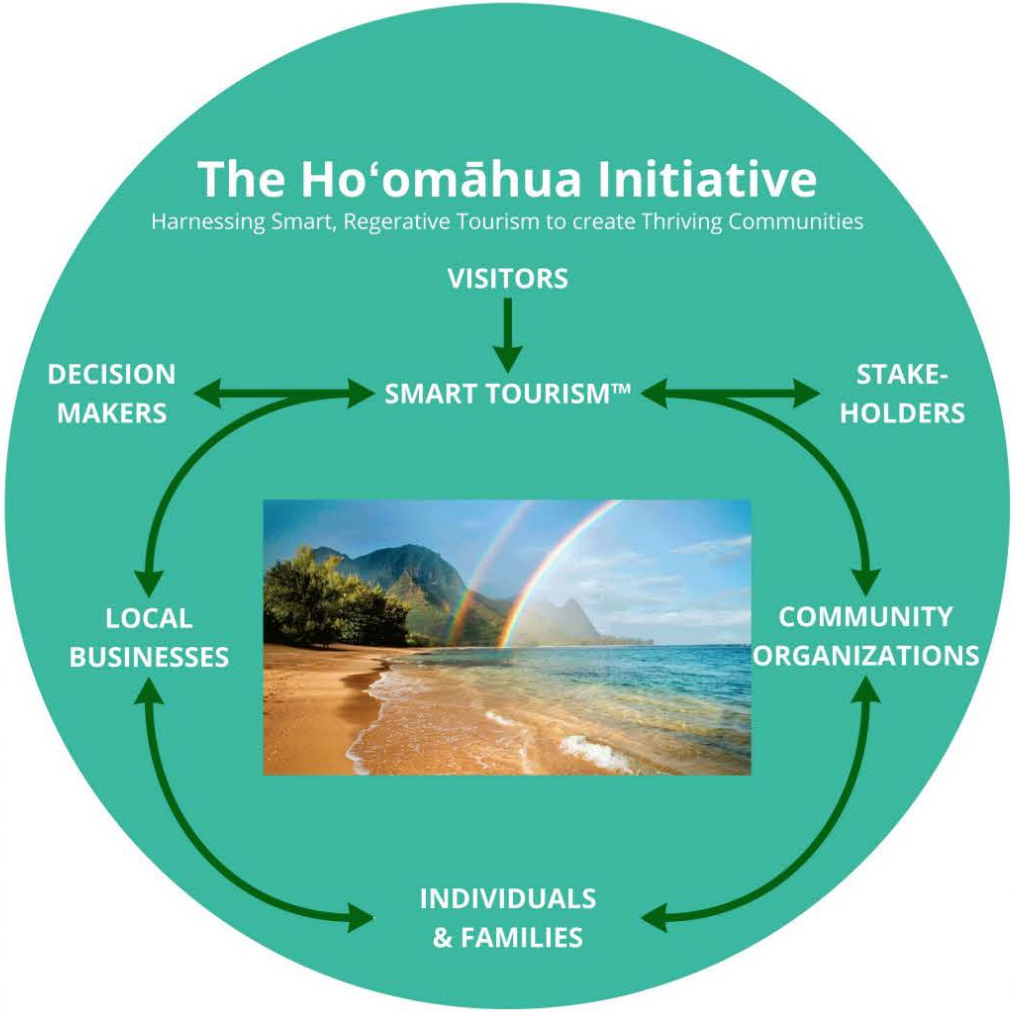
Two Request Items

1. Resolution of support

- This enables us to apply for the EDA ARPA Indigenous Community federal grant. We will anticipate to apply for $3 million in grant funding to conduct the Implement Phase of the Hoʻomāhua Initiative on Maui.

2. Funds for $45,000

- $15,000 Grant writer fees
- $25,000 Establish Smart Tourism site at Honolua Bay
- $5,000 Support for education tables to continue work started by Save Honolua Coalition & Makai Watch
- Funding the Smart Tourism site and education tables demonstrates significant support elevating our grant competitiveness.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Harnessing Smart, Regerative Tourism to create Thriving Communities
VISITORS
DECISION MAKERS
SMART TOURISM™
STAKE-HOLDERS
LOCAL BUSINESSES
COMMUNITY ORGANIZATIONS
INDIVIDUALS & FAMILIES

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Next Steps

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Next Steps

Mahalo for your interest in The Hoʻomāhua Initiative!
Please visit www.hawaiithriving.com for the latest information and inquiries

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