G4827

East Maui Taro Festival, Inc.
27th Annual East Maui Taro Festival - FINAL REPORT

- **Event Description from Original Proposal**

The public purpose of the annual Festival is to 1) educate residents and visitors about taro, Hawaii's staple food and symbolic "Older Brother" of the Hawaiian people; and 2) provide economic support to the Hana and East Maui community; most of the Vendors, Performers, Farmers and Cultural Practitioners are from Hana. Local taro farmers, other crop farmers and flower growers sell their products in the Ag Tent Farmers' Market. Food vendors and Arts & Crafts vendors are provided space to sell their products, with an emphasis on taro and other Hawaiian foods and merchandise. There is an Info Tent for nonprofits to share their organizations' information. Hawaiian music, hula and hands-on cultural activities occur throughout the day. The results are a more educated public about taro, the Hawaiian culture and an appreciation of Hana as a unique, predominantly Hawaiian community. The date for the event is Saturday, April 13, 2019. Maui County should fund this program because it is a well-attended annual "Signature Event" of Maui benefiting residents, visitors and the local Hana and East Maui communities. Producing this festival each year is an all volunteer effort from the Board and a volunteer Event Coordinator working with limited funding. Hana is extremely rural and low-income; the ripple effect of infusing money into the town is felt far beyond the community, in terms of publicity and economic gain for Hana and other Maui businesses. There is no admission charge to attend the Festival.

- **Outcomes and Results on Goals, Objectives, Action Steps, Success Measures**

Our two goals were 1. to produce a festival focused on Taro/Kalo, and 2. to provide economic support for Hana and East Maui. We did achieve these goals with a large crowd of people coming and going throughout the day. A possible storm system may have made some visitors decide against making the several hours trip in uncertain weather conditions. The festival was an overall success with an estimated 3,000-4,000 plus attendees and participants enjoying the event. Fortunately the rain blessed the day intermittently for a few minutes in the early part of the day.

The first goal was achieved through the objectives of organizing the event:
i.e. securing the event venue and obtaining the required permits; designating volunteer Chairs to secure tents, tables, portable toilets, stages, hauling, sound system, to line up the entertainment schedule (plus reserve any housing and transportation), screen and confirm food vendors, arts & crafts vendors, farmers, info tent non-profit organizations, cultural practitioners.

Marketing, partnering with other community organizations, such as Maui Economic Opportunity to provide island-wide transportation for elders/kupuna, and completing design and production of commemorative t-shirts are other action steps.

The second goal of providing economic support to Hana and East Maui was achieved by using residents to provide the infrastructure (other than tents and toilets), contract services, as well as entertainment. Local Hana families comprise the food vendors, farmers, as well as many of the arts and crafts vendors. East Maui Hawaiian cultural practitioners provided hands-on all day activities such as poi-pounding and lomi stick making. Tents and portable toilets are provided by Maui companies.

The town of Hana has two grocery/sundry stores which profited greatly with an increase in sales due to the influx of visitors for the festival weekend. The Hotel Travaasa Hana and all vacation rentals were completely booked. The restaurants, food trucks, as well as roadside stands, all along the Hana Highway also benefited monetarily as a direct result of the event.

The event has the participation of almost every family in Hana and East Maui and the community is vested in presenting an extraordinary festival every spring. We are proud and humbled at the same time to be a part of Hana's cultural offerings, now spanning generations! We are especially grateful for the co-sponsorship of the County of Maui and the funding provided by the Office of Economic Development.

Success measures this year were judged by social media posts, word of mouth during and after the event, feedback from vendors and the local businesses. We also measure our success by the many kupuna who come to enjoy themselves with their friends and families. The ultimate success is the involvement of the Hana families, whose festival this truly is, and how they share it with aloha to everyone.

- **Using our proposed methodology, explain why we were able to reach our goals.**

Goals: To educate people about taro and Hawaiian cultural practices.
To provide economic opportunity for Hana and East Maui.

Objectives: Provide an enriching experience of Hawaiian culture through food, product sales, music and hula, hands-on cultural activities, and "talking story".

We were able to reach our goals and objectives in several ways:

We provided a venue whereby taro farmers and educators were able to share information about taro, the various types and growing tips; provide taro samples for taste comparisons; provide various free huli for growing; and provide potted plants and various by-products for purchase.

Our venue also provided a place where cultural practitioners were able to teach and share their arts and crafts with people of all ages-locals and visitors.

Our 16 Food Vendors were able to showcase their ability to use taro in various ways as an ingredient or item in their plate lunches (i.e. kalo tripe stew), as well as offer other local favorites (i.e. kalua pig and cabbage, fried opelu).

- **Discuss the results of the Event.**

The 27th Annual East Maui Taro Festival was a huge success according to both vendors and people attending the event. This year there were 10 bus loads of Kupuna from the other side, as opposed to 8 last year. Additionally, a group of keiki from Iao Valley and their teachers and families came and the keiki participated in the Opening Protocol.

The hale builders halau offered a haka ho'okupu in the Opening Protocol as well created a special start by demonstrating an aspect of hale building.

Cultural Practitioners Lisa Schattenburg-Raymond, Kumu Palani Sinenci, and the Lind 'Ohana are participants many folks look forward to seeing year after year. This year the festival was dedicated to the Maui Water Warriors who continually fight for the water rights of taro farmers of Maui.

Although there was a possible storm warning for East Maui, the day of the festival had some early morning intermittent showers which did not deter vendors or participants. Every year the weather is always a factor in the success of the event. However, Hana is known as a rain forest area and the expectations are for intermittent showers especially in the spring season. Fortunately visitors and locals embrace the concept: "No rain, no taro".

- **Discuss the results of your marketing/public outreach efforts.**

It is estimated that at least half of the several thousand people at the Taro Festival are repeat attendees. Word of mouth has always been the leader in promoting the event. Also to be taken into consideration is that Hana families are large and their relatives from all over usually come to either participate or simply enjoy the festivities.

Marketing is accomplished through several means: poster distribution (flier size 8 ½ X 11) at all west side and south side hotels and resorts. Posters are also distributed to upcountry and north shore communities via businesses willing to post them on their bulletin boards.

Press Releases, Calendar listings and photographs are sent to the 2 newspapers; magazines targeted to those interested in Hawaii are sent calendar listings and photographs (eg. AAA, Hana Hou Hawaiian Airlines). Website calendars feature listings and photos. The event is listed on the official State of Hawaii Tourism website, as well as other online calendars which repeat the listing.

We purchase ads in the local Hanaside News and in the Mauitime Weekly, a free weekly newspaper distributed island wide (18,000 circulation, Online Mauitime Weekly is 125,000/month.) Public Service Announcements are sent to the radio stations on Maui the week prior.

We have our own Facebook group and Website which is visited regularly by many friends.

- **ANECDOTAL STORIES HOW THE GRANT FUNDING ASSISTED OUR COMMUNITY**

Both grocery stores always report significantly increased sales during the entire weekend. Neil Hasegawa, owner of Hasegawa General Store and Harolen Kaiwi, Manager of Hana Store, both concur that the taro festival is an economic boon to their businesses. Several of our Ag Farmers and Food Vendors totally sold out despite always prepping for more plates than they expect to sell. The vendors are local families, who in turn use their profits mostly in their community.

Email from Faith Ewbank Chase: "Congratulations on another year! I've heard from a lot of happy people."

Event Survey filled out by OHA Grants Specialist, Karlen Oneha: "Great event that brings out the Hawaiian community. Mahalo!"

- **Describe how this event could be improved.**

The event could be improved by hiring a Coordinator – this position has always been primarily the responsibility of the Board members who chair the various committees. Overall coordination is challenging when there is no one person to designate and follow through on all the action steps; fortunately the seasoned Board of Directors are in constant communication and the event usually proceeds smoothly.

There is no paid staff as there are never residual funds from the annual event to afford salaries. The organization will need to grant write to fund an Event Coordinator position; the Board is attempting to find a community member willing to provide kokua services (initially) to find funding for that position. The E.C. position would grant write and pursue fundraising activities, oversee and coordinate the festival. The end result of hiring an independent contractor Event Coordinator would expand the scope of the organization's activities to become less reliant on government cash awards.

Over the years the entire process from planning to final reporting has increased in requirements crucial to the success of producing this annual festival. The ultimate challenge is to grow the "Tarofest", for example reviving the Taro Symposium, welcoming voyaging canoes to Kapueokahi, Hana Bay. These components require coordination more than what our volunteer Board can provide.

We are fortunate that the event is an entity unto itself after 27 years, and we don't have to "reinvent the wheel" every year. However the possibilities of expanding our program are limited. Partnerships and sponsorships would also be of great benefit to the organization.

Product sales always help in brand recognition and consequently more attendance and sales at future events. We would like to expand our product sales from only tshirts and tote bags. Sales and vendor booth fees are basically our only source of earned income. We would like to offer product items online to augment income. Our commemorative shirts have become collector items; the image design is new every year and donated by either an established artist or an up and coming artist.

27th Annual East Maui Taro Festival DASHBOARD

	2015	2016	2017	2018	2019
Attendance	3,000-4,000	4,000-5,000	2,000-3,000	3,000-3,500	3,000-4,000
Sponsorships gained & Partnerships	0	2	2	0	0
Satisfaction of attendees (from Surveys)	N/A	lost surveys	48 Excellent 3 Good 6 no answer	no surveys	61 Excellent 14 Good 10 no answer
In kind support					
(Accounting)	$6,000.00	$6,000.00	$6,000.00	$6,000.00	$6,000.00
(Grantwriting)	$1,000.00	$1,000.00	$1,000.00		
(Musicians)	$500.00	$500.00	$500.00	$500.00	$500.00
(Electrician)	N/A	$680.00	$680.00		
Volunteer hours	300-500	300-500	300-500	400	400
Revenue generated	$17,002.00	$16,192.00	$16,075.00	$16,290.00	$15,728.00

(16 FOOD BOOTHS INSTEAD OF 20 -$700.)

1/1/19 - 5/8/19

K. 27th ANNUAL EAST MAUI TARO FESTIVAL BUDGET

EXPENSES	COUNTY	ACTUAL	OTHER CASH	ACTUAL	TOTAL
Operations:					
Lease equipment	$7,000.00	**$7,135.34**	$7,000.00	**$7,000.00**	**$14,135.34**
Permits & rental of venue			$750.00	**$568.00**	**$568.00**
Contract Services	$3,500.00	**$3,100.00**		**$2,000.00**	**$5,100.00**
Honorariums & Accomodat	$5,700.00	**$6,142.62**	$2,950.00	**$2,469.50**	**$8,612.12**
Tshirts			$7,000.00	**$6,800.66**	**$6,800.66**
Supplies			$200.00	**$265.90**	**$265.90**
Marketing:					
Advertising & Design	$1,000.00	**$1,056.09**		**$0.00**	**$1,056.09**
Banners	$500.00	**$565.95**		**$0.00**	**$565.95**
Posters	$200.00			**$140.00**	**$140.00**
Programs	$100.00			**$0.00**	**$0.00**
Administration:					
Accounting					
Board Expense			$200.00	**$1,013.57**	**$1,050.77**
Insurance			$1,200.00	**$1,105.85**	**$1,105.85**
Office & Admin			$50.00	**$354.60**	**$354.60**
GE Tax			$650.00	**$640.76**	**$640.76**
INKIND				**$6,000.00**	**$6,000.00**
TOTAL	**$18,000.00**	**$18,000.00**	**$20,000.00**	**$28,358.84**	**$46,396.04**

INCOME				
County OED	$18,000.00			$18,000.00
Organization		$15,728.00		$15,728.00
OHA Grant		$7,000.00		$7,000.00
In-Kind			$6,000.00	$6,000.00
TOTAL	**$18,000.00**	**$22,728.00**	**$6,000.00**	**$46,728.00**

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4828

Performance Period: 7/1/18 to 6/30/19

Organization Name: Maui Native Hawaiian Chamber of Commerce

Program/Project/Event Title: Annual Hui Holomua Business Fest

Contact Name: Doreen N. Canto Title: Project Manager

Telephone Number: 808-633-3079 Email: cantodoreen@gmail.com

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

D Canto

Signature

11/15/18

Date

County of Maui Office of Economic Development Grant
Maui Native Hawaiian Chamber of Commerce Final Report

Program/Project/Event description from your original proposal.

The Maui Native Hawaiian Chamber of Commerce's 12th Annual Business Fest continues to promote intergenerational collaboration between experienced business leaders and emerging entrepreneurs of Hawaiian descent.

This year's conference theme chosen by MNHCOC members stimulated an interest in agriculture and food; while participation from food sector businesses drew an interest with other Native Hawaiian-owned Chambers of Commerce.

Discuss the results of your program/project/event.

The 12th Annual Business Fest attracted 300 conferees including 28 juniors and seniors from the Business and Leadership Academy of Kamehameha Schools Maui. A commitment to our community was attributed to the Chamber's hard work and dedication in serving our Mission Statement: To promote and sustain our Hawaiian Culture, nurturing a strong community of Hawaiian Values and to enhance opportunities for success in business and education.

Discuss the results of your marketing/public outreach efforts.

Marketing and PR efforts included email marketing, social media, membership, and previous Biz Fest attendees. Press releases Statewide, and personalized letters were also sent to VIP's. The event was also posted on **MNHCOC.org.**

Provide your dashboard of Performance Measures for the current fiscal year.

MNHCoC has increased it's membership by 10% (194) members.

MAUI NATIVE HAWAIIAN
CHAMBER OF COMMERCE

September 17, 2018

Board of Directors

Teri Freitas Gorman
President
Frank DeRego, Jr.
Vice President
Doreen Pua Canto
Past President
Shirley Kaiahua Blackburn
Treasurer
Sharron Joseph
Secretary

Ryan MacLaughlin
Paul Mancini
Kaleo Padilla
Kai Pelayo
John "Hau'oli" Tomoso
Cory Vicens
Mercer "Chubby" Vicens
Wayne Wong

Cultural Advisors
Kimokeo Kapahulehua
Kahu Lyons K. Naone

Aloha,

The Maui Native Hawaiian Chamber of Commerce will present its ***12th Annual Hui Holomua Business Fest*** on Wednesday, October 17, 2018 at the King Kamehameha Golf Club in Waikapū. (For details see www.mnhcocc.org).

Because our mission supports education and business, we are hosting a benefits auction as part of our conference to benefit Punana Leo o Maui, a Native Hawaiian nonprofit that was established in 1983 with a vision of and a mission to revitalize the Hawaiian language as a living language in Hawai'i and beyond.

We are asking our board members and friends to donate items valued between $20-$100 to be included in the benefit auction. Donations of gift certificates, merchandise or even coupons for services are deeply appreciated.

IWe deeply appreciate your consideration of this request for support.

Mahalo i'a ōe,

Teri Freitas Gorman
President

MAUI NATIVE HAWAIIAN CHAMBER OF COMMERCE

MNHCoC is your Home of **Hawaiian Culture**, **Hawaiian Values** and **Opportunities** for Success in Business and Education.

MAUI NATIVE HAWAIIAN
CHAMBER OF COMMERCE

SUCCESS

We Enable You... Succeed in Business w/ Hawaiian Values

Our mission as a Chamber is to promote and sustain our Hawaiian Culture, nurturing a strong community of Hawaiian Values and to enhance opportunities for success in business and education.

MNHCoC OBJECTIVES

1. Improve the standing of Native Hawaiians in business by cooperation, coordination, and exchange of information.
2. Offer members benefits, information, and the opportunity to serve others.
3. Increase membership and involve them in the work of the chamber.
4. Focus on the benefits available to Native Hawaiians from business, education, government, community, culture and housing.
5. Provide leadership, counsel, and assistance in achieving these Objectives.

Hoa Hana

State's 4 Native Hawaiian Chambers of Commerce Form New Alliance at MNHCoC 12th Annual Hui Holomua Business Fest
MauiNow.com: 4 Native Hawaiian Chambers of Commerce Form Alliance...
(colleague Native chambers links below)

Native Hawaiian Chamber of Commerce -Oahu
https://nativehawaiianchamberofcommerce.org

Kaua'i Native Hawaiian Chamber of Commerce
https://www.knhcc.org

"live our lifestyle...follow our dreams and just be Hawaiians"

— Sam Choy, Hawaiian Chef
Keynote address
2018 MNHCoC Business Fest

MAUI NATIVE HAWAIIAN
CHAMBER OF COMMERCE

BELIEVING

Focusing On What Matters Most

NOTE: There is no January 2019 Event. Next event scheduled for Tue, Feb 12, 2019 - *details will be announced soon.*

Every month, MNHCoC offers alternating events between "**Talk Story/Open Mic**" - informal talk story with a guest or topic and "**General Meetings**" of more substance with speakers.

Every Fall, MNHCoC hosts its annual "**Hui Holomua Business Fest**" conference to explore issues of importance to business leaders who strive to incorporate Hawaiian values into their businesses and those of Native Hawaiian ancestry. The annual Hui Holomua Business Fest offers a full day of expert speakers, thoughtful discussions and networking along with an exhibition of locally-owned business.

12th Annual Hui Holomua Business Fest celebrated on October 17, 2018 at The King Kamehameha Golf Club in Waikapū.

Business of Food

Ko koā uka, ko koā kai...

"Those of the upland, those of the shore..."

the interdependence between those who grow, manufacture, prepare and consume food..

The 2018 conference theme explored food and the various aspects of its role around sustainability in the context of our culture:

- Maui News: BizFest Keynote by Chef Sam Choy...
- Maui News: Speaker State Rep Lynn DeCoite...
- MauiNow.com: 4 Native Hawaiian Chambers of Commerce Form Alliance...

TRUST

Current Leadership

MAUI NATIVE HAWAIIAN
CHAMBER OF COMMERCE

The current leadership consists of an elected Board of Directors (currently 13 members) from which 5 officers are elected by the current board members 'at large'. Terms are 2 years and staggered. A General Election for membership voting is held each year.

Teri Freitas Gorman - President

A Maui native, Teri is a seasoned communications and community engagement professional with more than two decades of executive level experience in Hawaii and overseas. She is currently the Director of Community & Patient Relations for Maui Grown Therapies, a physician-led medical cannabis provider. A graduate of UCLA, she served as Maui's commissioner to the Hawaii State Foundation on Culture & the Arts from 2007 to 2012. The Ōma'opio resident is a partner in E Ola Pono, LLC and an active member of WINTA-World Indigenous Tourism Alliance.

Frank De Rego Jr. - Vice President

With over 30 years of experience in education and the non-profit sector Frank is currently the Business Development Director of Projects at the Maui Economic Development Board (MEDB). Frank earned a bachelor's degree from the University of San Francisco with a double major in Philosophy and Religious Studies; a Master's Degree in Religious Studies from Katholieke Universiteit

Shirley Kaiahua Blackburn - Treasurer

Co-owner and Office Manager of Maui Land Broker & Property Management, Inc., providing financial services and real estate management for six Residential Community Associations and two Condo AOAO with over a thousand homeowners. Her career includes management experience in the hospitality, health and real estate sectors and distinguished awards such as multiple Maui

Leuven in Leuven, Belgium; and a Master's of Science Degree in Sociology from Purdue University, Indiana. Frank is a very active member of MNHCoC and brings enthusiasm and invaluable perspective that comes from a lifelong understanding of local culture and national and international education and experience.

Mayor's Small Business Awards and inclusion in Pacific Business News' List of Fastest Growing Small Business. While enjoying making friends and giving back to the local community, Shirley's number one passion is God! "Five years ago a friend invited us to attend church with them since then both Joe and I have been so blessed. We have our health, our children, grandchildren, family, friends and our business." A native of Oahu, she now lives in Wailuku.

Sharron Joseph - Board Secretary

A Maui resident since 1969, Sharron has 25 years of work experience in various sectors. She currently serves as the Purchasing Assistant for Hale Makua Health Services in Wailuku. A gifted hula dancer, she also serves as vice president for the board of directors of the renowned *Hālau Kealaokamaile*. Sharron lives in Kula.

Doreen Napua Canto - Past President

Born and raised on Maui, "Pua" is known throughout the island for her generous volunteer spirit. The Central Maui Hawaiian Civic Club recently honored her with a Kupamaka'āinana Award for community service. She is president of the Kula Community Association and serves the State of Hawai'i as a Hawaiian Homes commissioner and the County of Maui as a commissioner for the Department of Fire and Public Safety. She recently served on the Special Committee on County Governance. A graduate of Phoenix University, the Kula resident is currently employed by Maui Grown Therapies.

Board Members At-Large:

Ryan MacLaughlin, Paul Mancini, Kaleo Anthony Padilla, Kai Pelayo, Father John "Hau'oli" Tomoso, Mercer "Chubby" Vicens, Cory Vicens, and Wayne Wong.

MEMBERSHIP: YOUR CHOICE

MAUI NATIVE HAWAIIAN CHAMBER OF COMMERCE

We have the right package for you

INDIVIDUAL

The standard membership level

$80/yr

Basic general membership

(1) vote

optional spouse membership at no extra cost

advance email notice of events
at member discounted prices

BUSINESS

For the whole team...

$300/yr

Perfect for your whole organization

(1) Paid business member w/ spouse
business has (1) vote.

(3) Employees of company w/ business membership

advance email notice of events
at member discounted prices

Free advertisement for the business name on upcoming MNHCoC website directory.

e kala mai i au (please forgive us) while we are redoing our website) we are still working on online payments.
Please contact Shirley Blackburn for Membership... call 808-757-3045 -or- email treasurer@mnhcoc.org

Made with love by Communications Committee

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The Maui News

DeCoite: Hawaii farming suffers from lack of state support

Department of Agriculture receives less than 1 percent of state budget

State Rep. Lynn DeCoite speaks during Wednesday's Hui Holomua Business Fest at King Kamehameha Golf Course in Waikapu. The Maui News / CHRIS SUGIDONO photo

Hawaii's only farmer serving as a lawmaker at the state Capitol is questioning Gov. David Ige's pledge to double local food production by 2020, and Rep. Lynn DeCoite believes legislators should be shifting more taxpayer dollars from tourism into agriculture, which makes up less than 1 percent of the state's total budget.

DeCoite, who represents East Maui, Molokai and Lanai, also called for the University of Hawaii to compile and release agriculture data to help residents looking to start their own farms — a suggestion one school official is seriously considering.

DeCoite provided her thoughts during Wednesday's Hui Holomua Business Fest at King Kamehameha Golf Course. The third-generation Hoolehua farmer served as a moderator for a panel of farmers from Maui, Molokai, Kauai and Big Island.

"Tourism money should be used for agriculture and not strictly tourism," DeCoite said after the panel discussion. *"When people come to Hawaii, they like eat what's in Hawaii. They no like eat the apples imported here or the almonds. They want to eat local taro, ulu, sweet potato, the fish. We cannot showcase tourism if we cannot showcase what's grown here."*

DeCoite owns and operates L&R Farms on Molokai with her family, which is the largest sweet potato farm in Hawaii. She said support for farming has decreased over the years with budget cuts to the state Department of Agriculture.

The department has not published a comprehensive agricultural statistics report since 2011, when revenues totaled $720 million. Seed revenue that year also hit a record $243 million as companies were expanding their Hawaii-based operations.

Seed revenues dropped to around $180,000 the following year, however, and have continued to steadily decline with the shutdown of companies such as Mycogen Seeds earlier this year on Molokai. A survey published in June by the USDA's National Agricultural Statistics Service reported Hawaii's seed industry is estimated at $121 million for the 2017 to 2018 season.

DeCoite said she believes Hawaii can increase its local food production, but she's unclear where it currently stands. She said farmers have not received much guidance from members of Ige's administration and how they plan to double production.

Mo'olelo Educate and Amuse

again, for me. The song began with naming the Kūkalahale wind and Mānele Bay of Honolulu; then, it had magical powers that they used to protect themselves, as their journey was extremely eventful. Hi'iaka husband held on to it, so Hinaiakamalama flew, in her crippled state, and entered the moon. She became

Native Hawaiian chambers of commerce announce new alliance

Submitted by the Maui Native Hawaiian Chamber of Commerce

The state's four Native Hawaiian Chambers of Commerce have entered into an alliance. State Senator Brickwood Galuteria made the announcement at the 12th Annual Hui Holomua Business Fest presented by the Maui Native Hawaiian Chamber of Commerce (MNHCoC) in Waikapū, Maui on October 17. The four NHCC presidents spoke together publicly for the first time during a panel discussion about the Business of Food as part of the conference program.

"I've been encouraging them to join efforts for quite a while," explained Galuteria. "So to see them seated on this stage together is a truly historic moment."

This past May, Richard Fernandez, immediate past president of O'ahu's Native Hawaiian Chamber of Commerce (NHCoC), initiated a formal Memorandum of Agreement between the Native Hawaiian chambers of O'ahu, Maui and Kaua'i. News of the agreement prompted Big Island farmer and businessman Richard Ha to reconstitute the former Hawai'i Island Native Hawaiian Chamber of Commerce (HNCoC), which has agreed to join the alliance while formalizing a new charter.

In late September, at the invitation of O'ahu's NHCoC, representatives of the four organizations met in Honolulu for an exploratory meeting. The half-day summit was facilitated by Fernandez and Kumu Ramsay Taum of LBI of the Pacific, LLC. As a result of that meeting, all four chambers agreed to adopt the Aloha Spirit Law (HRS §5-7.5) as their collective code of conduct.

During their Maui panel presentation, the four presidents discussed how their differences are actually strengths. "Each Hawaiian chamber strives to assist Hawaiian-owned and managed businesses," said NHCoC president Joseph Lapilio. "But as Hawaiians, we also care about the 'āina and the lāhui as much as economic success."

KNHCoC president John Kaohauli'i agreed. "Each island chamber has its own issues, but we all share the same desire: to make sure Hawaiians can afford to stay in Hawai'i, not just to survive, but to thrive."

Acting president of the developing HNCoC, Richard Ha, believes the new alliance will broaden discussions about Hawaiian issues throughout the state. "Sometimes people think the loudest voices represent the majority, when in fact there are more thoughtful, but softer, voices that should be heard as well. We can help to amplify their voice."

MNHCoC president Tori Freitas Gorman shares their view. state's political leadershi corporate offices are in Ho so the O'ahu folks can sh perspective with us. The r island chambers bring d tionships with educational and community orga Together we can be a forc for Native Hawaiians and else who calls Hawai'i h

Native Hawaiian Chambers of Commerce presidents, (L-R) Richard Ha, John Kaohauli' Freitas Gorman, Joseph Lapilio and Sen. Brickwood Galuteria. - Photo: Bryan Berkov

Investing in your Future

Date Sent: Friday, October 19, 2018
141 Emails Sent... **108**(76%) Opened Email

Complete Responses: **33 total**

Q1 The opening ceremony and protocol were significant in setting the tone for the conference.

Answered: 30 Skipped: 3

0 1 2 3 4 5 6 7 8 9 10

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	76.67% 23	23.33% 7	0.00% 0	0.00% 0	0.00% 0	30	4.77

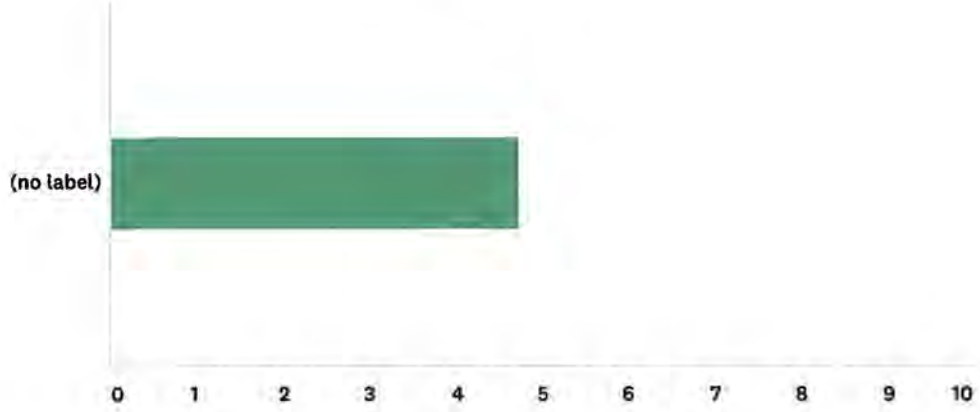
Q2 The presentation by Kamehameha Schools: -'Āina Momona - Productive Lands" was interesting/informative.

Answered: 31 Skipped: 2

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	64.52% 20	29.03% 9	0.00% 0	0.00% 0	0.00% 0	6.45% 2	31	4.69

Q3 The 'Business of Food' by Hawaiian Chambers of Commerce Panel was interesting/informative.

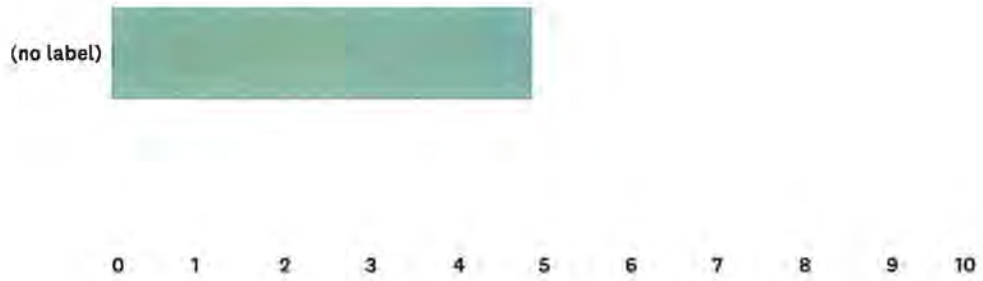
Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	72.73% 24	27.27% 9	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33	4.73

Q4 KEYNOTE SPEAKER: Chef Sam Choy -"My Road To Success" was interesting/informative.

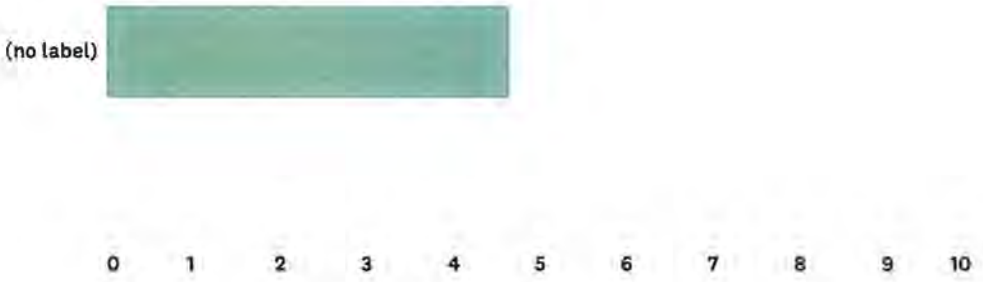
Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE		N/A	TOTAL	WEIGHTED AVERAGE
(no label)	87.88% 29	12.12% 4	0.00% 0	0.00% 0		0.00% 0	0.00% 0	33	4.88

Q5 'Farming in Hawaii' -Active Farmers Panel was interesting/informative.

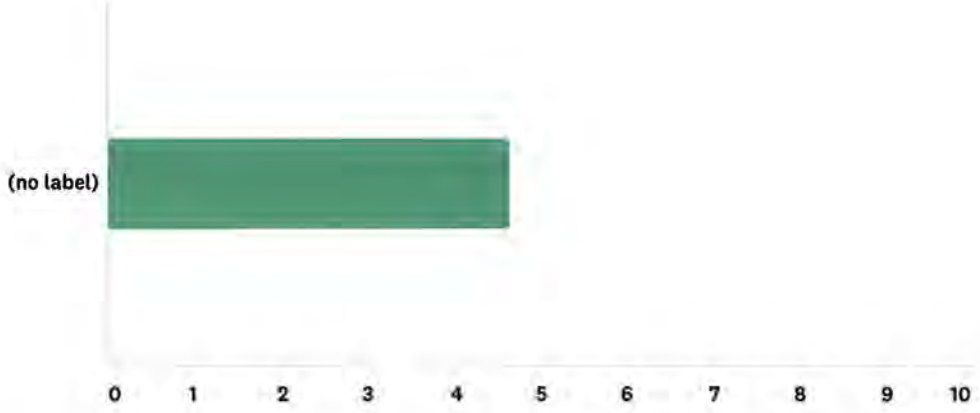
Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE		N/A	TOTAL	WEIGHTED AVERAGE
(no label)	60.61% 20	30.30% 10	0.00% 0	0.00% 0		0.00% 0	9.09% 3	33	4.67

Q6 'Food Careers in Hawaii' -Current Food Business Owners Panel was interesting/informative.

Answered: 32 Skipped: 1



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	59.38% 19	28.13% 9	3.13% 1	0.00% 0	0.00% 0	9.38% 3	32	4.62

Q7 Closing Remarks by Ramsay Taum were interesting/informative.

Answered: 31 Skipped: 2

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	74.19% 23	9.68% 3	3.23% 1	0.00% 0	0.00% 0	12.90% 4	31	4.81

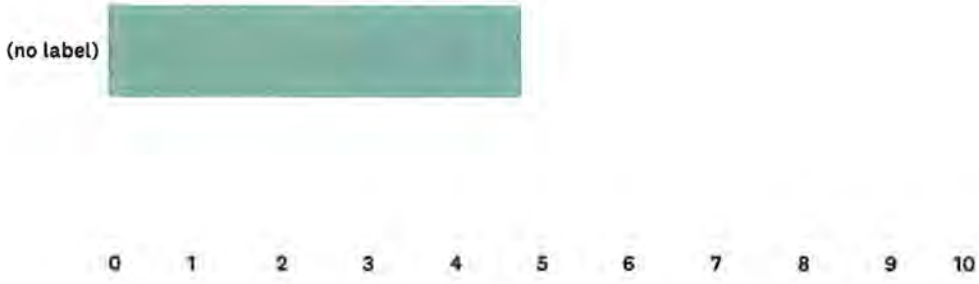
Q8 Conference was well programmed and organized.

Answered: 32 Skipped: 1

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	81.25% 26	15.63% 5	3.13% 1	0.00% 0	0.00% 0	32	4.78

Q9 My rating of conference amenities (registration, gift bags, food service, exhibits, Chinese Auction) is:

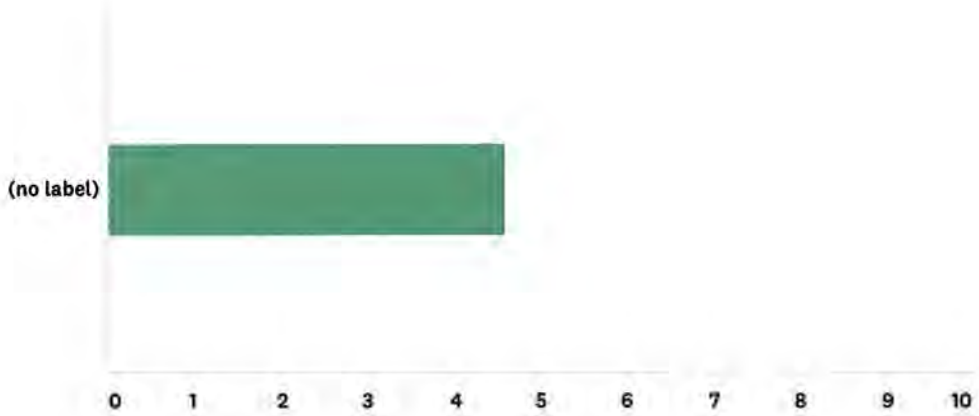
Answered: 32 Skipped: 1



	EXCELLENT-LOVED IT	GOOD-WELL APPRECIATED	NEUTRAL	NOT VERY GOOD-I WAS DISAPPOINTED	UNACCEPTABLE	TOTAL	WEIGHTED AVERAGE
(no label)	78.13% 25	21.88% 7	0.00% 0	0.00% 0	0.00% 0	32	4.78

Q10 The conference venue (location, parking, convenience, ambience) was:

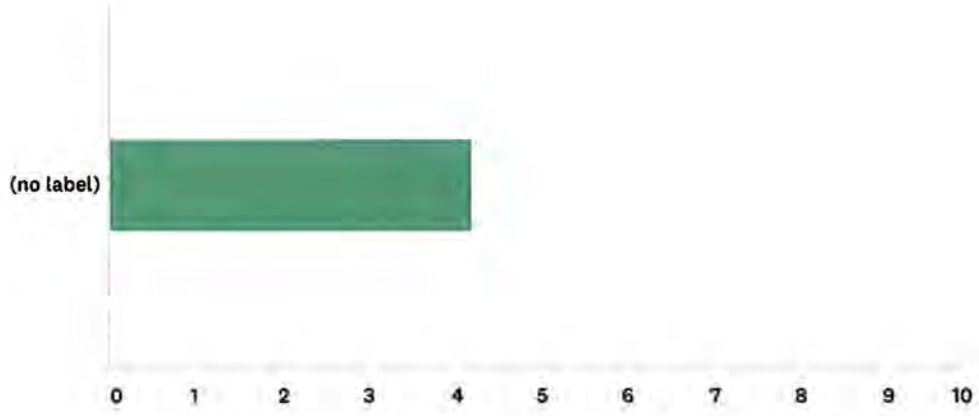
Answered: 33 Skipped: 0



	FANTASTIC-- LOVED EVERYTHING ABOUT THE VENUE	REALLY GOOD-GREAT CONFERENCE VENUE	NEUTRAL	NOT VERY GOOD	TERRIBLE-WHAT WERE YOU THINKING?	TOTAL	WEIGHTED AVERAGE
(no label)	60.61% 20	36.36% 12	3.03% 1	0.00% 0	0.00% 0	33	4.58

Q11 Conference was well promoted.

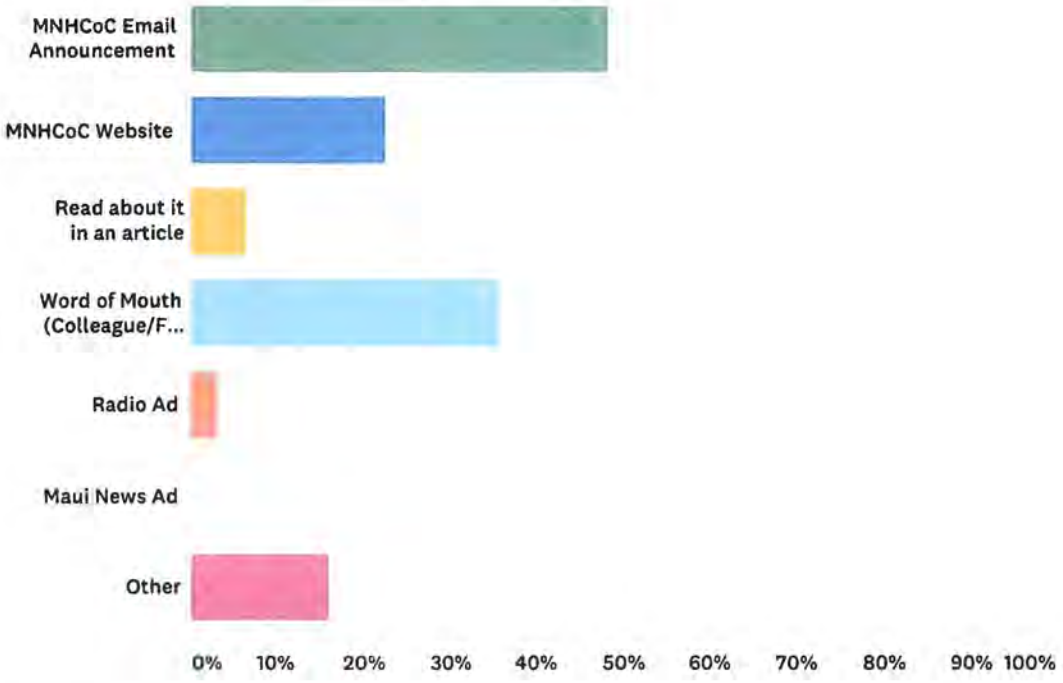
Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	39.39% 13	42.42% 14	15.15% 5	3.03% 1	0.00% 0	33	4.18

Q12 How did you hear about this conference? (select all that apply)

Answered: 31 Skipped: 2

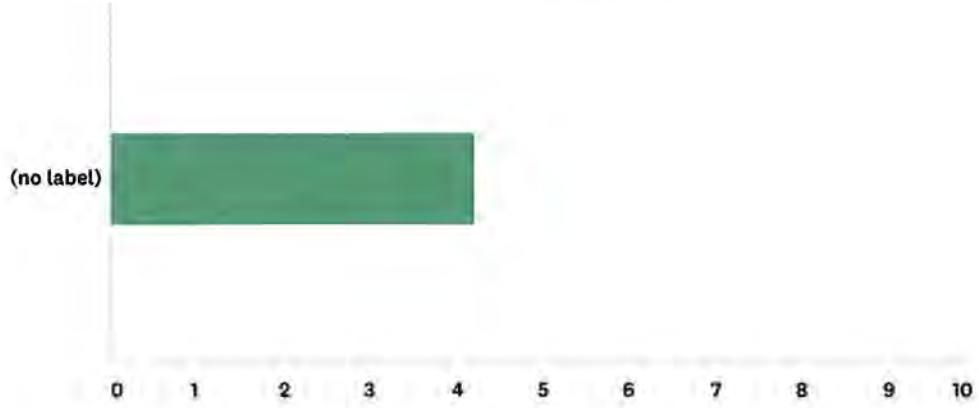


ANSWER CHOICES	RESPONSES	
MNHCoC Email Announcement	48.39%	15
MNHCoC Website	22.58%	7
Read about it in an article	6.45%	2
Word of Mouth (Colleague/Friend)	35.48%	11
Radio Ad	3.23%	1
Maui News Ad	0.00%	0
Other	16.13%	5

Total Respondents: 31

Q13 Conference date was convenient.

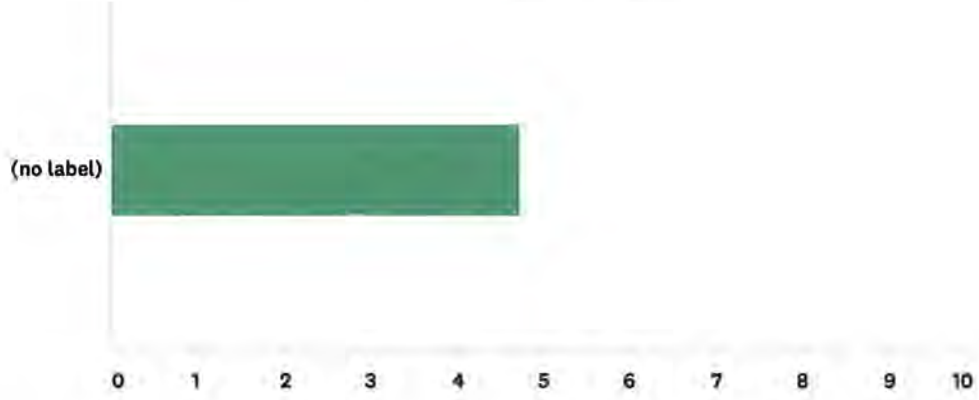
Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	42.42% 14	36.36% 12	21.21% 7	0.00% 0	0.00% 0	33	4.21

Q14 I would recommend the Hui Holomua Biz Fest to a colleague/friend/family member.

Answered: 33 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	72.73% 24	27.27% 9	0.00% 0	0.00% 0	0.00% 0	33	4.73

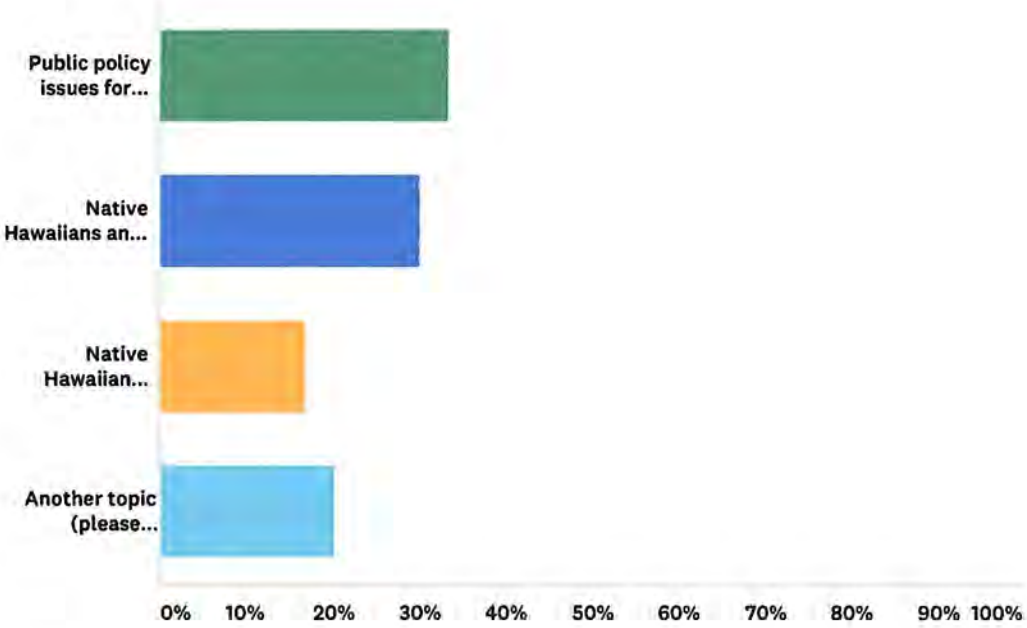
Q15 Please share any additional thoughts about the 2018 Hui Holomua Business Fest:

Answered: 20 Skipped: 13

- Everything went very smooth, can tell some really good planning and organization went into this event, Mahalo Nui! Only thing I would suggest is to perhaps change the menu to support local farmers for the lunch, it would have fit this years theme.Besides that, well done!
- Enforce MNHC policy of no politics from the Directors or organization. Second year President makes negative comment from Dias about POTUS administration.
- Sam Choy was an excellent speaker.
- Disappointed our registration of 4 people was not showing up on list, despite registering 3 weeks earlier
- MNHCoC you hit it out the ball park. Well put together and very informative. Good Job Imua
- More Ramsey Taum
- think a follow-up presentation to the most popular panel, as rated by this survey, would be good
- I enjoyed attending my first Business Fest as a member of the MNHCoC. I am looking forward to future events and I hope to be able to assist in the organization of those events.
- Even though the event was sold out and well vendor populated, it could have been better organized and promoted (proactive and well in advance). There are many more opportunities to businesses if they knew about and could attend
- I'm looking forward to the next conference 2019. I'd like to see some canoe foods in the next menu, as Sam Choy suggested. As a food conference, this was one major oversight by the planning committee.
- Well organized, moderators did an excellent job. More time for speakers and Q&A. Post panel discussions, have an opportunity to meet panelist. Hard to see screen from some tables.
- It was a great Biz Fest
- Absolutely wonderful...Mahalo!
- Well planned, you were all gracious hosts!
- Very interesting/relevant topic this year with engaging panels and extremely good moderators as well. Well Done!
- I miss the AWA ceremony. Maybe next year.
- The participation of the Royal Order book ended with Ramsay Taum at the conclusion was pretty spectacular.
- The food was okay but nothing great. Should serve Hawaiian food at a Hawaiian event.
- Mahalo

Q16 For the 2019 Hui Holomua Business Fest, I would most interested to hear about:

Answered: 30 Skipped: 3



ANSWER CHOICES	RESPONSES	
Public policy issues for Native Hawaiian-owned businesses	33.33%	10
Native Hawaiians and STEM- Science, Technology, Engineering and Math careers and education	30.00%	9
Native Hawaiian self-governance and possible related impacts/opportunities for business	16.67%	5
Another topic (please specify)	20.00%	6
TOTAL		30

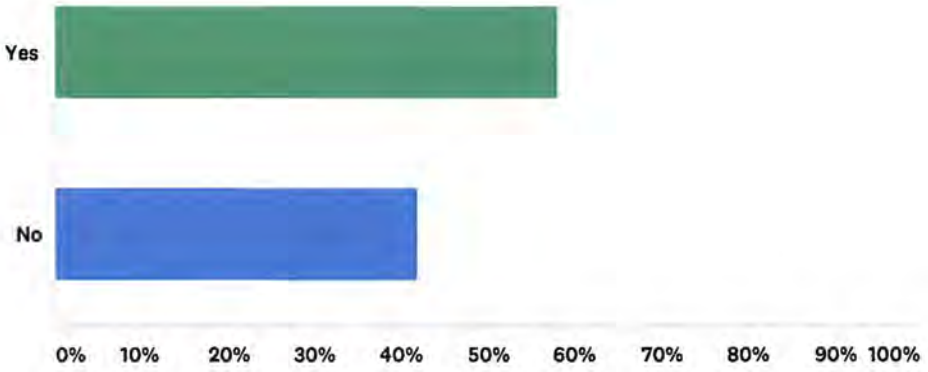
Q17 Mahalo for attending and taking our survey, you are almost done…

Answered: 29 Skipped: 4

ANSWER CHOICES	RESPONSES	
Name	100.00%	29
Company	89.66%	26
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	96.55%	28
Phone Number	89.66%	26

Q18 Are you a current MNHCoC Member?

Answered: 31 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	58.06%	18
No	41.94%	13
TOTAL		31

Hui Holomua

MAUI NATIVE HAWAIIAN
CHAMBER OF COMMERCE
P.O. Box 350
Kahului, Maui, Hawaii 96733
www.mauihawaiianchamber.org

Date: January 15, 2019

Kay Fukumoto
Grants Manager
County of Maui, OED
2200 Main St., Suite 305
Wailuku, HI 96793

Project Title: 2018 HUI HOLOMUA BUSINESS FEST

Grant: G4828

We are requesting the following reimbursement programs costs per the attached expense summary and receipts attached for:

Amount Due: $10,000.00

This is to certify that the work for which payment is requested was performed in accordance with the terms of this grant agreement.

Doreen N. Canto
Project Manager

JAN 24 2019

Office of Economic Development
2200 Main Street, Suite 305
Wailuku, Maui, Hawaii USA 96793
(808) 270-7710

County of Maui Office of Economic Development Grant
Maui Native Hawaiian Chamber of Commerce Final Report

Program/Project/Event description from your original proposal.

The Maui Native Hawaiian Chamber of Commerce's 12th Annual Business Fest continues to promote intergenerational collaboration between experienced business leaders and emerging entrepreneurs of Hawaiian descent.

This year's conference theme chosen by MNHCOC members stimulated an interest in agriculture and food; while participation from food sector businesses drew an interest with other Native Hawaiian-owned Chambers of Commerce.

Discuss the results of your program/project/event.

The 12th Annual Business Fest attracted 300 conferees including 28 juniors and seniors from the Business and Leadership Academy of Kamehameha Schools Maui. A commitment to our community was attributed to the Chamber's hard work and dedication in serving our Mission Statement: To promote and sustain our Hawaiian Culture, nurturing a strong community of Hawaiian Values and to enhance opportunities for success in business and education.

Discuss the results of your marketing/public outreach efforts.

Marketing and PR efforts included email marketing, social media, membership, and previous Biz Fest attendees. Press releases Statewide, and personalized letters were also sent to VIP's. The event was also posted on **MNHCOC.org.**

Provide your dashboard of Performance Measures for the current fiscal year.

MNHCoC has increased it's membership by 10% (194) members.

Provide two anecdotal stories of how this grant funding assisted our community.

Over the past 30 years, Hawai'i's ability to produce its own food has steadily dwindled. We now import 90 percent of our calories from elsewhere. Our state Department of Business, Economic Development and Tourism has said that by 2045, Hawai'i will need to feed 1.65 million people. An agricultural revolution here and now is the best way to prevent future famine in the islands.

The first Biz Fest presentation, "Aina Momona (productive land)" demonstrated how Hawaii's largest private landowner, Kamehameha Schools, is repurposing much of its land for agricultural use based in Hawaiian traditions. Leaders of the state's four Native Hawaiian Chambers of Commerce discussed how the business of food must change to properly feed our people.

Because education is central to the mission of MNHCoC, this grant funding made it possible for the Chamber to bring awareness through all of its' presentation(s).

Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your proposal with the actual outcomes and results.

The Chamber was very successful in promoting those who actually do the work of growing, producing and preparing food. The audience heard from experienced farmers and the new generation of farmers to better understand how Maui County can grow more food by growing more farmers, while providing them and their workers with wages commensurate with the high cost of living on Maui.

We also believe this conference helped to publicize locally-owned and operated food-related businesses to further strengthen the successful, "Made on Maui" initiative undertaken by the Mayor's Office of Economic Development.

Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).

The participation of the other Native Hawaiian Chambers of Commerce helped to carry these lessons and learnings statewide so that as a coalition with similar interests, we can better influence policy-makers and business leaders to protect, perpetuate and promote Hawaii-grown agricultural enterprises.

Describe how this program/project/event could be improved.

Maui Native Hawaiian Chamber of Commerce will continue to promote its' membership. Event sponsors underwrite scholarships for up to 50 high school students to attend the conference at no charge. It is our hope that this continues so that we could further promote our mission.

Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.

(Submitted)

Attach Final Reimbursement Budget Summary.

(See attached)

Submitted by:

Doreen N. Canto

11/15/2018

Doreen N. Canto

Date

Reimbursement Budget Summary

GRANT G4828

Approved Budget	OED FUNDS ON PROGRAM / EVENT BUDGET	INVOICE # 1 PAID	TOTAL PAID (TO DATE)	REMAINING BALANCE
OPERATIONS				
1. Event Coordinator	$5,000.00	$5,000.00	$5,933.01	<611.81>
2. Sound	$500.00	$500.00	$500.00	0.00
3. Lanyard Badges/Totes	$400.00	$400.00	$320.89	0.00
4. Air/Travel	$2,600.00	$2,600.00	$2,357.91	0.00
Note:	**Transfer $242.09 from Line 4 to help cover shortage in Line 1.**			
MARKETING				
5. Advertising & Print Production	$500.00	$500.00	$262.50	0.00

Reimbursement Budget Summary

GRANT G4828

6. Video/Photography	$1,000.00	$1,000.00	$2,604.15	<$1,366.65>
Note:	**Transfer $237.50 from Line 5 to help cover shortage in Line 6.**			
ADMINISTRATIVE				
7. Program Administrator				0.00
8. Office Supplies				0.00
Note:	**Lines 7 & 8 were covered by Other Cash and In-Kind Donations**			
TOTAL	$10,000.00	$10,000.00	$11,978.46	<$1,978.46>

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4830

Performance Period: 7/1/18 to 6/30/19

Organization Name: Tri-Isle Resource Conservation and Development Council, Inc.

Program/Project/Event Title: Axis Deer Management Kula Ag Park

Contact Name: Nadine Awana Chase Title: Interim Executive Director

Telephone Number: 808-871-1010 Email: nadine@tri-isle.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal. ✓
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application. ✓
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s). ✓
- Discuss the results of your program/project/event. ✓
- Discuss the results of your marketing/public outreach efforts. ✓
- Provide your Dashboard of Performance Measures for the current fiscal year. not included JUST chart
- Provide two anecdotal stories of how this grant funding assisted our community. not included
- Describe how this program/project/event could be improved. ✓
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event. Submitted by email & copied to Sid rice
- Attach Final Reimbursement Budget Summary.

7/18/19 gr

Submitted by: Nadine Awana Chase

Signature

7/5/19

Date

RECEIVED

JUL 16 2019

County of Maui
Office of Economic Development

REIMBURSEMENT BUDGET SUMMARY REQUEST FORM
Tri-Isle Resource Conservation & Development Council, Inc.
County of Maui - Office of Economic Development
Kula Ag Park - Grant #G4830

Request #: 6
Date: 06/14/19

Line Item	Grant Amount	Draw 1	Draw 2	Draw 3	Draw 4	Draw 5	Draw 6 (Final)	Balance
Operations								
Coordination	$ 38,000.00		$ 9,107.48	$ 4,011.63	$ 3,644.05	$ 6,574.22	$ 14,662.62	$ -
Program Supplies	$ 2,500.00					$ 2,500.00		-
								-
								-
Administrative								
Admin Fee Tri-Isle	$ 9,500.00	$ 4,752.00	$ 2,373.04		$ 792.00	$ 791.48	$ 791.48	$ -
Total Request	$ 50,000.00	$ 4,752.00	$ 11,480.52	$ 4,011.63	$ 4,436.05	$ 9,865.70	$ 15,454.10	$ -

	Dec-18	Apr-19	Apr-19	6/6/2019
Payment Date	01/31/19	4/25/2019	04/25/19	06/06/19
Check #	01279612	01287058	01287058	01290903

Final Report- Axis Deer Management Kula Ag Park

FY 2019 -- July 2018 – June 2019

To primary purpose of the axis deer management program at the Kula ag park was to reduce the damages caused by axis deer to crops and other infrastructure. The overall goal was to remove the majority of the deer located within the Ag Park and complete a total of 25 ground control operations in and around the area.

Please find below of list of goals, objectives, action steps and their outcomes in red.

Objective 1: Complete initial mapping and geographic area designations

Action Step 1: Meet with property owners to determine areas fit for management

- It was determined by Kia Hawaii and OED staff that Kula Ag parked remained the best fit for grant funds and was not to include any private landowners in the surrounding area.

Objective 2: Complete DOFAW wildlife control permits and inspections for any areas of interest,
where permissible and where otherwise not already permitted.

Action Step 1: Submit permit renewal for the Kula Ag park and applications for new properties if applicable.

- Complete.

Action Step 2: Complete inspection.

- Complete. Inspection was completed successfully without any changes to the applicable management areas.

Action Step 3: Receive completed permit. (3-4 weeks from request to completed permit)

- Complete. Approved renewal permit submitted to OED and Tri-Isle upon completion. Expiration date 1/17/2020

Objective 3: Complete 25 ground control operations in the Kula Ag Park to effectively dispatch the majority of the deer located within the area.

Action Step 1: Complete ground control operations, on a frequent basis, in buffered areas of interest where permitted.

- Complete. We were able to complete 37 of the planned 25 ground operations (see table attached) an average of 5 per month. We were also able to effectively remove ~90% of the deer that had an established home range within the Ag Park and anecdotally through discussion with farmers limit ingress back into the park.

Action Step 2: Submit monthly report to DOFAW and quarterly reports to OED detailing harvest numbers numbers and actions taken.

- Complete. We were able to submit all quarterly reports to OED and all monthly reports to DOFAW. We will continue to submit reports to DOFAW to maintain good standing of the permit until operations start again.

Our proposed methodology allowed us to meet our stated goals and objectives within the time frame provided for the grant.

The process and execution of acquiring permissions, permitting and removing the appropriate number of deer proved to be enough to limit impacts of deer in the Ag Park.

Over 12 months we were able to successfully remove 235 deer in 37 operations with no complaints from neighboring land owners or home owners and with no know complaints from lease holders.

On 9 occasions, were able to remove deer that were in the process of eating and or damaging crops.

Moving forward its important that constant pressure is applied to the area so deer do not reestablish homes ranges within the park. Also to be considered is the additional work that will be required to maintain the Kula Ag park extension area after lease holders are introduced.

We appreciate the opportunity to be of service to the people of Maui County.

Kula Ag Lots Harvest Report OED FY 2019

Time In	Gate	Time Out	Gate	Species	Total Animals Dispatched	Female	Pregnant	Lactating	Male	Comments
10:00pm	Main	4:00am	Main	Deer	16	12	6	3	4	n/a
10:00pm	Main	4:00am	Main	Deer	5	5	4	2	0	n/a
10:00pm	Main	4:00am	Main	Deer	8	6	1	2	0	n/a
10:00pm	Main	4:00am	Main	Deer	3	1	1	2	2	lease holder leaving 10 30pm
10:00pm	Main	4:00am	Main	Deer	3	2	1	0	1	n/a
10:00pm	Main	4:00am	Main	Deer	7	3	1	3	4	n/a
10:00pm	Main	4:00am	Main	Deer	2	1	1	3	1	n/a
10:00pm	Main	4:00am	Main	Deer	2	2	1	1	0	n/a
10:00pm	Main	4:00am	Main	Deer	5	3	1	1	2	n/a
10:00pm	Main	4:00am	Main	Deer	4	3	2	1	1	n/a
10:00pm	Main	4:00am	Main	Deer	7	3	1	1	4	n/a
10:00pm	Main	4:00am	Main	Deer	0	0	0	0	0	n/a
10:00pm	Main	4:00am	Main	Deer	1	0	1	0	1	n/a
10:00pm	Main	4:00am	Main	Deer	9	4	1	0	5	Two Pigs
10:00pm	Main	4:00am	Main	Deer	12	10	5	5	2	n/a
10:00pm	Main	4:00am	Main	Deer	2	1	0	1	1	n/a
10:00pm	Main	4:00am	Main	Deer	4	3	0	2	1	n/a
10:00pm	Main	4:00am	Main	Deer	7	5	2	2	1	n/a
10:00pm	Main	4:00am	Main	Deer	3	1	0	1	2	n/a
10:00pm	Main	4:00am	Main	Deer	1	1	1	0	0	n/a
10:00pm	Main	4:00am	Main	Deer	21	15	6	6	6	3 Pigs
10:00pm	Main	4:00am	Main	Deer	7	3	1	0	4	n/a
10:00pm	Main	4:00am	Main	Deer	7	1	0	1	6	n/a
10:00pm	Main	4:00am	Main	Deer	5	5	1	1	0	n/a
10:00pm	Main	4:00am	Main	Deer	3	3	1	1	0	n/a
10:00pm	Main	4:00am	Main	Deer	11	5	3	1	6	Ag Lot Extension- Check Roads, Gates, Locks
10:00pm	Main	4:00am	Main	Deer	5	4	1	1	1	n/a
10:00pm	Main	4:00am	Main	Deer	5	3	1	1	2	n/a
9:30pm	Main	4:30am	Main	Deer	7	4	1	1	3	n/a
9:30pm	Main	4:30am	Main	Deer	5	2	1	1	3	Three pigs
9:30pm	Main	4:30am	Main	Deer	0	0	0	0	0	n/a
9:30pm	Main	4:30am	Main	Deer	3	1	1	0	2	n/a
9:30pm	Main	4:30am	Main	Deer	1	1	1	1	1	n/a

Kula Ag Lots Harvest Report OED FY 2019

Date	Area	Time In	Date	Time Out	Date	Species	Total Animals Dispatched	Female	Pregnant	Lactating	Male	Comments
1/25/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	16	12	6	1	4	n/a
1/26/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	5	5	4	3	0	n/a
[illegible]	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	6	3	3	0	n/a
1/28/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	-	1	1	2	Kane hunter leaving 10:30am
1/29/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	3	3	0	0	n/a
1/30/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	3	1	0	0	n/a
1/31/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	-	1	1	2	n/a
2/1/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	2	1	-	6	n/a
2/2/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	3	1	1	0	n/a
2/3/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	7	1	-	1	n/a
2/4/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	7	4	1	1	3	n/a
2/5/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	3	3	0	5	n/a
2/6/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	4	3	1	0	1	n/a
2/7/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	7	4	1	0	3	n/a
2/8/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	3	3	0	5	n/a
2/9/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	5	4	1	0	1	n/a
2/10/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	8	4	1	0	4	Two Pigs
2/11/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	12	10	1	3	2	n/a
2/12/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	1	-	0	1	1	n/a
2/13/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	5	3	3	1	2	n/a
2/14/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	7	3	2	2	4	n/a
2/15/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	3	1	0	-	2	n/a
2/16/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	1	1	1	1	0	n/a
2/17/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	11	5	1	-	6	Ag Lot Firewater: Check Roads, Gates, Tarps
2/18/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	5	4	1	1	1	n/a
2/19/19	Kula Ag	12:00pm	Mar	4:00am	Mar	Deer	5	5	1	1	0	n/a
2/20/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	7	4	2	2	3	n/a
2/21/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	1	1	1	-	0	Three dogs
2/22/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	8	6	3	0	2	n/a
2/23/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	3	1	1	0	2	n/a
2/24/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	1	1	1	-	1	n/a
2/25/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	4	3	1	-	1	n/a
2/26/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	2	1	1	0	1	n/a
2/27/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	11	3	3	1	8	One Pig
2/28/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	2	1	1	0	1	n/a
3/1/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	2	1	1	0	1	n/a
3/2/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	6	6	6	0	0	n/a
3/3/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	6	6	4	0	0	n/a
3/4/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	3	1	1	0	2	Trap rubber on site @ 9:30am
3/5/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	13	3	3	1	10	n/a
3/6/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	2	1	0	0	1	n/a
3/7/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	6	4	2	0	2	n/a
3/8/19	Kula Ag	9:30am	Mar	4:30am	Mar	Deer	3	3	1	0	3	n/a

DIVISION OF FORESTRY AND WILDLIFE
WILDLIFE CONTROL PERMIT

of Hawaii
rtment of Land & Natural Resources
ision of Forestry and Wildlife
955 Main St., Ste 301
Wailuku, HI 96793

WC Permit No. : WCM 19-34
Date of Issue: 1/18/2019
Expiration Date: 1/17/2020

PERMITEE: Jake Muise

TITLE Permitee

ORGANIZATION:

Home Phone: (808) 936-2409

Cell Phone:

Landowner Acknowledgement and Approval

Landowner: County of Maui

Date: 12/4/2018

APPLICANT ADDRESS: P.O. Box 941
Pepeekeo, HI

☐ New Permit ☑ Renewal of Existing Permit

WILIFE SPECIES NEEDING CONTROL

☑ Deer ☑ Pig

TYPE OF DAMAGE: ☑ Crop ☑ Nuissance ☐ Health ☐ Other

DAMAGE NOTE Damage to agricultural crops within the park

RECOMMENDED METHOD: .22 rifles

LOCATION OF CONTROL:

TMK:	223002105	GIS Acres:	9.71	Tax Acres:	11.05
TMK:	223002089	GIS Acres:	9.88	Tax Acres:	9.71
TMK:	223002090	GIS Acres:	28.54	Tax Acres:	25.79
TMK:	223002091	GIS Acres:	30.24	Tax Acres:	29.51
TMK:	223002097	GIS Acres:	10.36	Tax Acres:	10.00
TMK:	223002098	GIS Acres:	10.34	Tax Acres:	10.00
TMK:	223002099	GIS Acres:	10.35	Tax Acres:	10.00
TMK:	223002006	GIS Acres:	10.82	Tax Acres:	10.03
TMK:	223002104	GIS Acres:	11.47	Tax Acres:	11.04
TMK:	223002094	GIS Acres:	24.53	Tax Acres:	24.62
TMK:	223002113	GIS Acres:	11.01	Tax Acres:	11.32
TMK:	223002115	GIS Acres:	12.32	Tax Acres:	12.25
TMK:	223002118	GIS Acres:	15.60	Tax Acres:	16.09
TMK:	223002120	GIS Acres:	11.57	Tax Acres:	12.22
TMK:	223002119	GIS Acres:	16.47	Tax Acres:	14.82
TMK:	223002092	GIS Acres:	30.49	Tax Acres:	29.74
TMK:	223002093	GIS Acres:	27.25	Tax Acres:	25.88
TMK:	223002100	GIS Acres:	9.97	Tax Acres:	10.00
		Total GIS Acres	290.90	Total Tax Acre	284.08

CONTROL CONDUCTED BY Permitee and assistants (see page 4)

Kula Ag Lots Harvest Report OED FY 2019

Date	Area	Time In	Gate	Time Out	Gate	Species	Total Animals Dispatched	Female	Pregnant	Lactating	Male	Comments
1/25/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	16	12	0	1	4	n/a
1/26/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	9	5	4	1	0	n/a
1/27/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	8	8	3	3	0	n/a
1/28/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	1	1	1	2	lease holder leaving 10:30pm
1/29/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	1	1	0	1	n/a
1/30/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	7	4	1	3	4	n/a
1/31/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	1	1	1	1	n/a
2/4/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	2	1	1	1	0	n/a
2/5/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	4	4	1	3	1	n/a
2/6/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	4	3	2	1	1	n/a
2/7/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	3	1	1	1	n/a
2/8/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	0	0	0	0	0	n/a
2/9/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	1	0	1	0	1	n/a
2/10/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	8	6	1	0	1	Two Pigs
3/4/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	12	10	1	5	1	n/a
3/5/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	2	1	0	1	1	n/a
3/6/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	4	3	0	3	1	n/a
3/7/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	7	6	1	2	1	n/a
3/8/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	3	0	1	2	n/a
3/9/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	1	1	1	0	0	n/a
3/10/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	21	15	8	6	6	3 Pigs
3/11/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	7	3	1	0	4	n/a
3/12/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	7	1	0	1	6	n/a
3/13/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	5	5	1	5	0	n/a
3/14/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	3	3	1	1	0	n/a
3/15/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	11	5	0	1	6	Ag Lot Extension- Check Roads, Gates, Locks
3/16/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	5	4	1	1	1	n/a
3/17/19	Kula Ag	10:00pm	Main	4:00am	Main	Deer	5	3	1	1	2	n/a
3/19/19	Kula Ag	9:30pm	Main	4:30am	Main	Deer	7	3	1	2	4	n/a
3/20/19	Kula Ag	9:30pm	Main	4:30am	Main	Deer	5	2	1	1	3	Three pigs
3/21/19	Kula Ag	9:30pm	Main	4:30am	Main	Deer	0	0	0	0	0	n/a
3/22/19	Kula Ag	9:30pm	Main	4:30am	Main	Deer	3	1	1	0	2	n/a
3/23/19	Kula Ag	9:30pm	Main	4:30am	Main	Deer	3	2	1	1	1	n/a

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4832

Performance Period: 8/1/18 to 8/31/19

Organization Name: Tri-Isle Resource Conservation & Development Council, Inc.

Program/Project/Event Title: S. Maui Volunteers - Dune Restoration

Contact Name: Nadine Awana Chase Title: Interim Executive Director

Telephone Number: 871-1010 Email: nadine@tri-isle.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

Nadine Awana Chase 7/29/19

Signature Date

Grant # G4832
Hoaloha 'Āina: 2019 Maui Coastal Dune Restoration/ Erosion Control

Final Report: August 1, 2018 – August 31, 2019

- Original Program/Project Description:

Dune restoration and erosion control efforts at primarily South Maui beaches and County Parks, but extending to other island areas as needed and recommended by UH Sea Grant Coastal Hazards Agent and/or Planning Department..

- Actual Outcomes and Results for Original Goals, Objectives, and Action steps

Approved restoration projects have resulted in a greater number of restored beach and dune ecosystems. Dune restoration is an ongoing effort and maintenance is required seasonally for optimal results. With the addition of walkovers, park benches, bike racks, and post/rail, the extremely popular beach parks are being improved to handle the ever-increasing human impact while minimizing erosion and protecting fragile dune structure. All of the park amenities will provide the public a means to safely access and enjoy the sensitive natural resource areas.

Goal 1: **Remove Invasive Wedelia impacting Native Plant Survival on Dunes**

Objective 1: Physically remove the invasive plants from dune and revetment areas

Action Step 1: Provide support for the resorts' landscapers who will be removing the plants nearest the resort properties.
Action Step 2: Monitor resort irrigation issues
Action Step 3: Schedule volunteer workdays to remove the invasive plants from dune/beach areas impacted by the Wedelia.

Objective 2: Encourage native pohuehue in place of the invasive plants
Action Step 1: As invasive plants are removed, replant or redirect native plants

Actual Results of the Goal and Objectives

- The native plants have flourished again in those dune areas
- The dune area will again be able to accrete sand
- Dune ecosystem has become more balanced
- Public shoreline access maintained
- Visitor experience has improved

Goal 2: Protect and Restore Dune Areas

Objective 1: Identify dune blowout or erosion areas/events

Action Step 1: Determine cause of blowout

Action Step 2: Consult with Sea Grant/affected partners (Parks, Planning)

Action Step 3: Prepare & implement comprehensive plan for restoration

Objective 2: Establish/repair public access paths while protecting dune structure

Action Step 1: As needed, build/install sand fencing, barriers, signage

Action Step 2: Maintain all park-to-beach pathways from the Kama'ole and Charley Young beach parks to the beaches they front.

Action Step 3: Install/repair pathways, walkovers, park amenities

Objective 3: Encourage native vegetation on dune areas

Action Step 1: Monitor/manage vegetation and growth of native plants

a. Maintain the naupaka area at the top and back dune areas
b. Encourage the ongoing growth of the native grass and vines on the dune faces.
c. Remove invasive plants

Action Step 2: Assess need for boundary limits (post & rail, rope, signage)

Actual Results of the Goal and Objectives

- Dune ecosystem has returned to a more balanced state
- Public shoreline access has been maintained
- Visitor experience has been improved

Goal 3: Maintain available resources for Dune

Objective 1: Maintain and replenish repository with dune repair items

Action Step 1: Continue to stock and replenish sand fencing, pre-made panels, posts, rope, tools, signage, sand bags, etc.

Action Step 2: Organize and maintain weekly tool and supply needs in rental truck

Objective 2: Educate volunteers, students, public about dune 'best practices'

Action Step 1: Maintain website and weekly newsletter.

Action Step 2: Continue to work with school groups as much as possible

Action Step 3: Update and replace signage as needed

Actual Result of the Goal and Objectives

- Prompt restoration of critical dune areas when identified is available.
- Coastal dunes continue to be protected and enhanced.
- Visitors were involved with dune protection and have a better understanding of this fragile natural resource.

We continue to attract visitors from all over the world who wish to 'give back' to the community they are visiting. We had a large group from Ohio, Southwest Airlines (participating in the Volunteer Week Hawaii and for which South Maui Volunteers received a resolution proclamation to the Mayor's Office), and large family units from Denmark, Sweden, and of course from all over the USA.

Performance Dashboard					
Fiscal Year End	**2015**	**2016**	**2017**	**2018**	**2019**
Number sites repaired, maintained or improved	**23**	**23**	**22**	**22**	**23**
Total size/area of sites repaired, maintained or improved	**5 miles**	**5 miles**	**5 miles**	**5 miles**	**5 miles**
Number of community concerns received/responded to	**4**	**4**	**2**	**2**	**2**
Number of unique members on Weekly mailing list			**75**	**185**	**280**
Number of Volunteer Hours	**3200**	**3200**	**3000**	**3200**	**3000**

Anecdotal story 1. Email from Margaret Leech, a long time visitor and volunteer, returning each year with her husband for about 6 weeks:

Hi Lis and Bob

Please don't do all the work before we get back to Kihei.
Days are going by fast this summer and we are looking forward to joining you again.
Our weather has been cooler this summer and we don't miss the smoke from the forest fires one bit.
We've seen the articles in the Maui news about the fires you've had. One type of fire for another.
Also have read the letters to the editor you have submitted. Keep up the good work.
See you early October.
Margaret

Anecdotal story 2: Neilson Family of five

On workday, Lis was helping new volunteers sign in and get set up. She immediately noticed the accent and asked in Danish whether they happened to be Danish… indeed! It is not often Lis gets to speak Danish at Monday workdays. The group consisted of mom, dad, and 3 pre-teen and teenaged children (two boys and one girl). All spoke several languages and fluent in English as well. They had visited New York, Seattle, and Maui. En route, the parents told the children that instead of Maui, the plane was making a stop in Idaho and they would be getting off there so they could visit a potato museum. Of course, the children were delighted it turned out to be Maui instead that they would be visiting. They were a hard working group and said at the end of workday that they really enjoyed themselves with meaningful projects that helped the community.

- Why Goals/Objectives were met

Our workday projects for the year revolved around pathway trails, invasive plant removal, native plant trim-back, and post and rail installation, and park bench installation.

Our biggest and most long-term project was the removal of all of the invasive Wedelia from the dune area makai of Hale Pau Hana Condo's just north of Kama'ole Beach Park II. This multi stage project went on for many months. Our group took out 100% of the invasive Wedelia from the Condo property line, down the rock revetment and all the way onto the beach. This project involved the removal of over twenty truck-loads of green waste and many hundreds of hours of volunteer labor.

The balance of the year was spent focusing on particular beach park areas and maintaining access trails that we installed, removing invasive plants in the dune beach areas, and trimming back the native plants.

The reason the native plants need trimming is that they receive excess irrigation from the park grass areas. This is just an unfortunate result of location but this is a necessary function since the native plants are important to dune management and growth.

Another aspect of our work is the installation and maintenance of post and rail fencing that divides the park area from the back dune areas. This is important because it delineates the boundary division for the public and helps preserve the dune space.

Additionally, park benches and interpretive signs have been installed, maintained, replaced, and upgraded.

Success may be measured in partnerships and cooperation, without which this project could not continue. Mahalo to County Parks Department, UH Sea Grant, Planning Department, and Tri Isle Resource Conservation and Development Council, Inc. Also, the goals and objectives of this project were met because of funds provided by the OED Grant. The success of this program is also due to the volunteers and their commitment to the projects.

Typically, there are between 12 and 30 adult volunteers each Monday. There is a stated goal for each workday so that each participant understands the what, where, how, and why of the project.

There is a great deal of organizational effort between workdays and projects as well. In addition to purchasing/preparing tools, supplies, materials, there are also outreach considerations like visits to schools by volunteers and attending/presenting at dune-related seminars.

- How the program could be improved

The group is very proud of all of the accomplishments and enjoys the camaraderie with like-minded people interested in giving back to their community or giving back while on vacation. The most challenging tasks for a volunteer group is finding funding for these ambitious projects and keeping up with the various demands and deadlines of writing grants and required reports.

It will become necessary to seek an official program coordinator for dune restorations since the principals of this program are reaching an age that may make continuance at the present level impossible. As of January 2020, the weekly volunteer program will cease unless such a coordinator is identified.

- Promotional material

  1) Website: www.SouthMauiVolunteers.com The website is updated weekly, announcing where the group will be working the following Monday. The blog posts are less frequent, but often filled with

helpful or educational information. In addition to information, videos and photos are often posted to the website.

2) Weekly emailed newsletter, and is also archived on the website. It is sent out through MailChimp (a program designed to overcome the challenges of emailing newsletters to a large audience) explaining the previous week's work, where we will be the following week, and sometimes will include a question/answer format to help explain policies or best practices.

3) Vimeo short videos (between two and five minutes in length) are posted on the website and included in newsletters. These videos show projects, interviews with volunteers, or help explain procedure.

   a) Interviews with volunteers from Sweden, Navajo Indian Reservation, and Chicago: https://vimeo.com/308938041
   b) Interview with a Family group: https://vimeo.com/301918452
   c) Comments from Mary Kielty plus volunteers from Ohio, Boston, Denmark, and Phoenix: https://vimeo.com/350631404

Maui Mayor's Office of Economic Development
VISITOR EDUCATION
Final Report

Submitted to the County of Maui
Mayor's Office of Economic Development

JULY 1, 2018 – JUNE 30, 2019

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: **4836**
Performance Period: **July 1, 2018** to **June 30, 2019**
Organization Name: **Maui Visitors Bureau**
Program/Project/Event Title: **Visitor Education**
Contact Name: **Sherry Duong** Title: **Executive Director**
Telephone Number: **808-244-3530** Email: **sherry@mauivb.com**

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a cumulative report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

1. Program/Project/Event description from your original proposal.
2. Discuss the results of your program/project/event.
3. Discuss the results of your marketing/public outreach efforts.
4. Provide your Dashboard of Performance Measures for the current fiscal year.
5. Provide two anecdotal stories of how this grant funding assisted our community.
6. Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results.
7. Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
8. Describe how this program/project/event could be improved.
9. Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
10. Attach Final Reimbursement Budget Summary.

Submitted by:

Signature

8/5/19
Date

1. Program Project Description:

The FY19 Visitor Education Project (VEP) proposal seeks to inform visitors on four (4) important topics through creative, compelling, and informative educational videos to motivate visitors to be more mindful of a number of issues, emphasizing the role visitors play in the health of our local community.

2. Discuss the results of your program/project/event:

The Kuleana Education Video series, titled *Share the Aloha Maui*, features four (4) videos promoting respectful and prudent visitor behavior. These include:

Astute Renting	Ocean Health
Culture Appreciation	Ocean Safety

Effective and relevant messaging and content were developed to successfully produce four (4) 60-second videos. These four videos were very well received, generating excellent feedback. During the campaign:

- The Ocean Safety video resulted in the strongest completion rate, followed by the Astute Renting and Ocean Health videos.
- The Culture Appreciation video continued to outperform the others in terms of driving active engagement (liking, sharing, and commenting).

Most Maui visitors saw advertisements for the videos via Facebook Mobile In-Feed followed by Instagram In-Feed, and Instagram Stories. Overall comment sentiment remains mostly positive, with people commenting that they are in Maui now having a great time and some tagging their family and friends. See attached for social media feedback.

The project's goals were centered on engagement. The project resulted in **2.4 million** post-arrival visitors were made aware of the videos on their Facebook and Instagram pages ("impressions") and there were **636,612 video views** among an on-island Maui visitor audience.

3. Discuss results of your marketing/public outreach efforts:

The four videos were displayed on social media platforms targeted specifically to visitors post-arrival. The results were 2,412,442 digital impressions for the four (4) videos combined during the time that they aired from December 20, 2018 to June 20, 2019.

Additionally, the Kuleana Videos aired on participating MVB resort partners' in-room English and Japanese television channels, and appeared on visitor social newsfeeds through location targeting on YouTube, Facebook and Instagram. MVB's event and activity partners included the Kuleana Video Series as part of their marketing and public relations promotions, guest communications, websites, and social media pages.

To further share the Kuleana Video Series message with the community, the campaign was highlighted in MVB's e-communications, including the *Stakeholder Newsletter* and the *Message from Maui Nui*, as well as being presented at community events by the MVB team, the Maui Chamber of Commerce, and the Ambassadors of Aloha.

Use of social media to influence visitors was the most compelling and targeted means for engagement. The chosen ambassadors (spokespeople) for each video are well respected in the community and were enthusiastic and excited to be a part of the campaign.

4. Dashboard of Performance Measures for current fiscal year:

December 20th, 2018 – June 20th, 2019							
Video Topic	Reach	Impressions	Video Views	Video Completion Rate	Reactions	Comments	Shares
Astute Renting	210,486	626,543	177,842	10%	1,874	222	192
Cultural Appreciation	211,891	622,175	145,555	9%	5,438	373	1,286
Ocean Health	186,098	550,388	134,096	9%	3,009	152	678
Ocean Safety	219,635	613,336	179,119	11%	3,016	187	517
Total	**828,110**	**2,412,442**	**636,612**	**10%**	**13,337**	**934**	**2,673**

In addition to the Dashboard results, project exposure included the following:

- The video was shared on a Kapalua Wine & Food Festival email blast to 15,000 opt-in subscribers in May.
- The Maui Jim Maui Invitational event utilized the videos in their digital media promotional program including website, social platforms, and e-blasts.
- The following Maui hotels and condominiums are utilizing the videos on their in-room channels and websites:
    - Westin Maui Resort & Spa
    - Sheraton Maui Resort & Spa
    - Westin Kaanapali Ocean Resort Villas
    - The Ritz Carlton Kapalua
    - Condominium Rentals Hawaii
    - Andaz Maui at Wailea Resort

5. Provide two anecdotal stories of how this grant funding assisted our community:

Visitors overwhelmingly responded in a very positive manner, indicating their commitment to behaving responsibly. Specifically,

1. Michael Creedon responded, "We must remember when we are here we are guests in a very special place. Take a break, let the magic of Maui embrace you. Be respectful of the land and the people. Sit in the sand with your toes in the ocean and just feel Grace when God made Maui it was a good day. [sic]"
2. Susan Perry commented, "We're currently on Kapalua, Maui. Love it here. I will get some sunscreen that is reef safe. [sic]"

See attached for additional community feedback.

6. Report on your Goals, Objectives, Action Steps and Success Measures Section D of your Proposal with the actual outcomes and results:

Tasked with the initiative to manage tourism responsibly for our destination, MVB was the first Hawaiian Island Chapter to recognize the need to communicate with on-island visitors about social responsibilities pertaining to safety, cultural sensitivities, sustainability, and legal rentals.

After careful analysis, it was determined that an effective vehicle to do so would be video public service announcement type messaging on four (4) significant topics.

GOAL: Inform visitors on four (4) important topics through creative, compelling, and informative video-marketing campaigns.	
Objective 1: ASTUTE RENTING: Communicate the impact of illegal VRUs on local residents, with the intention of encouraging visitors to secure legal accommodations.	
Action Step 1.	Develop Astute Renting video messaging.
Action Step 2.	Develop Astute Renting video content.
Action Step 3.	Consult with partners on messaging and content.
Action Step 4.	Produce Astute Renting videos.
Action Step 5.	Publish Astute Renting videos on social media platforms.
Action Step 6.	Track impressions.
Performance Measure 1.	Reach one (1) million visitors (combined among all video topics).

Objective 2: OCEAN HEALTH: Inform and advise visitors on reef-safe sunscreen options	
Action Step 1.	Establish collaborative roles with Maui Nui Marine Resource Council.
Action Step 2.	Develop Ocean Health video messaging.
Action Step 3.	Develop Ocean Health video content.
Action Step 4.	Consult with partners on messaging and content.
Action Step 5.	Produce Ocean Health videos.
Action Step 6.	Publish Ocean Health videos on social media platforms.
Action Step 7.	Track impressions.
Performance Measure 1.	Reach one (1) million visitors (combined among all video topics).

Objective 3: ALOHA SAFELY: Increase visitor awareness of water and land safety concerns throughout the islands.	
Action Step 1.	Develop Aloha Safely video messaging.
Action Step 2.	Develop Aloha Safely video content.
Action Step 3.	Consult with partners on messaging and content.
Action Step 4.	Produce Aloha Safely videos.
Action Step 5.	Publish Aloha Safely videos on social media platforms.
Action Step 6.	Track impressions.
Performance Measure 1.	Reach one (1) million visitors (combined among all video topics).

Objective 4: CULTURAL APPRECIATION: Inform visitors how they can be respectful guests, culturally as well as environmentally.	
Action Step 1.	Develop Cultural Appreciation video messaging.
Action Step 2.	Develop Cultural Appreciation video content.
Action Step 3.	Consult with partners on messaging and content.
Action Step 4.	Produce Cultural Appreciation videos.
Action Step 5.	Publish Cultural Appreciation videos on social media platforms.
Action Step 6.	Track impressions.
Performance Measure 1.	Reach one (1) million visitors (combined among all video topics).

Effective and relevant messaging and content were developed to successfully produce the four (4) 60-second videos, effectively achieving all **Action Steps.** The videos were displayed on social media platforms targeted specifically to visitors post-arrival, exceeding the **Performance Measures** of reaching one million visitors combined. The results were 2,412,442 million digital impressions from December 20, 2018 to June 20, 2019.

MVB worked with HVCB and Nella Media Group to finalize the videos' concepts and to produce the videos. MVB declined a partnership with a mainland media company, in favor of the Hawaii-based Nella Media Group.

This team also developed a plan to target visitors once they arrived on island for maximum impact. In an effort to keep the content local and authentic, each video featured on-island ambassadors who are respected community leaders, in order to:

- Educate Maui visitors on topics of ocean safety, ocean health including sunscreen and reef health, cultural appreciation and respect, and astute renting by bringing attention to unpermitted vacation rentals.
- Mitigate the general visitor impact on Maui's community and environment, as well to provide ocean safety education.
- Deliver these messages directly to visitors through unique and captivating media channels once they are on island.

- Develop a sharable format for the MVB partners that is conducive to social media platforms, websites, e-newsletters, and hotel in-room television communication channels.
- Protect Hawaii's unique natural environment and host culture through the promotion of responsible travel and educational programs.

MVB continued to reach out to key industry partners to reach a broader audience. The videos were added to in-room channels, through hotel and resort contacts, and other platforms to reach visitors more broadly. As a result, Hawaiian Airlines is now incorporating the videos as part of their in-flight programming. Westin Maui, The Ritz Carlton Kapalua, Sheraton Maui Resort & Spa, The Westin Ka'anapali Ocean Resort Villas and The Westin Nanea Ocean Resort Villas continue to use the Video Series in their guest communications via the in-room TV channel.

7. Using your proposed methodology from your Proposal, explain why you were able to reach your desired goals and objectives or why you were unable to reach your stated goals and objectives:

MVB collaborated with the HVCB marketing team and Nella Media Group to reach the proposed goals and objectives. This collaborative team produced the series of four videos by communicating effectively the purpose and intent of the videos, ensuring that the resulting finished product represented the purpose of this funding.

In addition to reaching the proposed goals, the videos were picked up by numerous industry partners who recognized the value in promoting the videos to their audiences. Specifically, the Kapalua Food and Wine Festival and the Maui Jim Maui Invitational added the videos (with the exception of the Astute Renting video, which is not relevant to their demographic) to their promotional efforts, as well as numerous hotels and resorts, and Hawaiian Airlines.

8. Describe how this program/project could be improved:

The goals of the proposed project were successfully achieved and ultimately exceeded **(Performance Measures)**, therefore there are no materially significant changes to improve the project. More broadly, some minor adjustments could help reach a broader audience, resulting in an even greater impact:

- Target visitors pre-arrival with Astute Renting video exposure
- Further developing partnerships with airlines to display videos on incoming flights.
- More resort partners showing videos on in-room TV channels.

The cost of initiating the above adjustments was the main deterrent to establishing them.

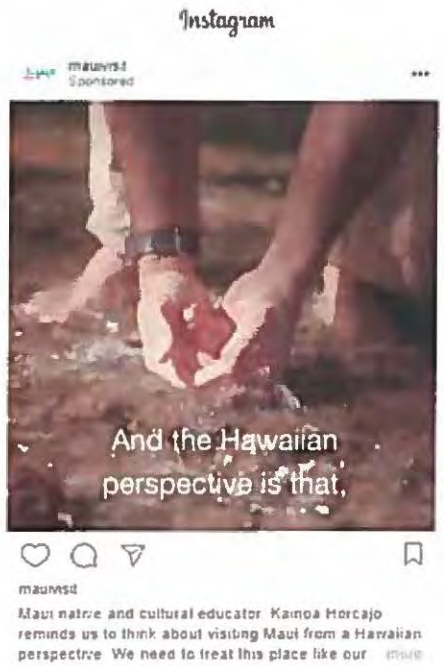
9. Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.

See attached.

10. Attach Final Reimbursement Budget Summary.

See attached.

Maui Education Project – Cultural Appreciation



Maui Education Project – Cultural Appreciation

Karen Mitchell Yes, reserve and respect this beautiful gift!!

Like Reply Message 4w

Debbie Meredith Jensen First time here. Been here a month and we can't believe how well things are taken care of. Now I see why everyone loves it here.

Like Reply Message 2d

Cathy Easley I would love to. I have much respect for the culture. ❤️

Like Reply Message 4d

Nicki Krivonok Mertz I was snorkeling today thinking how Maui beaches are so much cleaner then Ca beaches. When I walk Ca beaches I pick up so much trash. Sand toys discarded shoes etc. clean up Ca beaches. Pick up yours and any you see. I do

Like Reply Message 1w

Nancy Cappadona Iam visiting right now Luv this beautiful place

Like Reply Message 3w

Patricia Robinson So appreciative of being in this beautiful place right now

Like Reply Message 3w

Maui Education Project – Cultural Appreciation

Michael Creedon We must remember, when we are here we are guests in a very special place. Take a breath, let the magic of Maui embrace you. Be respectful of the land and the people.

Sit in the sand with your toes in the ocean and just feel Grace, when God made Maui it was a good day.

Jose Guerrero I'm here in Maui right now.Such a beautiful place.Enjoying the waves crashing .wonderful place.

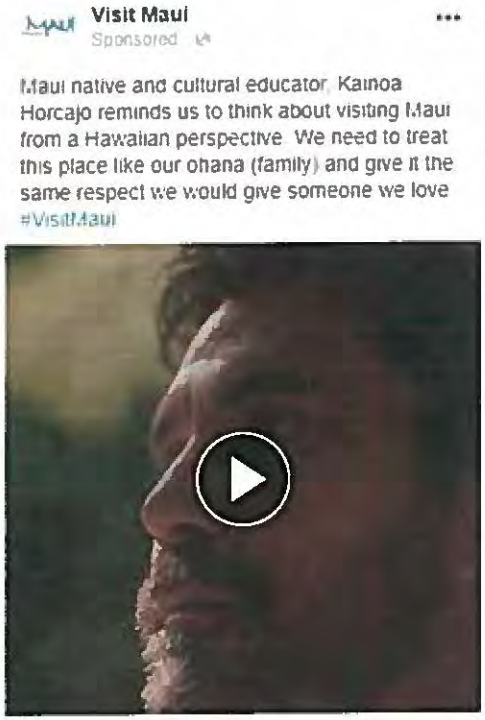
Angel Hita Thanks for letting me visit your land. I promise to avoid trashing it and treat it with respectful love.

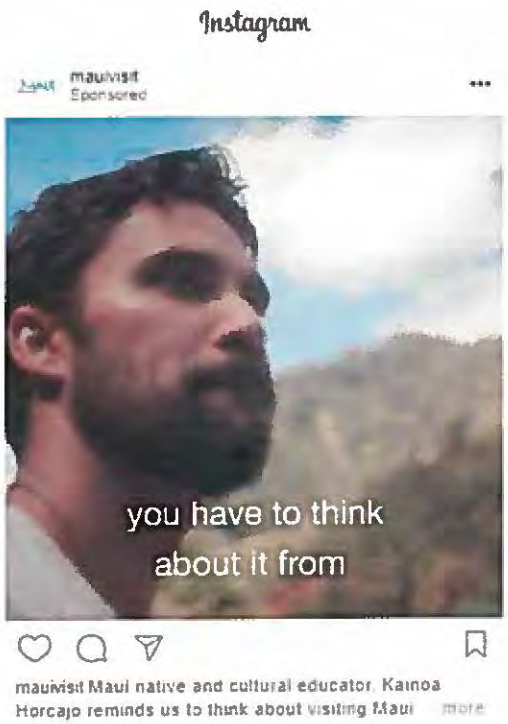
June Foster-Sullivan It's like the Garden of Eden.....and should be treated with that respect. Such beauty.

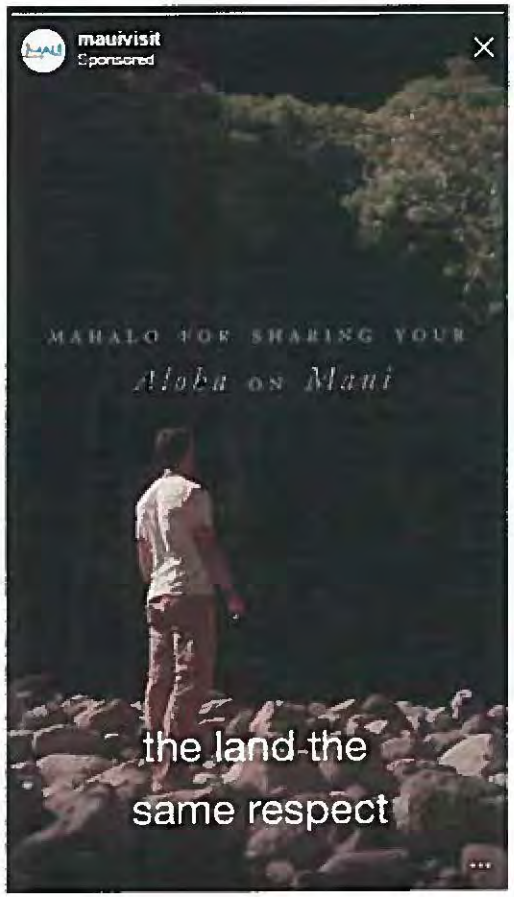
Pat Oswald I am here now. I feel truly blessed to be here and experience all this beauty and culture. Mahalo ❤

Gloria Gonzales Beautiful place. Good advice which applies to all natural beauty created by God.

Maui Education Project – Cultural Appreciation







Maui Education Project – Cultural Appreciation

Virginia O. Acevedo-Fuentes On the beautiful island right now. We went on the road trip to Hana yesterday . Such beautiful and magical place. I love the culture and this beautiful island!

Like Reply Message 2w

Jason Bailie We are here and in love with the raw beauty and the vibes you get from losing yourself here . . . It is nourishment for the soul who has been jaded for so long. Everything from the sea life to the awesome power of mother nature. Damn, honestly . . . I can'. . See More

Like Reply Message 3w

Dennis Bedard In Hana as I type this! Wonderful, Magical place!

Like Reply Message 4w

Peggy Kidd We are in Maui for the first time (my husband and I). My children sent us here for my birthday and our 45th wedding anniversary. We couldn't have asked for better gift. God is so good I pray that he will bless them four times more. What up beautiful place

Like Reply Message 3w

Marcia Buktenica Croyle On Maui right now!!

Like Reply Message 3w

Dennis Thum My wife and myself are here in Maui right now and going on are second week. We love it here

Like Reply Message 4w

Maui Education Project – Cultural Appreciation

Mary Ann Logan-Gullo Glad I saw this day one if being here. Being on this island already gives me new appreciation for my home

Like Reply Message 2w 1

Cindy Barraza Ruiz I am currently here on Maui, I come back year after year and truly respect the Hawaiian culture. I love the calmness, the peace that the island gives, it's beauty and the people of Hawaii are kind and not rude like the people of where I live in California. My dream is to someday move to Maui. Mahalo

Like Reply Message 2w 1

Judy Magness Mahalo Neener Guess where we are? Beautiful Maui!
Simply Paradise!

Like Reply Message 1w

Vicki Albert Berntsen Respect the 'aina

Like Reply Message 1w

Alice Carlson Excited and sad at the same time, have about 36 hours left on Maui this trip. I try to learn more about the Hawaiian culture each visit and to be respectful to the land and the culture Mahalo

Like Reply Message 2w 1

Marc Zallis So relevant and important to acknowledge! We are!!

Like Reply Message 2w

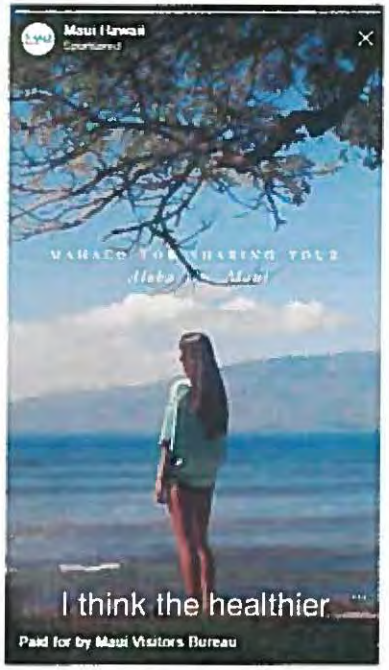
Rhea Witt Campbell On the beautiful island right now. Returning from the Road to Hana. Such beautiful countryside. I love the culture of only take what you need. Respect the land and people. help others.

Like Reply Message 1d

Sharon Selvy We are here!! we are in Lahaina, loving every breath of fresh air!!

Like Reply Message 2w

Maui Education Project – Ocean Health



Maui Education Project – Ocean Health

Judy Keener Blyle I m in Maui now at The Westin. We had a huge storm on Sunday night that washed away an 8ft embankment stairs and all. The beach is gone. Mother Nature will have to take her course and naturally bring back the beach. But it's beautiful now and having a great time

Like Reply Message 6w

Rick Thiederman We are using reef friendly sun screen recycle your plastics

Like Reply Message 4w

Priscilla Popenuk Bring a debris bag (reusable) to the beach and collect plactic to take away

Like Reply Message 4w

Terry Michaels I saw this 5 minute short on Hawaiian airlines. I've shared it like crazy and tossed every sunscreen I owned. Share this with everyone you know. It's so important!
https://youtu.be/aGP9loQ0dqs

YOUTUBE.COM
Reefs At Risk - Hawaii bans sunscreens with oxybenzone

Like Reply Message Remove Preview 4w

Jolene McLevish Savino We ALWAYS use reef safe sunscreen!!

Like Reply Message 2w

John Lake I'm here right now and it is so beautiful! The people care about all things related to protection of the environment, and it shows!

Like Reply Message 2w

Maui Education Project – Ocean Health

Susann Perry We're currently on Kapalua, Maui. Love it here. I will get some sunscreen that is reef safe.

Lynda Meredith Please keep our oceans clean and preserve them for our children...and their children...etc.

Anita de Mey I'm at Maui now and there are definitely things for us Californians to learn about preserving our natural environment

Cheryl Boyink We have been in Kihei, Maui for over 10 days and the beauty of the island is so clean and free of plastic bags and no plastic straws anywhere. The waters are pristine and I wish that the same could be said for the ones back home in Michigan. We all have to do our part!

Mary Ellen Ruediger Thanks for the message

Sue Moore I bought sunscreen that is reef safe. Its the first time I have seen it on the market.

Maui Education Project – Ocean Health

Elias Olveda You need to come you'll love it

Like Reply Message 3d

Susanne Webb Nichols I brought my Swell and my safe sunscreen... leaving Maui tomorrow wishing other states were so proactive

Like Reply Message 2w

Deborah Aslakson Mendoza Just landed here 5 min ago

Like Reply Message 3w

Wilma Archuleta Spring Archuleta-Perez we are here now having the time of our lives. You've got to come visit here!

Like Reply Message 4w 1

Mary Condreay I ❤ MAUI 😎

Like Reply Message 4w

Carol Frazzano-bailey Ocean potion is the best and smells awesome!! Reef safe

Like Reply Message 4w

Maui Education Project – Ocean Health

Diana Falar Ironic I am in Maui as we speak it is a beautiful place So glad you are making a difference

Like Reply Message 1w

Melissa Ann This should be played on all flights arriving to Hawaii before exiting the plane.

Like Reply Message 2d

Adair Farnes Agree we are here now and always do our part

Like Reply Message 2d

Tanya Silva Bachik I'm here right now!! I'm loving every minute of it too!!

Like Reply Message 1d

Cynthia Allen Don't use sunscreen, don't use plastic or straws. Every little thing helps Xo

Like Reply Message 3d

Audrey Aanes At least plastic bags are illegal here!

Like Reply Message 3w 1

Ed Shehorn We are in Maui right now ..... beautiful and surprisingly not too busy

Like Reply Message 4d

Sonya Stelmasky Once you come to Maui, you'll have Maui in your heart. You Always come back to its beauty

Like Reply Message 1d

Maui Education Project – Ocean Safety

Maui Education Project – Ocean Safety

Victor Lesa Sr. That is so true. Mother nature is always in control. My dad always use to tell us that waters were a fun and exciting place 2 spend the day ,but always,always check you're surroundings before going in.

Like Reply Message 4w

Dawn Ahearn We enjoyed the drive to Hana, walking around their shops, lunch at rock and brews was good.

Like Reply Message 1w

Nancy Loorem Oh my gosh we are here too! Another week to go 🌴

Like Reply Message 5w

Shelley Severson Enjoying Maui this week!! Love it ❤️

Like Reply Message 1w

Virginia Blair Goodbye Maui ,going home today 😢

Like Reply Message 2w

Rodney Woodard These are cool surfboards that I've not seen before.

Like Reply Message 3w

Maui Education Project – Ocean Safety

Dorothy Miller Nelson Oh we saw and spoke with this guy when we were in Maui last time. He is amazing

Kathy Allison-Zimmermann We have been in Maui since last Saturday. It is beautifull

Chris Ladwig Watched this at Baldwin beach yesterday

Richard Ruyle In Maui now and it is super awesome. Did some surfing today and was pretty stoked about it.

Greg Guzman Respecting all God created is essential to a safe and happy , fulfilling life.

Stephanie Nastas Wiegerink Love this and great reminder(s) I'm in Maui now....Tnx for sharing Annie Rzepeckil

Maui Education Project – Ocean Safety

Frank Ripepi And dont hesitate to share your knowledge with someone who may be so excited to be in this magical place for the first time that their better judgement is clouded

Like Reply Message 3w

Heather Hays Ancheta We saw them doing this on Saturday when the surf was really up So cool to watch! Lawrence Ancheta

Like Reply Message 3w

Lisa Pitts Been here since June 3 and hate leaving tomorrow

Like Reply Message 3w

Steve Galligan We are in Maui now

Like Reply Message 4w

Maui Education Project – Ocean Safety

Melelani Smith Yes the ocean can call u in but need still to be aware lot of tourists just want to act lolo then they go in or jump in...then they never make it home

Like Reply Message 3h

Eddie Tozier We are here now...and yes a hospital visit. Learned respect real quick. Them boys

Like Reply Message 1w

Emily Scheer dude at our condo place has one of these boards, they're hella cool! 😍

Like Reply Message 6d

Debbie Huff Voogd There, yesterday. High surf!

Like Reply Message 3w

Virgie Horgan This is where I'm at right now 🌅🏖

Like Reply Message 1d

Marilyn Grasty Beautiful place, thankful to be here

Like Reply Message 6d

Maui Education Project – Astute Renting

Maui Education Project – Astute Renting

Adrienne Thompson Been VERY happy with the people at Maui Westside Properties for Lahaina & Kaanapali. Heard so many horror stories of VRBO or Air B&B rentals going sideways.

Like Reply Message 13w 1

Christine Ray Gillies Amen and I'm here now. Life is good

Like Reply Message 6d

Angelika Eva Maria Serafica Thanks for bringing this up. It is a serious problem.

Like Reply Message 10w

Joan Raider Brown We're at the Marriott and it's lovely! Debating if we should rent a car or go whale watching!

Like Reply Message 3w 1

Nola Griffin Stephanie Griffin we are staying at a condo timeshare of friends. Good article.

Like Reply Message 5w 1

Gayle Nix Westin

Like Reply Message 7w

Maui Education Project – Astute Renting

Marilyn Royden Thank you for your advice. This is my 10th Year visiting Maui.

Olivia Sanchez Seal I'm in Maui too and I found out today that this is so true about Air b&b too. Lots of scammers will take your deposit and find out the address doesn't even exist. And that they are working on doing away with renting your property out.

Lonelle Newman I have managed legit vacation rental for 18 years. Many had been long term and now are used as vacation rentals. It is a very serious problem to find long term housing not to mention expensive but such is the path of progress. That said I have also seen many people be duped but again if it is too good to be true... probably is. Not only are the rents posted below market value but people actually wire money! Be smart when booking.

Vicki Stewart Book private rentals through a reputable site (ie Airbnb, VRBO etc.) and read their reviews!! You won't find a better price or location for a oceanfront view. Hotels will charge you 5 times as much.

Deb McGauley We've rented thru VRBO for many years. We always get really good condos. We prefer condos over hotels as we cook most of our meals. Due diligence is key. Read reviews. We're here now and enjoying every bit of it. 😍🌴

Grady Guinee Got to deal with a good company. I use Hawaiirealesteexecutives.com or Airbnb or VRBO. I found craigslist has many scams now.

Maui Education Project – Astute Renting

Mary Jane DiMento- Boncore I am here now there are 12 of us we have a wonderful condo on beach

Like Reply Message 1d

Fred Smith I had a horrible experience two nights ago with a vacation rental in Kihei. The air inside smelled moldy, which sent me into an asthma attack, the beds sagged at least 2 to 3 inches, even without anyone sitting or lying on them, and one mattress was ba... See More

Like Reply Message 2w Edited

Aryn MacKay This is a huge problem on my parents street in Kahana on Maui. The street we live on has been fighting this Illegal Rental place for almost 12 years. There ends up being several people in several cars that come in and out all times of the night with small parties and just annoying traffic on our use to be quiet little street. They just won't quit...

Like Reply Message 2w

Minerva Zaldo Were here again, our 4th time & loving it. Maui is our favorite Island.

Like Reply Message 5w

Jacalyn Butler Our Montage stay is fabulous. Clean, beautiful, service oriented facility. Pricey, yes. Would rent again

Like Reply Message 5w

Judith Ramos First time visting maui and its a beautiful place ❤️❤️❤️😊

Like Reply Message 3w 1

Maui Education Project – Astute Renting

Denise Reddish Reiss Websites like VRBO are soon to be an end in Hawaii, the state is cracking down due to these are taking away from tourism / tourism taxes. The state is losing millions. I know this because of a RCI / Diamond presentation today. Another reason to be REALLY careful.

Like Reply Message 1w

Denise Reddish Reiss If this was false information then I apologize... does anyone in Hawaii know if this is true? Or it may have been a deterrent sales tactic. Would like to know if true.

Like Reply Message 1w Edited

Jeff Miller Just discovered that with the Westin, 60% of the pool is not usable, waterslide that does not work, waterside not working. Construction noise all day.Valet parking forced on us. Among other things. It's not just us, but I've overheard several guest talking about it, no warning, or option to cancel if your booked here go somewhere else.

Like Reply Message 6d

Patti Wrobel In Maui now. Have been coming here since the 80s! Now at Wailea Beach Villas. Superb!

Like Reply Message 1w

Felicia Leis Guess who's in Maui right now 🌊❤️❤️😊

Like Reply Message 2w

Jacalyn Butler Our Montage stay is fabulous. Clean, beautiful, service oriented facility. Pricey, yes. Would rent again

Like Reply Message 5d

Maisie Knowles Do your research and don't get scammed, but also know that a lot of legitimate vacation rental owners appreciate direct bookings because it saves on booking fees with Vrbo and AirBnB. However, using those sites to research the property and the owner is a very smart thing to do. http://KnowlesMaui.com has legal vacation rental condos, is a Vrbo premier partner and AirBnB super host.

KNOWLESMAUI.COM
Knowles Maui

Like Reply Message Remove Preview 6d

1

Denise Speicher Were there positive reviews? We have a VRBO rental in Maui with a great record. Check it out Vrbomaui#655588. Use a reputable company to book & never send money directly to the owner. Research & protect yourself! 🌴🍍🌅 Aloha...

Like Reply Message 2w

3

Lisa Waterman Here now, we used Airbnb have a fantastic Place

Like Reply Message 2w

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4837

Performance Period: 7/1/18 to 6/30/19

Organization Name: Makawao History Museum

Program/Project/Event Title: Infrastructure and Community Engagement

Contact Name: Mary H. Orwig Title: President

Telephone Number: (808) 264-5263 Email: maryhorwig@gmail.com

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal. ✓
- Discuss the results of your program/project/event. ✓
- Discuss the results of your marketing/public outreach efforts. ✓
- Provide your Dashboard of Performance Measures for the current fiscal year. ✓
- Provide two anecdotal stories of how this grant funding assisted our community. ✓
- Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results. ✓
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s). ✓
- Describe how this program/project/event could be improved. ✓
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event. ✓
- Attach Final Reimbursement Budget Summary. ✓

Submitted by:

Mary H Orwig
Signature

6/17/2019
Date

RECEIVED

Makawao History Museum
County of Maui Office of Economic Development
Final Report

1. Program/Project Description *from Original Proposal*:
The mission of the Makawao History Museum (MHM) is to preserve and share the cultural heritage of our upcountry community by bringing history to life for present and future generations.

The Makawao History Museum has been building on its role as a community resource for the last five years, exhibiting 310 artifacts and serving Maui residents and visitors from around the world. A dedicated volunteer force opens the Museum from 10am to 5pm Monday through Saturday, and 11am to 5pm on Sunday. The Museum also presents a variety of educational opportunities, projects, and events.

Just in the past year, the awareness of the Museum in the community has accelerated and responses have been very enthusiastic. Visitors have commented that the Museum is the most interesting place in Makawao, and the Makawao Rodeo Parade committee has been grateful for the Museum's support in selling t-shirts, displaying trophies, and presenting an exhibit that promotes both the Makawao Parade and Rodeo. Residents have particularly enjoyed the exhibits of local families and history, which have provided them with knowledge and pride about the history of the area in which they live.

As a result of the Museum implementing its mission so successfully from inception, the MHM has received two Historic Hawaii Foundation awards: a Preservation Commendation Award for the initiation of the museum and first year accomplishments and a Preservation Honor Award for Achievements in Interpretive Media for "Discover Historic Makawao - A Walking Tour." In 2017-2018, a total of 26,454 visitors experienced the Museum's permanent exhibits and special temporary installations.

The MHM has been fortunate to receive critical Maui County Office of Economic Development funding for the last five years, supporting the organization's ability to serve a vital community and economic role, while also building capacity and infrastructure.

Per its Strategic Plan, in the upcoming 2018-2019 fiscal year, one of the Museum's primary goals is to enhance fundraising and development capabilities. MHM has therefore recently hired a second part-time Administrative Assistant to assist the board, and depending upon funding availability, is hoping to be able to hire additional marketing and development support. Additionally, Board Members will attend fundraising trainings and subsequently implement comprehensive development and fundraising strategies, as well as expand the Museum's retail offerings. The Museum will also be adding a permanent Hawaiian cultural exhibit

along with two new exhibits, and will continue to increase opportunities for participation by the Advisory Council. The Museum will also continue to videotape local *kupuna* presenting their oral histories, thanks in part to a $10,000 grant from the Atherton Family Foundation and continued in-kind and volunteer support. Additional grants for this project are pending.

2. Results of the Project

The Makawao History Museum has been building on its role as a community resource for the last five years, exhibiting 310 items since its inception and serving Maui residents and visitors from around world.

A dedicated volunteer force opens the Museum from 10am to 5pm Monday to Saturday and 11am to 5pm on Sunday. In the first ten months of this fiscal year, a total of 22,900 visitors have experienced three exhibits: "If Saddles Could Talk," "Kitada's Kaukau Korner", and "Grandma Vovo's Kitchen: Portuguese Family Memories,"as well as the Museum's permanent exhibits.

The Makawao History Museum strives to make the Upcountry region more inclusive, safe, resilient, and sustainable by fostering a sense of belonging and responsibility among new residents, building a shared community vision, and by providing a focal point for informal discussions between old-timers, new residents, and visitors so that all groups can engage with each other -- through knowledge of the past. By providing the public with a chance to learn the history behind the stores and offices that are in Makawao, including little known stories about the people who built and prospered in the town, the Museum helps anchor the people who are now building families and legacies to the region.

Furthermore, the Museum helps tourists to appreciate the people who have lived and continue to live in the area, and to understand the cultural traditions and outside influences that affected them, thereby serving as a much-needed model for values-based "managed tourism" -- an issue that is of great concern throughout Maui and Hawaii.

Indicators that the Museum uses to measure progress toward results include recording feedback from Museum visitors, and tracking the number of individuals who visit and who participate in self-guided and volunteer-led Walking Tours. Further, the diverse make-up of the Advisory Council, school groups asking about learning opportunities, and media that cites the history of the area indicate the level of community interest in historical and cultural education.

3. Results of Marketing/Public Outreach Efforts

As noted under #6 Actual Outcomes, one of the Makawao History Museum's stated objectives in the last fiscal year was to: "Increase public awareness about Makawao history and Museum activities via traditional, digital, and social media." Thus, as described in the action steps under "Objective 2," the Administrative

Assistant and board members were successful in amplifying various events and exhibits in social and digital media and the *Maui News.*

Furthermore, by presenting free walking tours – which were also amplified in traditional and social media – the Museum very successfully met *"Objective 3: The Board will contribute to increased community engagement regarding raising awareness about the Upcountry region, its history, and residents, and will serve as a facilitator for engaged dialogue about, and commitment to, a common vision for the Makawao area."*

Details about all media are listed under #6 Actual Outcomes.

4. Dashboard of Performance Measures for the current fiscal year.
Overall, The Museum has been successful in meeting performance measures. Figures for 2018 Actual either reflect the first 10 or 10.5 months of the period (through April 30 or May 15), with estimated numbers for the full year based on those figures. As noted in the #6 action steps, figures for sales appear low because of inventory costs incurred in the current fiscal year.

Fiscal Year End	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Pro-jected	2019 Actual
Increase visitors to MHM by 5% (documented through clicker as of 2016).	24,513	23,777	25,752	26,454	27,777	10 Mos: 22,900 One year: 27,480 3.8% increase
Increase in Facebook "Likes" by 60 per year. Starting in 2018, average of 100 post engagements per month.	478	606	716	768 192 average engage-ments monthly, 2301 total	828 100 average engage-ments monthly, 1200 total	10.5 Mos: 820 One year: 937 108 average engage-ments monthly, 1296 total
Increase social media presence as measured by website visits by new users, first year annual goal of 500 (2017), 2nd: 1300, 3rd: 1800.	0	0	976	1532	1800	2,602

Increase donations by 22% in the first 4 years; maintain donation level at a minimum of $25,656 per budget.	$7,200	$11,476	$17,816	$22,452	$25,656	10 Mos: $20,191 One year: $24,229
Total Merchandise Sales Increase by 15% for first 3 years; maintain sales at a minimum of $13,460 per budget.	$6,000	$10,572	$9,704	$10,361	$13,460	10 Mos: $5,308 One year: $6,370.

5. Provide two anecdotal stories of how this grant funding assisted our community.

The Hawaiian Immersion class from Kalama Intermediate School contacted the Museum and inquired if it could conduct a Walking Tour on December 8th, for about 30 children. The Museum worked with the teacher to have a complete program with the children that also included a tour of the Museum itself. The teacher set up an on online phone app so that the students could complete her requirements for each site on the Walking Tour and the Museum. At the end of the program, the students gave a beautiful mahalo Hawaiian chant to the Walking Tour volunteers, dropped a dollar in the donation box and gave every volunteer a hug. A couple of months later, the teacher dropped off a packet of hand drawn thank you cards that the students made for each volunteer with the sentiments written in English and Hawaiian. The entire event was extremely successful, with the unexpected benefit of energizing volunteers. There have been a couple other inquiries from teachers about school trips to the Museum.

In March 2019, the Montessori of Maui School approached the Museum board about a collaborative program, using the "Pedagogy of Place" theory in Montessori philosophy. About 10 intermediate school children surveyed and researched the Museum's artifact collection and worked with local writer Paul Wood to write about the items. The result was "Tutu's Suitcase," an exhibit of the research and essays, which is still on display at the Museum. This project also energized the volunteers and was the first exhibit collaboration between students and the Museum, a goal that the Exhibit Committee has dreamed of since the opening of the Museum.

6. Actual Outcomes and Results on Goals, Objectives, Action Steps Listed in *Section E of Original Proposal*:

Goal 1: Continue to provide Maui's visitors and locals with the opportunity to learn of and experience the history of Makawao.

Objective 1: *Present Makawao history via compelling exhibits at the Makawao History Museum.*

The Makawao History Museum continued to benefit the community by properly respecting the town's past through numerous exhibits.

Action Step 1: The Exhibits and Collections Committee of the Board of Directors will create 2-3 new exhibits that tell a story about the history and life in the Makawao area.

The following is a list of exhibits presented between **July 1, 2018 and June 30, 2019**:

1. **Grandma Vovo's Kitchen: Portuguese Family Memories (March 2018- continuing)**: Grandma Vovo's kitchen, lovingly described in Alice Tavares' book, "Hub of My Wheel," was re-created in the Museum in March 2018. The exhibit is representative of kitchens in the upcountry area during the 20's, 30's, and 40's from the cast iron sink to the oilcloth table covering. The Museum held a small reception for Alice Tavares' family. The exhibit has been very well received by visitors and locals alike and the Exhibit Committee decided to hold the exhibit over indefinitely.

2. **Kitada's Kaukau Korner (September 2018- continuing):** This iconic local style restaurant was established in 1947 and kept open for 60 years by the Kitada family. The exhibit re-creates the interior of the restaurant and displays items from the actual Kitada's, on loan from the family.

3. **If Saddles Could Talk (July 2018- continuing):** This is a display of three very different saddles, on loan from Upcountry residents. Two of the saddles are presented with a story from the owners' memories. The third saddle is handcrafted in the style of Big Island *paniolo* saddles, which is very similar to the Maui Style.

Total volunteer hours to create exhibits: 150 hours. ✓
Total volunteer hours for Museum docents: 2500 Hours. ✓

Action Step 2: *The Exhibits and Collections Committee will upgrade and refresh permanent exhibits, including the addition of a permanent Hawaiian Cultural Exhibit.*

Permanent exhibits include a saddle collection, a paniolo section of the museum, photos of prominent Portuguese and Chinese families, an exhibit of schools and churches, a small exhibit on pineapple farming, and a small exhibit on ranching artifacts. The creation of a new Hawaiian Cultural Exhibit was put on hold due in part to volunteer manpower shortages.

- The Paniolo section of the exhibit was rearranged to make better use of the space and to add impact and interest for the viewers.

- Part of the USO exhibit from earlier years was revived and moved to a prominent area near the front door. The Museum was given a woman's USO uniform from the WWII era, which is now on display along with the photographs of the Makawao USO Club from the Museum's collection.

- A volunteer experienced in museum collection management, along with members of the exhibit committee, replaced labels with a better narrative about the individual artifacts in the Museum last year. Though this project continues, due to volunteer manpower shortages this year, progress has slowed.

Responses from the community to exhibits:

- The response from the community has been very positive towards the Kitada Kaukau Korner exhibit as many residents have fond memories of going to the restaurant as children, and of the hardworking and loving Kitada family and their contributions to Makawao. Even tourists have these memories. A visitor from Japan, who had a meal at Kitada's when he visited Makawao thirty years ago brought friends to see the town and eat at Kitada's. He was amazed and overjoyed that the Museum had a re-creation honoring the Kitada family and the restaurant.

- Occasionally, a community member will come in to comment about the Saddle Exhibit, telling their own stories of horseback riding and ranching.

- From off-island, mainland, and international tourists:
  - From the Harrington Ohana in Makakilo, Oahu: "Mahalo for sharing and perpetuating Makawao's rich culture."
  - "Lovely, lovely! Thanks for the effort, the care, the pride in community and history."
  - "Enjoyed it very much, Love the town. We follow you on Facebook and your website from Canada."
  - "This place is super super cute! I love the time telling history here! I love the family background info and how it continues until this day!"
  - A Mainland visitor, who used to live in Japan, was very happy to see the Museum's shave ice machine.

- People with roots in Hawaii and Maui in particular regularly stop in at the Museum to inquire about information on relatives. Volunteers generally start with the 3 volumes of the *Index to the Maui News*, compiled by Gail Ainsworth. If a relative is listed in the index, they direct them to the microfilm at the Kahului library to see actual articles.

Total volunteer hours to upgrade exhibits: 40 hours.

Action Step 3: *The Exhibits and Collections Committee will upgrade exterior signage to make the Museum more attractive and inviting.*

Exterior signage was installed in fall of 2018 utilizing funds from this Grant #4837. The signage directs much more attention to the entrance and is more visually pleasing from the street.

Total volunteer hours: 10 hours

Action Step 4*: If requested by the community and if the museum has volunteer capacity, the Museum will support occasional installations of exhibits at community locations such as the Makawao Elementary School and Makawao Library.*

The Museum worked with intermediate students from the Montessori School of Maui to create "Tutu's Suitcase." Students selected artifacts from the Museum's collection, then photographed and wrote poems about the story behind each artifact chosen. They worked with the Exhibits Committee to display their work in the Museum, and a small reception was held to welcome parents.

A Makawao Library Exhibit is scheduled for August 2019, subject matter to be determined.

Total volunteer hours: 50 hours

Objective 2: *Increase public awareness about Makawao history and Museum activities via traditional, digital, and social media.*

MHM board members and the administrative assistant worked together to increase public awareness about the Museum and Makawao history through print, digital, and social media.

Action Step 1*: The Administrative Assistant will continue to gather, and write articles about Makawao community history, including interviews with Advisory Council Members and other community leaders, and disseminate them through the Museum email newsletter (Guava Juice), the Museum Website, and other social media.*

Administrative Assistant, Kimberlee Chamberlain continued to gather and write articles about Makawao community history through the Museum's email newsletter (GuavaJuice), Facebook, and its website, including:

- Chinese New Year in Makawao;
- Rene Wineland, long-time resident of Makawao and her Aloha Cowboy store;
- Kathy Collins' memories of Makawao as a child;
- Duane Hamamura and the Makawao Christmas Tree;
- Betty Freitas and her poems and memories of her grandmother's house on Maha Road in Makawao.

Total volunteer hours to update the social media: 35 hours.

Action Step 2: *The Administrative Assistant will promote activities and exhibits through print and social media, including the Guava Juice e-newsletter, 4th of July Parade flyer, the Makawao History Museum website, and community venues.*

Administrative Assistant Chamberlain promoted and reported on the following activities, exhibits, and events at the Museum's website and Facebook page:

- A visit from Governor David Ige to Makawao and the Museum on July 28, 2018 was announced on the Museum's website and Facebook.
- A visit to the Museum by State Rep. Kyle Yamashita and his wife Karen on September 6, 2018 was announced on the Museum's website and Facebook.
- Announcements about the Museum's guided Walking Tours beginning October 2018 were promoted with flyers, radio public announcements, on the website and Facebook, and flyers, as well as announcements to Museum visitors.
- There was an extensive article about the Walking Tours in the October 8, 2018 Maui News.
- Guided Walking Tours continued monthly beginning March 2019, and were marketed using the same media as before.
- Chinese New Year in Makawao in February 2019 was described on Facebook.
- There was an article in the Maui News about the Museum's participation in "National Archives Month" in collaboration with other Maui museums by exhibiting its collection of Makawao rodeo programs. This was also described on the Museum Facebook page and website.
- A Kitada's Kaukau Korner Exhibit article was published on Facebook and the website.

- The Maui News continues to publish notices about the Museum's monthly walking tours.
- Announcements of grants from the Hawaii Community Foundation for unrestricted funding, from the Atherton and A&B Foundations for support of the Museum's Kupuna Film Project, and the County of Maui OED grant are all posted on Facebook and the Museum website.

Total volunteer hours on stories and PR: 20 hours.

Objective 3: *The Board will contribute to increased community engagement regarding raising awareness about the Upcountry region, its history, and residents, and will serve as a facilitator for engaged dialogue about, and commitment to, a common vision for the Makawao area.*

Action Step 1: *The Board of Directors will continue to develop relationships with Makawao property owners, landlords, and other stakeholders, as well as its 20 plus member Advisory Board with the goal of making the Makawao History Museum a focal point in the community.*

The Board of Directors has not had the capacity to pursue this action step as actively as it would like. Once the new Executive Director has been hired this summer, he or she will be able to support these kinds of activities through ongoing communication with the community and Advisory Board members, as well as hold special events if deemed appropriate.

In the meantime, Jeremy Baldwin, who is a Makawao property owner and very engaged in the community through historical family ties, has joined the Board of Directors, and various community leaders have been invited to participate in private walking tours.

Total volunteer hours: 20 hours.

Action Step 2: *Board members and the Administrative Assistant have begun, and will continue to build a comprehensive email contact list to facilitate communication and dialogue about individual and shared visions for Makawao, which will include members of the Advisory Council, other property owners, merchants, recipients of the Guava Juice Newsletter, Maui County Council Members, and Hawaii State Legislators.*

The email list continues to grow based on visitor sign-ins and word of mouth. There are currently 547 addresses on the Museum's email list. Though the Museum would like to facilitate dialogue with the community through a comprehensive list including the Advisory Council, other property owners, merchants, recipients of the Guava Juice Newsletter, Maui County Council Members, and Hawaii State Legislators, there has not been enough volunteer or paid expertise to oversee the project. Once the new Executive Director is

hired, he or she will be able to implement a more focused strategy for robust community interaction.

Total volunteer hours: 10 hours.

***Action Step 3**: Board members and the Administrative Assistant will look at opportunities for developing reciprocal relationships with like-minded and regional organizations such as the Makawao Merchants Association, the Makawao Community Association, local churches, schools, and other groups.*

The board and staff of the Museum believe that community collaborations and networking are vital to ensuring that exhibits and programs meet community needs. The Museum therefore has continued to develop relationships with other groups through partnerships, meetings, and events:

- The Museum held its Second Annual Pancake Breakfast on July 7, 2018. In addition, the Museum had a truck float in the Makawao Rodeo Parade (sponsored by the Makawao Community Association) with two volunteers holding the banner.

- The Museum provided exhibit space, a photograph, and biography of the 2018 Makawao Rodeo Grand Marshall, Frank Crozier. The Museum also provided the venue for the Makawao Rodeo Parade committee to sell its T-shirts and as a designated pick up space for Rodeo trophies.

- The Museum continues to stay open after normal hours to support the County's Third Friday Event in Makawao. On average, 70 to 100 visitors and local residents have access to the exhibits and photographs.

- The Museum participated with a booth at the Department of Education's teacher institute day in February 2019 to let educators know about the MHM as an educational resource. Volunteers met with teachers, handed out Walking Tour brochures, and offered the Museum's signature cookbook for sale. There were several teachers who were interested in a walking tour field trip for their students, and two teachers made follow up phone calls.

- The Museum hosted a field trip for approximately 15 Kalama Intermediate Hawaiian Immersion students in early December 2018. The students were taken on a tour of the Museum and a walking tour of Makawao Town. There may be additional collaboration from that class in fall 2019. The children were very happy to learn more about their town and its past. See thank you notes from selected children at the end of this report.

Total volunteer hours: 100 hours.

***Action Step 4**: The Museum will maximize the heretofore underutilized community awareness and income potential of its Walking Tour by promoting and scheduling regular tours for a small fee to visitors and residents alike.*

The Museum offered three monthly guided walking tours in the fall of 2018, presenting historical information to a total of 90 residents, part-time residents, tourists, and kama`aina. The tours were featured in a front-page article in the Maui News, and were continued monthly beginning in March 2019 with about 20 to 25 participants each month. The Museum provided 4 volunteer tour guides for each session, which broke the large group into about 6 to 8 participants for each tour guide. Visitors to the tour commented on the good pace of the tour, the concise information about the history, and interesting details about everyday life in the 1920's, 30's, and 40's. They noted that the tour was fun, informative, concise, and that they learned something that they did not know previously about Hawaii, Maui, Upcountry, and Makawao history. (Though tours are offered for free, the suggested donation is $5.)

As noted under Objective #2, Increase Public Awareness, the tours were heavily marketed, including public service announcements on local radio and in the Maui News and Maui Time, and through ongoing announcements on the Museum's website and Facebook page. Museum volunteers also encouraged interested visitors to sign up.

Total volunteer hours: 70 hours

<u>Goal 2:</u> Continue to increase the organization's financial stability.

***<u>Objective 1</u>**: Raise $25,656 as budgeted through individual and corporate sponsorships and donations.*

The Makawao History Museum is expecting to come close to meeting its annual donation goals. As of April 30, 2019, a total of $20,191 has been raised. Based on monthly revenues of $2019.10, the total for the year is expected to be about $24,229.

***Action Step 1:** At least one member of the Museum's Fundraising and Development Committee will attend at least one professional workshop or seminar about donor development, volunteer cultivation, and fundraising.*

Board president Mary Orwig attended the Association of Professional Fundraisers' two-day seminar on Fundraising for Nonprofit Organizations in Honolulu. The funding for this seminar, along with travel and lodging, was donated by the Florence Foundation. Orwig learned about fundraising goals, techniques, and ethics for nonprofit organizations, as well as the various types of donations, and record keeping. She also realized the urgent need for a staff

person experienced in fundraising.

Total volunteer hours: 30 hours

Action Step 2: *The Fundraising Committee, along with other members of the Board will work on corporate outreach, including sending out business appeals.*

There has been one corporate outreach in the form of a challenge appeal. Twenty letters were sent out to businesses and previous donors requesting donations to meet a challenge from the Florence Foundation. Through April 30, 2019, $375 has been received. There will be an additional push in June 2019 to bring in donations from Makawao businesses that have yet to provide support this fiscal year.

Total volunteer hours: 8 hours.

Action Step 3: *The Fundraising Committee, along with other members of the Board, will send out an end-of-the-year annual appeal to past and potential donors.*

An end-of-the-year appeal was sent to approximately 200 past and potential donors in early December 2018, and $5,625 was received. In addition, the Administrative Assistant created 519 emailed donor solicitation letters, of which 196 were opened. Seven clicked on the "Donate" button, and $75 was received.

Total volunteer hours: 5 hours.

Objective 2: *Raise $13,460 as budgeted through Makawao History Museum sales of books, walking tours, postcards, greeting cards, pins, aprons, t-shirts, and the new annual signature fundraising event, the July Pancake Breakfast (see below).*

Then Museum expects to raise a total of $6,370 through sales and the 2018 Pancake Breakfast in fiscal year 2019. The gross profit is below the budgeted amount due to the timing of inventory purchases. (As a result, profits in 2020, which will not take into account such high inventory costs, may appear higher.)

Action Step 1: The Board will train Museum volunteers in visitor greeting and sales techniques on an annual basis, or more frequently as needed.

The Museum volunteers are trained by the Volunteer Coordinator when they first begin working with the Museum. They are updated as necessary by the use of a Volunteer Binder that contains changes, notifications of activities, new products to be sold, and various alerts.

Total volunteer hours: 20 hours.

Action Step 2: The Museum's retail area will be expanded with additional retail items such as ponchos, bandanas, aprons, bags and t-shirts with promoting logos.

Although the space is very small, the retail section continues to be expanded with items such as bandanas, aprons, t-shirts, key chains, and bottle openers. Sales of Museum books, greeting cards, pins, aprons, t-shirts and the 2nd Annual Pancake Breakfast (after cost of goods sold) through April 30 were $5,308. Once that number is extrapolated to June 30, 2019, the expected amount is $6,370.

Total volunteer hours: 20 hours.

Action Step 3: The Board will present the Museum's Annual Signature Pancake Breakfast at the Makwao 4th of July Rodeo Parade.

The second annual Pancake Breakfast took place on July 7, 2018, prior to the Makawao Rodeo Parade. Proceeds, which benefit the Museum this year, totaled $1,016 from the sale and serving of 209 breakfasts. In addition, $90 in beverage sales and $125 in donations were received for the event. The Museum netted $825 in total. The third annual Pancake Breakfast will be held on the day of the Makawao Rodeo Parade, on July 6, 2019. This event has a new chairperson who will oversee the marketing and promotion to encourage more ticket sales.

Estimated volunteer hours: 110 hours.

Objective 3: *Ensure that there is necessary administrative support for marketing, promotion, fundraising, and donor outreach.*

Action Step 1: The Administrative Assistants will support the Board of Directors as needed in all Goals and Objectives.

The Administrative Assistant this year has worked enthusiastically with the board on all goals and objectives and has consistently and responsively used her IT skills to keep all social media updated, and to keep computers both in the Museum and the office running efficiently.

Estimated volunteer hours: 40 hours.

Action Step 2: In accordance with the budget, the grant writer will submit grants as requested to support operations in conjunction with requests for special projects.

From July 1, 2018 to June 30, 2019, the grant writer submitted proposals and wrote final reports for the Alexander and Baldwin Foundation, Atherton Foundation, Hawaii Community Foundation/FLEX, the Office of Economic Development, and the Hawaii State Legislature for funding of the Kupuna Film Project, operations, and the hiring of an Executive Director. Funds have been received from the A&B Foundation for the Kupuna Film Project, the Hawaii Community Foundation FLEX grant for operations funding, and the State Legislature for the hiring of the ED.

Total volunteer hours: 101.5 hours.

Action Step 3: Depending on whether the Museum receives a Hawaii Community Foundation grant award, funds will be utilized to hire a marketing and development part time employee, and to expand the duties of the Administrative Assistants.

The Museum applied for a $138,000 Grant in Aid from the State of Hawaii State Legislature to help fund an Executive Director, Executive Assistant, and for a marketing budget, and was approved for a $75,000 GIA. This funding will allow the Museum to hire its first executive director and provide him or her with a marketing budget. The grant period will commence July 1, 2019, and the board intends to hire the ED by August 2019.

In addition, the Museum received a Hawaii Community Foundation grant in fall of 2018. These unrestricted funds have been board designated to cover cash flow shortage for the Executive Director pay until reimbursement can be requested and received.

Total volunteer hours: 60 hours.

Goal 3: Continue to stabilize the organization's infrastructure.

***Objective 1**: Ensure that the Museum has reliable and adequate space for the presentation of exhibits and storage of excess artifacts, and organizational and management supplies, equipment, and documents.*

Action Step 1: Continue to explore long-term alternatives to rented space, including donated spaces or buildings.

There is ongoing dialog among the board members about alternative space. Although the rent on the existing Museum space would be almost impossible for the Museum to pay without County of Maui OED grant support, it is universally agreed that the location fits the Museum's mission and goals very well, demonstrated by the 26,000 visitors and residents who come through the doors annually.

That said, the board continues to let property owners and landlords in Makawao know that the Museum is always interested in donated spaces or buildings. The Board will continue to consider long term alternatives to rented space.

Total volunteer hours: 5 hours.

Objective 2: *Continue to strengthen volunteer support.*

Action step 1: Annual volunteer training will be conducted in Fall 2018. In addition, the Administrative Assistants and the Board will update the volunteer manual annually. The Administrative Assistants will continue to advertise to enlist new additional volunteers.

In the fall of 2018, a total of ten individuals received the annual training, including current Walking Tour docents and other volunteers. An additional Walking Tour training session was held in early 2019 for five volunteers, led by former board member Gail Ainsworth.

The volunteer manual is updated as needed with alerts and information on new products.

Total volunteer hours: 30 hours.

Action step 2: Identify skill sets needed on the Board, and develop an ongoing list of potential candidates for immediate and future board membership, to be maintained by the Executive Committee based on Board and Advisory Council recommendations.

The Makawao History Museum Board has created a Nominating Committee to meet these needs, with the support of Advisory Council recommendations.

The Board of Directors has consequently added three individuals to the Board in the past fiscal year. These individuals have expertise in art installation, archives management, and business. The Board will lose one member at the end of this fiscal year, the Vice-President who moved back home to Molokai.

Total volunteer hours: 20 hours.

Action Step 3: Maintain ongoing engagement of the Museum's 20 plus member Advisory Council, drawing on members as a resource for advice and help as needed. The Advisory Council will meet annually to stay informed of the Museum's strategic plans, exhibits, donor development, and upcoming exhibit projects.

Individual members of the Advisory Council are called upon as the need arises and they have been very responsive. Wilbert Kajihara is now an active Walking Tour guide; Kathy Collins provides public relations when requested; Wendy Hudson participates in the Pancake Breakfasts; Sunny Jordon continues to be the producer and leader in the Kupuna Film Project; Karen Fischer provides executive consultation when requested; Gail Ainsworth has provided guide training for the Walking Tours; Peter Baldwin has provided support in obtaining funding for the Kupuna Film Project; Duane Hamamura provides input from the Makawao Community Association concerning issues that might affect the Museum; Camille Lyons is a Museum docent and assisted in year-end donor letters; Theo Morrison provides executive leadership support; and Deborah Hoopingarner provides public relations support when needed.

Museum Board Members, Museum volunteer docents, and the Advisory Council members were invited to the Volunteer Recognition dinner in November 2018. About 30 people attended and were recognized for their volunteer time and spirit. At this dinner, President Mary Orwig presented a synopsis of accomplishments of the past year, including grant awards for the Kupuna Video project, upcoming grant applications, and related goals for the Museum.

Total volunteer hours: 100 hours.

7. Reaching Stated Goals and Objectives

As described above, the Makawao History Museum has been very successful in meeting goals and objectives, and completing action steps as described in the grant proposal. Progress made on all goals, objectives, and action steps is described in detail in the previous section.

With regard to Goal #1, "Continuing to provide Maui's visitors and locals with the opportunity to learn of and experience the history of Makawao," the Museum has established a very strong infrastructure for creating new exhibits and ensuring that it can be staffed entirely by volunteers seven days a week. The importance of a strong operations infrastructure was felt this year as volunteers on the Exhibits Committee became ill and were less able to create new exhibits.

The Guava Juice newsletter is sent monthly, the website maintained and updated regularly, and exhibits and events are covered by local media. The new Advisory Council has been established and is becoming a vital resource for the Museum.

As described above, Goal #2, "Continuing to increase the organization's financial stability" continues to be a priority, as reflected in the Board's commitment to modifying strategic plans as needed, and using the plans as a guide. Most importantly, the Board invested a great deal of effort into developing a successful Grant-in-Aid application that will enable the Museum to hire its first full-time

employee. This will have a significant impact on all aspects of Museum operations.

In terms of meeting Goal #3, "Continuing to Stabilize the Organization's Infrastructure," the Board maintained its commitment to an annual review and modification of the strategic plan in order to ensure that it is a robust and relevant document, and to ensure that Board Members and other volunteers are using the plan as a concrete guide. The Board held its most recent strategic planning meeting in May 2019, focusing on the impact on the Organization of the new Executive Director position, scheduled to begin in August 2019.

8. Describe how this program/project could be improved.

The current Baldwin Avenue location in the heart of Makawao Town is ideal in terms of visibility. The County of Maui OED grant remains critical to the Museum keeping the doors open and the lights on at this location. Though there is a donation box for visitors, donations average 50 cents per visitor. On the other hand, if a low-cost or no-cost rental situation presented itself, the Board would be very interested in pursuing such an offer.

Once the new Executive Director position is filled, there are several priorities that the Board would like to address:

- Expand the donor and volunteer base to ensure long-term sustainability;
- Engage the community in supporting the Museum's mission and its related programs;
- Coordinate the completion of the Kupuna Video Project;
- Coordinate the exhibit program with the volunteer force now in place.

Attached:

Five digital photos that best depict the Makawao History Museum on a USB drive.

Final Reimbursement Budget Summary

MAHALO

Greg Lauderdale

Dear Greg Lauderdale,

Thank you so much for teaching use more about Makawao town. You helped me understand more abou hopena o na haole and what happend when new people came to Hawai'i. This is helping me in my clas Bay telling me what outsiders did and how muc they changed are ways.

Thank you so much,

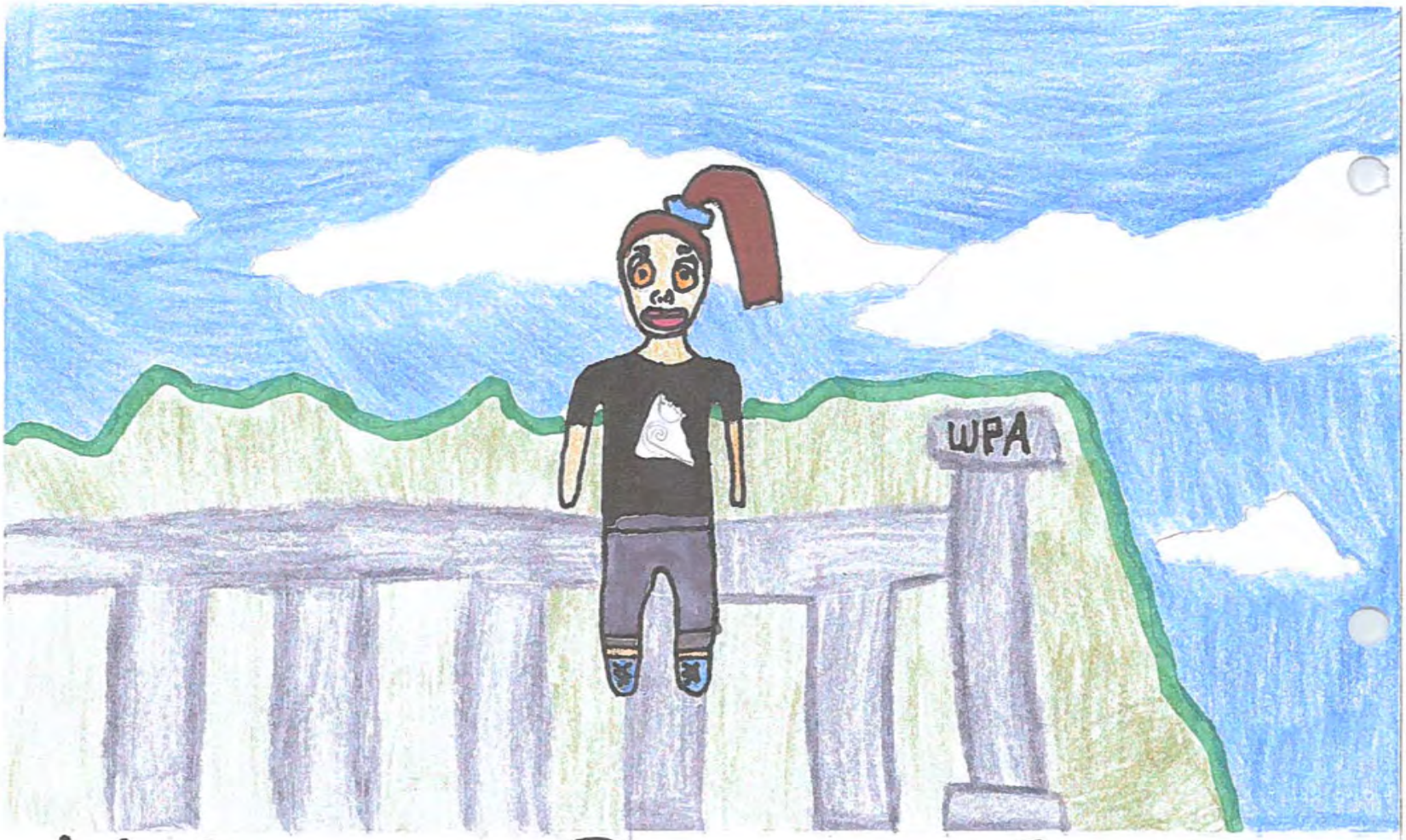
Heather Robinson

Aloha o Greg Lauderdale,

Mahalo nui loa no ko manao ma Makawao town. 'O 'oe e kokua ia'u e moopopo I na mea apal I na hana o na kanaka haole I hele mai. O keia hana e kokua ia'u ma ko'u pāpā social stubies no ka mea e i ke waw i na kānaka I hele mai ma hawai'i a kon hana ma kakau 'āina.

Mahalo nui loa,

Heather Kamakaokalā Robinson



Makaua Town

Mahalo no Ka aio 'ana iā mākou e pili 'ana iā makawao. Ua aio mākou i nā mea nui e pili 'ana makawao.

Thank you For Teaching us about Makawao. We Learned alot about makawao.

Thank you!!

Sincerly,

Leishu

Makawao Town

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4839

Performance Period: July 1, 2018 to June 30, 2019

Organization Name: Maui Dance Council

Program/Project/Event Title: Chance To Dance

Contact Name: Maggie Costigan Title: Executive Director

Telephone Number: (808) 579-9059 Email: info@mauidancecouncil.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

Signature

June 10, 2019
Date

Maui Dance Council 808.579.9059
PO Box 791525 Paia, Hawaii 96779 mauidancecouncil.org

FY19 Final Report Narrative

- **Program description from original proposal:**
  Chance To Dance offers curriculum integrated arts education residencies to Maui County Public school students in grades K-6th on Maui, Molokai & Lanai.

- **Results of Chance To Dance program:**

  The Maui Dance Council provided full Chance To Dance (CTD) program residencies to the following Maui County public elementary schools and grade levels:

  - Haiku – grades K, 1, 2, 3, 4, 5
  - Hana – grades K, 1, 2, 3, 4, 5
  - Kahului – grade K, 1, 2, 3, 4, 5
  - Kaunakakai – grades 1, 2, 3, 4, 5
  - Kilohana – grades PreK, K, 1, 2, 3, 4, 5, 6
  - Kula – Pre K
  - Lihikai- grades K, 1, 2, 4
  - Lanai – grades K, 1, 2, 3, 4, 5
  - Makawao – grade 2
  - Maunaloa – grades K, 1, 2, 3, 4, 5, 6
  - Paia – grades K, 1, 2, 3, 4, 5
  - Pomaika'i – grades K, 1, 2, 3, 4, 5
  - Pukalani – grades K, 1, 2, 3, 4, 5
  - Pu'u Kukui – grades 2, 3

  The Maui Dance Council provided Chance To Dance program service to 4679 (unduplicated) Maui County youth in the following geographic areas:

  - Central Maui – 2477
  - Upcountry Maui - 1469
  - East Maui – 108
  - Molokai – 349
  - Lanai - 276

  The Maui Dance Council provided 1750 hours of Chance To Dance program services to Maui County public schools during FY19.

- **Results of marketing/public outreach efforts:**

Having provided Chance To Dance (CTD) program service for over two decades, the Maui Dance Council has established a strong working relationship with 14+ Maui County public schools and their Parent Teacher Associations. As school communities witness the effects of arts education on their students, the value of CTD becomes evident. In effect, student and teacher enthusiasm, generated by program outcomes, keeps the CTD program in demand.

While marketing of Chance To Dance is not necessary for continued contracting with Maui County public schools, we do see the value of advocating for the arts and networking with our community in order build awareness and to sustain funding. Chance To Dance program information is made available to the public throughout the year by phone, website, email or US post. A Maui Dance Council/Chance To Dance website can be found at www. mauidancecouncil.org. CTD program funders are recognized on MDC website.

- **Dashboard of Performance Measures for FY19:** See attached document

- **Anecdotal stories of how this grant funding assisted the community**

Story 1

The Chance To Dance program aims to build critical thinking and problem solving skills in its students. With these fortified skills, students are empowered to identify needs in their community, and explore ways to address those needs. With global warming threatening our planet, Maui Dance Council is utilizing its Chance To Dance program to tackle this important issue. Using dance as an exploration tool, students identify specific issues that we are facing in Maui County, the causes for these issues, and tangible solutions.

At Haiku Elementary School CTD students studied the coral reefs. They looked at examples of a healthy reef ecosystem and of reefs that are suffering from global warming and direct pollution. This topic hit close to home since these students live on the north shore and most spend ample time at the beach. Over the course of each 8-week residency, students in grades 2, 3, 4 & 5 would come to class and report what they noticed at the beach. Selected student comments: "The limu isn't the same as it used to be"; "There is a weird, green algae that didn't used to be at Ho'okipa before"; "It looks like the reef is dying"; "People smoke and just leave their cigarette butts on the beach, gross!"; "I saw people using that spray sunscreen and the mist was going into the ocean". These comments became the start of a dance, and as the dance progressed, students found ways to take action: "Before I went surfing this weekend, I picked up some trash", "I told my mom to get rid of any sunscreen that wasn't reef friendly", "I talked to some tourists about not stepping on the coral reef." Learning through the arts helped these students to see these issues in ways they had not seen before. Through dancing they internalized these issues, and this inspired them to take a stand for change.

Maui's thriving tourist economy is centered around this island's beauty. Chance To Dance is supporting Maui students in becoming protectors and ambassadors for our island and doing their part to keep Maui no ka oi for all to enjoy.

Story 2

Maui Dance Council takes pride in making sure that Chance To Dance is accessible to all students. In doing so, each participating school is encouraged to include all special needs students in CTD classroom sessions, even if they are not regular members of the class. These creative opportunities give special students a diversified learning experience that often results in very positive outcomes.

During the first CTD session at Makawao School, a 2nd grader called out something inappropriate and his Educational Aid immediately removed him from class. At the second session, the MDC teaching artist (TA) asked that the student be allowed back in class to participate in the May Day choreography. With some hesitation from the teacher, he was permitted to participate in the back of the room. While the MDC TA could see some reluctance from him, she also noticed that he was very accomplished in one of the steps being taught and praised him for his skill. With this positive attention, his whole demeanor changed. His resistance turned into a smile, an upright posture, and he began to put forth more effort. The student had been caught "being good" for a change...and this was a surprise for everyone. The MDC TA then invited him to come to the front line so that he could help the other students learn the step. From there he started contributing ideas for other movements that could be incorporated into the dance.

While building self-confidence in the student, this creative learning experience allowed the classroom teacher, the Educational Aid, and student peers to see this child in a new light. Learning through the arts encourages positive risk taking, it provides an opportunity to see things from a new perspective, and it teaches tolerance. Through these attributes, we help to build a more supportive, empathetic and open minded Maui community....and this benefits Maui residents as well as visitors.

- **Goals, Objectives, Action Steps and Success Measures – Outcomes and Results:**

Goal 1: Upon the completion of a full CTD residency, at least 3825 (85%) of the estimated 4500 student participants will consistently demonstrate the ability to be responsible for one's own learning through self regulation and effortful control, as reflected by GLO-1 indicators (see objective below).

Objective: Students will

- set priorities and establish achievable goals and personal plans for learning.
- plan and manage time and resources to achieve goals
- monitor progress and evaluate learning experiences

Year End Results for Goal 1:
96.2% of students (approx. 4501) participating in Chance To Dance consistently: 1) set priorities and established achievable goals and personal plans for learning during CTD sessions, 2) planned and managed time and resources to achieve their goals, 3) monitored progress and evaluated their own learning experiences.

Action Step 1: MDC will provide a total of 1500 in-school hours of Standards based arts-integrated instruction to an estimated 4500 public school students in grades K-6.
Result: Exceeded. MDC provided 1750 in-school hours of Standards based arts-integrated instruction to 4679 public schools student in grades K-6. 17% Increase

Action Step 2: Teaching artist will establish rules of conduct during class and expectations for the class community.
Result: Met. At the start of each Chance To Dance residency, MDC teaching artists established appropriate rules of conduct during class and clear expectations for the class community.

Action Step 3: Teaching artist will guide students in developing criteria and setting goals.
Result: Met. All MDC teaching artists guided students in developing criteria based on each dance session's focus. The criteria gave students a clear path toward achieving their goals for the session.

Action Step 4: Teaching artist will guide students in self and group reflection using open ended and essential questions.
Result: Met. All MDC TA created a reflective learning environment in their dance sessions, ensuring that students were fully engaged in the process of making meaning. Using open-ended questioning, reflections were presented throughout each dance session as a formative tool to monitor personal/group progress in meeting criteria and achieving goals, problem solving, and cooperation...as students strived to create quality work. Closing reflections asked students to consider their own work, and the work of others, in terms of: meeting class/activity criteria; collaborating effectively; and performance quality. Oral reflections were conducted as an entire class, in small groups, as part of a pair share, through quiet introspection and/or as an "exit pass" upon dismissal.

Goal 2: Upon the completion of a full CTD residency, at least 3825 (85%) of the estimated 4500 student participants will consistently demonstrate the understanding that it is essential for human beings to work together as reflected by GLO-2 indicators (see objective below).

Objectives: Students will
- respect people's feeling, ideas, abilities and cultural diversity.
- cooperate with, help and encourage others in group situations.
- understand and follow rules of conduct.

- analyze conflict and apply methods of cooperative resolution.
- demonstrate responsible and ethical behavior in decision making.
- responsibly implement a solution.

Year End Results for Goal 2:
96.9% of students (approx. 4534) participating in Chance To Dance consistently: 1) acted with respect, compassion and empathy toward their classmates and teachers, 2) cooperated with, helped and encourage others while exploring ideas and collaborating 3) understood and followed dance session rules of conduct, 4) were thoughtful in responding to conflict and cooperative in achieving resolution, 5) acted fairly and respectfully in decision making, 6) made strong choices in finding solutions in a variety of challenges.

Action Step 1: MDC will provide a total of 1500 in-school hours of Standards based arts-integrated instruction to an estimated 4500 public school students in grades K-6.
Result: Exceeded. MDC provided 1750 in-school hours of Standards based arts-integrated instruction to 4679 public schools student in grades K-6.

Action Step 2: Teaching artist will establish rules of conduct during class and expectations for the class community.
Result: Met. At the start of each Chance To Dance residency, MDC teaching artists established appropriate rules of conduct during class and clear expectations for the class community.

Action Step 3: Teaching artist will model activities in which the entire class works together to achieve a task or challenge.
Result: Met. Before asking students to work in smaller groups, each MDC teaching artist modeled the session's activity for the entire class to explore together. This strategy gives students an opportunity to "test drive" and activity, while developing criteria and setting goals. Modeling a lesson ensures a higher likelihood for student success.

Action Step 4: Students will work in pairs and small groups to accomplish tasks and challenges set forth by the teaching artist.
Result: Met. All MDC teaching artists designed lessons in which students worked in pairs and small groups, allowing students the opportunity to collaborate in meeting session goals and learning benchmarks.

Goal 3: Upon the completion of a full CTD residency, at least 3825 (85%) of the estimated 4500 student participants will consistently demonstrate critical thinking and problem solving as reflected by GLO-3 indicators (see objective below).

Objectives: Students will
- apply prior learning experiences to new situations
- consider multiple perspectives in analyzing and solving a variety of problems
- generate new and creative ideas and approaches to developing solutions

- evaluate the effectiveness and ethical considerations to a solution and make adjustments as needed.

Year End Results for Goal 3:
95.7% of students (approx. 4478) participating in Chance To Dance consistently: 1) applied prior knowledge to address new challenges, 2) considered the viewpoints of their classmates when analyzing and solving challenges, 3) came up with new a creative ways to seeing and developing solutions, 4) reflected on the effectiveness of their choices when solving problems and adjusted their directions, actions and behaviors as necessary.

Action Step 1: MDC will provide a total of 1500 in-school hours of Standards based arts-integrated instruction to an estimated 4500 public school students in grades K-6.
Result: Exceeded. MDC provided 1750 in-school hours of Standards based arts-integrated instruction to 4679 public schools student in grades K-6.

Action Step 2: Teaching artist will design and implement lesson plans that encourage and elicit creative thinking.
Result: Met. Chance To Dance goes beyond a traditional dance class, where students are taught movement and choreography that they practice and repeat. Each CTD residency helped students develop their own kinesthetic dance vocabulary, from which they created their own original works while addressing a variety of learning challenges.

Action Step 3: Teaching artist will scaffold lessons to move students toward stronger understanding and, ultimately, greater independence in the learning process.
Result: Met. All Chance To Dance lessons were scaffolded so that students gain the knowledge and skills necessary for each artistic challenge. Students started by becoming familiar with the basic Elements of Dance: Body, Energy, Space and Time. Then, students use the Elements as "tools" to address the curriculum integrated challenges presented by the teaching artist.

Action Step 4: Teaching artists will empower students to rethink and revise ideas as part of the creative process.
Result: Met. All teaching artists used open-ended* questioning throughout each dance session as a formative tool allowing students to reflect on their work, and revise as necessary. *Open-ended questions are designed to encourage a full, meaningful answer using the subject's own knowledge and/or feelings. It is the opposite of a closed-ended question, which encourages a short or single-word answer.

Performance Measures:
Quantitative measures:
- Service Numbers Data Base **Result:** Completed
- Content Standards Checklist **Result:** Completed
- Classroom Teacher Sign-off **Result:** Completed

Qualitative measures will include:
- Student reflection - **Result:** Completed (used as formative & summative assessment)

- Personal achievement scale - **Result:** Completed (used as formative & summative assessment)
- Classroom teacher evaluation - **Result:** In process. Online evaluation is still open for submittal.

- **Using proposed methodology explain how stated goals and objectives were reached:**

  Maui Dance Council's Chance To Dance program utilizes the *artistic process* to help students develop 21st Century Skills that will help them succeed in school, in our Maui community, and throughout their lives.

  Students participating in Chance To Dance are successful in meeting program goals because the arts provide an engaging and safe environment for students to explore ideas, take risks, collaborate, express one's self and reflect. In teaching through the arts, learning is not prescribed, but rather, it is unfolding, interactive, experiential and engaging....much like "real life".

  By working together to develop their own creative works of art, Chance To Dance students become stronger:

  - Self-Directed Learners
  - Community Contributors
  - Complex Thinkers

- **How this program could be improved:**

  - While Chance To Dance has proven to be a very strong program, we believe that it will continue to improve by the practice of ongoing *continuing education* for all of our teaching artists. With professional development in DOE curriculum standards as well as master training in our art form, we can assure that we are staying abreast of the latest developments in our field.
  - By extending our Professional Development for classroom teachers component of Chance To Dance, we can help to build capacity for art-integrated education at the school level, so that simple arts learning (guided by classroom teachers) can be extended into the classroom on a year round basis.
  - Many classroom teachers request extended programming (beyond 8 session residency). Both funding and staffing need to be taken into account when looking at making this a possibility. We too see the benefits of a year round professional artist residency and hope to make that a reality for some classrooms/schools in the future.

- **5 digital photos:** See enclosed USB flash drive

- **Final Reimbursement Budget Summary:** See attached document

Maui Dance Council

Performance Dashboard

Chance To Dance FY19

Fiscal Year End	2015	2016	2017	2018	2019
Number of student participants serviced (8 sessions per student)	4311	5169	4419	4773	4679
Number of Maui County Public Schools receiving service	14	14	13	14	14
Number of classrooms receiving service (8 sessions per classroom)	208	234	206	238	230
Total annual service hours provided	1604	1793	1523	1763	1750
The following counts reflect students' personal development which occurred during the 8-week Chance To Dance residency.					
Number of students that consistently cooperated with, helped and encouraged others in group situations	4195 (97.3% of participants)	5024 (97.2% of participants)	4164 (94.2% of participants)	4606 (96.5% of participants)	4534 (96.9% of participants)
Number of students that consistently applied *Critical Thinking* and *Problem Solving Skills* in learing situations	4170 (96.8% of participants)	5004 (96.8% of participants)	4249 (96.2% of participants)	4673 (97.9% of participants)	4478 (95.7% of participants)
Number of students that consistently demonstrated "Self Regulation & Effortful Control"	n/a	4967 (96.1% of participants)	4075 (92.2% of participants)	4644 (97.3% of participants)	4501 (96.2% of participants)

Maui Dance Council G4839

Reimbursement Budget Summary

December 8, 2018 – June 10, 2019

Approved Budget:	OED Funds	Invoice #1	Invoice #2	Paid to Date	Balance
Teaching Artists Fees	$17,000	$ 6,886	$ 10,114	$17,000	$0
CTD Office Rent	$ 3,000	$ 1,500	$ 1,500	$ 3,000	$0
Executive Director	$ 5,000	$ 2,080	$ 2,920	$ 5,000	$0
Lodging	$ 1,000	$ 1,000	$ 0	$ 1,000	$0
TOTAL	$26,000	$ 11,466	$ 14,534	$26,000	$0
		$ 11,446.00		25,980.00	~~$20,000~~ 0
					$20.00 left

FINAL REPORT
Grant No. G4841
PROJECT SUMMARY
HANA CANOE CLUB
2019
HANA REGATTA PROJECT

Project Description from Proposal

The Hana Regatta in memory of Sarah Joe took place on May 04 and 05, 2019. The event continued as a two-day event which draws spectators from all over the island of Maui, including visitors from all over the world. This 2019 event had unique successes and challenges when compared to previous years that will be described in this final report.

This annual two-day event was revived in 1996 and has since been a sanctioned event by the Maui County Hawaiian Canoe Association (MCHCA). Through this event, economic stimulus is experienced throughout the Hana and Maui community particularly in the retail, food, agriculture, entertainment, recreation, cultural and art communities. The tourism community also benefits, through a special event in Hana, driving another special reason to visit this significant area. Thanks to the County of Maui's support, the regatta has attracted increased participation from paddlers, attendees, entertainers, vendors

Hana's 2019 Regatta marked the 40th year since the disappearance of Sarah Joe, a fishing vessel carrying five of Hana's fisherman on a journey to which they would not return home from. As such, the event had an increased focus to honor the families who lost a loved one on that tragic day. Attendees were also told the story of the Sarah Joe, and a touching cultural ceremony took place before any paddlers entered the water.

Once the event takes place, racing age categories range through all ages and from novice to expert. The location of the event is Kapuaokahi (lit. the single owl), also known as Hana bay. With dynamic weather and water conditions, Hana is an extraordinary venue for such an event that prepares the island of Maui for the upcoming paddle season. The Hana Regatta is the first paddling race of the year.

At the heart of so many paddlers, cultural practice is a driving reason to participate in these types of events. In Hana, culture is engrained into so many aspects of life that is not present elsewhere. Therefore, having this event connects attendees to Hawaiian values such as laulima (cooperation), 'ohana (family), kuleana (responsibility) and lokahi (harmony).

Final Report Overview

The 2019 Hana Regatta in Memory of Sarah Joe took place on a Saturday and Sunday, similar to the schedule in previous years. The date is perfectly nestled after the East Maui Taro Fest, La

photos scanned in 6/20/19

Makuahine(Mother's Day) at Kahanu Garden, and other canoe regatta that begin elsewhere on Maui starting on June 01.

Each year the Hana Canoe Club works to increase exposure of the event within the community. As with previous years, word-of-mouth advertising and social media allowed the event to resonate with MCHCA paddling members. Other Maui paddling clubs were engaged early on with a personal letter written to each canoe club on Maui inviting them to the event which ensures a competitive environment. This year, 10 clubs attended the Hana Regatta. To engage the Hana community, two banners were strategically in the area, one on Hana Highway across the Hana Travaasa Hotel and outside of Hana Bay, where the event was scheduled to take place. The HCC increased their number of friends on Facebook to 831 (up 25% from 2018). The club also started a new Instagram page in March 2018, to engage a wider audience and already has 128 followers. Other outreach efforts include an annual meeting to get the community excited about the event that took place prior to the regatta on March 06 to get everyone excited for the upcoming season. Getting closer to the event, a successful volunteer work day was scheduled on April 06 and was attended by over 50 of Hana's youth to repair canoe club paddles and were guided by the Canoe Club's longtime repairman and carpenter Peter Sawyer. As of June 01, we had 123 members registered with the Hana Canoe Club.

Some critical improvements this year was the ample investment into supplies and equipment that are needed to hold a successful event. This includes things like new paddles and covers for racing canoes, which are needed in order to continue helping clubs from far places that do not always have their own canoe or paddles.

There were multiple challenging factors that tested the resilience for this event. First, on February 14, Valentine's Day was a strong winter storm that blew through the islands bringing over 50 miles per hour winds and flash flooding to many parts on Maui. Hana, as an epicenter for wet weather was hit particularly hard, and the Hana Bay Pavilion had its roof torn off. This pavilion historically served as the primary gathering place for the event, with space for race coordination, shirt sales, and electric sources to power the entertainment and food vendors. When this storm hit, there was uncertainty as to its condition come the time of the Hana Regatta. As Hana Bay's largest event of the year, the County of Maui reacted quickly thanks to the leadership and execution of Mayor Victorino, Council member Shane Sinenci, and all of the county parks crews on the ground that made it happen. After much uncertainty and with the deadline quickly approaching, the work was completed two days before the Hana Regatta. It cannot be overstated how this event would be effected if it wasn't for this important support and collaboration between Hana Canoe Club and Maui County.

Another challenging factor during the regatta was a heavy wind storm that arrived the first morning of the event, May 04. With 45 mile per hour northwest winds, sand blew into the face of attendees and bringing along with it turbulent paddling conditions. The ocean was stormy, and proved to be a true test to the paddler's ability. Thankfully because of the support of volunteers and this project, the HCC was able to bring in adequate water safety crews. There were no canoes in the water that were not looked after and quickly helped in the case of a huli (canoe flip).

With all of the challenges, the regatta still encountered a record attendance year with 856 visitors on Saturday and 930 on Sunday, a total of 1786 total. Attendance was recorded at the entrance of Hana Bay by Security detail using a clicker counter.

Over the years, the Hana Canoe Club has strived to make the weekend events more eco-friendly. This year, the biggest strides were taken with the implementation of zero waste protocols with the help of Maui Huliau, a Maui-based nonprofit that focuses on green events. In addition to using their waste organization system that included recycling, compostable utensils, and food waste we asked that all vendors utilized approved biodegradable cutlery for the event. Another major change from 2018 and all previous years was efforts to largely reduce water bottle usage by encouraging clubs to bring their own bottle and station clean drinking water stations throughout the event site. This proved largely successful, with over 1,000 water bottles eliminated from use from this event.

Over the last few years, the regatta has made strides to expand cultural awareness of Hawaiian cultural traditions. On May 04, the Regatta began with a circle of all participants of the entire event that included an old change 'The Queens Prayer, Hawaii Pono'i. Part of this opening protocol was a touching story of the Sarah Joe Regatta and a special gathering by the families who lost a love one on the Sarah Joe. The families were honored with lei and a special kahili leihulu (feather leaf kahili) made by the Hana Canoe Club board members and community collaborators. It was a robust ceremony that we felt properly honored the reason we hold this event.

Once the races got under way, cultural practice continued with Ku'i O Hana, that focuses on reviving the traditional practice of pounding poi. Through this activity, attendees and observers learned that it is about more than food, but about nurturing your na'au (your feelings). Over 34 participants participated in Ku'i on Saturday, and while this was less than 2018, there was the same amount of attendees engaged.

In 2019, 9 clubs participated throughout the event, one less than in 2018. This reduction in club participation was due to another paddling event that was the same weekend and with the turbulent forecast, it dissuaded some clubs to participate. That said, the nine clubs reflects that a majority of MCHCA clubs on Maui participated, a huge success in itself considering the geographic isolation of Hana.

Four food vendors participated in the event in 2019. Three of them were local Hana family run businesses and one food booth was to fundraise for the Hana Canoe Club program. Three out of four of the food booths sold out. For craft booths, three craft vendors participated and expressed a challenging environment due to the 45 mph winds that plagued the Saturday portion of the event.

Another activity that took place as part of the event was a silent auction, which grossed over ___ to fundraise for the Hana Canoe Club. Over eight high quality items were donated to the event from supporters like Travaasa Hotel Hana, and Kahanu Garden as well as from private residents in the Hana area.

We had four food vendors this year. Two were local non-profit groups and two were local Hana 'ohana. Three were returning vendors thanks to a strong presence in 2017 and 2018. All the food vendors and two of the craft vendors completed oral surveys regarding their participation in the event.

The Hana Canoe Club, through T- Shirt Sales, membership sign ups, food booth sales, vendor and registration fees grossed $13,345. The food, craft, and retail members estimated their sales at over $4,500 throughout the event. Total sales by all collaborative efforts amounted to $17,845 up 46% from 2018. The increase was mostly experienced by the Hana Canoe Club side, with increased sales from both shirts and food sales.

Local businesses noticed an increase in sales during the Regatta weekend. We asked local businesses if their revenue increased or decreased during regatta weekend. One of the general stores in Hana reported an increase and one of the food vendors in town reported a 10% increase in sales.

While its important to reiterate the critical help of Maui County to fix the pavilion in time of the pavilion, there were still numerous challenges to finalize paperwork for the event to have Hana Bay ready for all activities that were scheduled to take place.

There was strong volunteer presence again in 2019, with over 40 volunteers contributing to the event keeping things running smoothly and making sure all aspects of the race were covered. This helped the regatta have consistency and more ease during the event day. Volunteers were primarily Hana Canoe Club members and their families. Our security staff, escort boats and water safety, all members of the Hana Community, generously donated their services both days for a small stipend, food and t-shirt vouchers.

We again had a lot of positive feedback for the poi pounding tent and for the live music at the event. Like last year, we focused on smaller musical groups spread out throughout the day, with shorter performance times to increase the number of performances. We hope to feature more young local musicians in the future if we can entice them to participate. We continue to receive feedback from visitors and participants about the beauty of everyone coming together for this kind of event, the support paddlers feel and the strength of the Hawaiian culture that people feel when coming to the Hana Regatta.

Spectator surveys happened through direct conversation at the event and with a post-regatta message to all of the canoe clubs that participated. The outdoor, and active environment of the event lends itself better to conversations rather than sitting down and filling out surveys at the event. Through these in person and email surveys we got much feedback in regard to the green practices initiative to reduce water bottle use and increase compostable cutlery. It was a huge bright spot in the way the event was run. It's important for future years to ask other canoe clubs more directly about which divisions they feel should be included, that were not made available. As each club has varying sizes and participation levels, it can be difficult to make everyone happy but should still be maximized for event success.

Of course, one of the main successes is that the event not only increased economic stimulus and sense of community on Maui, but also that everyone made it home safe. The Hana Canoe Club eagerly looks forward to another incredible regatta in 2020.

Goals and Objectives Reporting

Goal 1 Increase participation at the Hana Regatta.

Membership for the Hana Canoe Club is up from last year and just short of our goal of 125 with 123 members. While the club worked to start practices early again, there was a transition for the club's head coach, causing some disruption into getting traction going within this tight nit club. Now, things have settled with the clubs coaching regimen, and membership grew rapidly surrounding the week of the regatta. Volunteers with the Hana Canoe Club also participated in the East Maui Taro Fest on April 13 2019, selling shirts and advertising the regatta to the Maui community.

An informational email about the regatta was sent to all MCHCA. In line with our action steps , the club posted monthly on the Hana Canoe Club Facebook page to raise visibility as well as start an Instagram page to increase reach. In addition, flyers were produced and posted throughout Hana own and posted on the Hana community list serve. This year, we also increased attendance to MCHCA meetings in Wailuku, to update them on the Hana Canoe Club and remind them about the Regatta. As a part of these efforts, the event was able to nearly accomplish the second objective to increase number of participating canoe clubs from eight to ten with nine clubs.

The club also accomplished its third objective to include volunteers in the efforts to conduct the event. All phases of the event were properly cared for, and in fact made it possible to allow community members to enjoy the event and even spend money on activities.

Goal 2 Preserve and expand cultural awareness of the Hawaiian cultural traditions especially outrigger canoeing.

The Hana Canoe Club is pleased to report that cultural awareness was a continued improvement from 2018. Cultural foundation is something that Hana is famous for, and we love sharing these types of 'ike (knowledge) with visitors. The club hired a local, culturally competent MC to narrate the event, sharing certain things about the cultural history of the place with visitors. Also during the event, HCC representatives shared how to prepare a canoe with all of its associated parts with neighboring canoe clubs that borrowed our equipment. The estimated number of participants in this process was over 30, though no paper surveys were filled out, something that should be discussed for next year. Finally, lei were provided to each representative for each person lost in the Sarah Joe in 1979 and the HCC went above and beyond by creating kahili leihulu gifts for the family members.

Performance Dashboard

Performance Dashboard						
Fiscal Year End	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Performance Measure: Number of registered members in Hana Canoe Club.	65 members	49 members	85 members	104 members	97 members	123 members
Performance Measure: Number of canoe clubs registered for event.	6 clubs registered	7 clubs registered	7 clubs registered	8 clubs registered	10 clubs registered	9 clubs registered
Performance Measure: Number of participants registered in new (SUP) category.	N/A	1 new entrant	0 entrants	0 entrants	0 entrants	0 entrants
Performance Measure: Number of volunteers from community involved in event	45 volunteers	25 volunteers	39 volunteers	47 volunteers	46 volunteers	40 volunteers
Performance Measure: Number of Hana info packets distributed before and during the event.	N/A	20 Hana maps distributed during event	N/A	N/A	N/A	N/A
Performance Measure: Number of vendors participating in event	3 vendors	5 vendors participated 4 filled out surveys, $5200 vendor receipts	6 vendors participated 4 filled out surveys, $8100 vendor receipts	3 vendors participated, 3 filled out surveys, $8399 vendor receipts	8 vendors participated, 6 filled out surveys, $9602 vendor receipts	9 vendors participated, 6 oral surveys, $17845 in total vendor sales

Performance Measure: Number of businesses surveyed and reported increase or decrease in sales during event weekend	Not measured this year	3 local businesses reported increase in sales	3 local businesses reported increase in sales	3 local businesses reported increase in sales – one by 10-20% and the other two were similar increases to last year	3 local businesses reported an increase in sales, one by 20%.	3 local businesses reported an increase in sales,
Performance Measure: Number of spectators attending event	Not measured this year	1377 spectators	1189 spectators	1313 spectators	1577 spectators	1786 total spectators
Performance Measure: Number of spectator surveys completed	N/A	35 surveys completed	53 surveys completed	0 surveys completed	0 surveys completed	0
Performance Measure: Number of spectators able to identify one piece of cultural information around outrigger canoeing, as determined by spectator surveys	N/A	Based on 35 surveys, 7 spectators (20%) were able to identify one piece of cultural information	Based on 53 surveys, 28 spectators (53%) were able to identify one piece of cultural information	40 spectators visited the ku'i tent	64 participants participated in the Ku'i and 100 were engaged about why ku'i is an important cultural practice	34 participated in Ku'I and 100 were engaged
Performance Measure: Number and type of cultural information displayed at event	Cultural info displayed	Culturally competent MC hired for event Cultural info displayed Traditional prayer blessing at start of each day	Culturally competent MC hired for event Traditional prayer blessing at start each day Traditional ku'i tent for participants	Culturally competent MC hired for event Traditional prayer blessing at start each day Traditional ku'i tent for participants	Culturally competent MC hired for event Traditional prayer blessing at start each day Traditional ku'i tent for participants	Culturally competent MC hired Traditional prayer blessing at start each day Traditional ku'I tent for participants Friday night movie Hana and Sarah Joe

Anecdotal Story 1	*"The opening cultural ceremony was very ,moving, and reminded us the day was not just about paddling, but about remembrance and the importance of family"~ Paddler from Lae Ula o Kai.*
Anecdotal Story 2	*Each year we look forward to the regatta, as it brings community minded visitors from the other parts of Maui. They are good people, always support our local vendors, and we love sharing this place with them. It is also exciting that we get to share in our story of Sarah Joe with them, and they seem to better understand its significance this year.* *-Hana Resident attending the regatta*

2019 Hāna Regatta Project

Expenses	County (OED Grant)		Actual	Cash	In Kind	Total	
Operations							
Safety Escort Boats	800				2,000	2,800	
		1- Invoice 1276	400.00	1			
		2- Invoice 1291	200.00	2			
		Total	600.00				
Lifeguards	700				600	1400	
		1- Invoice 1288	200.00	3			
		2- Invoice 1281	200.00	4			
		3- Invoice 1279	200.00	5			
		4- Invoice 1280	200.00	6			
		Total	800.00				
Trophies and Awards	400					342.46	
		1- Invoice 33899665	342.46	7			
		Total	342.46				
Portable Toilets	1,700				480	2,099.78	
		1- Invoice	1,619.78	8			
		Total	1,619.78				
Equipment & Repairs	1800			1,837.14	3,800	7,800	
		1- Invoice 105567	3,000.00	9			
		Total	2,962.86				
Security	500				625	1,150	
		1- Invoice 1287	200.00	10			
		2- Invoice 1282	200.00	11			
		3- Invoice 1289	125.00	12			
		Total	525.00				
Entertainment	1,255					1,000	
		1- Invoice 1273	300.00	13			
		2- Invoice 1275	100.00	14			
		3- Invoice 6401	100.00	15			
		4- Invoice 8402	100.00	16			
		5- Invoice 8402	200.00	17			
		6- Invoice 1277	300.00	18			
		Total	1,000.00				
Trash Removal	0				500	500	
Team Accommodations	0				1,500	1,500	
Supplies/ Misc.	1300			1,500		2,553.90	
		1- Invoice 3137	316.90	19			
		2- Invoice 10930	737.00	20			
		Total	1,053.90				
Facility Rental Fee	500	1- Invoice Permit 182523	500.00	21 994	0	1494	Take $500 from invoice
		Total	500.00				
Marketing							
Promotion materials	200			275	800	1,275	Take $200 from invoice
		1- Invoice 1267	200.00	22			
		Total	200.00				
Decorations and Signage	0				1,250	1,250	
Administrative							
Volunteer recognition / expenses	845			885	2,400	3,681.14	
		1- Invoice 1285	165.00	23			
		2- Invoice 1286	231.00	24			
		Total	396.00				
Total Expenses	10,000	Total	10,000.00	5,491	13,155	28,646	

Income	County			Cash	In- Kind	Total
County OED	10,000					10,000
Cash				5,491		5,491
Sponsor's						
In-kind Support and Volunteers					13,155	13,155
Total Income	**10,000.00**			**4,385.00**	**11,955.00**	**28,646.00**

2019 Hāna Regatta Project				
Expenses	County (OED Grant)	Cash	In Kind	Total
Operations				
Safety Escort Boats	800		2,000	2,800
Lifeguards	700		600	1300
Trophies and Awards	400			400
Portable Toilets	1,700		480	2,180
Equipment & Repairs	1800	1,800	1,800	5,400
Security	500		625	1,125
Entertainment	1,255			1,255
Trash Removal	0		500	500
Team Accommodations	0		1,500	1,500
Supplies/ Misc.	1,300	1,500		2,800
Facility Rental Fee	500		0	500
Marketing				
Promotion materials	200	200	800	1,200
Decorations and Signage	0		1,250	1,250
Administrative				
Volunteer recognition / expenses	845	885	2,400	4,130
Total Expenses	**10,000**	**4,385**	**11,955**	**26,340**
Income	**County**	**Cash**	**In- Kind**	**Total**
County OED	10,000			10,000
Cash		4,385		4,385
Sponsor's				
In-kind Support and Volunteers			11,955	11,955
Total Income	**10,000.00**	**4,385.00**	**11,955.00**	**26,340.00**

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAI 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4845

Performance Period: 10/1/18 to 10/1/19

Organization Name: Maui Arts League

Program/Project/Event Title: Collector's Guide

Contact Name: Lois Reswig Title:

Telephone Number: 808-264-5681 Email: infoMauiArtsLeague@yahoo.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

7/2/19

Submitted by:

Lois E. Reswig
Signature

7/2/2019 10:10 A.M.
Date

grants OED@mauicounty.gov

(1) Program/Project/Event Description (text as in original proposal):

A promotional event brochure will increase resident and visitor participation at the 2019 Maui Plein Air Painting Invitational (MPAPI) in February, and drive the mission of the Maui Arts League: to showcase, cultivate, and build appreciation for Visual Fine Arts while creating unique opportunities for people of all ages, cultures, and backgrounds to embrace the experience of fine art. A multi-page high-quality promotional brochure will promote key community events in this 9-day art event; as an educational brochure and memento, it brings art information into Maui homes. Content: Events to watch artists painting, artists' biographies, exhibit locations, art workshops and art education programs, sponsor recognition, collectors' events and testimonials. The brochure will also discuss the Maui Arts League's mission to build a West Maui Fine Arts Museum. Distribution will be by mail to specific Maui zip codes representing demographics where art students and resident art collectors typically reside, and for pick-up at MPAPI Sponsors' business locations, restaurants and retail businesses, and at 18 individual art events throughout the Feb. 16-24, 2019 time period.

(2) Discussion of Results:

The Celebrate Art on Maui 2019 Maui Plein Air Painting Invitational *Your Guide to Events, Artists & Venues* will be referred to as the **Event Guide** throughout the report. It was distributed to 11,322 Maui News subscription addresses. This covered their entire newspaper distribution channel. This piece of marketing collateral was a new approach used to inform our community about our organization, our programs, and to create interest and attendance at the Maui Plein Air Painting Invitational.

- Art Sales: The event art sales totaled $112,476 over a 9-day event period for 2019 vs. $101,500 for the same period of days in 2018. The cumulative revenue since 2006, when the event started, is $1,573,000 for 14 years (126 days) of art sales. Revenue up
- Attendance: The overall event attendance was down from 2,132 in 2018 to 1,954 in 2019. It was felt that with higher tourist arrival counts being anticipated due to a better economy and the distribution of the 2019 Event Guide (11,322 Maui residents and 3,500+ for resort and businesses) that event attendance would exceed 2018 numbers. attendance down

2018 vs. 2019 Attendance		
	Attendance	
Event	**2019**	**2018**
Kick Off Lahaina Harbor	328	927
Art Sale @ Pioneer Inn	76	
Lecture @ Silent Auction	160	130
Afternoon Montage Paint Out	358	303
Art Sale @ Montage	71	
Quick Draw	342	256
Quick Draw Sale	86	0
Art to Heart Gala	115	111
Artists Aloha Reception	231	306
Artists' Mahalo Gathering	144	75
Artists' Panel & Q&A	21	12
Musuem Panel & Q&A	22	12
	1954	**2132**

While attendance was down, art sales were higher in 2019 vs. 2018 as stated above. In addition, for the first time, a Front Street banner hung for a week. It was felt this additional boost of 'marketing' would also increase attendance primarily at the Lahaina Kick Off on Feb. 16, 2019. During the event volunteers received many complimentary comments about the guide and expressed a hopefulness that we would produce one like this again next year.

(3) Discussion of Marketing/Public Outreach Efforts:

Introduction: Marketing was a focus for the 2019 Maui Plein Air Painting Invitational. It was felt that added efforts were required to advance the understanding of our organization (mission, vision, and goals) as well as to gain additional event attendance at the daily art venues.

To accomplish this, the following marketing and advertising initiatives were implemented:

1. Mainland advertising included:
    - PleinAir Magazine – Readership 81,600
    - PleinAir Magazine Guide Insert – Circulation 25,000
    - Fine Art Connoisseur – Readership 60,000
    - Southwest Art Magazine – Readership 140,000
2. Local print and radio advertising included:
    - Maui No Ka Oi Magazine
    - Concierge Magazine
    - On-Maui Magazine
    - Pacific Media Group - Maui
    - Maui News
    - Lahaina News
3. On-line and newspaper press releases

4. 24 page Event Guide distributed to 11,322 Maui News subscribers and 3500 to resorts and businesses, mostly on the West Side of Maui.
5. Event post cards (mailed to 250+ event collectors), 11"x17" event posters hand delivered and displayed at 20+ local restaurants and businesses, and six 20"x30" core mounted event posters delivered and posted in lobbies of key event sponsors and businesses in town (Pioneer Inn (1), Lahaina Visitor Center (1), Montage Kapalua Bay (2), Royal Lahaina Resort (2).
6. Pre-Event Gathering with guest attendance (70+) to encourage potential art collectors to learn about fine art and to attend the upcoming MPAPI event.

Results of marketing efforts:

Recognition in the world of fine arts requires a mandatory *'presence'* in fine art magazines; it demonstrates your organization's ability to manage **fine art** programs as well as manage a well-organized *art event*. As an organization you MUST market the organization to the outside world. Both participating artists and art collectors subscribe to fine art magazines. Artists often assess a particular art organization's ability to carry off an event where they will likely have good art sales. MPAPI's 24 participating artists (goal 8 Hawaii artists, 8 returning MPAPI artists, and 8 new-to-the-event artists) are selected using the following criteria:

- Active plein air painting artist with high quality website reflecting plein air artworks, biography and artist statement
- Membership in art organizations (PAPA, LPAPA, OPA, AIS, etc.) and membership status (Signature Member, Master Artist, etc.)
- Awards received
- Gallery representation
- Level of community support (How does the artist support their local community and the plein air community)
- Saleability (History of sales at MPAPI events or success at other Plein Air events)
- Participation in plein air events throughout the US or other countries
- Other criteria the Committee determines appropriate (I.E. animal allergies, spouse attendance, etc.)

Because of the focus on professional fine arts artists, our reputation for bringing some of the most talented artists in this industry to Maui is well known. In fact, we always have a waiting list for artists wishing to be considered. Our reputation is considered by many in the industry as one that produces a premier art event. The following are examples of supporting quotes and/or comments from some of our stakeholders.

- Jean Stern, Executive Director University California Irvine, Institute and Museum of California Art: *"My name is Jean Stern. I am an art historian and author and was the founding director of The Irvine Museum in Irvine, California. Since 1991, I have lectured and been the judge at over fifty professional and amateur art events and festivals across the country. I presented a lecture and judged at the very first Maui Plein Air Painting Invitational fourteen years ago and have been fortunate to have been asked to do that at every annual MPAPI event since. As an "invitational," participants have to be selected and invited and I am frequently asked by artists to recommend them to the Maui Arts League. The renown and reputation of MPAPI, as one of the premier art events in the country, has spread widely, mainly due to invitees and attendees who return home and continually boast of having been there. It is, in my opinion, the one international art festival that has made the State of Hawaii a unique artistic destination."*

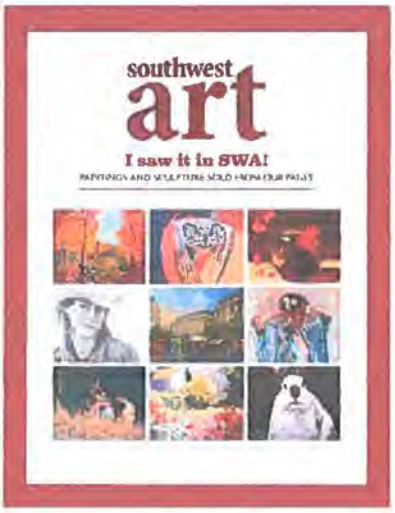
Jean Stern Judging MPAPI event

- Fifteen artists completed a questionnaire and indicated the following:
  - All rated the art event as a 4 or 5 on a scale of 5 with 5 being the best.
  - Comments like, 'best organized plein air event,' 'art display areas are beautiful,' and 'beauty of Maui unsurpassed'.
  - Host family accommodations highly appreciated since artists pay for air and car rentals.
  - Could use more marketing efforts; signage, assisted art sales reps (like docents – train them)
  - Expensive to come to Maui, if artists' sales not robust.
- Examples of Artists' testimonials:
  - "I want to send you and the wonderful sponsors of the Maui Plein Air Invitational a warm mahalo for all the tremendous work and support! This event is conducted at a level that inspires artists to paint, and patrons to appreciate the variety of beauty and kindness found on this island. From the first welcoming aloha to the last goodbye hugs, everything is top notch. Thanks again to one and all!" George Strickland Tucson, AZ
  - "I would like to say a big thank you for your hospitality during the 2019 Maui Plein Air Invitational. It is always a pleasure to be a part of your event and after the long travel from Perth Western Australia the Aloha reception makes more than worth the journey. I know that on top of your core volunteers a number of sponsors are involved making us artists comfortable and welcome on the Maui, I would like if you can pass along my thanks to them too." Leon Holmes, Perth, Australia

- "It was a joy to be welcomed so warmly to the island of Maui. The opening luncheon set the tone for the event—as an artist, I felt embraced by the community and knew I'd be welcomed all over the island. I was! I painted all over and got to hear stories from lots of folks, both from Maui and visitors from outside Hawai'i. It certainly helped shape my decisions on what to paint and how to approach each subject.

  "The same can be said of the gala, where we met collectors and celebrated the beauty of Maui through the artwork displayed. The hope for artists is always that collectors will feel inspired to bring a work of art into their home, so that these paintings of Maui stay on the island and eventually end up in public collections, or 'spread the word' about Maui in the primary homes on the Mainland, Canada, and other locations around the world.. Having a beautiful gala amplifies the beauty of the work on the walls and gives collectors an additional reason to keep returning, ensuring the festival continues year after year on Maui. Thanks for all you do!" Kathleen Hudson, Lexington, Kentucky
- "I can't express how much I appreciated and was thankful for the MPAPI sponsors' kindness and support throughout the event. I didn't realize how expensive it is to put on an event like this. I did enjoy every moment of meeting friends and relaxing by enjoying drinks and great food in beautiful Maui. It sure made Maui Plein Air Painting Invitational really stand out compared to other plein air events I've been selected to participate in. Mahalo for the hard work to make this a meaningful experience for us." Hiu Lai Chong, Rockville, Maryland

- Publications' Sales Representative's comments:
  - High end art publications support artists' careers. It also allows organizations like ours to 'preview' potential plein air artists that might 'fit' our criteria and that would sell well on Maui. The following is an example of how an art publication markets artists. Remember that professional artists are usually a sole proprietary business. They do partner with a few galleries but often their commissions are less than when they sell out of their studios or participate in plein air events, like ours.

- 

We have advertised in Southwest Art (SWA) for many years. This art publication, and other mainland art magazine publishers, provide graphic design work for your purchased ads at no additional cost. In addition, they offer non-profits ad discounts, copies of their magazines, and often 'free' editorial space. This magazine promotes 'I saw it in SWA" by dedicating 9-13 pages in their magazine showing selected artists. Jane Hunt, featured on page 7, will be at our event next year. This complete section of the magazine is included in the addendum.

- PleinAir Magazine and Fine Art Connoisseur are supporters of our event. They extend the same benefits as SWA: reduced rates, graphic design assistance, magazine copies, etc. The following are comments from some of PA clients expressing why they purchase ads in their magazine.

"Advertising in PleinAir Magazine has proved to be a valuable tool in promoting the Grand Canyon Celebration of Art. Our presence in the magazine provides an excellent vehicle for raising awareness of our event, among both collectors, potential collectors, and potential artists. PleinAir Magazine has been an excellent partner, offering additional support in various ways, including distributing the magazine at other plein air events." Kathy Duley, Grand Canyon Celebration of Art

In addition, the success of art programs requires strong commitment from sponsors that donate cash and invaluable in-kind donations. Here is what our key sponsors have to say about the Maui Arts League and the Maui Plein Air Painting Invitational:

- Tom Bell, President, Hawaiian Hotels Resorts
  - *"The Royal Lahaina Resort is proud to support the Maui Arts League (MAL) and its mission to promote art education and appreciation with visitors and the local community alike. Hawaii enjoys a rich and unique cultural history, and we are honored to showcase West Maui as a dynamic local art scene. Maui is one of the most scenic destinations in the world, so each year, we look forward to the Maui Plein Air Painting Invitational as it brings together renowned artists to capture the true beauty of our island paradise. Supporting MAL's nonprofit plays a critical role in bringing people together while creating a shared sense of community through the arts, a role we humbly embrace."*
- Becky & Jim Lennon, Owners, Pioneer Inn
  - *"The management and staff of the Pioneer Inn are proud to once again sponsor the 2019 Maui Plein Air Painting Invitational. It has been exciting to watch this event grow from its small beginning to the major West-Side art event that it is today; attracting artists and collectors from all over the U.S. We would also like extend our mahalo to all the volunteers that make this event possible each and every year."*
- Anthony Freda, Montage Kapalua Bay Manager
  - *"Montage Kapalua Bay takes great pride in actively supporting our community, the proud history of its people and associations that preserve their genuine story and traditions. Art of all types is interwoven throughout the fabric of our island paradise and our partnership with the Maui Arts League allows residents and guests the chance to engage with professional local and visiting artists; enjoying their work up close. I hope that you will share in the Maui Plein Air Painting Invitational and enjoy it as much as I do year after year."*
- Jami Burks, President, Makana Aloha Foundation
  - *"Watching the sensational plein air artists interpret the beauty of Maui on canvas or paper is a visual experience like no other. It's an event we look forward to each year, and one we are proud to support."*
- Mary Anne Fitch & Nam Le Viet, Hawaii Life Real Estate Brokers and Christie's International Real Estate
  - *"For as long as I can remember, I've had an affinity for art. Growing up in Boston, Massachusetts where art is an integral part of the community's soul, you see art throughout many neighborhoods whether in museums,*

galleries, public outdoor art locations, cafes or businesses. Each year we look forward to watching dozens of talented artists create their paintings en plen air outdoors at the Maui Plein Air Painting Invitational. What a fun thing to do – outdoor gallery strolling. With the most scenic venues spanning from Lahaina Harbor up to the Montage at Kapalua Bay. It's a unique opportunity to watch an artist paint…and to develop a relationship with them at the same time. There's also opportunity to buy a beautiful original piece of art at one of the several art sales. Perhaps the most gratifying part of this event provides an education opportunity for community members and their children to view art 'outdoors' (for free) while hopefully, instilling that affinity for art that has inspired me. I applaud groups that have the willingness to ensure that their communities are thriving art meccas." Mary Anne Fitch

- *"My experience of growing up in Switzerland where art appreciation is encouraged at an early age has played a huge part in forming our commitments to support art in the communities where we live. It is important, to us, to keep arts alive on Maui. The Maui Arts League, a non-profit organization, promotes visual fine arts and creates opportunities for people of all ages to experience art. This is something we wholeheartedly support." Nam Le Viet*

Two Significant Marketing Activities

- The **Paint the Town Together**, event held at Taverna restaurant, in November of 2018 was an event to encourage residents to learn about Maui Arts League.

Seventy attended the event and paid $125 pp. They listened to a presentation by Rita Boyle, Senior Vice President from Christie's International. Her power point presentation, 'Supporting Your Community through the Arts,' was eye opening for those that have not been exposed to fine art in their lives. Many pieces of art she had shown images of in her presentation sold for millions. Note, that a few months ago a Monet painting sold for $110.7 million. Not that any of us would be able to buy something like that, but the idea that original art can be valued at this level is astounding. In addition, our Event Coordinator highlighted the 24 artists that would be participating in the February art event. Guests met/mingled with two Hawaii artists (Carleton

Kinkade from Lahaina and Mark Brown from Oahu) and watched them paint, and enjoyed a nice dinner. Many in the audience had NOT heard of Maui Arts League, had not known about our art programs (MPAPI, Youth Paint Out Workshops, Art Scholarship Program, Art Books for Kids), nor attended any of our events previously. This is a group we wanted to reach out to in order to cultivate new collectors.

This event was sponsored by Mary Anne Fitch and Nam Le Viet from Hawaii Life and Christies' International. The event was created to generate a buzz about the upcoming art event in February. Three paintings that the artists created sold for a value of $3600 that evening.

Part of our organization's mission is to educate our community regarding fine art. Many of our residents have not been to a fine arts museum (some do visit the Schaefer International Gallery at the Maui Arts & Cultural Center, which is the closest to a traditional fine arts museum. The Bishop Museum on Oahu is a great example of a traditional museum. They exhibit art works, put on events related to art, offer workshops, often have a café and gift shop, and have a permanent collection). Many of our residents have not even been off our island. So education about what and why art can enhance your life is needed.

This photograph of the ballerina with a young museum visitor mimicking what she 'sees' conveys the energy, inspiration and how we can work together to achieve something special in the minds of our residents here on Maui. *This page is included in the 2019 Event Guide.*

- The Event Guide was considered the best marketing collateral we have produced in the 14 years of our program's existence. Many told us they were keeping the brochure as a commemorative from the event. It tells our story NOW as well as in the FUTURE. (Copies included with Grant Report submission). Our future includes the building of a fine arts museum on the west side of Maui.

  Our Event Guide was a 'clone' of the Forgotten Coast Plein Air Event Guide. (A copy of their cover page included with Grant Report Submission). Their event covers 100 miles of coastal areas in Florida. It is important that we keep our 'mission, vision, art programs' in news print, on-line, and as handouts for community members. This marketing collateral is a good companion to the Maui Arts League's tri-fold information flyer. (Copies included with Grant report submission). Producing the Guide was a challenge from a financial and time 'to-complete' basis. The Event Guide County granted funds for this brochure and all local vendors produced it. It is

FUTURE OF OUR FINE ARTS MUSEUM

Inspiring art today, tomorrow and forever....

A dream to build a fine arts museum in West Maui has been talked about for several years. Our traditional fine arts museum will serve as a community gathering facility where residents and visitors come together to learn about fine art. Envision a Sunday afternoon taking the family to see an art installation of Civil War paintings, a time in history important to all Americans; or an exhibit of sea creature sculpture; or a visiting exhibition of 19th century Japanese Nanga paintings. West Maui Visual Fine Arts Museum always will be "our place" to learn and nurture mind and soul.

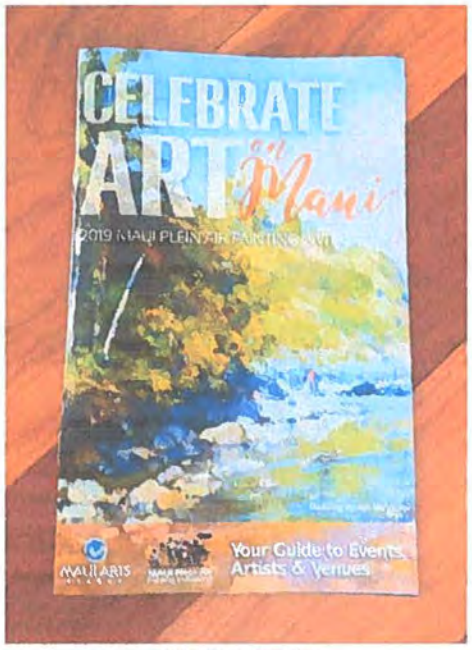
The facility must also meet the art educational needs of our residents, and serve as an art destination for families and visitors. Depending on your interest, you might spend an hour viewing a sculpture show, or as much as a day studying individual works of art.

Building the West Maui Visual Fine Arts Museum requires community support – donations, in-kind services and volunteer hours. Get involved and attend a panel discussion with community leaders, art professionals, and art students, Sunday, Feb. 24 at 3 p.m. at the Royal Lahaina Resort ballroom. Join us as we identify the needs, goals and vision for a Fine Arts Museum.

Photo by Kirsty Kelly

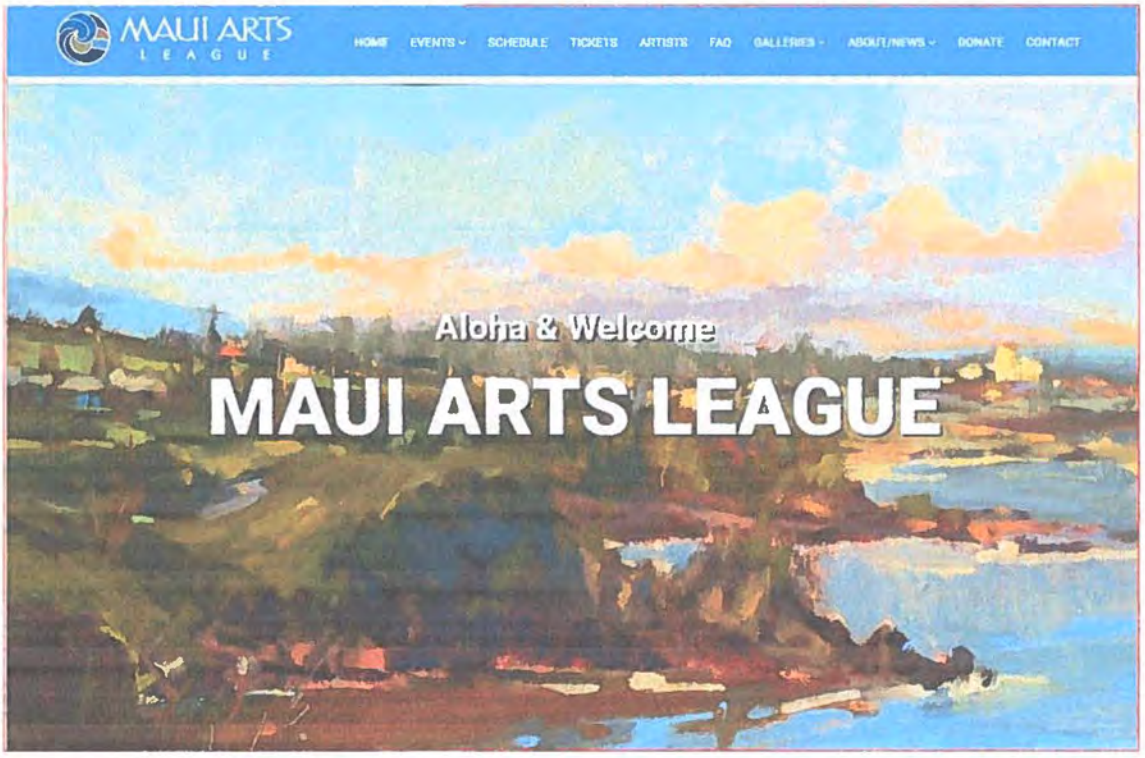
a great way to educate our stakeholders (residents, visitors, artists, business owners, sponsors, etc.) and all indicated the quality level and approach met with their approval. Janet Allan, a prominent art community supporter, had this to say; *"Everyone we know who subscribe to The Maui News did receive the Event Guideline on Feb. 8. It was a very nice introduction to MPAPI for everyone. However, a couple of upcountry friends said that they wouldn't go to any hotels on the Lahaina side due to all the pilikia in getting there, parking, etc. etc. It was a classy intro to MPAPI! It was certainly a first of that kind of thing being enclosed in the Maui News."* George Allan, her husband, was the judge for the Quick Draw. This painting, by Michele Usibelli, from Washington was selected to receive the $250 cash award.

The Event Guide provided us the opportunity to publicize the organization's campaign 'Celebrate Art on Maui.' A new website and the 'first- time-ever' high-quality event brochure positioned the 9-day event as one 'not to be missed'.



2019 Event Guide

Artists' Bios



CelebrateArtOnMaui.org (Website)

(4) Performance Dashboard Info – not applicable – non-recurring

(5) Anecdotal stories regarding how grant funding assisted our community

- Creating the Event Guide was a significant undertaking for Maui Arts League. Being a small non-profit that hosts one major art event a year, organizational funds are at a minimum. This high end marketing collateral could not have been produced without the assistance of a grant from the County. It was expensive and all the **local vendors** worked with us to produce something all would be proud to say they were responsible for the quality of the deliverable. Using local vendors allowed us to 'keep the money on Maui'.
  - Maui Printing Inc. worked with us to select a 5.5" x 8.5" brochure 'template' that could be printed on their in-house presses, thus reducing the cost of an 8.5 "x 11" brochure that would require off island printing services. Turned out to be a good decision because the artists and collectors were pleased that the brochure could be easily put in a purse or the artist's easel box
  - Wilson Angel, a local graphic artist, was hired to produce the camera ready copy. Lucky for us as he is an experienced graphic designer from LA who now lives in Kihei. Wilson Angel Inc. extended a non-profit rate assisting in reducing the cost of development by $885.
  - The Maui News was selected for the distribution channel for the Event Guide. It was distributed to 11,222 residents and businesses on Maui. A trip to The Maui News to review the brochure insertion process was eye opening. The 'night' supervisor, Kelly Toblta, conducted a tour of the operation. He was able to satisfy our concern that a 24 page 5.5" x 8.5" brochure (rather thick) could be inserted in the paper presses correctly and reliably. In addition, Chris Minford, Circulation Manager and Wendy Isbell, Account Executive were available to reassure us that the Guides would arrive at the intended 'doorstep'. Because of the generous Maui County grant, it was decided to distribute the Event Guide to the full Maui News zip code circulation. This allowed us to share the story of Maui Arts League and all our art programs, as well as introduce them to the upcoming Maui Plein Air Painting Invitational.

(6) Report on Goals, Objectives, Actions Steps and Success Measures

Goal 1 – Increase Awareness of Celebrate Art on Maui
Create and publish high end 8-12 page art event booklet

- A 24 page brochure was created that included information about our organization, our programs, some of our sponsors, and the artist roster for the February art event. During the creation process it was determined that a 12 page brochure was not adequate to get our overall organization message explained and as well as sharing the schedule for the 9-day Maui Plein Air Painting Invitational.

Distribute 13,000 key Maui zip codes

- The final Maui News zip code circulation was 11,222. Many friends of Maui Arts League commented to our staff that the quality of information was 'eye opening'. Many had not heard of Maui Arts League or our event. For next year an effort needs to be undertaken to determine if The Maui News is the best method for distribution or consider other alternatives. In addition, a reassessment of what zip codes would better reach our potential event attendees, is needed. A distribution cost analysis of The Maui News distribution versus U.S. mail will be evaluated, as an example.

Distribute 3000 MPAPI Event Sponsors (includes bed-turn down service) Should have been 300 – 100 to each resort (there was a typo in the proposal!)– Pioneer Inn, Montage Kapalua Bay and Royal Lahaina Resort and gave guests the brochure.

Distribute 3000 Event Attendees throughout the 9 day event

- Approximately 3000 copies of the Event Guide were available for sponsors, resorts, and event attendees and 1,000 copies remained after the event. The total number of copies (15,000) will be reduced in 2020. Nonetheless, these 'informative' brochures continue to be distributed to friends of Maui Arts League. Includes art enthusiasts that were unable to attend the event activities, potential 2020 sponsors, and as a recruitment tool for future Maui Arts League board members, volunteers, and future staff.

Send copies to key County, State Officials, and resort GMs

- Copies of the Guide for the County, State, and GMs was limited to West Side Resorts. We were late in the production process and only had the Guides available one week before the event, Feb. 8, 2019. The event started on February 16th with an artist orientation the day before. Copies of the Guide were sent to Maui County staff after the event and additional copies included with this report. Better planning for 2020 is required.

Create downloadable PDF version of booklet for CelebrateArtonMaui website

- A 'soft' copy of the Event Guide was made available via a link to event sponsors, participating artists, and event followers. More time is needed to implement the Event Guide on the website and distribute a 'phone' version for FB and Mailchimp users. Because the 'template' is in-house, the production cycle for an event guide for 2020 can be started much earlier.

Obtain feedback regarding booklet's effectiveness

- Volunteers handed out the Event Guide to all attendee guests. Many comments were shared at the volunteer postmortem meeting, and they stressed the need to create one for 2020, perhaps eliminate the post card. Guests didn't complete a measurement form. Being outside presents challenges. Other methods will need to be explored on how to best evaluate effectiveness. Any suggestions besides a hard copy form, would be welcomed.

Assess value to visitor/residents/collectors of booklet information and determine any refinements for next year

- This task will be investigated later in the 2019 calendar year. There is always room for improvement.

Goal 2 – Increase Event Attendance @ 9-day MPAPI event

Implement New Celebrate Art on Maui website and measure site visits/clicks

- A new website was implemented that presents 'visual' fine art in its highest level quality. WordPress' 'floating' theme style made the site 'user-friendly'. The images of the various art events, and the artists' artworks were all taken by a 'amateur professional' photographer whois a volunteer. Three formats are created of each image for our intended viewers; Facebook, Website, and Print. He created 1,320 photographs for the 2019 art event. In the past we could only afford to pay for a professional to capture 125 images. Jose Morales took our photos for several years at a cost of $450 for a set of 125 paintings. No action shots were included as the amount of time to attend the events and take shots of the collectors during the paint outs would be prohibitive. Since signing up a volunteer, he donates his time and materials for the production of 1,320 photographs taken at all art events (paint outs, lectures, art sales).

Add on-line purchase of event tickets -Square payment report

- Ticket purchase options were implemented on the website. It was complex because we had too many options; event passes and daily tickets. In past years, attendees only paid for a Gala ticket as all other event activities were free. This year we implemented new Collectors' events prior to the art sales, based on feedback from 2018 collectors. These events were paid-to-attend one hour events and included mingling with the artists and a 15 minute early entry to the public art sales. They were not successful enough to include in the schedule for 2020 with the exception of the 'Take an Artist to Breakfast' event. This event allowed collectors to have an hour and half of personal time with an artist of their choice. Feedback from collectors and artists indicated they valued this time together and expressed a desire to include this activity in the 2020 schedule. Square (financial processing application) is used for both ticket and art purchases. Tickets are handled primarily on-line and art sales are processed using SQ mobile devices. All worked seamlessly.

Add three new collectors' receptions - Square Payment Report

- We added these events to the website utilizing Woo-Commerce an integrated program with Word Press to capture customers contact information. The information is 'passed' to SQ which captures the customer's payment and payment details. SQ implementation via a businesses website is not 'user-friendly'.

Add a new Art Sale – Monitored Visual Entry

- A new Art Sale was added to the event; Quick Draw Art Sale. It was held at the Royal Lahaina Resort in the Ocean Terrace restaurant and is free to the public. Refreshments were provided. Maui No Ka 'Oi was the Quick Draw sponsor. Attendance was 342 and six paintings were purchased which generated $7,750 revenue. Attendance is monitored with clickers, as in other events.

Host Artists and Museum Project Panels – Monitored Visual Entry

- Both panel discussions were attended by 21+ guests/collectors each. These are 'educational' sessions for community residents. The artist panel is a great opportunity for aspiring artists or parents to take their children to learn about the career paths of 4 professional plein air artists. Always interesting and attendees encouraged to ask questions.

Artist 2019 Panel

The museum project panel (What having a fine art museum can mean to a community!) was the first time for our residents to learn from art affiliated or industry experts (Dr. Jocelyn Romero Demirbag - Director of Development UHMC, Tim Garcia - Maui Sculptor, Kirk Kurokawa – Maui Painter, Darice Machel McGuire – Art Instructor and Educator, Jean Stern, UCI, Institute Museum of California Arts, and Victoria Teoh – Art Student Baldwin High School. Attendees asked questions and were very impressed with the panelists and their insightful comments. Since we didn't have a videographer this year many of their key comments were not captured on tape. Plans for a volunteer to at least capture the event using phone technology will be implemented. An opportunity for Q&A at each discussion panel was interactive.

The following handout was used by attendees. A full sized copy in addendum.

Future West Maui Museum Panel Discussion–Feb 24, 2019 Royal Lahaina Resort Ballroom

Panelists (listed in alphabetical order)

 Dr. Jocelyn Romero Demirbag Ed.D, Director of Development University of Hawaii Maui College	Dr. Jocelyn Romero Demirbag was immersed in the performing arts as she grew up on Maui. As an adult she was the head of school for two different Waldorf schools over a 20 year period. Those schools consider the need to express oneself through art as a basic human quality. She is currently the Director of Development for the University of Hawaii Foundation at the UH Maui College campus.	Notes:
 Tim Garcia Maui Sculptor Maui Artists for Peace Co-Founder, Makawao, Hawaii Maui Wood Guild, Kula, Hawaii	Tim Garcia works in stone, wood, and metal in his Makawao Studio. He is represented by Viewpoints Gallery, 105 Fine Art Wailea, and Cedar Street Gallery Honolulu. Tim has also participated in Sculpture Symposium in California and New Zealand. Tim strives for strong, balanced forms, with an eastern sensibility. Tim's art can be enjoyed through public works around Maui, Four Seasons, Maui Winery, Maui Arts and Cultural Center and the Ritz Carlton	
 Kirk Kurokawa Maui Artist & H.P. Baldwin High School art student graduate	Kirk Kurokawa's paintings and drawings focus predominantly on the everyday life of people, exhibited in various exhibitions in both California and Hawaii and found in private collections across the United States and beyond. Kirk, was awarded the Juror's choice award at the 2006 Schaefer Portrait Challenge for his painting of the late Tadashi Sato. Also, The Hawaii State Foundation on Culture and the Arts has purchased numerous works of Kurokawa's. He is also the first and only native Hawaiian to paint the official Portrait of the Governor of the State of Hawaii.	

 Darice Machel McGuire Owner Art E Studio Entrepreneur Art Instructor & Educator	Darice Machel McGuire is an artist and educator who resides on the island of Maui. She works from her studio, which is located in Lahaina. She is an award winning landscape artist. Her work is represented by Village Gallery and two of Karen Lin's galleries on Maui. McGuire is owner of Art E Studio located in Lahaina, and is a co-author of the book "The Art of Painting in Acrylic" published by Walter Foster.	
 Jean Stern, Director The Irvine Museum Collection University of California Irvine Institute Museum for California Arts		
 Victoria Teoh Art Student, Baldwin High School	Victoria Teoh is a junior at HP Baldwin High School. Tim has been involved in art classes since childhood and has travelled all over the world visiting art museums. She is not only involved in school extracurricular activities and sports. In addition to the drawing and painting art world, Victoria is deeply involved in music and has played piano since she was 3 years old. Tim plans to pursue music as a career, with her attention to detail, believe an arts major and continue her music and art endeavors in her life.	

Goal 3 – Increase Event Revenue

Add Nov. 2018 Pre-Event Gathering & sell 4 paintings ***$1,200***

- The November event resulted in selling three paintings generating sales revenue of $3600. Exceeded expectations as the event was billed as an 'educational' opportunity. The artists painted larger paintings that command higher prices and thus surpassed the goal of $1200.

Add Additional art sales to 2-22-2019 Art to Heart Gala & Art Sale @ Royal Lahaina & sell 10 paintings ***$10,000***

- The 2019 Gala Art Sale @ the Royal Lahaina Resort resulted in 15 paintings sold at a value of $26,000. Arts sales from 2018 were basically the same; $26,025. Ticket sales were down but average painting cost was up. The event management can be happy that the same level of sales was maintained or closely equal to last year.

Sell 10 additional $225 Gala Tickets 2-22-2019 ***$2,250***

- Guest ticket sales was reduced to $195 per person as early purchase was lagging over previous years. There were a total of 104 gala guests. The

final sold Gala tickets sales were 71 (38 to art collectors and 33 to artists/spouses), which was funded by a sponsor. In 2018 there were 58 sold tickets. Had we not secured the first time 'Fellowship Artist Program funded by a sponsor, we would not have met the goal. This presents a challenge for 2020. Royal Lahaina Resort comp'd 10 guests, and Maui Arts League comp'd 3. The ticket price of $125 pp in 2018 compared to $195 in 2019 may have been more than our target audience was willing to pay. In addition, there is stiff competition for attendees during February with Whales Tales and Maui Preparatory Academy having their annual fund raisers as well.

The 2019 ticket incentive of early entry to art sales throughout the week was not enough to generate higher ticket sales. The Event Ticket included the Art to Heart Gala, 3 private Collector Receptions, an art purchase credit of up to $400 for a 1-person package or $800 for a 2-person package redeemable at any of the art sales, and early entry to all art sales. *Major reassessment of ticket pricing is required for 2020.* This year Maui Arts League either paid for comp'd sponsors that had NOT purchased tickets. It was a one of the best decisions made relative to the Gala. As a result we had 22 sponsors and vendors attend. This gesture of inclusion was eye opening for this group of guests. Deidre Tegarden, Chief of Staff, Office of the Mayor, and her husband attended. She commented on the quality of the art and the quality of the dining experience and is now able to share with others in the County the type of art event that Maui Plein Air Painting Invitation represents. Seeing 100+ original paintings of scenes and people of Maui all in one 4000 sq. foot ballroom is an experience one will not forget. The team from Maui No Ka 'Oi also had the same response. They, too, had no idea of the quality level of the art event. Their experiences will represent a high level of word of mouth 'marketing' for our event.

(7) Proposed Methodology Results discussed above in Goals, Objectives, Actions Steps and Success Measure

The actions, steps and success measures discussed in the text with item 6.

(8) How can this program be improved

Implement a consistent look and feel for event's marketing materials.

- Currently event post cards and posters differ in appearance to the Event Guide. Our goal is to standardize fonts and 'impact' images throughout all our marketing collateral. It is felt that the Website visual impression and the Event Guide are superior to the post card and event posters. Part of the challenge is that we have two graphic designers to handle the workload of creating all our marketing materials. One is provided to us by our sponsor, Kaanapali Land Management, Inc. They donate $4K In Kind funds for Linn

Nishikawa to produce the post card, poster, and local ads. Maui Arts League hires Wilson Angel to produce some of the mainland art magazine ads and *the Event Guide. At one time it was thought that we could standardize our* marketing materials across the spectrum of needs; (art magazines, newspapers, on-line (website, FB, IG). Both graphic designers suggested we hire a marketing image strategy consultant to establish these standards. No funds available at this time for this task.

Standardize use of organizational logos, program logos, artists' hats and t-shirts, etc.

- The organization's name was originally West Maui Cultural Council. They received the IRS 501(c)3 designation in 1978. In 2006 when the *art event* was created, the founding artist, Ronaldo Macedo, created an event logo. We continue to use it today to reflect the 9-day art event.

MAUI Plein Air
Painting Invitational

In 2009 the organization's name was changed to Maui Arts League and the mission updated to encompass the non-profit organization's focus on fine art programs. The following logo was approved (color and black and white options):

MAUI ARTS
LEAGUE

MAUI ARTS
LEAGUE

Reassess the ticket pricing strategy

- The elaborate ticket structure created for the 9 day event was too challenging for our collectors and followers to embrace. Past activities were mostly **Free and Open to the Public** with the Gala being a paid event. This year we introduced 3 Collectors' Receptions as collectors have requested early entry to sales and that they would be willing to pay for this privilege. Turns out that many did not. We ended up with 2 tickets sold at $31 each for the Pre-Event

at Pioneer Inn. As a result, Maui Arts League paid for ALL the artists to attend using funds from a donor. An agreement was required to secure space and F&B at Pioneer Inn. The Pre-Event at Montage Kapalua Bay was cancelled and the three tickets that were purchased at $75 each were either refunded or one donated the funds to Maui Arts League. The Take an Artist to Breakfast was very well received but not enough people bought tickets. Seven tickets were sold. All agreed this was the most rewarding experience of any program where artists and collectors mingle. . We will host *only* this event next year and promote the program early in the selling phase.

Implement a program to 'bus' others from around the island to Lahaina area

- Several attempts have been investigated or tried in the past. Either the fees for such transportation are too expensive or we don't have someone to manage this task. Could request proposals from this type of business for 2020.

Strengthen the Maui Arts League organization

- Hire an Arts Administrator to handle the tasks to implement the Maui Plein Air Painting Invitational. The Maui Arts League board recently approved this.. **Job description attached**. Currently the President handles these work tasks.
- Add three more board members with skills to complement existing board members.
- Introduce additional potential educational art programs; (1) Collectors' 'Show and Tell' Receptions at collectors' homes on Maui, (2) 'Become a Collector' fund raiser (sell original mini-paintings to first time collectors), and/or (3) Sponsor recruitment receptions.
- Hire a marketing strategy consultant to develop and implement an organizational platform to move the focus from 'attending art events' to becoming an integral art membership organization with a Fine Arts Museum. Will investigate grantors for potential criteria for qualification.

Event Photos available on USB Flash Drive

Budget and Final reimbursement budget summary

- **USB Flash Drive has this excel loaded which has comments, and back up *category totals on SHEET 2.***

						Itemized Budget Form
EXPENSES	**Maui County CASH Request**	**Maui Arts League CASH**	**Sponsor CASH**	**Total Expense Income**	**IN-KIND**	**TOTAL PROJECT BUDGET**
Operations						
Artists' Commissions		$61,862		$61,862		$61,862
Artist/Host Family Support					$15,000	$15,000
Artist Orientation (Montage)					$12,500	$12,500
RLR Gallery Spaces & Add'tl Staff Support					$95,000	$95,000
Courtyard & Snug Harbor Room (Pioneer Inn)					$9,000	$9,000
Artists Awards		$1,556	$0	$1,556		$1,556
Gala & Collectors' Receptions		$14,000	$4,736	$18,736		$18,736
Workshop Teacher Fees + Support & Supplies		$5,122		$5,122		$5,122
Youth Events Supplies, youth lunch and snacks			$722	$722		$722
Hawaiian Cultural Services		$150		$150		$150
SQUARE Fees		$4,001		$4,001		$4,001
Guest Speaker Accommodations					$5,334	$5,334
Office & Event Supplies		$1,527		$1,527		$1,527
Event Guide Distribution	$778			$778		$778
Guide Printing - MPI	$4,580			$4,580		$4,580
Other Printing - MPI & Island Printing		$2,063		$2,063	$1,962	$4,025
Audio Visual Presentation Support		$469		$469		$469

Permits		$248		$248		$248
Insurance		$1,345		$1,345		$1,345
Storage & Truck Rental		$3,305		$3,305		$3,305
Total Operations	**$5,359**	**$95,649**	**$5,458**	**$106,465**	**$138,796**	**$245,261**
Marketing/Advertising						
Publications, Collectors' Guide, Newspaper, Radio	$1,568	$12,556	$2,000	$16,124	$224	$16,348
Graphic Design	$3,073	$5,177		$8,250	$4,885	$13,135
Social Media Networking		$586		$586		$586
Videography Services				$0		$0
Photographer Services					$2,700	$2,700
Website (New) & Maintenance			$2,091	$2,091		$2,091
Internet & Email Support		$439		$439		$439
Artists Shirts & Hats		$1,545		$1,545		$1,545
Total Mktg/Advertising	**$4,641**	**$20,302**	**$4,091**	**$29,034**	**$7,809**	**$36,843**
Administrative						
PR Program & Event Administration		$6,240		$6,240	$60,867	$67,107
Bookkeeping-CPA Expenses		$1,387		$1,387		$1,387
Education		$677		$677		$677
HI Exc. Taxes		$5,359		$5,359		$5,359
Pledged Unused Cash			$4,451	$4,451		$4,451
Total Administrative		**$13,663**	**$4,451**	**$18,114**	**$60,867**	**$78,981**
TOTAL EXPENSES	**$10,000**	**$129,614**	**$14,000**	**$153,614**	**$207,472**	**$361,085**

INCOME	Maui County CASH Request	Maui Arts League CASH	Sponsor CASH	Total Expense Income	In-Kind	TOTAL BUDGET
OED Request	$10,000			$10,000		$10,000
Organization's Donations		$1,961		$1,961	$66,072	$68,033
Makana Aloha Foundation			$7,000	$7,000		$7,000
Anonymous Donor (Scholarships)			$5,000	$5,000		$5,000
Pioneer Inn			$2,000	$2,000	$9,000	$11,000
Montage Kapalua Bay					$27,500	$27,500
Royal Lahaina Resort					$95,000	$95,000
Art Sales		$112,476		$112,476		$112,476
Workshop Fees		$6,701		$6,701		$6,701
Event Ticket Sales		$8,476		$8,476		$8,476
Honu, MALA, Frida's					$2,300	$2,300
Taverna					$1,200	$1,200
Artizan Pizzeria					$600	$600
Kaanapali Land Mgmt. Corp.					$4,000	$4,000
Maui Printing					$1,800	$1,800
TOTAL INCOME	**$10,000**	**$129,614**	**$14,000**	**$153,614**	**$207,472**	**$361,086**

L - Budget Narrative

Expenses
Operations

Artists' Commissions $61,862
Artists receive a 55% commission on art sales. Maui Arts League receives 45% on art sales.

Artist/Host Family Support & Artist Orientation $15,000 & $12,500
Montage Kapalua Bay, one of our sponsors, donates F&B for the artist orientation meeting and the artist/host family party. Estimated attendance: 100. The event is held in the Sunset Room.

Royal Lahaina Resort Gallery Space & Staff Support $95,000 Sponsor Estimate
The Royal Lahaina Resort is the event's Premiere sponsor. They donate 5 days of the 4,000 sq. ft. ballroom to the art event. We display 100+ original paintings during the 3-day weekend art sale. The other days are for set up and take down of the portable art display walls and art lighting. A 2,000 sq. ft. 'restaurant space' is used for additional art sales as well as a wrap up meeting space with artists at the end of

the 3-day art sale. Without this donation, the art event would require a significant expense to rent space or use 4000 sq. ft. of tents for 5 days.

PI Courtyard & Snug Harbor Room $9000 Sponsor Estimate

Pioneer Inn has been a sponsor since the inception of the event in 2006. Over the years, they have increased their cash donation and donated additional space for events. Added a youth paintout reception and two workshop demo days to the already donated 2 day space donation resulting in 4 days of donated space.

Artists Awards (forgot on original budget submittal) $2500

Cash awards at plein air painting events are standard practice. It has been difficult to 'promise' cash awards (expense item). Nonetheless, it is a powerful incentive for the professional plein air painters to make the commitment to participate. Flight, car transportation and food are the artist's responsibility. The organization does organize host families for approximately 20 artists to help with the costs to reduce overall out of pocket expenses for the artists. This year we added a $250 cash award for Best Quick Draw painting. A $250 cash award was also awarded to a painter that won 3 prestigious awards which had not happened in the last 14 years. The artist, Terry Miura's painting 'Wailuku Blues' was awarded the Artists' Choice, Collectors' Choice, and the University of California Irvine, Institute Museum of California Art ~ a first in the history of our event. Another first award, was a Hawaiian wood bowl by Todd Campbell that was given to Jean Stern in tribute to his In-Kind donation of time, effort, and counsel throughout the last 14 years.

Gala & Event Collectors' Receptions – Food & Beverage $18,736

The Art to Heart Gala and Art Sale is the premier collectors' event that showcases 100+ original paintings in one ROOM. An outstanding tribute to artists who document history through their paintings at any given point in the various communities they visit is an awesome and inspiring experience. In 2019, Collectors' Receptions were added to 3 art sales. Only one reception was successful and that one will be offered in 2020. Makana Aloha Foundation donated funds for the Artists' Aloha Fellowship Program to pay for artists and their spouses to attend each reception – totaling 24 artists and 9 spouses.

Workshop Teacher Fees + Support & Supplies $5,122

Two 3-day adult workshops were offered ~ one before and one after the event. Enrollment is 12-14 per class. Teachers are selected from professional plein air artists who have traveled to Maui. Workshops are $400 per person. By hosting these workshops, our local artists have the opportunity to take classes from experienced renowned plein air artists. Our classes always fill up and they are *limited in size to allow for individualized instruction. A meet and greet was provided* the evening before for each workshop.

Youth Events Materials & Food & Beverages $722

A Youth Paint Out was held on a Sunday afternoon. It was held in Campbell park and was planned to support 60 youth. Last year the enrollment was established at 40 and 58 showed up! A reception is held at Pioneer Inn in the Snug Harbor room and the youth art is displayed. Ribbons are given for 1st, 2nd, and 3rd, in three age groups. The paintings awarded 1st place are also displayed at the Royal Lahaina Resort during the 3-days of art sales. In the past, Maui Arts League funded the art supplies and F&B for this program. In 2019, an anonymous donor was secured to cover $5000 of expenses associated with the youth- for this event as well as two

$1000 art scholarships and an Art Books for Kids. Unused PLEDGED cash ($4450) available for YOUTH scholarship and book programs. This obligation will be carried over.

Hawaiian Cultural Services $150

A Hawaiian Model 'poses/sits' for the artist on the afternoon paintout at Montage. This has been a well received event by the collectors; paintings of the models over the years have been good sellers. A Hawaiian Cultural Advisor was hired to handle opening remarks and blessing at the Art to Heart Gala at the Royal Lahaina Resort. In addition, the Cultural Advisor selects a painting to award the Honor Hawaii, Honor Maui award. A Michael Clements painting won the prestigious Honor Hawaii, Honor Maui award. Clifford Nae'ole's check had not been cashed during this grant period, but thought the significance of one of our local painters receiving this award is significant.

'Snow Capped Haleakala' by Michael Clements

Banking Fees (Inc. SQ) $4,001

Most expenses are for Square Fees and minor amount of expenses with Bank of Hawaii. Last year $3500 fees were paid and $4,001 was paid this year. This is an example of 'cost of doing business' and one that is gladly paid since it represents increased sales.

Guest Speaker Accommodations $0

Maui Arts League funds had paid for resort lodging for the event's judge, Jean Stern from the University of California Irvine – Institute Museum of California Art. He has judged the event since 2006.

Guest Speaker Accommodations $5,334

In 2019, Mr. Stern was able to get the University to cover his expenses. This amount represents the In-Kind Donation of air travel, car rental, hotel lodging, and his event judging and lecture time.

Office & Event Supplies $1527

Event badges, signage, color posters, handouts, sales slips, receipts, pens, sharpies, clips, tape, tape dispensers, folders, etc. The majority of items were purchased from vendors on Maui. It was sad to see Office Max Lahaina go out of business as we used them for 'inexpensive' printing option. Mail services, stamps and other operational expenses covered in this category.

Event Guide Distribution $778

Expenses of $778 for The Maui News to distribute the 2019 Event Guide to be covered by Maui County grant.

Event Guide Printing – Maui Printing Inc. $4580

Expenses of $4580 for Maui Printing Inc. to print the 24-page 8.5" x 5.5" 2019 Event Guide to be covered by Maui County grant.

Other Printing MPI & Island Printing and Imaging $2,063 cash & $1,962 In-Kind
Maui Arts League covered other event printing costs to mail artists' commission checks, sponsor paperwork covered by Maui Arts League. Additional printing for banners, handouts, multi-part sales receipts, etc. are handled by Island Printing and Imaging or Lahaina Office Max, when they were on this side. Expenses to print 6000 event post cards and 31 posters was an In-Kind Donation from Maui Printing Inc.

Front Street Banner

Audio Visual Presentation Support $469
This is the cost required to support the art lecture at Pioneer Inn. Costs for services of Joe Doggy Productions was $469.

Permits $248
State permit required for Lahaina Harbor. County permit and SMA required for a Front Street banner. Waiola Church permit required by the church for use of Campbell Park for the Youth Paint Out.

Insurance $1,345
Liability Insurance required for organization and Maui County based on grant award.

Storage & Truck Rental $3,305
Monthly storage rental at Aloha Storage required for all of Maui Arts League's mobile art display walls, lighting, and event repetitive supplies. Truck rental for transporting 'sets' of displays to three locations during the 9-day event.

Marketing

Publications, Newspapers, & Radio $16,348 ($16,124 cash - $224 In Kind)
Includes advertising in Plein Air & Fine Art Connoisseurs Magazines, PleinAir, Southwest Art Magazine, Maui No Ka 'Oi, OnMaui!, Maui Concierge, Maui News, Lahaina News, Pacific Radio.

MAL	Others		
$ 1,241.88	$ 1,568.00	$ 2,809.88	MNKO
$ 700.00		$ 700.00	Maui Concierge ($224 discount) `
$ 750.00		$ 750.00	On Maui R-1 BOH Printout
$ 2,525.00	$ 2,000.00	$ 4,525.00	PA-FAC
$ 1,600.00		$ 1,600.00	SWA FW Advertising
$ 1,967.23		$ 1,967.23	MAL & County Radio Ads
$ 1,805.05		$ 1,805.05	The Maui News (exc. GuideDistribution)
$ 1,966.67		$ 1,966.67	Lahaina News
$ 12,555.83	$ 3,568.00	$ 16,123.83	

Graphic Design $13,185 ($8,250 cash $4,885 In-Kind)

Event postcards and posters *design* provided by Linn Nishikawa. The In-Kind *donation of $4000 for her skills were provided by Kaanapali Land Management, one* of the event sponsors. Ad development, banners, maps are created by Wilson Angel. The Maui County OED funds of $3,073 used to cover Wilson Angel's invoice for design the 2019 Collectors' Event Guide. Maui Arts League paid $5,177 for graphic design work shared between Linn Nishikawa and Wilson Angel to produce the camera ready copy for 'other' marketing materials.

Social Media Networking $586

Maui Arts League had minimal coverage on Facebook, Instagram, and other fashionable smart phone offerings in previous years. All the artists use these media options. The world has become digital users and really have 'live conversations' on a regular basis. Therefore, a social networking firm was hired on an hourly basis to 'hype' and broaden our coverage of the art event. This coupled with the Collectors' Guide, established the Invitational and Maui on the 'DESTINATION' map for art activities. Josh Levitt (Triggerwise) was not able to implement the plan due to leaving the island for family reasons. A MPAPI volunteer took on the FB activity during the event, but was NOT a social networking professional. As a result, IG, Mail Chimp, and other social networking plans were not implemented. We will investigate hiring a social networking firm for the 2020 event cycle.

Videography Services $0

A decision was made to NOT secure this service due to costs. In 2018 costs were $4000.

Photography Services $2,700 In-Kind

A professional photographer was not hired to take high resolution photos of all art created during the 9 day event. An experienced 'aspiring' photographer created over 600 photographs as an In-Kind donation. These images are invaluable and used throughout the year to market our organization and art programs. Many included in this report. Requested photos can be found on the USB stick.

Website (New) & Maintenance $2,091

A new website was implemented using the new Word Press theme based interface (scrolling), with on-line ticket purchase, and upgraded visuals. Dan Morrone of DKDesigns from Lahaina is the website developer. Website development was $1200 and an annual maintenance agreement was $812.50. Software Add-On included at $79. Makana Aloha Foundation, one of our sponsors covered this expenditure.

Internet & Email Support $439

Software Programs (Mail Chimp, Basecamp, Dropbox, DocuSign, Shutterfly, Pingg, Punchbowl) used to interface and engage with art followers. Solicitations, Invitations, thank you notes, project management, are key to the success of managing the project.

Artists Shirts & Hats $1,545

Cost to purchase and print event hats and shirts for the participating artists and volunteers required as they are worn by both. This identifies our team so that during outside events, they can easily find us. T-Shirts were ordered from King XX a local Lahaina vendor, hats ordered from a volunteer's family business on the mainland and embroidered at Out of the Blue in Wailuku.

Administrative

Program Administration $67,107 ($6,240 cash $60,867 In-Kind)

Honu Media, Inc. (Katherine Smiths) provided some of the event's coordination as well as PR as a contract vendor. Each year the quality and number of articles included in our local papers (print and on-line) have increased. Many comments and feedback from residents indicate their awareness of key information regarding the event has encouraged them to attend. The bulk of administrative tasks were handled by MPAPI volunteers. Volunteers' hours of approximately 3,725 hours at $17.74 per hour were required to manage this event. See detail on USB stick.

Bookkeeping-CPA Expenses $1,387

Quickbooks data entry vendor was hired to handle monthly data entry. Hired QB expert to reconcile and prepare records for CPA. Cost is approximately $500 for CPA and the remainder paid for Quick Books data Entry and a Quick Books expert to reconcile the account properly. Required journal entries which volunteers unable to handle.

Education $677

Cost for two Maui Arts League volunteers to attend XL classes at UH was incurred. One-half of cost covered by ETF program administered under the Dept. of Labor & Industrial Relations, Workforce Development Division. Cost $338.50 covered by State, $338.50 covered by Maui Arts League – per volunteer.

HI Excise Taxes $5,359

Taxes paid on art sales, art workshops, and Gala tickets sent to State on monthly basis. Ended up having to pay some penalty fees as during the event I was unable to process the G-45's and YE G-49.

Pledge Unused Cash $4,451

An anonymous sponsor identified their donated funds to be used for youth programs; Youth Paint Out, Art Scholarships for 2 senior art students, and Art Books for Kids. Maui Arts League was unable to implement the two latter programs. Sponsor contacted and agreed to let us implement these other programs later this year since 'ear marked' funds are not permitted for other expenses.

INCOME

OED Request $10,000

A County grant was approved for Maui Arts League to produce a high quality event brochure that will elevate the event to residents and visitors of Maui. It has the opportunity to 'cement' the event in our community residents' minds. We strive to achieve the same level of recognition and participation in the community as the Maui Film Festival and the Kapalua Wine Festival. The Forgotten Coast brochure developed in Florida has achieved this level of recognition in their communities. We are patterning our booklet after theirs.

Makana Aloha Foundation $7000

Makana Aloha Foundation donated $5,160 of the $7000 donation to fund the Artists' Aloha Fellowship Program which included 24 artists in attendance at the Art to Heart Gala & Art Sale at $3600, 16 artists' attendance at 2 Collectors' VIP Receptions at $1040, and 24 artists' attendance at the Postmortem Feedback Meeting at $720. This is the first year to have a sponsor support this type of *recognition* for the artists.

In past years, the Maui Arts League funded artists' participation in various event activities throughout the week. Actually requested $12,000 but was awarded $7000. *See supporting documentation in the addendum.*

Anonymous Donor (Scholarships and Youth Art Programs - $5,000

Maui Arts League introduced a new $1000 scholarship program for two seniors who are pursuing a fine arts degree and an unidentified amount to be used for Art Books for Kids. Both programs were not implemented and these pledged funds are held over to be used later in the year. $550 funds used to assist with the Youth Paint Out Program (materials and F&B). These programs are designed to 'grow' our future Maui artists.

1st Place by Maateus Prestage

Pioneer Inn $2000 Cash, $9000 In-Kind

Pioneer Inn donated $2000 cash to event operational expenses, which was used to augment MAL's expenses for marketing. In addition, Pioneer Inn donated space (courtyard 2 days, and Snug Harbor Room 5 days) at an In-Kind donation of $9000. They have been a sponsor since the inception of the program.

Montage Kapalua Bay $27,500

Montage Kapalua Bay donates In-Kind space and F&B services estimated *(by them)* at $27,500. Includes Dinner and Wine for 100 guests for Artists/Host Families Reception, use of Breezeway hallways for art sale, and use of lawn for the Afternoon Paint Out.

George Strickland from Tucson, AZ painting at Kapalua Bay

One of two Montage Kapalua Bay Breezeway Galleries during Art Sale

Royal Lahaina Resort $95,000

Royal Lahaina Resort donated 5 days of 4,000 sq. ft. ballroom space and additional meeting room space throughout the 5 days the event is held at their property. It requires significant space to showcase 100+ fresh original paintings in a high quality environment. Requires air conditioning, space to move around to view the paintings, and a welcome access to the property. Estimate $19,000 space charge per day for In-Kind donation.

Art Sales $112,476

Art sales was $112,476 for the 2019 MPAPI art event. Art sales in 2018 was $101,500.

Workshop Fees $6,701

Workshops are always appreciated in our community. Many of the local artists cannot afford to fly to the mainland to attend workshops of the caliber that the event offers. Adult aspiring artists attended the two workshops. There is one workshop before and one after the 9-day event.

Event Ticket Sales $8,476

Tickets were sold to the Art to Heart Gala & Art Sale at $195 per person.

Honu, MALA, Frida's $2300 In-Kind

Mark Ellman has been a sponsor for several years. He donated $100 gift certificates for our participating artists and judge with a total value of $2300. (One artist had to *withdraw from event reducing the total gift certificates needed. The remaining* certificate was returned. Artists appreciate this significant donation and frequent his restaurants. They end up spending more than $100, too. Many artists bring their wives and significant others. They help our local economy by dining in his locations.

Taverna $1200 In-Kind

Chris Kaiwi, part-owner of Taverna donated $50 gift certificates for our participating artists valued at $1200. This was new last year and the artists' feedback is that they loved the Italian food.

Artizan Pizzeria $600

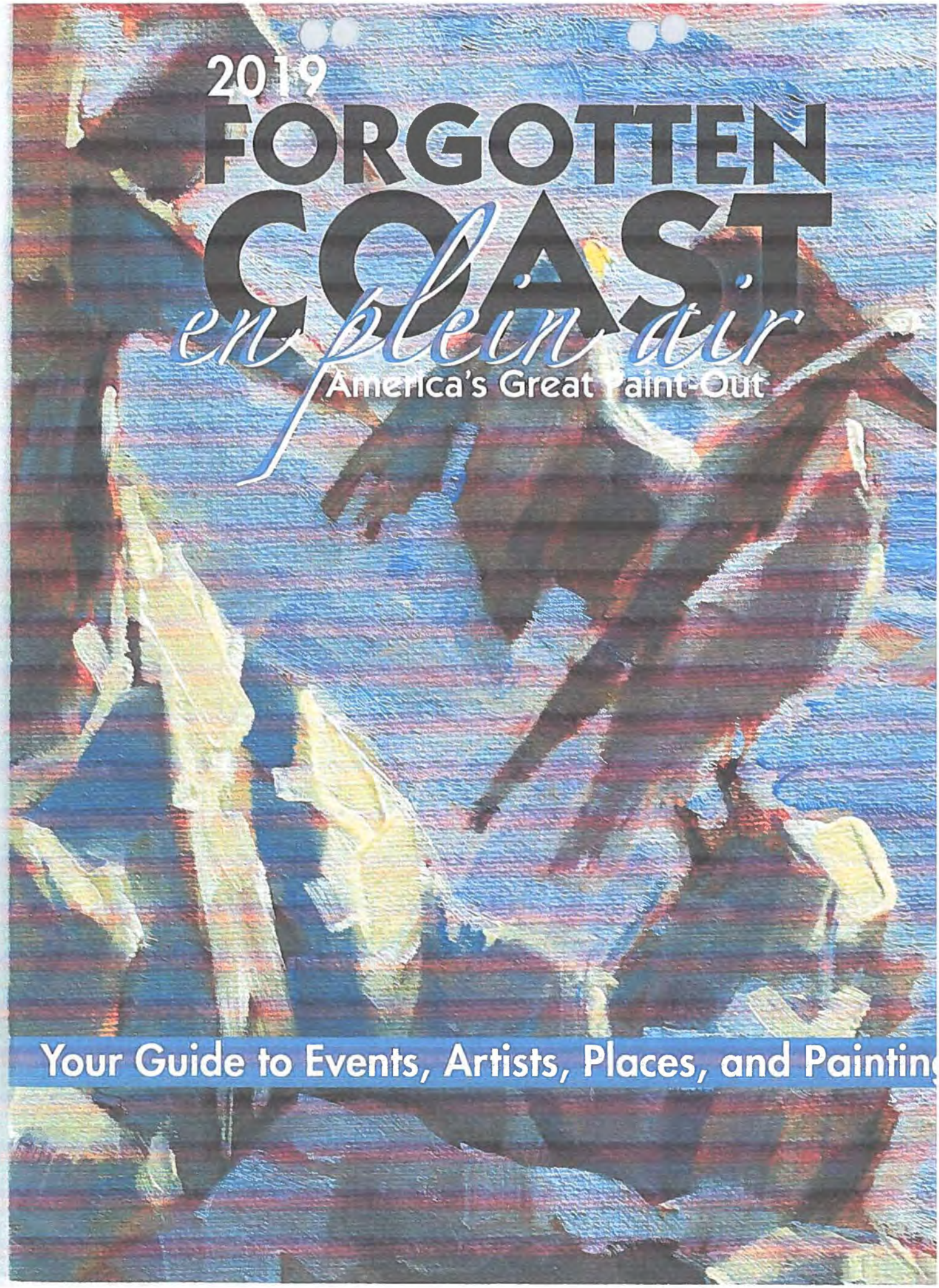
John Pope, owner of Artizan Pizzeria is a new sponsor this year. He donated $25 gift certificates for our artists.

Kaanapali Land Mgmt. Corp. $4000

Kaanapali Land Management Corp. donated $4000 value of Linn Nishikawa's graphic design skills. She has created our event post card and posters for many years.

Maui Printing Inc. $1800

Maui Printing donated the printing of 4-6,000 post cards and 32 posters since 2006. Each year we assess the number of postcards required to send to collectors, followers, sponsors as well as resorts throughout Maui, business, and friends. Prior to 2019 this marketing collateral has been our primary approach to local 'advertising'.



2019 FORGOTTEN COAST *en plein air*

America's Great Paint-Out

Your Guide to Events, Artists, Places, and Paintin

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4850

Performance Period: 10/11/18 to 10/19/18

Organization Name: Hula Halau o Molokai

Program/Project/Event Title: Molokai Ka Hula Piko

Contact Name: Debra Ann R. Naeole Title: Project Manager

Telephone Number: 808-658-0808 Email: hhomolokai@gmail.com

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

Signature

7/29/19
Date

-Project/Project/Event Description:

For the past 27 years Hula Hālau O Molokai collaborated in conjunction with Hālau Hula O Kukunaokalā to host the Molokai Ka Hula Piko Festival. It was founded by beloved kumu hula, the late, John Ka'imikaua. His vision for Molokai was to strengthen the community and families culturally, spiritually, and economically, through the traditions of hula and chant of Molokai.

The primary purpose of Molokai Ka Hula Piko is to honor the birth place of hula through preservation of Molokai's ancient stories and dances. Being that Kumu John Ka'imikaua and his hālau were based on O'ahu, one of his key objectives was to establish a repository on Molokai in which this knowledge could be stored and protected. Kumu John entrusted this responsibility to his dear friend, the late, kumu hula Rachael Kamakana and her hālau, Hula Hālau O Molokai and a few well-respected Molokai kūpuna or wise elders. Although the hula would be taught to one hālau, the stories would be shared with all. Another objective was to educate and inform residents, as well as visitors, of the history of Molokai through workshops and on-site educational visits, allowing you to experience and visualize the story through dance. You'll feel that you're taken back to that time of event.

The secondary purpose of Molokai Ka Hula Piko is to stimulate Molokai's economy by utilizing and supporting local businesses and vendors in the preparation of the entire event leading up to the day of the Ho'olaule'a. Besides travel and lodging, food is purchased from local markets, and smaller local vendors are sought to sell their products at the Ho'olaule'a supplementing the event. The assembly of the event requires expenditures of goods and services all of which are provided by Molokai businesses.

This is where the Maui County OED grant plays an important role to the event. Molokai Ka Hula Piko Festival is a three-day event, from May 30, 2019 – June 1, 2019, free to all attendees. We want to keep it a free event so it is accessible to all, young to old and so everyone can experience the importance of keeping the culture alive. The event begins on Thursday with an on-site visit of cultural and historical significance. There is a private ceremony at Ka'ana, birthplace of hula, at noon on Friday. Friday evening, a hula panel is held with various kumu hula sharing their teachings and beliefs. These events are hosted by Hālau Hula O Kukunaokalā. The Ho'olaule'a or festival of hula organized by Hula Hālau O Molokai concludes the event showcasing hula from various hālau from Molokai and off-island. All crafts for sale are made on Molokai by local residents and all food vendors are also Molokai residents.

The planning for this event started on June 3, 2018, at our critique meeting of Molokai Ka Hula Piko 2018. A date and venue was selected, an application for the venue is in progress. A theme for this event is given to us by November 30, 2018 by Hālau Hula O Kukunaokalā. From November we start inquiring with different hālau to participate in this event.

-Results of Project Molokai Ka Hula Piko 2019

Our primary purpose of Molokai Ka Hula Piko was a success. We were able to share and perpetuate Molokai's ancient stories and cultural hula traditions to the local community, young to old and visitors as well. We had well over 1,200 people in attendance and many of them were in awe with the dancing and chanting. They were intrigued with the stories told by the different halau. From our survey results, we had visitors from Japan, New Zealand, Amsterdam, Ukraine, Norfolk Islands – South Pacific, California, Georgia, Washington, South Dakota, Massachusetts, Oregon, Texas, Pennsylvania, Arizona and Colorado.

Our secondary purpose to stimulate Molokai's economy was also a success. Our craft and food vendors exceeded their expectations and many of them successfully sold out their goods and achieved profit. We had a total of 23 vendors. Revenues generated for the day was over $18,000.00. The vendors were excited about their results from this year. We were able to support the local businesses by increasing traffic for them from vendors, locals and visitors alike. We also use local vendors for the sound systems, tent rentals, transportation for entertainers,
security, electrical services, advertising, rental and more. The visitors also brought in revenue for the airlines, rental cars and lodging. We used 18 on-island businesses.

-Results of Marketing/Public outreach efforts:

We are able to market thru GoHawaii.com, social media, local newspaper and banners that were put out in the community 2 weeks prior to the event. Many people were able to get information from these various sources.

-Dashboard of Performance Measures & Anecdotal Stories: see attached.

-Goals, Objectives, Action Steps and Measures of Success:

-Preserve Molokai's ancient stories and dance
-Establish a repository, a place/persons where knowledge can be stored and protected, on Molokai

Hālau Hula o Kukunaokalā will teach 1-2 hula (w/ it's oli and mo'olelo) during the year to Hula Hāla

Hālau Hula o Kukunaokalā will provide cultural workshops on Molokai focused on hula practices.

Hula Hālau O Molokai will continue to practice the hula taught to them and participate along with Hālau Hula o Kukunaokalā in the ceremonies at Ka'ana as well as at the Molokai Ka Hula Piko Ho'olaule'a-Festival of Hula

-Outcome:

Hālau Hula o Kukunaokalā came during the year to work with Hula Hālau O Molokai. We didn't learn any new oli, but continued to practice oli that was taught to us before. Hula Hālau O Molokai also participated in the ceremonies at Ka'ana and the Ho'olaule'a. Hālau Hula o Kukunaokalā held 2 cultural workshops on Molokai focusing on ceremonial protocol and hula practices.

-Educate and inform residents and visitors of the stories of Molokai

Hālau Hula o Kukunaokalā in coordination with Hula Hālau O Molokai will provide cultural workshops on Molokai throughout the year focused on hula practices.

Hālau Hula o Kukunaokalā in coordination with Hula Hālau O Molokai will offer workshops and/or on-site visits w/story telling during the week of Molokai Ka Hula Piko open to the public.

Hula Hālau O Molokai in conjunction with Hālau Hula o Kukunaokalā will organize and participate through exhibition in the Molokai Ka Hula Piko 2019 event.

We are planning to have 1 on-site visit with about 50 participants.

We are planning to have 75 participants for the hula panel/lecture.

Outcome:

Hālau Hula o Kukunaokalā held 2 cultural workshops on Molokai focusing on ceremonial protocol and hula practices.

Hālau Hula o Kukunaokalā in conjunction with Hula Hālau O Molokai organized and participated through exhibition in the Molokai Ka Hula Piko 2019 event.

Hālau Hula o Kukunaokalā in coordination with Hula Hālau O Molokai provided several cultural workshops and lectures on Molokai at different locations throughout the island. These workshops were open to the public and attended by many. They were over 130 participants in both the on-site visit and hula panel/lecture. We were also able to obtain over 196 surveys.

-Methodology:

Year after year, we have been able to achieve and exceed our goals because we as committee members and halau (school of hula) members truly believe and know that our cause has been justified. Our kupuna (elders) have taught us that we must acknowledge and give gratitude to those who are long gone and to also acknowledge the supreme authority who continues to provide inspiration, knowledge, strength, determination, and energy in always producing a successful event. We are volunteers,

not one of the members expect any kind of restitution or recognition and we continue to assist willingly and whole heartedly.

-Improvements:

Try to get an earlier venue approval from the Department of Parks and Recreation, so we can advertise venue location earlier. We are not able to advertise venue location until we get the final approval from the Department of Parks and Recreation. We turn in our application around 9 months prior to event, but do not receive a final approval until a week or 2 prior to event.

Try to find a better to get more completed surveys and attendance count

-Photos and Advertisement: see enclosed flash drive

-Final Reimbursement Budget Summary: see attached.

Performance Dashboard						
Fiscal Year End	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Performance Measure from Section F, Goals, Objectives, Action Steps and Performance Measures of Success and Economic Impact.						
Goal 1 - "To preserve Moloka'is ancient stories and dance"						
Performance Measure 1:						
Ho'olaule'a						
Attendees - Visual Count	1,500	1,500	1,500	1,500	1,500	1,200
Surveys Filled Out	169	74	118	119	71	196
Attendees on Filled Survey	478	74	118	119	71	196
Will improve by trying to get more surveys filled via paper/social media						
Performance Measure 2:						
On-Site Visit (Huaka'i) and lecture	50	50	142	150	75	130
Performance Measure 3:						
Lecture Attendees - Visual Count of Chairs	75		125	150	75	130
Will improve by adding a sign in sheet						
Filled sign in sheet		96	81			
Goal 2 - "To stimulate Moloka'i's economy						
Performance Measure 1:						
Vendor Booths	31	31	30	25	25	22
Filled Surveys from Vendors	23	25	22	23	24	14
Money reinvested into the Moloka'is economy from filled survey	$ 15,000	over $ 19,500	19,000	17,525	20,889	18,482
Will improve for 2017 by making the survey mandatory for all vendors and to be sure to collect it from them.						
Performance Measure 2:						
Different on-island vendors that we supported by direct business.	10	11	17	18	18	19

Anecdotal Story 1:
This comment came from an off-island visitor. "Overall it was an invaluable experience and I am so thankful to have been a part of this event and learn about Molokai. Keep up the good work!"

Anecdotal Story 2:
This comment came from an out of state visitor. "Awesome. I learned so much about the culture/history/hula storys."

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COUNTY OF MAUI – Office of Economic Development **Molokai Ka Hula Piko 2019 SURVEY**

☐ Male ☒ Female

Please Rate Your Overall Experience at this Event:
Excellent Good Fair Poor

Are You a Resident of Molokai? If not where are you from: Paulsbo WA 98Sft
☐ Yes ☒ No How long will you be visiting: _____

How did you hear about this event:
☐ Brochure ☐ Newspaper ☐ Internet Search ☒ Online Calendar ☐ Hotel/Concierge
☐ Social Media ☒ Word of mouth/Family/Friends ☐ Free Publication/Magazine _____

What was the primary reason you came to the event:
☐ Entertainment ☐ Food ☒ Someone's Recommendation ☐ Just happened upon the event
☐ I am a participant (worker, volunteer, performer) ☐ A friend or family member is a participant ☐ Other: Authentic Hula

How long have you participated in Molokai Ka Hula Piko events:
☒ 0-5 years ☐ 5-10 years ☐ 10-15 years ☐ 15 or more years

Which events have you participated in:
☐ Thursday Excursion ☒ Thursday Night Film Afternoon ☒ Friday Night Lecture ☒ Saturday Ho'olaule'a

Comments: Awesome. I learned so much about the culture/history/hula (stories)

Suggestions: _____

COUNTY OF MAUI – Office of Economic Development **Molokai Ka Hula Piko 2019 [redacted] SURVEY**

☐ Male ☒ Female

Please Rate Your Overall Experience at this Event:
Excellent Good Fair Poor

Are You a Resident of Molokai? If not where are you from: Oahu
☐ Yes ☒ No How long will you be visiting: 7 days

How did you hear about this event:
☐ Brochure ☐ Newspaper ☐ Internet Search ☐ Online Calendar ☐ Hotel/Concierge
☐ Social Media ☒ Word of mouth/Family/Friends ☐ Free Publication/Magazine _____

What was the primary reason you came to the event:
☐ Entertainment ☐ Food ☐ Someone's Recommendation ☐ Just happened upon the event
☒ I am a participant (worker, volunteer, performer) ☐ A friend or family member is a participant ☐ Other: _____

How long have you participated in Molokai Ka Hula Piko events:
☒ 0-5 years ☐ 5-10 years ☐ 10-15 years ☐ 15 or more years

Which events have you participated in:
☒ Thursday Excursion ☒ Friday Night Lecture ☒ Saturday Ho'olaule'a

Comments: Overall it was an invaluable experience and I am so thankful to have been ~~apart~~ a part of this event and learn about Molokai! Keep up the good work!

Suggestions: _____

Hula Halau o Molokai

Molokai Ka Hula Piko 2017 Final Report

FINAL REIMBURSEMENT BUDGET SUMMARY

Reimbursement Budget Summary #G4850

Expense	OED Funds on Program/Event Budget	INVOICE #1	INVOICE #2	Total Requested	Total Paid To Date	Remaining Balance
Operations	**$ 8,500.00**	**$ 7,108.06**	**$ 1,391.94**	**$ 8,500.00**	**$ -**	**$ -**
Decorations		$ 300.00		$ 300.00		
Dumpsters		$ 234.30		$ 234.30		
Electrician		$ 400.00		$ 400.00		
Entertainment		$ 1,557.20	$ 1,391.94	$ 2,949.14		
Facility Rental				$ -		
Food/Gift for Entertainers/Volunteers		$ 707.71		$ 707.71		
Insurance		$ 664.00		$ 664.00		
Portable Toilets		$ 229.17		$ 229.17		
Security		$ 1,354.17		$ 1,354.17		
Setup & Clean-up		$ 485.76		$ 485.76		
Sound System		$ 500.00		$ 500.00		
Stage/Table/Tent Rental		$ 650.00		$ 650.00		
Supplies/Copies/Printing		$ 25.75		$ 25.75		
Marketing	**$ 1,500.00**	**$ 1,500.00**	**$ -**	**$ 1,500.00**	**$ -**	**$ -**
Signs/Banners		$ 254.34		$ 254.34		
Advertising - Media		$ 1,245.66		$ 1,245.66		
	$ 10,000.00	**$ 8,608.06**	**$ 1,391.94**	**$ 10,000.00**		**$ -**
Administrative						
Fiscal Sponsor						
Project Manager/Core Members						
	COUNTY					
Total	**10,000.00**	**8,608.06**	**1,391.94**	**10,000.00**	**$ -**	**0.00**

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4854

Performance Period: July 1st,2018 to June 30th, 2019

Organization Name: Theatre Theatre Maui

Program/Project/Event Title: TTM West Maui Theatre Programs Project

Contact Name: Annabehl Sinclair-Delaney Title: President

Telephone Number: 808 870-3426 Email: board@ttmwestmaui.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal. ✓
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application. ✓
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s). ✓
- Discuss the results of your program/project/event. ✓
- Discuss the results of your marketing/public outreach efforts. ✓
- Provide your Dashboard of Performance Measures for the current fiscal year. ✓
- Provide two anecdotal stories of how this grant funding assisted our community. ✓
- Describe how this program/project/event could be improved. ✓
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event. ✓
- Attach Final Reimbursement Budget Summary. ✓

7/1/19 AMO

Submitted by:

Signature

6/27/2019
Date

RECEIVED JUN 28 2019

Theatre Theatre Maui Final Report Narrative
July 1, 2018 – June 30, 2019

Organization: **Theatre Theatre Maui (TTM)**
Program: **West Maui Youth Theatre**

PROGRAM/PROJECT DESCRIPTION

Theatre Theatre Maui recognizes that theatre arts training and experience are beneficial for both youth and adults, and these benefits include, but are not limited to, increased self-confidence, interactive communication and memorization skills, and sensory awareness and resourcefulness through teamwork and creative/artistic expression.

Our comprehensive programs include a summer camp program, free after-school programs, coaching for a national competition, and free classes for the Boys & Girls Club. **With additional private funding received, this spring we expanded free performing arts instruction to THREE West Side elementary schools due to demand and offered an additional after-school program at the Boys & Girls Club, a winter program reaching a wider diversity of the community, and maintain our low summer camp tuition fees.**

We provided five after-school programs during the calendar year, thanks to this sustained support.

- TTM runs its own after-school drama program at Lahaina Intermediate School with free after-school performance-based theatre arts classes from October until the program's end in May. **Last year, our program doubled in size due to demand and that trend continued in FY2019.** Plays are often original scripts written by local playwrights and contain age-appropriate issues, Hawaiiana and/or local culture. **We added three drama clubs this spring at King Kamehameha III, Sacred Hearts School, and Princess Nahienaena.**
- In the fall, winter, and spring sessions, we provide our contracted performing arts instructor for free after-school performing arts and improvisation classes at the Boys and Girls Club Lahaina Clubhouse. **Last year, due to demand, we offered a summer improv course and this year we expanded to two additional free sessions at the Boys & Girls Club Lahaina.**

Our largest program is a moderately-priced performance based six-week summer theatre program (with some financial aid available for needy families) for students in grades 4 through 12. Students

attend camp and participate in daily dance, drama, and technical theatre classes from June 2018 – July 2018 and again this upcoming summer from mid-June 2018-July 2019. The program ends with live performances of the summer musical. Each year, our six-week summer program begins in one fiscal year and ends in the next fiscal year. The programs partner with multiple business providers online and performances often sell out. After each program ends, we obtain measurable feedback through anonymous questionnaires from the students and through face-to-face meetings with the creative staff to address our successes or problems that may have occurred during the program and our interests for the next season.

DISCUSS THE RESULTS OF YOUR PROGRAM/PROJECT AS WELL AS MARKETING/PR EFFORTS.

This year, we saw new and increasing participants as well as increased public and private sector interest—and partnerships. We expanded for the first time in over 25 years. We also now have diversified, sustainable funding—matched private dollars for the OED support and diverse individual and corporate donors. matched

Our performing arts programs included another successful summer program bringing in both new and returning students from prior years' programs. We continued to see increased interest and enrollment increase—at camp and, by high demand, in an improv class the Boys & Girls Club asked we extend our offerings in this past year. Over 50 energetic campers happily immersed in all aspects of the theatrical arts to present *Oliver!* on stage and we've nearly 50 registered and readying for *Legally Blonde Jr.* We were able to reach more of our business community supporters willing to advertise in our printed program and we increased corporate and individual support last summer.

TTM promotes the business sector that supports us, which in turn helps to further strengthen TTM as a recognized and established provider of theatrical instruction—and expand the reach and promotion of numerous island businesses. In July 2019, another great local vendor produced our T-shirts and one other provided water supplies. These marketing tools promote TTM's business partners. The campers become walking ads for those businesses while promoting TTM's camp and shows.

In October 2019 (Qtr 2) we commenced our no-cost after-school drama program held at Lahaina Intermediate School (LIS) for the 12th consecutive year. **We served nearly double the number of students as usually served, which happened for the first time last fall.** Returning and new students were eager to engage in expanded performing arts activities and work towards presenting sketches of their own construction, performed in Q4 for the larger community.

GOAL 1 - exceed
GOAL 2 - see social partnerships

We held two 6-week sessions of no-cost improv classes at the Lahaina Boys & Girls Club during Spring and Summer 2018. We continued to have the Club's support through its long-standing partnership. They provide TTM the use of their facility while we provide no-cost dramatic arts programs to their members.

In Q3, we expanded to elementary schools for the first time. Three new school sites were grateful for the free drama club offerings this past spring, as we began our pilot project elementary expansion.

In Q1, we received a first-time sponsorship from The Boeing Company of our Silent Auction fundraiser. This $2500 gift helped us leverage over $2K this year! Through cross promotions and employee engagement as well as vigorous work from our Board to obtain great auction items, we were able to nearly double this gift. **In Q1, we received support from Kapalua Wine & Food Festival and our first large, multi-year private donor—matching the OED support.**

New Sites

DASHBOARD OF PERFORMANCE MEASURES

Performance Dashboard						
Fiscal Year End	2014	2015	2016	2017	2018	2019[1]
Increased # of students each year	65	91	78	97	136	156
Measure student satisfaction with end-of-program surveys	Mostly positive	Mostly positive	Mostly positive	Mostly positive, with 80-90% favorable on the learning experience	Overwhelmingly positive with interest in expanded programs	Positive evaluations, particularly with support for expanded programs and partners
Summer Camp comparison of set/prop/costume expenditures (to determine savings)	930.79	1590.27	1160.09	643.22	894.51	*to be determined, no expenditures at the time of application*

[1] Our programs run on the academic year cycle and summer programming does not commence until mid June. These are numbers to date, with academic and last summer program reflected. Summer 2019 results are part of FY2020.

PROVIDE TWO ANECDOTAL STORIES OF HOW THIS GRANT FUNDING ASSISTED OUR COMMUNITY

Anecdotal Story 1: Inspired by our OED and matched private donor support, TTM is on the path to sustainability and diversified funding – after over 25 years serving the West Side. Boeing Company sponsored the silent auction. Kapalua Wine & Food Festival and numerous island theatre supporting families surprised us with one-time donations. *We now have diverse public, private, corporate, and individual donors! This meant for the first time we could expand our programs to three new partner schools, serving four West Side schools and the Lahaina Boys & Girls Club with vital and FREE performing arts instruction.*

Anecdotal Story 2: TTM partnered with the school Maui Preparatory Academy to help with their school production of "Fame Jr." We helped design and construct their stage set and aided their production team. Approximately 40 hours were spent painting and constructing using pieces already in our collection. Another 15 hours involved putting together the stage and setting up the space ready for the production and then taking it apart and clearing up the space. *In using pieces already in our inventory, we were able to create an entire stage set with supplies already in hand at no cost to TTM or the school! The school was very grateful for our help and interested in creating a regular partnership with TTM for future productions.* This would be a great way to partner with other schools in the area to encourage more arts based or drama programs, where the funding is not always available. Creating new partnerships with these schools is a way to encourage new programs and to facilitate reciprocation in the form of venue space, equipment, talent (from teachers who can transition into joining us over the summer) and community help (via exposure to our process)—and expand those we serve and how we best leverage the County's investment.

REPORT ON YOUR GOALS, OBJECTIVES, ACTION STEPS AND SUCCESS MEASURES IN SECTION D OF YOUR PROPOSAL WITH THE ACTUAL OUTCOMES AND RESULTS.

Our main goal this year was to fill additional demand. While we were not successful in securing space in the winter for Arts Bootcamps or continue Lahainaluna High School Shakespeare coaching, **we saw numbers increase dramatically with more ready partners at our elementary schools and Boys & Girls Club. We also saw attendance at our summer performances and interest across the island increase, selling out shows for two weekends in late July—a tremendous**

turnout. This speaks well to our PR and communication efforts, as well as the support of our partners.

USING YOUR PROPOSED METHODOLOGY FROM YOUR PROPOSAL, EXPLAIN WHY YOU WERE ABLE TO REACH YOUR STATED GOALS AND OBJECTIVES AND/OR WHY YOU WERE UNABLE TO REACH YOUR STATED GOALS AND OBJECTIVES.

Thinking ahead remains crucial to our progress, particularly given our reliance on numerous partners to successfully deliver to our community. We've focused on recruiting new board officers and proactively asking for larger and multi-year support.

Over the course of the year, we went paperless with our payroll and payment of contractors, thanks to the guidance of local CPA partners Leizl & Tabon.

We transitioned to a paperless registration process, setting up a charity account on Paypal.

Due to overwhelming issues at 505 Front Street with power after the storms late last year, we partnered with Aloha Self Storage to move vital costumes and materials and transitioned to a virtual office.

We built on the enthusiasm and interest of our partnership, leveraging funds under-utilized at Lahainaluna, and expanded improv classes at the Boys & Girls Club and three new schools.

Community demand led us to expand to two weekends of shows last summer, registration filling in under two weeks—and this has prepared us for this summer's fundraising and registration plans. We are working to create systems that continue to make it easier for community members across the island and those we serve. We are building on what works.

Where we underperformed was in seeking new office space, a permanent venue space, or securing that successfully. Space remains a challenge on the West Side, not just for securing production space but for long term office needs. It has been beyond our scope with a less than half time staffer and we hope that increased County support can help us get there. The community is ready for a

permanent youth theatre or community theatre venue. TTM has shown time and again how we can rally large numbers—and business for other vendors.

DESCRIBE HOW THIS PROGRAM/PROJECT COULD BE IMPROVED

We need venue space. We also need to secure foundation funding. The summer camp continued to increase in popularity and also generate funds to help run the remaining programs. We would like to continue to offer no-cost programs to both Lahaina Intermediate Students and the Boys and Girls Club and provide support for the Lahainaluna Shakespeare Monologue competition. We would also like to look into some additional possibly tuition-based programs or workshops to increase our sustainability for the future and again will explore winter arts boot camp options. Space is usually the stumbling block and our board is hard at work on this. One other improvement is the ability to hire our administrator part-time, requiring additional funds for salary and most essentially health insurance. We continue to seek private funders to enhance sustainability.

Theatre Theatre Maui
Invoice #2 - BUDGET REIMBURSEMENT SUMMARY
Dec 16, 2018-May 25, 2019

OPERATIONS

1. Scripts & Royalties – Annabehl Sinclair-Delaney	Date: 3/20/2019 Scripts & Royalties MTI $2,220.50

$2,220.50 TOTAL COSTS**

ADMINISTRATIVE

2. Executive Administrator – Nancy Taylor	Date 2/1/2019 $1,562.66 Date 3/1/2019 $1,562.66 Date 4/1/2019 $1,562.66 Date 5/1/2019 $1,562.66

$6,250.64 TOTAL COSTS**

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3. Office Space/Rent/Electric Aloha Self Storage	Date 5/24/2019 $290.63 Date 6/24/2019 $290.63

$581.26 TOTAL COSTS**

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4. Telephone, Verizon

Date 2/28/2019
$100.57
Date 3/29/2019
$100.57

$201.14 TOTAL COSTS**

$9,253.54 TOTAL COSTS**

TOTAL INVOICE #2 $7,696.13

***** *Though costs exceed balance due, we are only requesting balance due on the amount on the grant. $7,696.13. ($5,759.35 toward administrative; $1,400.00 toward operations/scripts & royalties; $347.29 toward office space/rent/electric; $189.49 toward telephone)*

August 18, 2019

2019 Executive Board of Directors

President
Amy Hanaiali'i

Vice President
Brad Scott

Secretary
Li Hay

Directors
Clifford Libed
Rick Bissen
Clifford Nae'ole
Shannon Crivello
Pua Turqueza
Kaliko Zarate

Captains
Timi Gilliom
Kala Baybayan

Maui Office:
P O Box 330258
Kahului HI 96733

Report for County of Maui OED Grant #G4856

Mahalo to the County of Maui for granting Hui O Wa'a Kaulua $25k for Crew Training. Crew Training (known as Papa Holokai), was conducted from March 19 to March 24 on the island of Maui. The objective was to bring in new crew members and expand leadership and training on all parts of Maui County, including Moloka'i, Lana'i and the Hana areas.

Location & Sense of Place:
Makena Golf & Beach Club hosted our five day camp and training session on their beautiful oceanfront property in Maluaka. This location was graciously donated for our use. With this location being our home-base for five days, we felt that it was important for the crew to understand this location we were in. CJ Elizares then became our lead for this camp area. He is a lineal descendant of Makena. He was able to share mo'olelo of this location throughout our stay and brought in other lineal descendants to share their mo'olelo with us.

Protocol:
Learning protocol, chants, and ha'a that pertain to sailing and the canoe culture of Hawai'I was a must learn for our crew members. We brought in Kumu Kapono Kaumanu who is directly under Kumu Keali'i Taua. Kumu Keali'i Taua blessed every double hull sailing canoe on the Hawaiian islands when they were each launched. From Hokule'a in March 1975 to Mo'okiha O Piilani in 2014. He is wrote many of the canoe chants that are used today.

Sailing:
Sailing techniques were mainly taught by our Captain/Kapena Timi Gilliom. He taught everything from throwing lines, tying knots, put up sails, and steering the canoe. Crew also learned how to moor and anchor the canoe. Many sails were done throughout the training.

Water Safety:
David Kauha'aha'a, Anela Gutierrez, and Kaipo Garcia went over water safety practices. Also, the crew did a two hour swim test in the ocean.

Navigational Techniques:
Our Navigator Kala Tanaka did Star Gazing with the crew and taught them the basic concept of Polynesian Navigation through the use of the Stars, Sun, Wind, Waves, Birds, and Sea Animals.

Community Service:
As part of Papa Holokai, the crew took part in giving back to the land and to the community. On Thursday, March 21st the crew went up to Ulupalakua to clean and plant at Pu'u Mahoe and Awahi Wind Farm.
On Friday, March 22nd we did a public Star Gazing evening with the public. This was a free event.
On Saturday morning, March 23rd, the crew did a Keiki Stewardship. Keiki were able to come to Makena and learn about the canoes. They were also given tours on Mo'okiha O Pi'ilani. This was a free event.

Results of the Crew Training:
From this crew training, we brought on four new members to our Board or Directors. Brad Scott, Shannon Crivello (Molokai), Pua Turqueza (Lana'i), and Kaliko Zarate (Hana). We proudly now have representatives from all parts of Maui County.

Many of the new crew members have been sailing regularly on Mo'okiha O Pi'ilani and working at Hui O Wa'a Kaulua on a voluntary basis. Many have also been apart of teaching in our outreach programs.

The goal is to continue Papa Holokai every year, but in a different area of Maui County to expand community involvement.. We are planning for Kalaupapa,Molokai in March 2020.

Mahalo,

Amy Hanaiali'i Gilliom
President

Name	Hawaiian	Phone	Email	Lanai	Moloka	Maui	Hana	
Angst, Maria "Baba"		808-658-0299	angstm@hawaii.edu		1			
Ahuna-Turqueza, Theresa	1	808-649-9423		1				
Atkinson, Jonathan "AJ"		808-879-4644	jonathanatkinson566@gmail.com			1		
Ayonayon, Trevan	1	808-649-0068	ho.olakahaku@gmail.com	1				
Clarabal, Charlin		808-649-9423		1				
Crivello, Shannon	1	808-658-9565	shakashanz808@gmail.com		1			
Crumbo, Nakota		808-280-1218	nakotakai@gmail.com			1		
Davis, Kanoelani	1	808-450-6218	davis.kanoelani@gmail.com		1			
Elizares, CJ	1	808-269-7500				1		
Freudenburg-Pu, James	1	808-264-6527	mehanajames@gmail.com				1	
Garcia, Kaipo	1	808-446-9371		1				
Gavagan Lily Kukui	1	808-268-6396	lgavagan@hawaii.edu			1		
Gazman, Rodney		808-385-1325	rwegazmen@yahoo.com			1		
Gilliom, Timi	1	808-264-5159	timitete@gmail.com			1		
Glickman, Avtalya		808-250-4154	avtalya.glickman@gmail.com			1		
Gold, Elijah			egold1989@gmail.com				1	
Greenwell, Lehua	1	808-345-5509	hulaleidesigns@gmail.com		1			
Gutierrez, Anela	1	808-283-0628	anela@wearevoyagers.org			1		
Hay, Li		808-633-3265	li@wearevoyagers.org			1		
Hoopai-Waikoloa, Ekahi	1	808-281-6010	ekahi78@yahoo.com				1	
Hoopai-Waikoloa,Keoki	1	808-866-2729	chanson@gmail.com				1	
Johnson, Keith		808-385-3926	johnsonkeith629@gmail.com			1		
Kamaunu, Kapono	1	808-205-1629	kamaunu@hotmail.com			1		
Kauhaahaa, David	1	808-633-1234				1		
Libed, Clifford		808-298-8472	crlibed@gmail.com			1		
Macalalad, Emilio		808-658-9303	egmacalalad@gmail.com		1			
Malaikini, Jesiah	1	702-601-9112					1	
Masterson, Chris		808-392-6250	c.masterson@mac.com			1		
McCracken, Mason		505-977-4144	masonmccracken@kiheicharter.org			1		
Nakahashi, Chris Ikaika	1	808-357-3738				1		
Naleieha, Makamae	1	808-495-5131	makamae.naleieha@imua.ksbe.edu			1		
Putnam, Nohelani		808-463-7544	noputnam@gmail.com			1		
Rodrigues, Rodney Kimo		808-213-1249	rodney6@hawaii.edu		1			
Ross, Keaoalono	1	808-646-0907	keao.ross@gmail.com		1			
Ross, Mahina Hou	1	808-336-0004	ainaboypoi@yahoo.com		1			
Ross, Namakaokaaina	1	808-336-0004	ainaboypoi@yahoo.com		1			
Scott, Brad	1	808-383-8464	waterfrontbrand@yahoo.com			1		
Seghorn, Brysen	1	808-215-1029	brysen36@gmail.com	1				
Tanaka, Kala	1	808-205-5508	baybayankala@gmail.com			1		
Turqueza, Pua		808-559-0060	pua.turqueza@gmail.com	1				
Villanueva, Ethan		808-874-1983	ethanvillanueva876@gmail.com			1		
Zarate, Kaliko	1	808-264-9007	kalikozarate@gmail.com				1	
Totals	***25***			***6***	***9***	***21***	***6***	***42***
	Hawaiian Ancestry	***60%***						

Tuesday, 3/19

5:00 AM	Crew call for Molokai to meet Kaunakai Harbor to come to Maui
7:00 AM	Drivers pick up vans at Kihei Charter
7:00 AM	Anela to check everyone in and receive waivers a meet station
8:00 AM	Secure cars at Waikapu Site
9:00 AM	Set up Camp & Help set-up dining tent
12:00 PM	Crew call for Lanai to meet at Manele Bay Harbor to come to Maui
12:00 PM	Lunch
2:00 PM	CJ to Kapukai
3:00 PM	Aunty Tanya
5:00 PM	Introductions and get into Watches
6:30 PM	Dinner

Wednesday 3/20

5:00 AM	Crew to pick up Mo'okiha and bring to Maluaka
5:00 AM	Crew to paddle double hull to Maluaka
6:00 AM	E Ala E
7:00 AM	Breakfast
8:00 AM	Water Safety
9 AM - 11 AM	Swim Test
12:00 PM	Lunch
Rest of Day	Stations: Knots, Throwing Lines, Learning Haka, Assist with Imu Prep
6:00 PM	Dinner
throughout evening	Anchor Watch

Thursday 3/21

6:00 AM	E Ala E
7:00 AM	Breakfast
8:00 AM	Ulupalakua for planting and clean-up at Pu'u Mahoe & Awahi
1:00 PM	Lunch
Rest of Day	Stations: Learning Haka & Chants, Mo'okiha Training
6:00 PM	Dinner provided by Discovery Land
throughout evening	Anchor Watch

Friday 3/22

6:00 AM	E Ala E
7:00 AM	Breakfast
All Day	Stations Mo'okiha Training, Learning Haka & Chants, Star Compass & Chart
12:00 PM	Lunch
All Day	Stations Mo'okiha Training, Learning Haka & Chants, Star Compass & Chart
6:00 PM	Dinner
7:30pm - 9pm	Stargazing (Leahi needs assistance with parking and crowd control)
throughout evening	Anchor Watch

Saturday 3/23

6:00 AM	E Ala E
7:00 AM	Breakfast
7am-11am	Keiki Stewardship
	Stations and Canoe Tours
11:30 AM	Crew to sail Mo'okiha backt o Ma'alaea
12:00 PM	Lunch
1:00 PM	Breakdown Camp
4:30 PM	Maui Ocean Center = Immerse & Planaterium
6:00 PM	Pau
7:00 PM	Lana'i Crew to stay overnight at Shinto Fishing Shrine

Sunday 3/24 Timi brining back crews to Molokai and Lana'i

Projected Budget 2019 - Crew Development					REQUEST FOR REALOCATION			
EXPENSES *(Budgeted for 50 Voyagers)*	**County**	**Other Cash**	**In Kind**	**Total**	**County**	**Other Cash**	**In Kind**	**Total**
Operations								
Escort Boat Service	**$2,000.00**	**0**	**0**	**$2,000.00**	$ 2,100.00	0	0	$ 2,100.00
Educational Supplies	**$1,500.00**	**0**	**0**	**$1,500.00**	$4,508.83	0	200	$4,708.83
Professional Services (Hawaiian Practitioners, Lifeguards)	**$3,000.00**	**0**	**$2,000.00**	**$5,000.00**	$4,020.84	0	$2,000.00	$ 6,020.84
Food	**$3,068.00**	**0**	**0**	**$3,068.00**	$2,222.05	0	0	$2,222.05
Camp Site	**$8,732.00**	**0**	**0**	**$8,732.00**	0	0	$ 5,000.00	$ 5,000.00
Transportation from Lanai & Molokai	**0**	**$1,200.00**	**0**	**$1,200.00**	0	283.40	0	$283.40
Transportation on Maui	**0**	**$1,260.00**	**$140.00**	**$1,400.00**	0	5307.31	$5,000.00	$10,307.31
Administrative								
Insurance	**$2,700.00**	**0**	**0**	**$2,700.00**	$2,762.88	0	0	$2,762.88
Program Coordinator Fees	**$2,000.00**	**0**	**0**	**$2,000.00**	$2,000.00	0	0	$2,000.00
Captain Fees	**$2,000.00**	**0**	**0**	**$2,000.00**	$1,500.00	0	0	$1,500.00
Sub Total	$25,000.00	$2,460.00	$2,140.00	$29,600.00	$19114.60	5590.71	$12,200.00	$36,905.31
TOTAL EXPENSES	**$25,000.00**	$2,460.00	$2,140.00	$29,600.00	**$19114.60**	5590.71	$12,200.00	$36,905.31
County OED Grant Funds	$25,000.00	0	0	$25,000.00	$19114.60	0	0	$25,000.00
In-kind Support and Volunteers	0	0	$2,140.00	$2,140.00	0	0	$12,200.00	$12,200.00
Organizational Cash	0	$2,460.00	0	0	0	5590.71	0	0
TOTAL INCOME	**$25,000.00**	**$2,460.00**	**$2,140.00**	**$29,600.00**	**$19,114.60**	**5590.71**	**$12,200.00**	**$36,905.31**

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G 4861

Performance Period: 11/1/18 to 3/31/19

Organization Name: PangeaSeed Foundation

Program/Project/Event Title: Sea Walls Maui

Contact Name: Akira Biondo Title: Director of Operations

Telephone Number: (808) 430-1755 Email: akira@pangeaseed.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

Digitally signed by Akira Biondo
Date: 2019.04.05 12:34:27 -10'00'

Signature Date

RECEIVED

PANGEASEED
FOUNDATION

Friday, April 5, 2019

Grants Manager
County of Maui, OED
2200 Main St, Suite 305
Wailuku, HI 96793

FINAL GRANT REPORT

Project Title Sea Walls Maui - Mauka to Makai

Grant # G 4861

Project Description

The purpose of this grant application is to seek funding to help realize the Sea Walls Maui – Mauka to Makai project, the first large-scale Sea Walls: Artists for Oceans activation to take place in the state of Hawaii. Sea Walls Maui - Mauka to Makai will take place in Wailuku, January 25 through February 4, 2019.

Sea Walls: Artists for Oceans projects employ a multipronged approach to maximize community engagement and long-term success by strategically aligning ourselves with key partners and organizing opportunities for the public to become involved in playing a role in creating a more sustainable future for generations to come.

Sea Walls Maui is primarily a community-centered public art project designed to educate and empower both residents of and visitors to the island of Maui to become better stewards of the sea and freshwater resources.

Artists from around the world and Hawaii will gather on Maui to give a voice to our precious ocean and freshwater resources by painting large-scale murals and creating art installations parallel to the Wailuku River over the course of ten days. Before the

artists' arrival in Maui, they will be provided extensive research materials to inform their creative process.

Thematically, the project will be placing emphasis on the importance of caring for water from Mauka to Makai (mountain to sea), as well as marine environmental topics relevant to Maui and the islands. To this end, the artists will participate in cultural and ecological field trips leading up to painting week.

In addition to the creation of purpose-driven public art, Sea Walls Maui will feature various side events to interact with the community. These range from public film screenings and beach cleanups to panel discussions, youth workshops and more. We will document the activation thoroughly, and a short documentary film will be produced. Past Sea Walls films have been successfully submitted to various film festivals, and we intend to do the same in this case.

Project Outcomes

The Sea Walls Maui – Mauka to Makai project activated the town of Wailuku with our PangeaSeed Sea Walls team alongside the artists, volunteers, and festival-goers. The visually striking and completed murals engaged and drew the interest of children, students, visitors, and island locals. Sparking the curiosity of the attendees our public programming consisting of a beach cleanup, film screening, and youth outreach workshops both educated and empowered individuals in becoming better stewards for our sea and freshwater resources.

Pangeaseed Foundation and the Sea Walls Maui team invited artists from Maui and neighboring islands, the U.S. Mainland, New Zealand, Spain, Canada, and South Africa totaling a roster of 20 participating artists.

THE PARTICIPATING ARTISTS INCLUDED:

- Amanda Joy Bowers (Maui)
- Noble Richardson (Maui)
- Elmer Bio Jr. (Maui)
- Kirk Kurokawa (Maui)
- Gregg Kaplan (Maui)
- Alexandra Underwood (Maui)
- Kai'ili Kaulukukui (Hawaii)
- Gavin Murai (Oahu)
- Wooden Wave (Oahu)
- Kamehana O Kala (Oahu)
- Mary Iverson (Seattle, WA)
- Alyssa Irizarry (Boston, MA)

- Joey Rose (Oakland, CA)
- Techs (New Zealand)
- Cracked Ink (New Zealand)
- Lauren Brevner (Canada)
- GETSO (Canada)
- BirdO (Canada)
- Dulk (Spain)
- Ben Johnston (South Africa)

CREATING IMMERSIVE EXPERIENCES FOR THE ARTISTS

To gain inspiration, participate in field research, and learn more about Maui's environment, artists explored the context of Maui's freshwater resources with a guided excursion at Iao Valley lead by our project director Matthew Agcolicol. After learning about the valley's historical significance and current environmental issues, they followed the river down to Ka'ehu Bay where a cultural excursion lead by Ka'ehu Bay's board member and President Duke Sevilla. Sevilla is also the co-founder of the water rights nonprofit organization, Hui O Na Wai Eha. The artists identified the connections of rivers to the ocean as Sevilla explained the sustainable practices of taro farming, ancient loko'ia (fishponds), and the restoration of waipuna (springs) leading to the sea. "Bookmarking the coastal edges of Ka'ehu Bay are the Waiehu stream and Wailuku river," explained Sevilla. It became apparent to the artists that the reef ecosystem within Ka'ehu bay is directly affected by the health of the rivers.

Following the Ka'ehu Bay field trip, we organized a guided excursion to West Maui to visit our project partner Coral Reef Alliance's project site to learn more about the impact of runoff on the island's coral reef habitats. Our team was able to get hands-on, planting of native flora and assist in building soil barriers in the hillside. Artists Roxy and Matt Ortiz (Wooden Wave) then visualized the topic in their mural of revitalizing native plants along rivers and streams that assists in the restoration of the coral reef ecosystem.

The ocean is affected every day by plastic debris and pollution. One of the many species impacted by pollution is the Humpback whale. Our team and artists joined Pacific Whale Foundation on an excursion to visit these friendly giants of the sea. During the trip, we were privileged to converse with Pacific Whale Foundation's Naturalist team about their research on migrating whales across the Pacific. Witnessing the playful calves playing alongside their mothers and a pod of spinner dolphins, the artists gained field research experience on our current ocean status.

View a short video documenting the artist excursions here: https://bit.ly/2uPJg4g

Our inspired team of artists began their first day of painting with a traditional Hawaiian protocol blessing at Kipuka Square by Kahu Marcelo Bustillo and Kahu Kekai Kapu, former cultural advisor of the Maui Ocean Center.

View a short video documenting the blessing ceremony here: https://bit.ly/2Uhup1P

PAINT WEEK

Artists then began painting with uplifted spirits to create beautiful works addressing environmental issues on our sea and freshwater resources. Guided by the curatorial framework of 'Mauka to Makai', the artists interpreted the various connected issues in their own creative styles. With the persistently rainy weather posing a major challenge, having a dedicated group of 30 festival volunteers greatly helped in making the project a success.

Mural locations were identified by building relationships with property owners along with the guidance of the Maui Redevelopment Program and Small Town Planner Erin Wade. Henry Perrine Baldwin High School also became a location for six large-scale murals through the support of Principal Catherine Kilborn and art instructor Janet Sato.

All mural locations can be found on the mural map available at the link below: http://bit.ly/2CXrxww

Wailuku is now home to 16 stunning murals addressing environmental issues relevant to the region. The Maui Redevelopment Program assisted in identifying a headquarters for artists, volunteers, and team members at the old HI Tech Academy campus at the Promenade building facing the Wailuku Municipal Parking lot. Scaffolding sets provided by our sponsor Service Rentals and Supplies were utilized by the artists. Boom lifts and scissor lifts were utilized as well to access hard to reach mural surfaces.

Each mural site was equipped with a banner featuring Sea Walls Maui Mauka to Makai branding, the artist's name, and logos of our sponsors and partners, including the Maui County seal.

Traffic delineators and caution tape served in blocking off permitted parking stalls and providing a safety barricade for the artists, passing traffic and festival attendees. Mural painting occurred on Monday, January 28, 2019 through Saturday, February 2, 2019.

View short videos documenting the work in progress below:

- https://bit.ly/2Vqdbfd
- https://bit.ly/2uNNJo2

LEVERAGING COLLABORATION AS A FORCE FOR GOOD

Bringing together likeminded individuals and organizations forms an indispensable part of our projects. As such, we encouraged artist collaborations as well as the sharing of knowledge and insight amongst nonprofit organizations.

The collaborative mural created by Maui artists Noble Richardson, Elmer Bio, Kirk Kurokawa, and Amanda Joy Bowers pays homage to the near-extinct species of Alala or Hawaiian Crow. Titled *Resemble The Alala,* the mural depicts a large Alala soaring through the skies over the mountains of West Maui, a Hina'i (traditional Hawaiian fish trap), Kalo (taro), and He'e (octopus). The mural was well received in the community tying in messages of native knowledge, endangered species, and the locally admired Hawaiian Crow.

A partnership with Bow Seat Ocean Awareness Program enabled three youth outreach workshops guided by Bow Seat's Executive Director and artist, Alyssa Irizarry. Students participated in the painting process of an interactive mural at H.P. Baldwin High School. Another workshop consisted of the repurposing of marine debris collected on Hawaii's shores to create print impressions on paper and fabric. The students were fortunate to be joined by marine scientist and artist Ethan Estess via video chat to guide the marine debris print-making class and giving them a glimpse into a practicing ARTivist's studio space.

View a short video documenting the youth workshops here: https://bit.ly/2WV9LBF

PUBLIC OUTREACH

To further increase public awareness and engagement, Wailuku Coffee Company became our venue for daily public outreach, a film screening and panel discussion during the festival. A showing of multiple short films created by Patagonia Action Works, Bow Seat Ocean Awareness Program, and a short documentaries on recent PangeaSeed Foundation Sea Walls: Artists for Oceans activations were showcased.

Following the film screening, a panel discussion moderated by PangeaSeed Foundation Director of Operations, Akira Biondo. The panel included Maui artist Amanda Joy Bowers, visiting artist BirdO, Patagonia Environmental District Jennifer Hewitt, Bow Seat Ocean Awareness Program Executive Director and participating artist Alyssa Irizarry, PangeaSeed Foundation Founder and Executive Director Tre Packard, and Sea Walls Maui Project Coordinator Matthew Agcolicol for a Q&A discussion. The cafe filled up with an audience count of nearly 60+ attendees.

Also, mural maps were displayed on the walls of the cafe and a pop-up table with brochures and festival souvenirs were made available and managed by our team members and volunteers throughout the week.

Finally, the community was invited to join a beach clean-up at Ka'ehu Bay. In partnership with Sustainable Coastlines Hawai'i and the attendance of 157 volunteers, the event collected 7,128 pounds of debris. A Lu'au followed for attendees with food prepared in a traditional Hawaiian imu (underground oven).

View a short video documenting the beach clean-up here: https://bit.ly/2VqcP8n

From engaging the community via art in public spaces to taking action at the beach clean-up in Ka'ehu Bay Sea Walls Maui Mauka to Makai educated and addressed the environmental issues surrounding our sea and freshwater resources.

A survey conducted following up after the festival concluded that 27.7 percent discovered about the events via social media. Utilizing social media platforms such as Facebook and Instagram our team created event pages, artist roster announcements, flyers, and photo updates leading up to and during the festival. Radio Announcements were made two weeks before the project on the non-profit station Mana'o Radio 91.7 FM. Publications on The Maui News, Maui Time Weekly and Maui Now provided insight about Sea Walls Maui Mauka to Makai.

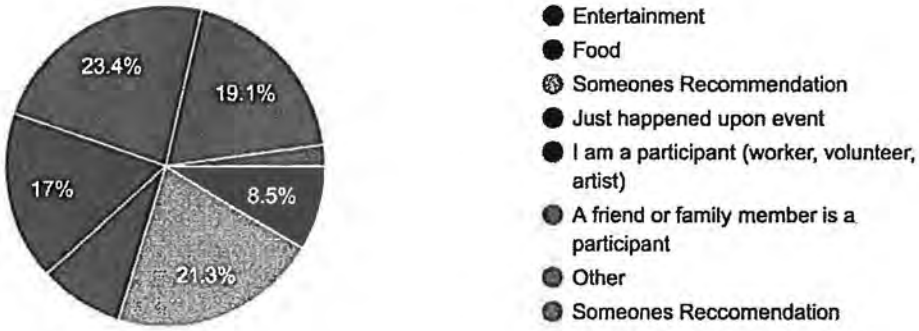
Possible Future Improvements

Sea Walls Maui Mauka to Makai was an overall success but can be improved in various aspects. By scheduling the festival during the dry seasons of summer to early fall, the mural production rate would increase. A simple change in scheduling would allow paint to dry and cure faster than it would on a rainy day. Many attendees asked about the public programming and a calendar. The project could improve by further emphasizing each component of the program via marketing and brochures. Posters were placed in many locations around Maui, but the inclusion of the festivals public programming would improve awareness to the attendees. A larger venue for the film screening and panel discussion would draw larger attendance and provide a more comfortable seating arrangement. Due to the cancelation of the First Friday and unforeseen weather circumstances our team resorted to utilizing the Wailuku Coffee Company as the venue instead of our initial plan to setup outside of Iao Theater at Kipuka square. Overall Sea Walls Maui Mauka to Makai increased and engaged in issues related to the conservation of ocean and freshwater resources utilizing art and public programming in Wailuku.

Appendix: Summary of Survey Results

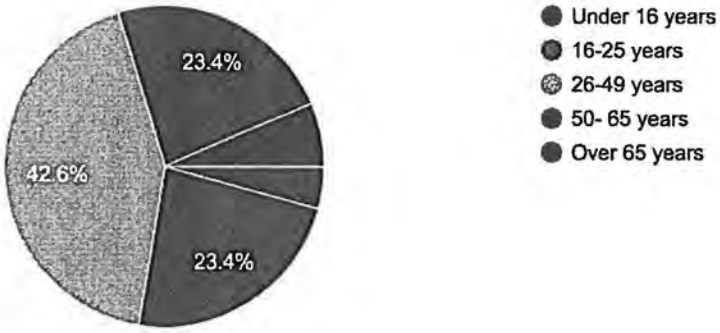
Why was the primary reason you came to the event?

47 responses



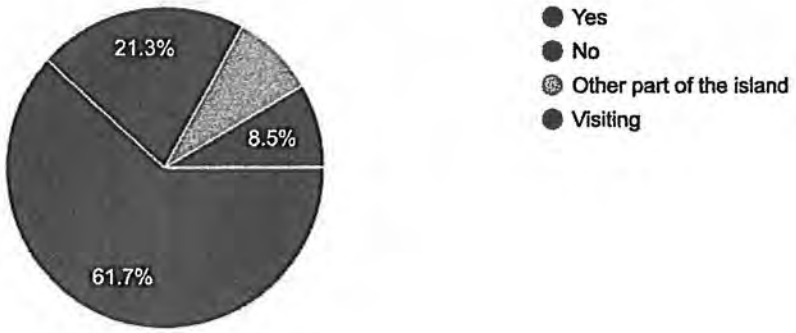
What is your age?

47 responses



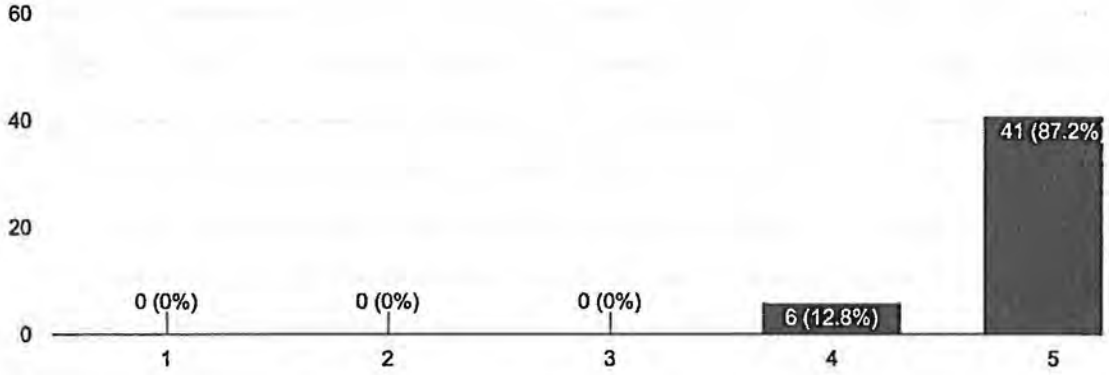
Do you live in the Wailuku?

47 responses



Give a rating of 1 to 5 with 5 being very satisfied on the impact of the murals that you have come across.

47 responses



PANGEASEED
FOUNDATION

Monday, February 18, 2019

Grants Manager
County of Maui, OED
2200 Main St, Suite 305
Wailuku, HI 96793

REIMBURSEMENT FORM
Invoice #1

Project Title: Sea Walls Maui - Mauka to Makai

Grant #: G 4861

We are requesting the following reimbursement program costs per the attached expense summary and receipts attached for:

Amount Due: $12,500.00

This is to certify that the work for which payment is requested was performed in accordance with the terms of this grant agreement.

Akira Biondo, Director of Operations

PangeaSeed Foundation

pangeaseed.org | PO Box 4775
info@pangeaseed.org | Hilo, HI 96720, USA

REIMBURSEMENT BUDGET SUMMARY
PangeaSeed Foundation - G 4861

Approved Budget	OED Funds on Project Budget	INV #1	Total Paid	Remaining Bal.
Airfare	9,000.00	5,198.20	0.00	0.00
Meals	2,000.00	0.00	0.00	0.00
Access Equipment Rental	0.00	3,462.57	0.00	0.00
Painting Supplies	1,500.00	3,845.21	0.00	0.00
Total	**12,500.00**	**12,505.98**	**0.00**	**-5.98**

REIMBURSEMENT EXPENSE SUMMARY
PangeaSeed Foundation - G 4861 – INV #1

Grant Performance Period: November 1, 2018 – March 31, 2019

Expenses by Budget Categories

Airfare

1. Airfare – Air France	November 7, 2018	1057.54
2. Airfare – United	November 8, 2018	741.40
3. Airfare – Air New Zealand	January 8, 2019	148.75
4. Airfare – Air New Zealand	January 8, 2019	520.73
5. Airfare – Orbitz	January 8, 2019	447.20
6. Airfare – Orbitz	January 8, 2019	282.96
7. Airfare – United	January 8, 2019	367.32
8. Airfare – United	January 9, 2019	736.70
9. Airfare – United	January 9, 2019	723.61
10. Airfare – Hawaiian Airlines	January 22, 2019	171.99
Total Airfare Cost		**5,198.20**

Access Equipment

11. Access Equipment – BACON Universal	February 6, 2019	437.50
12. Access Equipment – Sunbelt Rentals	February 13, 2019	1,071.03
13. Access Equipment – Service Rentals	February 18, 2019	1,954.04
Total Access Equipment Cost		**3,462.57**

Painting Supplies

14. Painting Supplies – The Home Depot	January 23, 2019	1,844.05
15. Painting Supplies – The Home Depot	January 23, 2019	1,444.21
16. Painting Supplies – The Home Depot	January 24, 2019	273.99
17. Painting Supplies – The Home Depot	January 24, 2019	112.50
18. Painting Supplies – The Home Depot	January 29, 2019	79.06
19. Painting Supplies – The Home Depot	January 31, 2019	91.40
Total Painting Supplies Cost		**3,845.21**
Total Costs		**12,505.98**
Total Invoice #1		**12,500.00**

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4863

Performance Period: January 1, 2019 to August 25, 2019

Organization Name: Youth in Motion

Program/Project/Event Title: Molokai Holokai Ho'olaule'a

Contact Name: Clare Mawae Title: Chairman/Director

Telephone Number: 808-336-0946 Email: clare@youthinmotion.org

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal. ✓
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts. ✓
- Provide your Dashboard of Performance Measures for the current fiscal year. ?
- Provide two anecdotal stories of how this grant funding assisted our community. none
- Report on your Goals, Objectives, Action Steps and Success Measures in Section D of your Proposal with the actual outcomes and results. none
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s). —
- Describe how this program/project/event could be improved. ✓
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event. ✓ put in S drive
- Attach Final Reimbursement Budget Summary. ✓ In payment #1

7/18/19

Submitted by: Clare Mawae
Signature

7/7/19
Date

Youth in motion

"Empower, Equip, Educate, Challenge and Motivate Youth through activities that engage and develop their mental, emotional, creative and physical skills on the land and in the ocean."

Molokai Holokai Q2 Report 2019

Summary of Work Completed for Second Quarter

- Re-confirm the rescue and press boats. Gathered the film crew and photographers.
- The live entries went live in February and the pricing structure is in 4 tiers.
- Social media has commenced in getting the event on people's calendars.
- All permits were secured with DOT, DLNR County, Kapualei Ranch, Molokai Health Center, Department of Liquor.
- Volunteer groups have been contacted along with canoe clubs and community members and everyone started to get involved with the planning.
- Final check lists of things to be done were emphasized in June, with I's dotted and T's crossed.
- Double checking the check list of things to do
- Having all volunteers sign up online and designate job areas
- Collecting the buoys and finish line equipment from Maui.
- Ramped up the Social media in June
- Trophies and medals secured
- Safety Jerseys and Tshirts were ordered.
- Food and menus were completed.

Fund Allocation and Major Adjustments

No major adjustments have been done at this point and no funds have been used in this period in the county funding. We used funding in the Private Funds and HTA funding as most of the County funding was being used at the event itself

Major Steps

- Pre Race meeting June 28th 2019
- Final registrations to be accepted
- Molokai Holokai June 29-30, 2019

Marketing and Public Outreach

- The focus is to really increase the social media on Facebook, Twitter and Instagram channels. It is also the intent to have our partners to use their marketing resources to reach out to their audience for example with our sponsors Maui Jim and SIC Maui
- All social media channels are doing well and the audience is positive. Instagram appears to be one of the main social media channels. Stand Up paddle Journal will also be featuring face book posts for us and help with the online and social media presence.

Po Box 1066, Kaunakakai, Hi 96748 - email: clare@youthinmotion.org
Tel 808-336-0946
A Hawaiian Non- Profit Organization
http://www.youthinmotion.org
http://www.supmolokai.org
http://www.molokaichallenge.com

- **REIMBURSEMENT EXPENSE SUMMARY**
- **Youth in Motion G4863**
- Invoice #2-FINAL
- Grant Performance Period January 1, 2019-August 25, 2019
- Expense by Budget Category

	Date	Payment 1	Final Payment
Program			
1-Entertainment with dinner show-2 nights, PA, pre and post race nutrition	6/29-6/30/19		$750
2-Race set up (start and finish) and timing - Pacific Sports Timing	6/29-6/30/19		$500
3-Filming and Photography	6/29-6/30/19		$1500
4-Ocean rescue, Safety (safety jerseys and safety tracking devises)	6/29-6/30/19		$1000
5-Transportation for participants-Maui and Molokai	6/29-6/30/19		$250
6-Event Coordinator leading up to event	01/01-6/30/19		$500
Marketing			
7-Website and media marketing	01/01-7/5/19		$250
Administration			
8-Program Administrator	07/08/2019		$250
Total Invoice			**$5000**

Hawaii Farmers Union Foundation
Kauai - Oahu - Molokai - Maui - Hawaii
P.O. Box 443
Makawao, Hawaii 96768
(808) 800-3974
May 20, 2019

Vincent Mina
Chair/President
Maui

Anabella Bruch
Vice-President
Kauai

Gail Bryrne-Baber
Treasurer
Kohala, Hawai'i

David Case
Secretary
Kona, Hawai'i

Steve Lund
Puna, Hawai'i

Christian Zuckerman
Wai'anae, Oahu

VIA E-MAIL
Grants Manager
County of Maui, OED
2200 Main St, Suite 305
Wailuku, HI 96793
ATTN: Linda ~~Purpopo~~ Purpero

RE: REIMBURSEMENT REQUEST & INVOICE ($5,000)
GRANT NO. G4866 - Hawaii Farmers Union Foundation (HFUF)

Aloha Linda—

Please, consider this HFUF's formal request for reimbursement of program costs in the amount of $5,000 as previously detailed in the attachments to the February 28, 2019 letter from Briana Rodrique, who was then the Treasurer of the Hawaii Farmers Union United (HFUU). HFUF is affiliated with HFUU as HFUU's supporting 501(c)(3) charitable foundation and was the applicant funded under Grant No. G4866 to support the 8th Annual HFUU/HFUF Convention.

The completed Final Report Form together with the Narrative Report and Budget Revision accompany this letter electronically in pdf format. If the Final Report meets with OED's approval, please, remit the $5,000 requested reimbursement payable to:
Hawaii Farmers Union Foundation
P.O. Box 443
Makawao, Hawaii 96768

If there are any questions regarding this request, please, contact David S. Case, HFUF and HFUU Secretary and Operations/Project Manager.
Phone: (808) 494-9588
E-Mail: casedavids@gmail.com

A hui hou,
HAWAII FARMERS UNION FOUNDATION

President

The Hawai'i Farmers Union Federation is an affiliated, 501(c)(3) charitable foundation of the Hawaii Farmers Union United. Donations to the Foundation are tax deductible under the United States Internal Revenue Code.

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4866

Performance Period: 10/24/2018 to 10/29/2018

Organization Name: HAWAII FARMERS UNION FOUNDATION

Program/Project/Event Title: HFUU 8th ANNUAL CONVENTION SUPPORT

Contact Name: David S. Case Title: Secretary & Operations/Proj. Mgr.

Telephone Number: (808) 494-9588 Email: casedavids@gmail.com

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal. ✓
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- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s). ✓
- Discuss the results of your program/project/event. ✓
- Discuss the results of your marketing/public outreach efforts. ✓
- Provide your Dashboard of Performance Measures for the current fiscal year. first year ✓
- Provide two anecdotal stories of how this grant funding assisted our community. ✓
- Describe how this program/project/event could be improved. ✓
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event. ✓
- Attach Final Reimbursement Budget Summary. ✓

Submitted by:

Signature

May 20, 2019

Date

LRP 5/24/19

MAUI COUNTY GRANT: G4866

NARRATIVE FINAL REPORT **DATED May 20, 2019**

"With the blessing of Oko'a Farms and the cooperation and collaboration of our enthusiastic cadre of sponsors and volunteers, we were able to host the agricultural event we all envisioned." Vincent Mina, HFUU/HFUF President

I. PROGRAM/PROJECT/EVENT DESCRIPTION

a. 2018 8TH Annual Convention "Growing Farm Resiliency

The Hawaii Farmers Union Foundation's ("HFUF") original grant proposal asked the County to support the Hawaii Farmers Union United ("HFUU") and HFUF in their 8th Annual Convention ("HFUU/HFUF Convention") that was held on Oko'a Farms, Kula, Maui from October 24th through the 29th. As described in the proposal, the October Convention featured "an outdoor on-the-farm event, open to the public." The proposal further noted that:

> The event has something for anyone who values local food, fuel and fiber production, whether you farm, garden and or appreciate supporting local agriculture with your dollars. This event is for our community to remember how essential a vibrant agricultural system is for our well-being. It will feature:
>
> - Local food all weekend
> - Twenty expert local and mainland presenters
> - Break-out sessions with our non-profit HFUFoundation programs
> - A seed and plant exchange
> - Four educational tent venues with high definition LED screens. Daylight won't wash out what is being presented of concurrent sessions
> - Day and Evening presentations along with line dancing and live music.

The grant proposal specifically requested County assistance for "tent rentals and the generators for the convention." Perhaps because the tents were ultimately donated, the grant proposal budget did not request funds for tent rentals. Instead, and in addition to the generators ($1,100), the actual budget as reflected in the "Budget to Actual Revisions" (copy attached) requested $5,000 in funds for fuel ($100); Portable Toilets ($800); Facility Rental/Permit Fee ($1,000), and Entertainment and Sound ($2,000). Since the HFUU/HFUF Convention was held on a farm, the $1,000 for a Rental/Permit Fee was also not required and instead reallocated among the other county-funded line items.

b. Actual Outcomes and Results Listed in Section E

HFUF's proposal listed the following goals and objectives:

Goal 1: To mount a 3-day convention on Oko'a Farm in Kula

Objective 1: To provide tents and generators for Convention vendors and presenters

The Action Steps were to:

- Order the tents and generators from local vendors
- Provide Map for placement to tent company (The Map was included in the proposal)
- Purchase bio-diesel from Pacific Bio-diesel for generators, and
- Place generators around the site as needed

There were two performance measures:

Performance Measure 1: Tents are in place, and

Performance Measure 2: Generators are in place and running.

c. Goals Reached

The tents and generators were set-up and running at least a day in advance as were the portable toilets and entertainment and sound facilities whose costs were subsidized and substituted for the originally proposed tent costs The Convention had power for the LED screens, microphones and other electronic equipment for the presenters in the main and three breakout tents as shown on the proposal map. Beyond that, however, it also had lighting in the main tent for evening performances and discussions. In short HFUF significantly exceeded the Goals and Objectives of Maui County Grant: G4866.

d. Program/Project/Event Results

Over 350 people attended 8th Annual HFUU/HFUF Convention. Maui Mayor, Alan Arakawa, addressed the Convention on the morning of the 27th and Governor David Ige in the afternoon. Senator Mike Gabbard, Chair of the State Senate Agriculture and Environment Committee, attended all three days, speaking several times. Also attending were: State House Rep. Angus McKelvey of Lahaina, Rep. Cindy Evans of Kohala, and Maui County Council members, Yuki Lei Sugimura, Kelly King and Alika Atay. Congresswoman, Tulsi Gabbard, and U.S. Senator Mazie Hirono also addressed the Convention in written or video statements.

Each day of the Convention was chanted into session with traditional Hawaiian blessings. Sponsorships ranging from $5,00 to $12,000 each from over 25 businesses, nonprofits and government agencies fueled the event. Sixty-nine presentations delivered by more than 30 speakers were enhanced by high definition screens and held in three open-sided tents set up on the expansive sunlit slopes of Haleakala. These included USDA-NRCS, soil health experts and other practicing soil scientists as well as a wide range of farmers and experts in regenerative agriculture. The expert presenters discussed regenerative practices that can be used to restore soil microbiology, build up humus, retain water, grow resiliency, and contribute to consistent family farm production.

Rio Tent Design of Maui donated the use of four Sperry wedding tents. The impressive main tent that hosted the plenary sessions and larger workshops was donated. Pacific Biodiesel provided the generator and bio-fuel that powered the entire event at a greatly reduced cost.

e. Marketing/Public Outreach

HFUU **now** represents over 1,500 members (1,200 at the time of the Convention) spread among 12 Chapters located in all four Hawai'I Counties. The Chapters range in size from 427 members in Maui's Haleakala Chapter to Kohala's approximately 25 members on the Big Island. Each Chapter represents a unique geographic and cultural area. Maui's Mauna Kahalawai, at 220 members, is the second largest Chapter. Its enthusiastic ohana supported the Convention with a $5,000 cash donation as well as cooking and serving three breakfasts and two dinners for all the attendees. They also hosted a ku'i poi pounding workshop. Hot showers were provided onsite to campers. Other Chapters brought locally produced food and Hawai'i grown coffee and tea and subsidized the travel costs for a few of their board

members to attend the Convention. Mauna Kahalawai and Haleakala Chapters used the occasion to offer reduced membership rates for new and renewing members. Lunch was provided on site by Maui vendors: Hi Thai, Cloud 9 Catering and the Maui Hamburger Company.

f. Dashboard of Performance Measures for 2018 - 2019

- Tents were in place on time—but at no cost
- Generators operational on time—but at extra cost
- Over 350 people attended the Convention
- Over 30 Presenters gave over 60 educational classes
- Convention attendees were served local food from volunteers and local Maui businesses
- Maui Mayor, Governor and other prominent leaders attended.

g. Two Anecdotal Stories How Grant Funding Assisted Our Community

i. Using a Roller-Crimper. A Roller-Crimper is a mechanical device fitted to the front of a tractor that rolls down and crimps a cover crop every 7 inches. We held daily demonstrations of this technique by rolling and crimping a poly culture cover crop of Sun Hemp, Buckwheat, and Radish that were planted together at Oko'a Farm several weeks prior to the Convention. Once rolled and crimped the cover crops become a natural weed mat while covering the soil to protect it from UV rays and keeping the soil moist to promote beneficial microbial activity in the ground where crops are to be planted. The roots of the cover crops remain in the soil and the stems on top. The cover plants die and slough off into the ground adding to the organic matter and soil nutrients. The organic matter helps the soil retain water and further supports the uptake of the nutrients into the crop that is planted in the field after rolling and crimping. This is a relatively simple and inexpensive change in farming practices that if adopted would reduce water use, improve soil fertility and improve crop quality on Maui and other Hawai'I farms

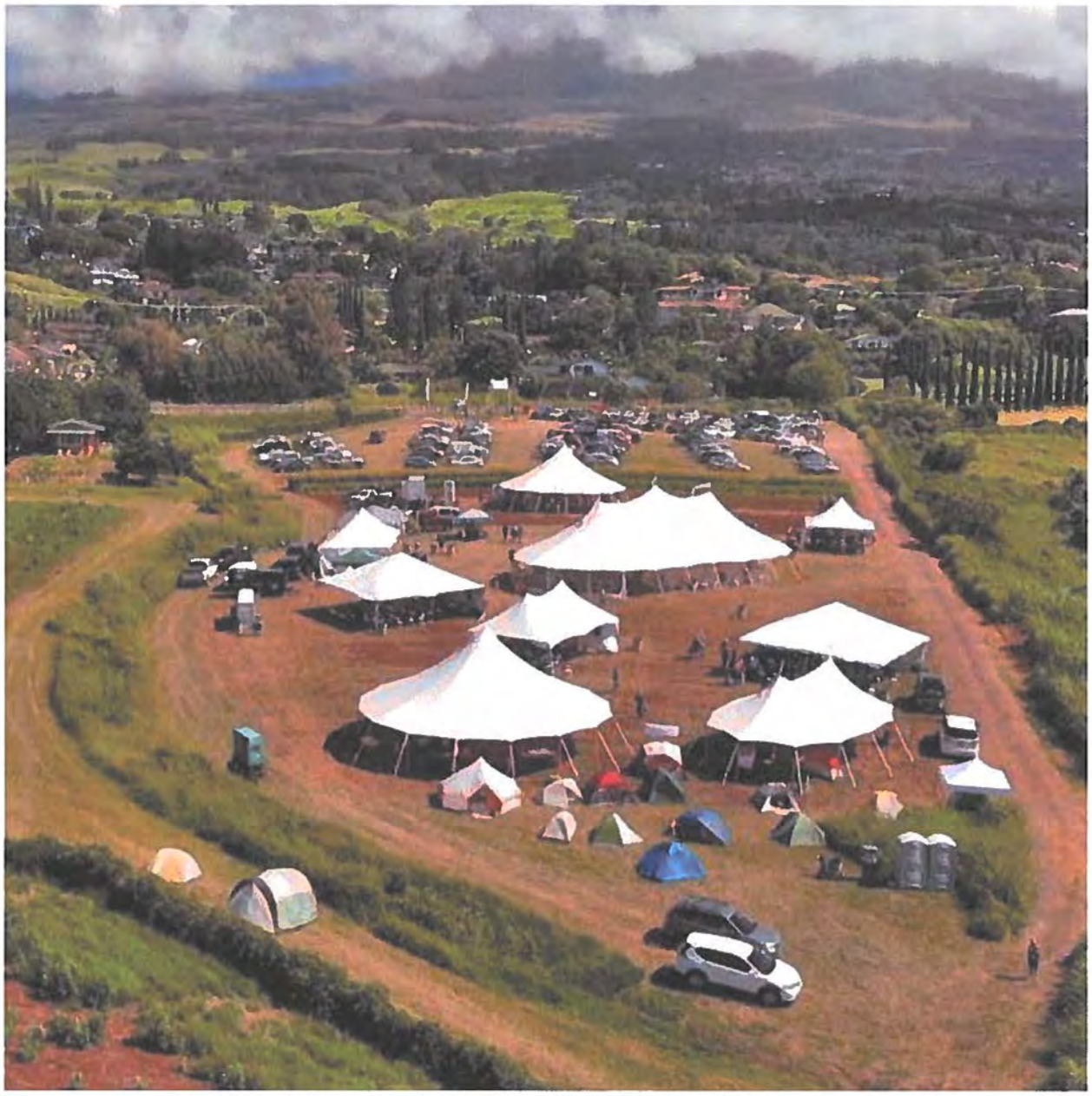
ii. Ulu Production. Anissa Lucero from the Hawaii Island Ulu Cooperative and Noa Lincoln, ulu expert, presented on the ulu, its benefits as a food crop, different ways of preparing it and its cultivation. They discussed different ulu varieties with an eye for their relative commercial production and processing qualities, growing habits, fertilization needs and harvesting. Ulu is a very old crop that once fed Polynesian communities throughout the South Pacific. Today ulu represents a potential new

commercial crop for Hawai'I where ulu products – flour, frozen, and freeze-dried foods can be produced. This represents a significant, "new" crop to expand Hawai'i commercial agriculture and support family farm economies both on Maui and other Hawai'I Islands.

h. Suggested Improvements

The 8th Annual HFUU/HFUF Convention was a success by most measures. It produced three solid days of far-ranging, well-attended agricultural education programs and fed all the attendees three meals each day with locally grown food. Ultimately, it generated some 300 additional HFUU members and over 300 people attended the event. Therein, however, lies the significant shortfall. A Convention of this magnitude and quality should have attracted up to 1,000 people. Cost is the major reason we heard that it did not. At their existing funding levels neither HFUU nor HFUF nor the combination of the two can put on an annual convention attracting the range of experts attending this one let along provide the food and facilities necessary for those attending. With airfare and hotel and the cost of Convention registration, attending at one's own expense can easily run to $1,000 per person. Some significant subsidy is necessary to enable those who want to attend to be able to do so.

HFUU and HFUF *assert that a multitude of smallholder diversified family farms that implement regenerative eco-logical techniques, in growing and raising our food, will create a resilient, vital and productive agricultural system to better feed the people of Hawai'i.*

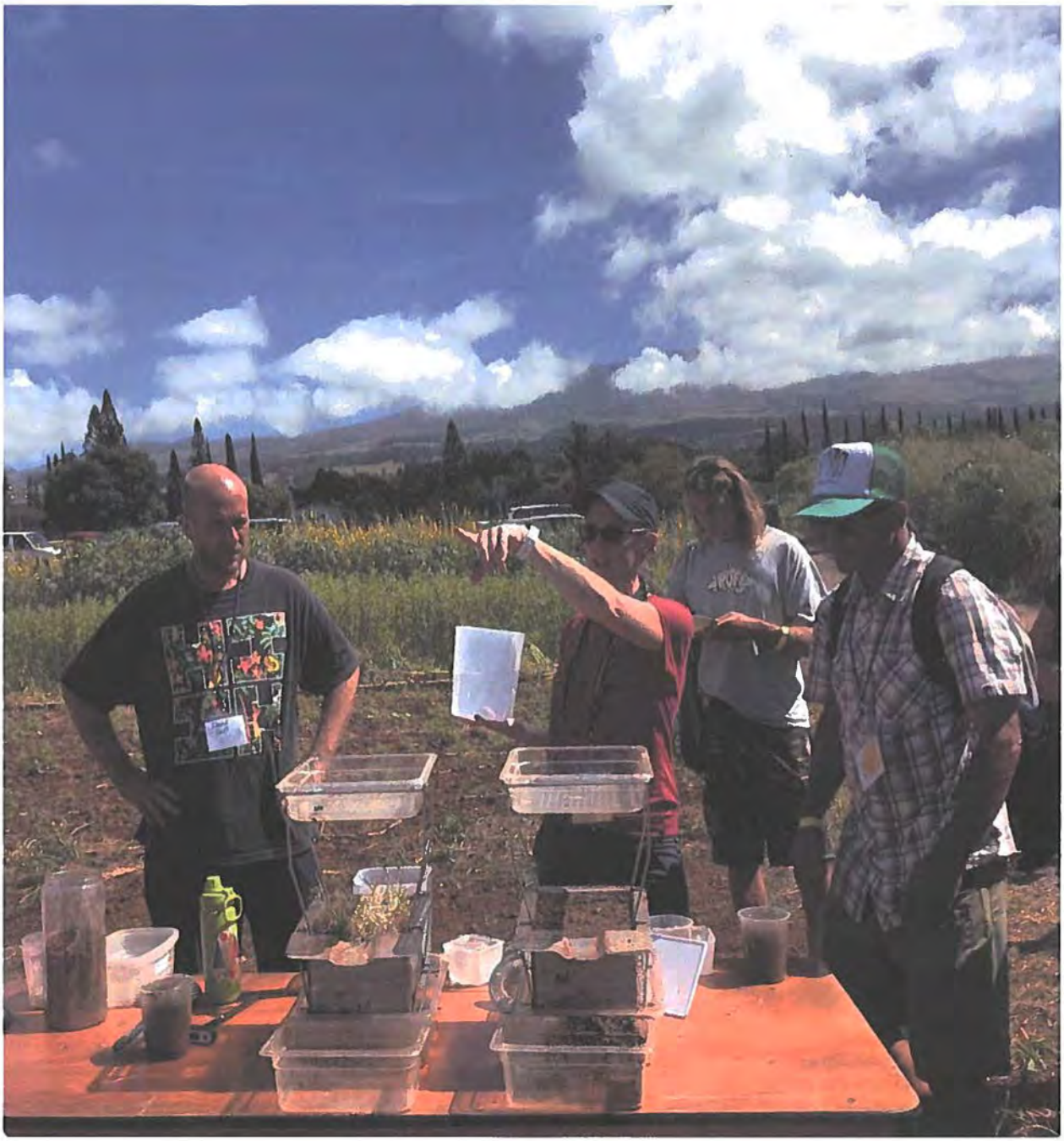


AERIAL VIEW OF OKO'A FARMS CONVENTION SITE

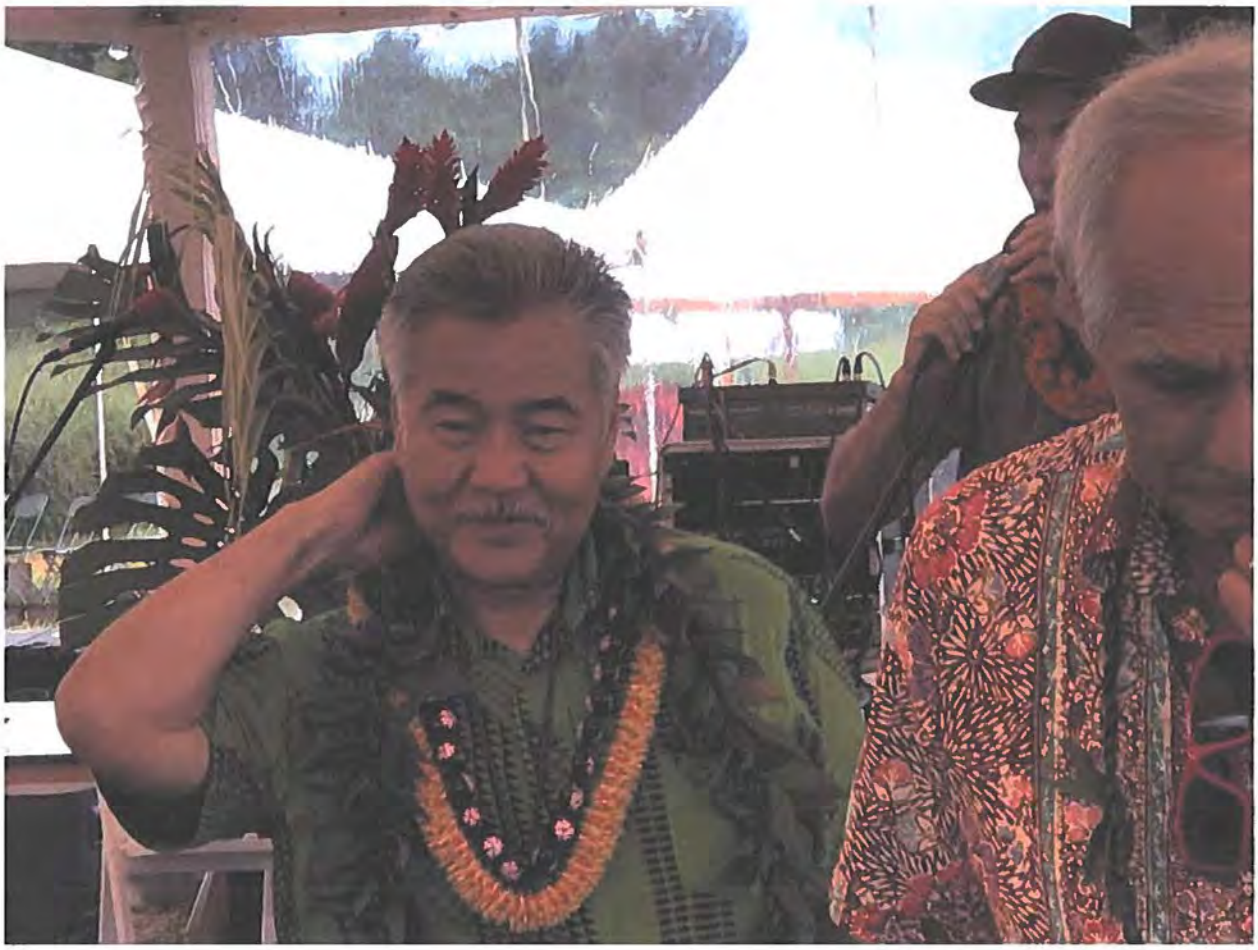
FARM ENTRANCE TO THE CONVENTION SITE AND PARKING

KALEIKOA KA'EO, ASSOCIATE PROFESSSOR OF HAWAIIAN STUDIES, UH MAUI,
IN THE MAIN TENT ADDRESSING A PLENARY SESSION OF THE CONVENTION
ON PASSAGES FROM *THE KUMULIPO*
THAT WERE ILLUSTRATED ON THE LARGE LED SCREEN BEHIND

POLICY COMMITTEE MEETING, NFU VICE PRESIDENT AND LEGAL COUNSEL, DAVID VELDE AND HFUU/HFUF PRESIDENT, VINCENT MINA, PRESIDING



DR. JEN MORE-KUCERA, THEN FROM THE NATIONAL RESOURCE CONSERVATION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, DEMONSTRATING PRINCIPLES OF SOIL AND WATER CONSERVATION



THE HONORABLE DAVID IGE, GOVERNOR OF HAWAI'I, AND THE HONORABLE MIKE GABBARD, HAWAI'I STATE SENATE AGRICULTURE & ENVIRONMENT CHAIR, AFTER ADDRESSING THE CONVENTION

MAUI COUNTY GRANT
G4866 HFUU/HFUF 2018 CONVENTION
BUDGET TO ACTUAL REVISIONS

DESCRIPTION	COUNTY BUDGET	REVISED BUDGET	HFUF EXPENSE	VARIANCE OVER (UNDER)	JUSTIFICATION
Generators	$1,100.00	$1,786.34	$1,786.34	$686.34	Setup & Delivery
Fuel	100.00	236.00	236.00	136.00	Extra Fuel Cost
Portable Toilets	800.00	975.00	975.00	175.00	Handwash Stations & Cleaning
Facility Rental /Permit Fee	1,000. 00	0.00	0.00	(1,000.00)	Reduced Charge for On-Farm Location
Entertainment Sound	2,000.00	2,002.66	2.66	2.66	County Allocation/ Rounding
Entertainment Sound			8,168.06		HFUU Actual
			2,002.66		County's HFUF Allocation
HFUU/HFUF Allocations			6,165.40		HFUU Allocation
TOTALS	$5,000.00	$5,000.00	$9,161.74*	0.00	

HFUF requests that the original budget be adjusted as reflected above.

* Total HFUU Entertainment Sound Expense of $8,168.06 was derived from other sources and is reduced to $6,165.40 by the County Allocation for Entertainment Sound of $2,002.66 that was devoted to HFUF supported educational programs.

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT
2200 MAIN STREET, SUITE 305
WAILUKU, MAUI, HAWAII 96793
PHONE (808) 270-7710 FAX (808) 270-7995

FINAL REPORT FORM

Contract/Grant Number: G4867
Performance Period: ~~June~~ JUN 1, 2018 to June 30, 2019
Organization Name: African Americans on Maui Association
Program/Project/Event Title: BCB 2019
Contact Name: Ayin Adams Title: Executive Director
Telephone Number: 808-276-6864 Email: ayinadams@gmail.com

Please submit this completed and signed Final Report Form, Final Financial Report form with a narrative report that addresses each of the following items. Events must also submit the Event Final Report. Use additional pages as needed.

The Final Report is a <u>cumulative</u> report of your grant performance period. Please make sure your numbers reflect totals for your entire project/program.

- Program/Project/Event description from your original proposal.
- You are required to report actual outcomes and results on each of your Goals, Objectives, Action Steps and Success Measures that were listed in Section E of your original grant application.
- Using your proposed methodology from your Proposal, explain why you were able to reach your stated goals and objectives and/or why you were unable to reach your stated goals and objective(s).
- Discuss the results of your program/project/event.
- Discuss the results of your marketing/public outreach efforts.
- Provide your Dashboard of Performance Measures for the current fiscal year.
- Provide two anecdotal stories of how this grant funding assisted our community.
- Describe how this program/project/event could be improved.
- Include five digital photos on a USB Flash Drive with the Final Report that best depict your project/program/event.
- Attach Final Reimbursement Budget Summary.

Submitted by:

Ayin Adams
Signature

4-17-2019
Date

RECEIVED

Project Title : Building Culktural Bridges

Expenses	County	Cash / Grants	In Kind	Total
Column1	Column2	Difference	Column3	Column4
Operations				
Supplies	$100	$100	$100	$300
Insurance	$400	$0	$0	$400
Rental	$0	$0	$100	$0
Tents & Chairs	$500	$0	$0	$500
Printing	$100	$100	$200	$400
Equipment Rental	$200	$100	$100	$400
Entertainment	$3,500	$500	$1,000	$5,000
Security	$100	$100	$200	$400
Set Design	$0	$0	$100	$100
Travel	$0	$1,000	$2,500	$3,500
Food	$0	$300	$200	$500
Certificates	$0	$200	$200	$400
Sub-total	**$4,900**	**$2,400**	**$4,700**	**$11,900**
Marketing				
Advertisinf / Print	$100	$100	$100	$300
Signs & Banners	$0	$100	$100	$200
Web Marketing	$400	$100	$300	$800
Photography	$300	$100	$100	$500
Filming	$300	$100	$100	$500
Posters	$100	$100	$100	$300
Marketing Coordinator	$600	$100	$500	$1,200
Sub-total	**$1,800**	**$700**	**$1,300**	**$3,800**
Administratie				
Program Admin	$0	$0	$0	$0
Executive Director	$0	$0	$0	$0
Accounting	$300	$100	$400	$800
Sub-total	**$300**	**$100**	**$400**	**$800**
Total Expenses	$7,000	$3,200	$6,400	$16,500

Tina Silva - Re: Cover Letter for Reimbursement

From: Tina Silva
To: Ayin Adams
Date: 4/19/2019 1:59 PM
Subject: Re: Cover Letter for Reimbursement

Aloha Ayin,

I reviewed your final report, please revise:

PROGRAM/PROJECT DESCRIPTION:
Written in future narrative, please provide final report on what happened.

RESULTS OF PROGRAM/PROJECT:
Increased awareness of African-American culture. How?
This section needs to describe each event, where, when, how, who.

COMPARE YOUR GOALS, OBJECTIVES ACTION STEPS AND SUCCESS MEASURES IN SECTION D OF YOUR PROPOSAL WITH THE ACTUAL OUTCOMES AND RESULTS:
You listed that the Kwanzaa Celebration resulted in more residents and visitors attending. How many, how many attended last year?
You indicated that Martin Luther King Jr was joined by the Arts Education for Children's Group, other non-profit organization, County of Maui dignitaries, State employees. List date, what happened at this event, how was art displayed. Any pictures showing these highlights?
How many people in your distribution list, who are the volunteers?

DESCRIBE HOW THIS PROGRAM/PROJECT COULD BE IMPROVED:
How will purchasing of costumes/props help you become self sufficient? What's your step by step plan? Increase grant funding does not make the organization self sufficient.

Other questions listed in your proposal not answered in your Final Report:

1) What happened to partnership with library?
2) Where are the cultural exhibits displayed? Any pictures?
3) Describe MLK event. How many attendees and how this count was accomplished?
4) Did stone of Hope start march walk? In Iao? Not mentioned.
5) What are the results of the surveys?
6) Did you do reenactments, dreaming? Describe, supply pics.
7) How many other events held?

Also, I had to prepare your expense summary for your reimbursement. Luckily I came into work on this holiday so I had time. Not sure if I can do that in the future.....it took some time.

You did not expend according to your budget. We need a letter justifying the difference. Also, you are missing $85.00 in expenditures.

Please forward me all of the requested items and I will process your request for reimbursement.

- **Program/Project description**: The primary objective for the African-Americans on Maui Association (AAOMA, a non-profit 501C-3 organization) is to sponsor "Building Cultural Bridges" aka BCB. BCB, working with other community groups such as Queen Ka'ahumanu Congregational Church, MLK Peace Poem Organization, Maui United Buddhist Women's Association, Arts Education for Children's Group. (TEACHERS/UNION, et cetera), will produce an increase of community volunteers supporting our series of events to promote more African-American Cultural Awareness in Maui County. BCB seeks to enlighten and inform the community and the people of the State of Hawaii, about the history, culture, contributions and experiences of people of African descent in the United States and Hawaii through our signature cultural and educational events. Our mission is to expose and educate Maui youth, the adult population, and visitors about cultural awareness involving all aspects of African-American Culture.

- **Results of program/project:** Increased awareness of African-American culture through speeches around Dr. MLK, historic and current events. AAOMA gave historical overviews of cultural contributions of African Americans honoring the Martin Luther King Jr. Holiday. Question-and-answer exchanges and interactive performances have given audiences information and education that many had never experienced, thus narrowing the gap of division and increasing understanding. The events were held on Monday January 21, 2019 on the grounds at 200 High St. The following organizations participated: HSTA(75 members), HGEA 150(members), AECG, MLK Peace Coalition, (100 members) Maui Bag Pipes (10), Maui Taiko Drummers (25), King Kekaulike Big Band,(30) Maui United Buddhist Women's Association,(50) Drums & Dance of Passion (50), Musicians(30) Singers (10), Dancers (25), Actresses, Speakers, Poets, Mayor Michael Victorino, Maui Chief of Staff and a host of other Maui County employees, Maui News, and passerby's.

- **Compare your Goals, Objectives Action Steps and Success Measures in Section D of your proposal with the actual outcomes and results: MLK Event** resulted in more residents and visitors attending our cultural festivities and becoming more familiar with the principles and goals put forth. *Martin Luther King Jr.* Holiday celebration was joined in by Arts Education For Children's Group, Kakuipuka Heiau and other non-profit organizations, attracting an estimated 1,000 attendees, including County Council members, County of Maui dignitaries, State of Hawaii employees, residents, and visitors.

- At the event, Hawaiian Kahuna presented the Opening Chant or Oli, Mayor Michael Victorino addressed the community on Peace & Non-violence and presented AAOMA with a Proclamation, proclaiming January 21, 2019 as MLK Day in Maui County. Maui County Chief of Staff and others marched for Peace alongside AAOMA and others. 2019 Celebration showed an increased in participants by 75, as opposed to January 2018.

- We used Lahaina's magicians to entertain the children, many poets recited poems on peace, key note speaker from Honolulu, NAACP appeared and delivered the address on Peace and Dr. King., singers, dancers, reenactments of the famous march was conducted around the Wailuku Capitol with more than 400 people in attendance (see photos) led by Mayor Michael Victorino and Deidra Tiegarden who joyously took pictures with our community.

- Leis were place upon the Stone of Hope Monument (200 High St.) erected for Dr. MLK. The monument is the only one of its kind in the Pacific which is housed in Maui County. It is almost 15 years old.

- Methodology: Components included the use of radio advertisements, print media, advertising on a half-dozen radio stations, flyers and posters Island-wide, a mass email distribution list, networking in the community by AAOMA and partners to enlist presenters and participants and volunteers necessary to stage events. Public service announcements and press releases promoted interest and built a reputation for these events and encouraged attendance by local residents and visitors. Most importantly, we had registered participants fill out forms for March and how many were in their group. This resulted in an increase in numbers and statistics logged and noted. The AAOMA worked with community resources, enlisting the services of Nubian Pageant Systems, African American Heritage Foundation of Maui, local musicians and singers and dancers.

- **Describe how this program/project could be improved**: AAOMA seeks to have additional volunteers and contributors to assist in office assistance, telephone and mailings. We will need to count individuals, and smaller groups who do not register for march. Need to get an early start on application, marketing, flyers, and newspapers in advance.

Additional Comments: AAOMA programs provide top quality presentations on the professional level equivalent to New York City Broadway theater performances, providing unique and different cultural and entertainment experiences which appeal to tourists as well as residents and students.

1. AAOMA presented engraved plaques to the following organizations: HSTA, HGEA, and the Maui United Buddhist Women's Association for their continued service to peace and non-violence in honor of Dr. King.
2. In addition, AAOMA presented certificates (suitable for framing) to every performer, speaker, musician, magician, actresses, dancers, for their services and commitment to peace and non-violence. AAOMA provided water for all after their historic symbolic march reenacting the steps of Dr. King. AAOMA enlisted donations from OfficeMax

for paperwork, printing companies, AKAKU, as well as others for their time and energy to Dr. King. AAOMA strive to be all inclusive, never exclusive and work diligently at achieving the dream for Dr. MLK on Maui. With the assistance of The County of Maui/Office of Economic Development, this event was made possible and we are grateful that OED assisted with the grant. We thank OED very much for their financial support. This important support ensures that community togetherness is possible and that what AAOMA can't do alone, with OED, we can do together. It's a community affair. We are grateful. Thank you very much OED.

- **Copies of news articles, advertisements, flyers, brochures, promotional materials on this project printed to date :**(See attached)

Pacific Whale Foundation
Maui Whale Festival.
G4870

Project Summary:
Each February in the height of humpback whale season on Maui, Pacific Whale Foundation hosts a series of events to celebrate these majestic creatures in support of our mission to protect the oceans through science and advocacy. Each event is designed to connect with visitors and residents to educate and inspire environmental stewardship. 4th Friday offers an opportunity to collaborate with an existing event to connect with a large audience and offer a place for the community to celebrate Maui Whale Festival. The proposed date of Pacific Whale Foundation's Maui Whale Day/ Kihei 4th Friday Town Party is February 22, 2019. This would become one of the signature events in the festival, and be promoted by the professional marketing team at Pacific Whale Foundation. Our intention is to elevate the regular Kihei 4th Friday Town Party event with an entertaining ocean theme, eco vendors and conservation practices throughout. This would offer a platform for nonprofit environmental groups to connect with a large audience, to exemplify the valuable conservation work being done on Maui to our island visitors and to inspire positive individual activism on behalf of our oceans and land.

Project Results:
On February 22, 2019 Kihei Fourth Friday celebrated Maui Whale Festival at Azeka Mauka in South Maui. This monthly community event was enhanced in the following ways through partnership with Pacific Whale Foundation and funding by the County of Maui:

- Headline entertainment featured a cultural performance by Manutea Nui E, followed by three of Hawaii's top musicians and most popular performers: Paula Fuga, Kimie Miner and Anhuea. There was also a dedicated DJ, live music and performance in the Keiki Zone and a musical duo in the food court.
- Conservation efforts:
    - Food and retail vendor education regarding eco and compostable alternatives to single use plastic products. Food vendors supplied with free compostable products.
    - Zero waste stations (5) to divert event waste from landfill
    - Free water stations with paper cups and to refill reusable vessels and discourage single use plastic water bottles
    - 'Bring Your Own' contest encouraging reusable items
    - 10 environmental non profit hosted booths
    - Pacific Whale Foundation messaging through 5 stations including eco retail product sales, educational games and interaction with Researchers
    - Onstage messaging through emcee's

Marketing/Public Outreach Results:

- 1 page on event website
- 2 press releases
- 11 local media pieces: HPR, Guide to the Hawaiian Islands, Maui Accommodations Guide, Maui News, Maui Family Magazine, Maui Time (plus "ALL": Paradise Properties; Lahaina News, Sands of Kahana, This Week Maui, Go Visit Hawaii)
- 6 eNewsletters to 50,000 subscribers each

- 6 full pages: Beyond the Breach promo
- 9 blog entries
- Advertising with KAOI, KONI, Maui Time, Lahaina News, Maui News, Maui Scene
- 32 Facebook Posts to 260,000 followers
- 97 separate graphics project tickets
- 45 new partnerships
- New image bank to promote 2020 40th anniversary event

Mentions:

- https://www.hawaiimagazine.com/content/how-pacific-whale-foundation-protects-and-advocates-hawaiis-humpback-whales
- https://mauinow.com/2019/01/13/pacific-whale-foundation-to-host-annual-whale-festival/
- maui/?t=1554050440&fbclid=IwAR0WqaRd5ePmOKsLVHizTc3qDswZMCwp01LBqR5DSW82fG17cedqa98SCmA
- https://www.westhawaiitoday.com/2019/02/26/hawaii-news/a-whale-of-a-time-video-of-humpbacks-breaching-goes-viral-global/
- https://drive.google.com/drive/u/0/folders/1IGkWEBeQiBXwFPsj_VakGIpl70lxr0y_
- https://drive.google.com/open?id=1Ec1_iSLa6sTnGBg_Sqkt2u2XPY2zToNX
- https://mauitime.com/tag/pacific-whale-foundations-ocean-quest/
- https://allevents.in/kihei/20003088669936
- http://www.mauinews.com/news/local-news/2019/02/drumming-up-kokua-for-whales/
- https://mauitime.com/entertainment/conservation-events/malama-maui/
- http://www.hawaiipublicradio.org/community-calendar/event/428410
- https://hubhawaii.com/events/view/bafebecdc/
- https://www.staradvertiser.com/calendar/?/event/9317606/58214802/great-whale-count
- foundation/?fbclid=IwAR0a6mlq9C4cE3Ugp37Zb0TWPPlnuW6eYfOQDh0lOfiSQMiwLijvWxCr7tw
- https://www.facebook.com/events/2344697048938292/
- https://www.mauiwhalefestival.org/greatwhalecount/
- https://www.facebook.com/events/2344697048938292/
- https://www.mauiwhalefestival.org/greatwhalecount/
- https://www.facebook.com/events/2344697048938292/
- https://www.staradvertiser.com/2019/01/21/breaking-news/great-whale-count-seeks-citizen-scientists-to-count-humpback-whales-from-shore/
- https://www.govisithawaii.com/2019/01/08/hawaii-festivals-special-events-january-february-march-april-2019/
- https://mauitime.com/events#!/details/Maui-Whale-Festival-Concert-Cruise/6057858/2019-02-24T17
- https://www.mauiwhalefestival.org/concertcruises/
- https://www.facebook.com/events/194256951453939/
- https://www.mauiwhalefestival.org/concertcruises/

- https://www.facebook.com/events/2089899134464606/
- https://www.hawaiipublicradio.org/community-calendar/event/428429
- https://hubhawaii.com/events/view/bagcifece/
- http://www.calendarmaui.com/php/event-detail.php?event_id=32159
- https://www.mauiwhalefestival.org/concertcruises/
- https://www.facebook.com/events/355870021877627/
- https://mauitime.com/events#!/details/Kihei-4th-Friday-celebrates-Maui-Whale-Festival/5973869/2019-02-22T18
- http://www.thisweekhawaii.com/events/maui/2612/kihei-4th-friday-celebrates-maui-whale-festival/
- https://hubhawaii.com/events/view/bcgfhbhfc/
- http://hidataengine.milesmedia.com/
- http://www.calendarmaui.com/php/event-detail.php?event_id=32307
- https://www.mauimagazine.net/maui-event/kihei-4th-friday-celebrates-maui-whale-festival/
- https://www.meethawaii.com/event/kihei-4th-friday-celebrates-maui-whale-festival/9716/
- https://www.mauiwhalefestival.org/kihei4thfriday/
- https://www.facebook.com/events/1082346698611160/
- https://allevents.in/kihei/20001140047860
- https://www.yelp.com/events/kihei-kihei-fourth-friday-celebrates-maui-whale-festival
- https://www.hawaii.com/event/maui-whale-festival/
- https://hawaiihideaways.com/hawaiitravelblog/2014/01/the-maui-whale-festival/
- https://drive.google.com/file/d/1eZzlpVefbfjNwvWrQKT8FftG1BWeGn4a/view
- https://stepoutside.org/event/maui-whale-festival-kihei-fourth-friday-2019-02-22-kihei-hi.html
- https://drive.google.com/file/d/1UAgJ-xPRR-vDR6cBp3LlMg4idyiiY0OV/view
- http://www.hawaiipublicradio.org/community-calendar/event/428445
- https://hubhawaii.com/events/view/bagfdeddg/
- http://www.calendarmaui.com/php/event-detail.php?event_id=32161
- https://mauitime.com/news/community-news/maui-whale-festival-picks-up-where-whale-day-left-off/
- http://www.lahainanews.com/page/content.detail/id/565476/Maui-Whale-Festival-scheduled-to-run-throughout-February.html?nav=5028
- https://drive.google.com/open?id=1lNadlYRJNDLlN23CRL6oAnmk-J3vKxG1
- http://www.mauinews.com/life/side-orders/2019/04/side-orders-%E2%80%A2-april-11-2019/
- https://www.sandsofkahanaresort.com/blog/its-maui-whale-festival-2019/
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Two anecdotal stories of how this grant funding assisted in our community:

✓ "We basically did double the sales that day" –Travis Morrin, Three's Catering (food truck)

✓ "I had an increase of 40% of foot traffic and 25% increase in sales"- Jackie, Paradise Now (retail vendor)

Goals, Objectives, Action Steps and Performance Measures:

Project: Maui Whale Festival/ Kihei 4th Friday Town Party

Goal 1: to engage 5,000 individuals in our mission to protect the ocean through science and advocacy and inspiring environmental stewardship	
Objective: partner with Kihei 4th Friday to brand February 22 as Maui Whale Festival 4th Friday	
Action step 1:	establish partnership with 4th Friday organizers to determine a united goal **(Measures: create & sign off on MOU, complete 4 planning meetings, co-brand event for promotional materials, distribute 1 joint press release announcing the partnership)**
Action step 2:	obtain grant funding to execute branding of event and enhance the experience **(Measure: 1 award letter)**
Action step 3:	plan a well rounded event that offers entertainment and educational activities **(Measures: popularity of entertainer per SM followers and media exposure, confirmation of educational component/s of exhibitors via web and promotional materials, # of activities submitted for consideration and review by planning team)**
Action step 4:	market event partnership to attract a substantial audience and share messaging **(Measures: event counts, vendor receipts, participant sign-in sheets, The Last Straw pledges, SM event clicks and qualitative impressions, web traffic, camp or class registrations, call and web tracking on all advertising, breadth and depth of media exposure, qualitative review with partners post-event)**
Action step 5:	brand Pacific Whale Foundation departments and messaging throughout event **(Measures: tactile exposure of departmental goals for Research, Education and Conservation)**

Outcomes & Results:

- **Aprox 6,000 event guests** How was this counted
- **Sold out vendor booths** amt?
- **Conservation theme throughout including 10 environmental non profit**

list?

organizations, 6 Pacific Whale Foundation stations, educational games, zero waste stations, water refill stations and onstage messaging.

Goal 2: to celebrate our marine environment while inspiring environmental stewardship

Objective: Inspire environmental stewardship

Action step 1: work with 4th Friday organizers to evaluate current conservation efforts of event and identify areas of improvement.

Action step 2: market event partnership as entertaining and conservation based

Action step 3: connect with guests through face to face interactions and effective signage to share conservation message

Performance Measures:

- Celebrate = number of impressions and geographical analysis per call and web tracking, SM and physical sign-up sheets
- Inspiring environmental stewardship: # Coastal Marine Debris Monitoring Program kits distributed (free); # Ocean Camp registrations; # floating classroom reservations; # Keiki Whalewatch program inquiries; # emails collected to keep in touch with current and upcoming conservation initiatives
- Environmental impacts: participation in site cleanup, public outreach achieved; Members enrolled

Outcomes and Results:

- **76% or 559 pounds of waste diverted from the landfill through zero waste initiatives.**
- **Over 500 plastic water bottles diverted due to water stations.**
- **Guests were encouraged to bring their own reusable items (water bottle, utensils etc) through a 'enter to win' contest.**

Goal 3: to support the South Maui community with 1 historic event

Objective: Provide economic stimulation for the South Maui community

Action step 1: determine avenues to enhance existing 4th Friday event

Action step 2: add value to event by co branding with Maui Whale Festival theme

Action step 3: market event enhancements to attract consumers to the event and surrounding businesses

Performance Measures:

- Partnerships – who, how many, value of services or community involvement
- Attendees and how this was determined – # visitors international, mainland, and local
- Number of vendor participants and retail sales $

Outcomes & Results:

58 retail vendors

10 environmental non profit vendors (free of charge)

23 food vendors

8 performances Flier / News article ?

Aprox 6,000 attendees (police, vendors and organizers surveyed to determine results) with about 20% more local attendance than usual (as per K4F committee)

"*Mahalo Pacific Whale Foundation for working with Kihei Fourth Friday's amazing team to make this fabulous event!! And for helping making the event better for the Aina*"- Only Ono BBQ

Why we were able to reach stated goals and objectives:

- Marketing efforts
- Entertainment value- three of Hawaii's most popular artists (free admission)
- Alignment with Maui Whale Festival

How this project could be improved:

- Earlier contact with K4F to further develop event theme with vendors and special activities, one point of contact for each side (PWF, K4F).
- All communication from K4F to vendors should be MWF branded.
- Vendors should need to meet certain requirements in order to sign up for this installment of K4F.
- More infrastructures to support crowds (more luas, police, shuttles, more food trucks if possible).
- Clear contract with any entertainment booked for an event to include expenses such as airport transfers, green room, and payment schedule and merchandise sales.

Images included on USB

Final Reimbursement Budget Summary attached

FINAL REIMBURSEMENT BUDGET SUMMARY

Reimbursement Budget Summary G 4870

Approved Budget	**OED Funds on Event Budget**	**Paid out by PWF**	**Total Received (to date)**	**Remaining Balance**
Marketing	$14,000.00	$10,997. 76	0	
Operations			0	
Entertainment	$10,000.00	$11,800.00	0	
Zero Waste Program	$1,000.00	$1,327.00	0	
Event supplies & transportation	$0	$950.89	0	
Total	**$25,000.00**	**$25,075.65**	**$0**	**$25,000**

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
1	WEST MAUI SOIL & WATER	Clerical & Tech Support	Clerical and technical support for education, planning and reviewing the County's grading and grubbing permits plans.	G4756	FY19	$148,000	CLOSED	$0
2	MAUI COUNTY VISTOR ASSOCIATION	Maui Nui Tourism Improvement Initiative	To support marketing efforts for Maui County.	G4768	FY19	$4,000,000	CLOSED	$0
3	UNIVERSITY OF HAWAIII	CTAHR	Funds will help with activities in Maui County in the area of agriculture, youth development and family service.	G4769	FY19	$75,000	OPEN	$75,000
4	LOKAHI PACIFIC	Emma Farden Sharpe Hula Festival	Supports a Hula Festival in the name of Maui's Kumu Emma Farden Sharpe.	G4770	FY19	$10,000	CLOSED	$0
5	LOKAHI PACIFIC	Festivals of Aloha	Funds honors the Native Hawaiian heritage by sharing it with visitors & residents	G4771	FY19	$80,000	CLOSED	$0
6	KIHEI 4TH FIRDAY	Kihei 4th Friday Town Party	Funds the Kihei's Town Party Event	G4775	FY19	$35,000	OPEN	$20,745
7	MAUI ARTS & CULTURAL CENTER	Culture and Arts	Supports the economic sustainability of the Maui Arts & Cultural Center's arts and entertainment programming that employ people locally, contracts local businesses, and promotes tourism.	G4776	FY19	$318,000	CLOSED	$0

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
8	MAUI ARTS & CULTURAL CENTER	Arts in Education	Supports the integration of the arts through education to students and teachers by implementing events and community outreach.	G4777	FY19	$424,360	~~OPEN~~ CLOSED	~~$112,655~~ $0
9	VALLEY ISLE ROAD RUNNERS	Maui Marathon	Supports the Maui Marathon	G4778	FY19	$4,500	CLOSED	$0
10	LANAI COMMUNITY ASSOCIATION	Lanai Pineapple Festival	Lanai Pineapple Festifval is an annual event during the summer for residents and visitors to celebrate Lanai's people, history, and culture.	G4779	FY19	$25,000	~~OPEN~~ CLOSED	~~$25,000~~ $0
11	LAHAINA TOWN ACTION	Annual Town Events	Lahaina's annual events include Hawaiian music and Hula along with various Holiday celebrations.	G4780	FY19	$50,000	OPEN	$9,772
12	LOKAHI PACIFIC	Wailuku First Friday	Funds the Wailuku's Town Party Event	G4781	FY19	$25,000	OPEN	~~$12,156~~ $8,286
13	THE FRIENDS OF DT FLEMING	Seeds of Hope	Funds projects to preserve Maui's dry land native plants, forests, wildlife and valuable conservation resource while educates and actively engage youth, community and visitors	G4782	FY19	$37,000	CLOSED	$0
14	UNIVERSITY OF HAWAII	Business Research Library	Supports the operations of the Hawaii Small Business Development Center to promote sustainable economic development and to produce the Maui County Data Book.	G4784	FY19	$70,000	OPEN	$70,000

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
15	MA KA HANA KA'IKE	Mahele Farm	Mahele Farm is Hana's organic community farm, offering paid apprenticeships, semi-weekly community workdays, and educational prgrams for grades pre K - 12	G4785	FY19	$20,000	OPEN	$20,000
16	MA KA HANA KA'IKE	Building Program	Ma Ka Hana Ka 'Ike is a vocational education program for at risk youth in Hana, Maui, providing hands on construction skills training to improve economic sustainability.	G4786	FY19	$95,000	OPEN	$95,000
17	MAUI ECONOMIC OPPORTUNITY	Microenterprise Program	Microenterprise program to assist small business entrepreneurs with business plan training, credit assessment, technical assistance and mirco loans for business startup and expansion in Maui County.	G4787	FY19	$265,000	OPEN	$26,500
18	MAUI ECONOMIC DEVELOPMENT BOARD, INC	Maui High School Automotive Program	The Maui High School Automotive Grant will increase student's interests in automotive technology, including more green environmental transportation.	G4788	FY19	$45,000	OPEN	~~$36,730~~ $28,381
19	MAUI ECONOMIC DEVELOPMENT BOARD, INC	Economic Diversification	Providing leadership and vision in our community for the responsible design and development of a strong, sustainable, and diversified economy for Maui.	G4789	FY19	$810,000	OPEN	~~$202,500~~ $81,000
20	MAUI ARTS & CULTURAL CENTER	Capital Improvements	Funds will be used to repair, replace, upgrade and extend the lifecycle of critical infrastructure at the MACC.	G4790	FY19	$600,000	OPEN	$233,825
21	LAHAINA TOWN ACTION	Lahaina Boat Days	Hawaiian music and Hula dancing to greet 50 cruise ships in the Lahaina harbor.	G4791	FY19	$25,000	~~OPEN~~ CLOSED	~~$11,000~~ $0

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
22	MAUI CHAMBER OF COMMERCE	Made in Maui County Festival	Annual Made in Maui County Festival is the County's largest product show that features a wide variety of Hawaii value-added products.	G4792	FY19	$131,500	CLOSED	$0
23	MAUI ECONOMIC DEVELOPENT BOARD, INC	Maui Film Festival	An Annual Film Festival at Wailea is a celebration of film, culinary arts and Hawaiian Culture.	G4793	FY19	$25,000	~~OPEN~~ CLOSED	~~$25,000~~ $0
24	GROW SOME GOOD	School Gardens	Funds will help with school garden coordinators to implement garden installations and instruction in organic gardening for grades K-8	G4794	FY19	$25,000	OPEN	$15,069
25	MAUI COMMUNITY THEATER	Iao Theater Restoration	Maui OnStage seeks support to continue to upkeep, restoration, maintenance and custodial tasks for the Historic Iao Theater	G4795	FY19	$53,045	OPEN	$53,045
26	MAUI NUI BOTANICAL GARDENS INC.	Native Hawaiian Plants	MNBG is a public native plant garden that fosters appreciation of Maui County's native and canoe plants and their role in Hawaiian cultural expression.	G4796	FY19	$150,000	CLOSED	$0
27	.KA MOLOKAI MAKAHIKI, INC	Molokai Makahiki	A 2-1/2 day cultural event that promotes economic activitiy.	G4797	FY19	$20,000	OPEN	$20,000
28	MAUI HULIAU FOUNDATION	Huliau Environmental Filmmaking	To assist Maui youth in producing two environmental films.	G4798	FY19	$20,000	~~OPEN~~ CLOSED	~~$2,380~~ $0
29	HANA ARTS	Building East Maui's Economy Through Art	Project encompasses a series of programs aimed at building East Maui's economy through the Arts which we aim to achieve by diversifying the employment base of this rural, high-need area.	G4799	FY19	$30,000	OPEN	$30,000
30	HUI O WA'A KAULUA	Maui Nui Canoe Race	A challenging long distance outrigger race on 2 islands, 2 days, and over 100 miles.	G4800	FY19	$10,000	CLOSED	$0

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
31	MAUI CHAMBER OF COMMERCE	Small Business Promotion	Funds the Mayor's Small Business Awards, Hawaii on the Hill, and other events that supports small businesses.	G4802	FY19	$13,000	OPEN	$13,000
32	MAUI ECONOMIC DEVELOPMENT BOARD, INC	Health Sector	Further development and facilitation of the Maui County Health Sector Initiative Action Plan drawn up by the Maui County Healthcare Partnership.	G4803	FY19	$50,000	OPEN	$28,375
33	MOLOKAI LIVESTOCK COOPERATIVE	Back Up Plan	Supports the Molokai Livestock Cooperative in becoming a more efficient work environment while ensuring the sustainability of their operations.	G4804	FY19	$10,000	OPEN	$10,000
34	CLIMBHI	LEI	LEI is a workforce development program inspiring Hawaii's youth to select careers in the Hawaii visitor industry.	G4805	FY19	$5,000	CLOSED	$0
35	MAUI ECONOMIC DEVELOPMENT BOARD, INC	Ka Ipu Kukui Fellows Program	10 month program to train emerging leaders on the complex issues facing Maui Nui	G4806	FY19	$25,000	~~OPEN~~ CLOSED	~~$1,823~~ $0
36	LOKAHI PACIFIC	Makawao Rodeo Parade	The 53th Annual Makawao Rodeo Parade is a celebration of Makawao's colorful Paniolo past, represented with a colorful Hawaiian style wild west parade.	G4807	FY19	$15,000	OPEN	$3,618
37	KIPAHULU OHANA, INC	Kipahulu Kitchen and Kapahu Living Farm	Funds equipment and materials to support the operations of Kipahulu Kitchen and Kapahu Living Farm.	G4808	FY19	$10,000	OPEN	~~$10,000~~ $3,722
38	PAIA TOWN ASSOCIATION	Strategic Planning	To fund projects to improve Paia town and support the work of Paia Association	G4809	FY19	$45,000	OPEN	$8,782

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
39	AHA KUKUI O MOLOKAI	Kulaia Canoe Festivals	A Hawaiian cultural event highlighting outrigger canoe paddling, Hawaiian music, cultural food, and Molokai made products.	G4810	FY19	$20,000	OPEN	$20,000
40	MAUI NUI MARINE RESOURCE COUNCIL	Coral Reef Recovery	To educate visitors about coral reefs and clean ocean water.	G4811	FY19	$40,000	OPEN	~~$10,000~~ $4,000
41	MAKAWAO MERCHANT'S ASSOCIATION	Makawao Town Party	Funds the Makawao Town Party Event	G4812	FY19	$40,000	OPEN	$3,353
42	LANAI ACADEMY OF PERFORMING ARTS	Kaulula`au	The Pineapple Festival is a one-day event in Lanai City, with many cultural activities and is open to the public.	G4813	FY19	$10,000	OPEN	$1,873
43	UNIVERSITY OF HAWAII	Coqui Frogs	Funds for operations of coqui frog control around the Maliko Gulch	G4814	FY19	$750,000	OPEN	$750,000
44	OAHU ECONOMIC DEVELOPMENT BOARD	Aloha Challenge	Provides an updated innovation and community driven data to assess progress towards sustainabiliity and climate action goals.	G4826	FY19	$15,000	OPEN	$15,000
45	EAST MAUI TARO FESTIVAL, INC	East Maui Taro Festival	Funds the Annual East Maui Taro Festival that focuses on taro in an all-day free event.	G4827	FY19	$18,000	CLOSED	$0

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
46	MAUI NATIVE HAWAIIAN CHAMBER	Annual Biz Fest	Highlights the Native American Tourism and improving the visitor experience or Native Act; as it explores issues or importance to business leaders who strive to incorporate Hawaiian values into their business.	G4828	FY19	$10,000	CLOSED	$0
47	HUI NOEAU	Maui Made Holiday Markets	Supports Made on Maui vendors to display and sell locally crafted artwork and products.	G4829	FY19	$10,000	OPEN	$10,000
48	TRI-ISLE RC&D	Axis Deer Management Kula Ag Park	Project Manages the Axis Deer population in the Kula Ag Park thru harvesting.	G4830	FY19	$50,000	CLOSED	$0
49	MAUI NUI MARINE RESOURCE COUNCIL	Coral Reef Recovery	Implementation of Maui Coral Reef Recovery Plan through the continuation and expansion of a citizen-based water quality monitoring program, local and global outreach, and community-based restoration efforts at priority recovery sites.	G4831	FY19	$169,000	OPEN	~~$42,250~~ $16,900
50	TRI-ISLE RC&D	Maui Coastal Dune Restoration	Dune restoration and erosion control efforts at primarily South Maui beaches and County Parks.	G4832	FY19	$20,000	~~OPEN~~ CLOSED	~~$1,782~~ $0
51	HAWAII FARMERS UNION FOUNDATION	Farm Apprentice Mentoring Program	The FAM program provides education, skills, and supporting network to beginning farmers with skills to be successful in their agricultural enterprises.	G4834	FY19	$115,000	OPEN	$80,237

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
52	MAUI FOOD TECHNOLOGY CENTER	Export Opportunity	To have Maui County Entrpreneurs participate in 1 show in Japan and provide them with Export Readiness Training and Technical Support and Consultation services.	G4835	FY19	$20,000	OPEN	$4,000
53	MAUI COUNTY VISITOR ASSOCIATION	Visitor Education	To educate visitors on topics concerning Environment-Reef Safe Sunscreen, Ocean Safety, and Culture.	G4836	FY19	$160,000	~~OPEN~~ CLOSED	~~$71~~ $0
54	MAKAWAO HISTORY MUSEUM	Infrastructure and Community Engagement	To preserve Makawao's history and culture	G4837	FY19	$25,000	CLOSED	$0
55	MAUI FOOD TECHNOLOGY CENTER	Maui Sunday Market	Maui Sunday Market is an event held every Sunday. Showcasing our Maui County vendors; food trucks, food purveyors, crafters and entertainers.	G4838	FY19	$10,000	OPEN	$1,000
56	MAUI DANCE COUNCIL	Chance to Dance	Funds will help with educational residencies, integrating dance with classroom curriculum, taught by trained teaching artists, to students in grades Pre K-6th on Maui, Molokai and Lanai. All Chance to Dance residencies are designed to facilitate student achievement of the National Common Core Standards and HCPS III.	G4839	FY19	$26,000	CLOSED	$0
57	MAUI EPICURE LLC	Maui Fruit Jewels	Enable the company to scale up production, thereby increasing their procurement of Maui-grown fruit and produce, which benefits local growers.	G4840	FY19	$18,000	OPEN	$18,000

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
58	HANA CANOE CLUB	Hana Regatta	The Hana Regatta is an annual two-day outrigger canoe regatta that draws over 1000 people and includes entertainment, food, craft vendors and cultural activities.	G4841	FY19	$10,000	CLOSED	$0
59	KA'EHU	Ka`ehu Management Project	Improve infrastructure in the Ka`ehu Bay parcel	G4842	FY19	$75,000	OPEN	$9,200
60	LIVING PONO PROJECT	Canoe Pono Festival	Project connects communities with hands-on agricultural training on local farms, exposing participants to the range of duties associated with food.	G4843	FY19	$25,000	OPEN	$5,750
61	MAUI HISTORICAL SOCIETY	Hula and Oli Festival	"Tell Story Time at Bailey House Museum"	G4844	FY19	$25,000	OPEN	~~$25,000~~ $15,737
62	MAUI ARTS LEAGUE	Collectors Guide	Celebrate Art on Maui hosts with 2019 Maui Air Painting Invitational showcasing a new Collectors` Guide which includes schedules, artists, and sponsors.	G4845	FY19	$10,000	CLOSED	$0
63	MOLOKAI-LANAI SOIL & WATER CONSERVATION DISTRICT	Molokai-Lanai Soil & Water Conservation District	To provide administrative services with a part-time administrative assistant/conservation specialist position to the Molokai-Lanai Soil & Water Conservation District.	G4846	FY19	$30,000	OPEN	$25,700
64	THE HAWAII ASSOCIATION FOR MARINE EDUCATION AND RESEARCH, INC	Managing Marine Debris	A restoration project that collects/removes/analyzes Makamaka`ole marine debris in an educational way to help inspire local and global behavior changes.	G4847	FY19	$15,000	OPEN	$8,279

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
65	LOKAHI PACIFIC	Molokai and Lanai Agriculture Production	To assist in bringing back agriculture and support to farmers on the islands of Lanai and Molokai	G4848	FY19	$100,000	OPEN	$10,000
66	HULA HALAU O MOLOKAI	Molokai Ka Hula Piko	To honor the birthplace of Hula by preserving Molokai's ancient stories and chants through educational workshops, onsite visits and the Ho'olaulea (festival).	G4850	FY19	$10,000	CLOSED	$0
67	MAUI WILDGAME MANAGEMENT	Feed the Hungry	A project to harvest Axis Deer and feed the hugry	G4851	FY19	$21,500	OPEN	$10,832
68	PONO GROWN FARM CENTER	Multi Purpose Pavillion	PFFC is building a multi-purpose pavillion to host regenerative agriculture workshops and training at their 15 acre campus in Makawao.	G4852	FY19	$5,000	OPEN	$5,000
69	NA KOA MANU CONSERVATION, INC	Pahakuokala Gulch	To remove invasive species to create space for native Hawaiian habitat.	G4853	FY19	$15,000	OPEN	$15,000
70	THEATRE THEATRE MAUI	West Maui Theatre Programs Project	To provide quality perfoming arts instruction and opportunities to our West Side community.	G4854	FY19	$24,000	CLOSED	$0
71	MAUI ECONOMIC DEVELOPMENT BOARD, INC	Conference Services	To utilize MEDB's conference services and ourtreach teams to support three energy outreach events in Maui County.	G4855	FY19	$65,000	OPEN	$50,000

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
72	HUI O WA'A KAULUA	Training & Development	To educate, train & develop crew members from Maui & Lanai that can go into the community and share the knowledge of traditional Polynesian Voyaging	G4856	FY19	$25,000	~~OPEN~~ CLOSED	~~$25,000~~ $0
73	HAWAII FARM BUREAU (MAUI COUNTY)	Promotion of Maui's AG sector	Project is designed to improve the viability, diversity and expand the economy of Maui's Agricultural Sector	G4857	FY19	$305,000	OPEN	~~$212,552~~ $134,515
74	LOKAHI PACIFIC	Lana'i Business Development	5th Fridays and other activities of the Lana'i Chamber of Commerce to increase foot traffic for local businesses	G4858	FY19	$12,000	OPEN	$12,000
75	HAWAII FARM BUREAU (MAUI COUNTY)	4-H Livestock Show & Auction	Livestock Show and Auction to Showcase animals raised by 4-H Youth on Maui	G4859	FY19	$35,000	OPEN	$35,000
76	FRIENDS OF OLD MAUI HIGH SCHOOL	Campus Maintenance	The preservation, maintenance and repair of the buildings and grounds at the Old Maui High School campus.	G4860	FY19	$65,000	OPEN	$19,569
77	PANGEASEED FOUNDATION	Sea Walls Maui	Sea Walls Maui is an environmental public art project designed to inspire and empower the community to become better stewards of our oceans	G4861	FY19	$12,500	CLOSED	$0
78	HAWAIIAN HERITAGE FARMS, LLC	Processing Equipment	Using equipment to make fresh roasted Maui Macadamia nut products at market venues and more efficiently package snack products.	G4862	FY19	$7,000	OPEN	$7,000

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
79	YOUTH IN MOTION	Molokai Holokai Ho'olaulea	The Molokai Holokai Ho'olaule'a, is a weekend of paddling events that is designed to immerse the local and visiting communities.	G4863	FY19	$5,000	CLOSED	$0
80	THE NATURE CONSERVANCY	Coral Reef Conservation	Conduct a multi-site Conservation Action Planning (CAP) process for two sites: Manele-Hulupo'e on Maui and Honolua-Mokule'ia on Lanai.	G4864	FY19	$25,000	OPEN	$25,000
81	Molokai Community Service Council, Inc.	Christmas Light Parade	Molokai Christmas Light Parade and Ho'olaulea.	G4865	FY19	$15,000	OPEN	$15,000
82	HAWAII FARMERS UNION FOUNDATION	Annual HFUU Convention	Convention for membership and general public for educational outreach promoting soil health and diversified agriculture.	G4866	FY19	$5,000	CLOSED	$0
83	AFRICAN AMERICANS ON MAUI	Building Cultural Bridges	Will present educational, historical, entertaining experiences related to African American culture in a non-violent, social and diverse setting.	G4867	FY19	$7,000	CLOSED	$0
84	UNIVERSITY OF HAWAII	Maui Nui Seabird Recovery	MNSRP will raise awareness of seabirds and their needs with dedicated outreach professionals connecting residents & visitors with these iconic animals.	G4868	FY19	$50,000	OPEN	$50,000
85	MAUI ECONOMIC DEVELOPMENT BOARD, INC	EV Charging Station	EV charging station infrastructure sustainability plan.	G4869	FY19	$100,000	OPEN	~~$85,836~~ $59,288

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
86	PACIFIC WHALE FOUNDATION	Maui Whale Festival	A Collaboration between County of Maui, Pacific Whale Foundation and Kihei 4th Friday Town Party. Celebrates conservation for all Maui residents and vistors.	G4870	FY19	$25,000	~~OPEN~~ CLOSED	~~$25,000~~ $0
87	MAUI COUNTY SISTER CITIES FOUNDATION	Sister Cities	To enhance the Sister Cities relationships between Maui County and their various Sister Cities around the world with focus on areas with significant opportunities for cultural and educational exchanges and economic partnerships.	G4874	FY19	$15,000	OPEN	$15,000
88	UNIVERSITY OF HAWAII	Maui Invasive Species Committee	Project will control new and long-standing threats to Maui and Molokai's environment, economy, and quality of life.	G4875	FY19	$895,000	OPEN	$895,000
89	LOKAHI PACIFIC	Na Kamehameha Commemorative Pa'u Parade & Hoolaulea	Honoring Kamehameha I and his lineage with annual pa'u parade along Front Street and 2 day Ho'olaule'a at the Banyan Tree in Lahaina Town.	G4877	FY19	$15,000	OPEN	$7,237
90	AUWAHI FOREST RESTORATION PROJECT	Auwahi Restoration	Film showcasing Auwahi forest, fading biocultural treasure, and Maui community efforts to restore it.	G4878	FY19	$20,000	OPEN	$20,000
91	LAHAINA RESTORATION FOUNDATION	Mobile Historic Tour App	Free mobile app, with engaging historical and cultural content will enhance a visitors stay in Lahaina and on Maui.	G4879	FY19	$10,000	OPEN	$10,000
92	HAWAII FARM BUREAU FEDERATION	Molokai Farm Bureau/4H Livestock	To provide an opportunity for 4H youth on Molokai to showcase their livestock and educate the public of the benefits of 4H and Farm Bureau.	G4880	FY19	$200,000	OPEN	$20,000

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
93	COUNCIL FOR NATIVE HAWAIIAN ADVANCEMENT	King Kamehameha Celebration Molokai	King's Luau and Ho'olaulea	G4886	FY19	$10,000	OPEN	$3,900
94	NA MAMO O MUOLEA	10th Annual Hana Limu Festival	Hana Limu Festival promotes education around the importance of limu (seaweed) in Hawaiian Culture, diet and ecosystems, plus other ocean issues.	G4890	FY19	$6,000	OPEN	$6,000
95	HAWAII TROPICAL FRUIT GROWERS	Improving Fruit Grower Productivity	Increase the number of tropical fruit trees in the County by distribution of new propagative material and holding workshops on how to propagate.	G4891	FY19	$10,000	OPEN	~~$3,200~~ $2,528
96	KA OHANA O KALAUPAPA	The Kalaupapa Memorial Phase II Planning	Phase II Planning	G4892	FY19	$25,000	OPEN	$25,000
97	HANA CULTURAL CENTER	Hana Cultural Center Ho'olaule'a	Annual Ho'alaule'a to promote Hawaiian culture and raise awareness about the center's mission and activities.	G4894	FY19	$5,000	OPEN	$5,000
98	MAUI FILIPINO CHAMBER OF COMMERCE	Maui Fil Am Heritage Festival	Festival will celebrate Filipino-American History Month and promote Filipino businesses, Filipino food and Filipino culture.	G4896	FY19	$14,450	OPEN	$14,450
99	BINHI AT ANI	Barrio Fiesta	The 50th Annual Barrio Fiesta, coordinated by Binhi at Ani and several Filipino organizations, will showcase Filipino culture, food and entertainment.	G4897	FY19	$17,000	OPEN	$17,000
100	MA'ALAEA VILLAGE ASSOCIATION	Amend to Ma'alaea Regional Wastewater Feasibility Study	Ma'alaea Regional Wastewater Feasibility Study to incorporate Waikapu Town Pumping Alternative.	G4900	FY19	$5,678	OPEN	$5,678

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
101	KA AO HALI'I	Appraisal for lots located in Hana for Open space fund.	Land appraisal for lots located in Hana for Open Space Fund acquisition.	G4902	FY19	$20,000	OPEN	$6,980
102	NATIONAL TROPICAL BOTANICAL GARDEN	Kahanu Equipment Improvement	Assistance with vehicle upgrades to better protect the garden and care for paying guests.	G4906	FY19	$5,000	OPEN	$5,000
103	UNIVERSITY OF HAWAII	Maui Nui Seabird Recovery Project Kamaole III Predator Control	Funding will help continue predator control at the Kamaole Beach Park III 'Ua'ukani Colony.	G4907	FY19	$8,000	OPEN	$8,000
104	AOAO O NA LOKO LA O MAUI	Hawaiian Culture Based Education at South Maui's Ko'ie'ie Fishpond	Ao'ao O Na Loko I'a O Maui will conduct a Hawaiian culture-based education program at South Maui's Ko'ie'ie Fishpond.	G4908	FY19	$7,400	OPEN	~~$7,400~~ $796
105	HAWAII FARM BUREAU FEDERATION, MAUI COUNTY	Keokea Agricultural Science Learning Center	Funding will enable the Keokea Agriculture Science Learning Center to increase it's capacity to provide students access to the center and maintain the grounds to address safety concerns.	G4909	FY19	$20,000	OPEN	$20,000
106	LHES FOUNDATION	Halakahiki Youth Membership Program	The Halakahiki Youth Mentorship Program for students in K-12 fosters health and wellness through basketball and good citizenship.	G4910	FY19	$7,000	OPEN	$7,000
107	WAIOLA CHURCH	Queen Keopuolani Celebration	Waiola Church Celebrates Queen Keopuolani's Life and Legacy.	G4914	FY19	$71,375	OPEN	$71,375

COUNT	ORGANIZATION	PROJECT TITLE	DESCRIPTION	GRANT #	FY	AMOUNT	STATUS	AMOUNT REMAINING
108	MAUI LAND AND PINEAPPLE CO	Kawaiulu O Pu'u Kukui	Funds will be used to develop an interactive database that Maui county residents, decision makers, and schools can use to access information about current and real time weather conditions precipitation, moon and climactic changes.	G4915	FY19	$20,000	OPEN	$20,000
109	FRIENDS OF THE FUTURE	Na Hua Ho'ohuli I ka Pono	Na Hua Hoohuli I ka Pono is a college level field based program designed to develop Hawaii's next generation of conservation leaders	G4916	FY19	$9,000	DISENCUMBER	$0
110	LIVING PONO PROJECT	Solar Panels for Off the Grid Farm	Funding will support Living Pono Project's overall project to serve small scale farmers as well as provided meaningful job training and habilitation opportunities for Maui residents.	G4917	FY19	$22,000	OPEN	$22,000
111	MAUI ARTS AND CULTURAL CENTER	HSAC Music Showcase	MACC is partering with the Hawaii State Association of Counties to present a musical showcase to open and close the HSAC Conference on June 9 and 12 at the Wailea Beach Resort Marriott. The showcase features George Kahumoku Jr. Pat Simmons Jr and Henry Kapono.	G4918	FY19	$10,000	OPEN	$10,000

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112	MAUI ECONOMIC DEVELOPMENT BOARD, INC	HSAC Conference Film Screening	MEDB and the Maui Film Festival is partnering with the Hawaii State Association of Counties to present a screening of the documentary film "Beyond Climate" at their annual conference at the Wailea Beach Resort-Marriott. The screening and the conference are open to the public.	G4919	FY19	$15,000	OPEN	$15,000
113	MAUI UNITED WAY	Maui ESG: Economic Opportunities	Educate community member and advance their engagement with institutional investors in order to develop a roadmap from utilizing ESG standard to create	G4920	FY19	$5,000	OPEN	~~$2,343~~ $500
114	LOKAHI PACIFIC	2019 Small Business Revitalization Grant	To solicit proposals from small businesses in, Kula, Hana, Lanai & Molokai to award grants of up to $5,000 with a 60/40 split (40% match from the business)	G4925	FY19	$26,000	OPEN	$26,000
					TOTAL	**$11,943,308**		**$3,550,797**