

**FESTPAC Hawaii 2020**  
**Budget Request**  
*Fiscal Year 2018 Appropriation*

MAR 13 2019

**2019**

**Revenues**

Federal		
State		\$ 755,000
City & County of Honolulu		
Private Fundraising		
<i>In-Kind</i>		
Program Income		
<b>Total Revenues</b>		<b>\$ 755,000</b>

**Expenses**

<b>Salaries/Honoraria</b>		<b>\$ 290,000</b>
<i>Administration</i>	\$ -	
<i>Programs</i>	\$ 270,000	
<i>Programs Dir</i>	\$ 50,000	
<i>Special Events Coordinator</i>	\$ 50,000	
<i>Fundraising &amp; CoSponsor Coord.</i>	\$ 60,000	
<i>Volunteer Coord.</i>	\$ 40,000	
<i>Logistics Coord.</i>	\$ 50,000	
<i>Administrative Assistant</i>	\$ 20,000	
<i>Venues &amp; Facilities</i>		
<i>Support Services</i>		
<i>Contract Labor</i>	\$ 20,000	
<b>Travel</b>		<b>\$ 16,000</b>
<i>Travel</i>	\$ 16,000	
<b>Contractual Services</b>		<b>\$ 340,000</b>
<i>Rent/Office</i>	\$ 40,000	
<i>Marketing</i>	\$ 80,000	
<i>Data Collection</i>	\$ 55,000	
<i>Advertising</i>	\$ 50,000	
<i>Logistics</i>	\$ 65,000	
<i>Telephone/Internet</i>	\$ 3,000	
<i>Venue Rental</i>	\$ 10,000	
<i>Conference Fees</i>	\$ 5,000	
<i>Accounting/Audit</i>	\$ 32,000	
<b>Equipment</b>		<b>\$ 18,000</b>
<i>Office Equipment</i>	\$ 18,000	
<b>Supplies</b>		<b>\$ 2,000</b>
<i>Supplies</i>	\$ 2,000	
<b>Miscellaneous</b>		<b>\$ 13,500</b>
<i>Bank Fees</i>	\$ 300	
<i>Parking</i>	\$ 600	
<i>Postage</i>	\$ 100	
<i>Gifts</i>	\$ 2,000	
<i>Dues/Subscriptions</i>	\$ 500	
<i>Meals</i>	\$ 10,000	
<b>Contingency</b>		<b>\$ 75,500</b>
10% Contingency	\$ 75,500	
<b>Total Request</b>		<b>\$ 755,000</b>

- Programs/Special Programs
  - Program Venues Licenses are being completed
    - City: Magic Island - June 9 - June 10 – Wa’a Arrival
      - o Holding dates .. Activities are being handled by PVS
    - Kaka’ako Gateway/Waterfront -
      - o Pre/Post Dates: May 1 – July 30
      - o Village Dates: June 10 – June 21
  
    - Kapiolani Park - Bandstand
      - Post Parade of Nation activities: Saturday, June 13
      - Daily Activities: June 14 – June 20
  
    - Waikiki Shell - Closing Ceremony
      - June 20-21
  
- Wa’a Arrival/VIP Hosting Committee
  - Report recap from Randy Fong:
    - **Hosting Voyaging Canoes:** Due to the quickly approaching date of the Festival, and the need for PVS & METC to prepare immediately, Jamie and I recommend that all official voyaging canoes from the South Pacific coming to FEST-PAC make direct contact with a PVS maritime official.
  
    - **Wa’a Arrival Event:** The all-day public event scheduled for Wednesday, 6/10/20 basically consists of two major components that require coordination:
      - a. **Water/Land Programming:** Randie, Jamie and ‘Aha Moananuiākea (consortium of KS, PVS, B. Museum & UH System) will coordinate all programming for water and land. We will draw from our experience having coordinated the water and land programming for the Mālama Honua Homecoming Event in 2017.
      - b. **Water/Land Safety & Logistics:** PVS will coordinate all safety and logistics for water and land (point person to be determined). They will draw from their past experience with the Mālama Honua Homecoming Event in 2017.
  
  - o **Kuleana: Host VIPs at all major official Fest-Pac events.**
    - VIP means:
      - o Head of State & Spouse (2) + Head of Delegation (1) = 3
      - TOTAL

- While there may be slight deviations from one delegation to the next, every effort will be made to adhere to the "rule of three" which for 27 countries equals 81 people.
- When you add on Hawai'i VIPs and consider the room and space at the various venues, we're talking about 150 reserved seats at a minimum at any one time
- **Hosting means:**
  - Receiving guests upon arrival and escorting them to a reserved section.
  - Providing refreshments and snacks where practical.
  - Escorting them to their own transportation following the event.
- **There are five (5) official Fest-Pac events identified at this time:**
  - Wa'a Arrival Event
  - Official Fest-Pac Opening Ceremony
  - VIP Reception
  - Ecumenical Service
  - Official Fest-Pac Closing Ceremony

**VIP Hosting Committee will work directly with VIP liaisons designated by each country.**

- Once the event dates, times and venues are confirmed the VIP committee will make formal contact with each delegation (beginning Spring 2019) to request the name and contact info of its VIP liaison.
  - VIP Hosting Committee will establish communication process and protocols which will continue periodically from Spring 2019 until the festival.
- **Festival Village**
  - Village site would include 27-32 temporary structures for each representing nation, a traditional hale site for community activities, and auxiliary uses like food trucks, kiosks for crafters, stage area, executive office trailer, portable bathrooms, etc

- Kaka'ako Gateway/Waterfront
  - Inquiry/Meeting with HCDA, DPR, Group 70
  - FESTPAC 2020 Village Vision, Intention, Site Planning Objectives, and Schedule for short-term and long-term use
    - Park is still under ownership of State of Hawaii HCDA. In process of transfer to City and County of Honolulu DPR. At present, a Right-of-Entry exists as the standing agreement between the two agencies. Any proposed short-term use will require approval by both agencies. Long-term use would be approval by DPR but still within HCDA jurisdiction. Unclear as to future rule-making that would apply to park use.
    - ROE expires end of March but can be extended for 6-month periods.
    - We verbally agreed to focus on short-term permitting for 2020 FESTPAC event and defer longer-term use and strategy at a later time.
    - Define permit/approval process and submittal requirements for short-term temporary use for Village event under HCDA/DPR ROE
    - HCDA/DPR recommended we provide both parties with an initial concept plan, project description that outlines intended uses, and schedule from set-up to breakdown periods through the event. Anticipate 30-days to review this initial plan.
    - Upon submittal, HCDA/DPR will provide guidance as to what specific permits would be required. Based upon that guidance, we would need to prepare a full permit set for formal review, i.e. Conditional Use of Vacant Land, Park Use Permit, etc.
    - Anticipate 6 months to go through the permit approval process. We need the initial concept plan to be submitted preferably by end of March 2019.
    - HCDA at this early stage anticipates administrative approval (versus full Board Authority)
    - HCDA recommends informational briefing to Authority
    - DPR recommends presentations to Kakaako Neighborhood Board and Waikiki NB.
    - DPR stated other county agencies may be required to review including DPP, DTS
    - HCDA stated State Kakaako Makai Rules supersede County LUO.
    - Concerns/issues – homeless/houseless community; public safety/security; traffic circulation; community noise; commercial activities in park space; infrastructure requirements (for temporary village) in park area; park conditions after the event
    - NEXT STEPS: Vicky and Michael to advise G70 as to the preferred direction of village site development based upon pending funding

through legislative appropriations. G70 needs advisement on layout and programming. G70 to provide initial concept plan for client review within two weeks of formal advisement. G70 to file with HCDA/DPR and set up follow-up meeting within 30-day period of review.

- Suggestion is to complete site plans and move forward from there.
- Alternative sight: Suggested by MOCA – Misty Kela'i
  - Kapiolani Park, -Will have to lobby Kapiolani Park Trust to extend permit in order to meet FESTPAC's 10 day event with Pre & Post set up and breakdown.
  - Thomas Square – May be too small and week day parking may be an issue.
- **Logistics/Support Services**
  - **Bio-Security-** Recap of Report by Keali'i Pang
    - **Rebecca Chong**-Customs and Border Protection (CBP)
      - ISSUE: Fumigation prior to the US is helpful but CBP does not have a certification process
    - **Michelle Beust**-USDA Animal Plant Health Inspection Service
      - OPTION: Are there similar plants in Hawai'i that can be used by the delegates to reduce the amount of material being brought to Hawai'i
    - **Jennifer Roth**-USFWS Law Enforcement
      - RECOMMENDATION: Photo catalog of items being brought for the festival for APHIS, CBP, USFWS to view ahead of time.
        - Photos of the entire item will help, in addition to close-ups where multiple parts of plants or animal parts are being used. Close up photos help inspectors identify the species being utilized
    - **Keith Swindle**-USFWS Law Enforcement
      - RECOMMENDATION: Encourage substitute items that are not protected by federal law or international law
      - RECOMMENDATION: Provide a list of Countries to federal agencies. CBP can assist with Visa requirements once a list is provided
      - RECOMMENDATION: Federal agencies can provide a list of prohibited items for each nation once a list is provided
    - RECOMMENDATIONS

- Informing the Delegates what is allowed, what is not allowed, and to provide a list (with photos preferably) of the items they plan to bring to Hawaii
  - Some delegates do not know what they are bringing until the last minute
  - Provide forms to delegates ahead of time (require translation into French)
  - Develop a decision tree to help guide the delegates on requirements based on the type of materials they are bringing
- **Tony Palermo**-USFWS Wildlife Inspector
  - RECOMMENDATION: Tony can meet with festival organizers offline about declaration forms and fees
- **Paul Kisutani**-Center for Disease Control
  - CDC tracks travel-related illnesses. Works with State Department of Health once an ill person leaves the port of entry.
  - If a nation list is provided, CDC can provide information on any known outbreaks in that location
- Action Item
  - George Phocas, retired special agent for the USFWS may be able to assist the festival organizers coordinate a biosecurity plan and outreach to nations
  - Coordinating Group for Invasive Species (CGAPS) can provide a website for forms and information relat
  - RECOMMENDATION: hire an importer/exporter
    - RECOMMENDATION: itineraries needed ahead of time will assist CBP and FWS to have inspectors available
    - Difference between an Exhibit license and a license to sale

**Subject:** Festival of Pacific Arts and Culture (FESTPAC) 2020 – Hawai'i Delegation to Aotearoa February 18 – February 25, 2019

**Delegation make up:**

- Monte McComber, Commissioner (Governor's Designee)
- Misty Kela'i, Commissioner (Mayor of the City and County of Honolulu Designee)
- Jacob Aki, representing Senate Majority Leader J. Kalani English
- Michael Pili Pang, Director of Administration, FESTPAC Planning Committee
- Kahōkū Lindsey-Asing, Director of 'Aha Pūko'a: FESTPAC Youth Ambassador Program
- Honey Maltin-Wisot, Strategies 360. FESTPAC Marketing and Communications

**Purpose/Goals:**

- Promote and distribute information on FESTPAC 2020 Hawai'i at the Te Matatini National Kapa Haka Festival, in Wellington, New Zealand
- Meet with representatives of various museums, artists groups, cultural practitioners, curators, and organizations regarding their applications to participate in FESTPAC 2020 Hawai'i
- Discuss the kinds of items that the curators may bring to display in Hawai'i at FESTPAC 2020
- Discuss the possibility of New Zealand's government providing funding for smaller nations/communities
- Work with Creative New Zealand to confirm New Zealand's delegation at FESTPAC 2020 Hawai'i

**Accomplishments:**

- Meetings and/or discussions with the following people took place to discuss various issues such as: the make up of New Zealand's delegation to FESTPAC 2020, a sample of artists and art pieces to be shown at FESTPAC 2020, festival planning, marketing, programs, and other topics focused on Hawai'i in general
  - o Rangi Whakaruru, Master of the Royal Household
  - o Mike Tana, Mayor of Porirua City, New Zealand
  - o Jill Day, Deputy Mayor of Wellington, New Zealand
  - o Carl Ross, Chief Executive of Te Matatini
  - o Caren Rangi, Deputy Chair, Arts Council Toi Aotearoa/Board of Director Te Papa Museum
  - o Dean Whitting, Council Member, Arts Council Toi Aotearoa
  - o Heremoana Maamaatuaiahutapu, Minister of Culture, Tahiti, French Polynesia
  - o Paula Cuff, Senior Manager, Creative New Zealand
  - o Makerita Urale, Arts Practice Director, Creative New Zealand

- Tumaramgai Sciascia, Curator, Exhibit Te Matatini
- Ivan M. Lui-Kwan, Consultant, International Youth Programs
- Minister Carmel Sepuloni - Minister for Pacific Peoples & Associate Minister for Arts, Culture and Heritage
- Margaret Aull: Tumu Herenga Toi, New Zealand Maori Arts & Crafts Institute
- Bonita Bigham: South Taranaki District Council Egmont Plains Ward
- Joy Aroha Vercoe: Adviser, International Services and Indigenous Exchange, Creative New Zealand
- Bodean Peters: Customer Manager Māori Business, New Zealand Trade & Enterprise Te Taurapa Tūhono
- Dempsey Bob: Tahltan-Tlingit artist, Blue Wolfe Arts LTD.
- Fayne Robinson: Multimedia art, Wood, Stone, Skin artist
- Brenda Crabtree: Director, Aboriginal Programs
- Emily Carr University of Art + Design
- Dee Sciascia, Project Manager, Creative New Zealand
- Hinerangi Himiona, Project Manager – Aotearoa FESTPAC 2020 Group Leader, Creative New Zealand
- Kim Barclay-Kerr, Student Experience & Engagement, The University of Waikato

**Presentations to promote FESTPAC-2020:**

- Multiple interviews with Maori Television to promote FESTPAC 2020 (Televised nightly on New Zealand's national station during the week long Te Matatini Festival. Interviews were also posted on social media.)
    - Misty Kela'i - Waitangi Park, Opening Ceremony Te Matatini Festival
    - Misty Kela'i – Westpac Stadium, Recorded and rebroadcast
    - Jacan Aki – Westpac Stadium, Recorded and rebroadcast
    - Michael Pili Pang - Westpac Stadium, Live interview and rebroadcast
  - Pātaka Museum – presentation on FESTPAC 2020 – (Attendance 300)
    - Introduction/Overview of FESTPAC 2020 – Michael Pili Pang
    - Invitaiton extended by FESTPAC 2020 Host City - Misty Kela'i
    - Government support and indogenous connection - Jacob Aki
  - Te Papa Museum – (Attendance 550)
    - (Live stream by Te Papa Museum, available on Te Papa Museum - YouTube Channel)
    - Introduction/Overview of FESTPAC 2020 – Michael Pili Pang
    - Invitaiton extended by FESTPAC 2020 Host City - Misty Kela'i
    - Government support and indogenous connection - Jacob Aki
- **Promotional materials were distributed throughout the week at the following sites:**
- Te Matatini Festival - Westpac Stadium, Wellington, New Zealand
  - Te Matapū Lounge – Westpac Stadium, Wellington, New Zealand



- Te Papa Museum- Wellington, New Zealand
- Kaumatua o Waiwhetu Marae - Lower Hutt, New Zealand
- Pātaka Museum- Porirua City, New Zealand
- National Library - Wellington, New Zealand
- Indigenous Art Market - Wellington, New Zealand

*Ngā Tūmanako* from West Auckland won the bi-annual Te Matatini Kapa Haka competition and will be the performing group to represent New Zealand at FESTPAC 2020 in Hawai'i. Other members of the New Zealand delegation will be chosen through an application process reviewed by Creative New Zealand.

**Follow up:**

- Work with Creative New Zealand to complete its list of 100 delegates and its make up. Creative New Zealand has issued an application and review process which will be completed at the end of April. (Extended due date: May 2)
- Discuss New Zealand's participation in voyaging discussions and exhibits with or without canoe coming to Hawai'i
- Concerns of Bio-Security – import/export of items
- Assist with travel information for non-delegates
- Create a letter of support for non-delegates to travel to FESTPAC 2020



**March 11, 2019**

**TO: Vicky Holt-Takamine, Director, FESTPAC-HAWAII 2020**  
**FR: S360**  
**RE: Project Status**

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This memo provides a summarized overview of work performed from January 18 to March 11, 2019. It details the project deliverables, progress and timeline. It also includes a list of requests that we'll need your assistance with to better inform this effort.

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## **OVERVIEW**

S360 is a strategic consultant to FESTPAC-Hawaii, tasked with the creation of a communications and brand/marketing strategy that advances the events objectives. This also includes design and management of the FESTPAC-HAWAII website.

At the start of the work, S360 Hawaii recognized work would need to commence to assist FESTPAC-HAWAII achieve its Legislative funding requests. There was a lack of a budget understanding. S360 stepped in to provide FESTPAC-HAWAII officials with a budget analysis and legislative recommendations.

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## **PROJECT DELIVERABLES**

- Project kickoff call for website development and brand marketing
  - Identify key stakeholders for Audit & Discovery Workshop
  - Conduct Audit & Discovery Workshop with stakeholders
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## **ONGOING**

- Audit of existing website content and other assets
  - Initial website design and content presented - awaiting approval for launch
  - Review of all existing brand elements
  - Educational awareness and support for FESTPAC-HAWAII 2020
  - Provide strategy for legislative funding and support
  - Identifying potential sponsors and assigning target goals for funding
  - Donor Communications & Engagement Strategy
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## TIMELINE

DATE	ACTION
January 18	Meeting to discuss timeline and 3-phase approach, including raising awareness, current funding sources, finding sponsors/donors, legislative supporting/funding strategy, and S360 access to existing website assets.
January 22	<p>Video conference meeting with S360 creative team. Discussed creative process timeline and key dates/deadlines for website launch. Target audiences for website are lawmakers, potential sponsors/donors.</p> <p>The second phase of the website would include more information on venues, events, travel etc. Because of the urgency of the launch, web development and brand marketing to happen in parallel. Typical time frame for this process is 3-6 months. S360 stresses that response turnaround time will be very tight to meet deadlines.</p>
February 8	Website draft designs submitted to FESTPAC-HAWAII for initial approval
February 11	Creative team moves website into development phase without feedback on pages, to keep with timeline.
February 13	S360 attends legislative hearing for HB1072. Learns that DBEDT is lead agency for FESTPAC; Chair Onishi makes requests for budget information.
February 15	S360 convenes a meeting with DBEDT and starts legislative strategic approach and makes request to DBEDT for budget report templates and commitment from Director.
February 18-25	Delegation trip to Aotearoa. S360 attends to network and create media assets Trip included multiple taped and live television interviews that were also posted online, as well as two public performances that drew more than 750 people.

March 8	Web development conference call scheduled with client for Thursday, March 14 <sup>th</sup> .
March 11	S360 waits for client approval for website launch. FESTPAC-HAWAII says it is still making changes.

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## NEXT STEPS

- Creative Kickoff Project Brief--a resume of what the creative team plans to do. This process includes weekly email status updates, a timeline, what's been done, what's next, and more information content as they develop each page of the site.
- Team will continue to add content to the site, including the items on the previous wish list, like an interactive map, more information on the nations, events and times, as they become available. It will be easy to add content as we get closer.
- App development
- Ongoing legislative lobbying for funding vehicle after 1st Decking
- Strategic outreach to sponsors/donors

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## RECOMMENDATIONS

- Website launch ASAP
- It is imperative that, given the time frame, all deadlines are met.
- Continuous, timely, open lines of communication are key, whether it be email, talking or text

MAR 13 2019

13th Festival of Pacific Arts and Culture (FESTPAC)  
 PLANNING PROGRESS REPORT

	BENCHMARKS	TARGET DATE	STATUS INDICATOR	COMMENTS (Mandatory if status is modified or canceled)
<b>Administration/Operations</b>				
Finance	Monthly finance reports	Commission meetings		
Venues & Facilities	Secure all venues and facilities	6/1/19		No new developments
Volunteers	Develop volunteer program	9/30/19		Pending Release of Additional Funding
Risk Management	Develop risk mgmt plan			Pending Release of Additional Funding
Event Evaluation	Hire contractor	5/1/2019 - select & award		Pending Release of Additional Funding
<b>Fundraising</b>				
Federal				Grants submitted/pending: IMLS \$100,000, NEA Our Town (Kaka'ako) \$200,000, NEA Art Works - \$100,000, MapFund - \$45,000
State				Sen Kalani English
City & County				Potential for City & County to support with \$1million in MOCA Budget for FestPac
	Hire Fundraiser; set goal to raise \$1 million per month			Pending hiring of Fundraiser, Communications with Beth Lum who suggested we wait until after Legislative session to determine what funding Leg may appropriate to set fundraising goal
Corporate & Community		RFP Draft		
Donor Program		RFP Set deadline		
Sponsorships		Interview, Select & Award		
<b>Programs</b>				
Heritage Arts				HCC Exhibition Halls, Bishop Museum, State Art Museum, Honolulu Museum
Creative Arts				HCC Exhibition Halls, Bishop Museum, State Art Museum, Honolulu Museum
<b>Special Programs</b>				
Delegation Advance Visits				Dates set for 9/9-13/2019
Opening & Closing Ceremonies				'Iolani Palace, Waikiki Shell
Parade				Kainoa Daines/Kamehameha Day Commission
Wa'a				Randie & Jamie Lum, Polynesian Voyaging Society
<b>Festival Village</b>				
Architecture				Need to determine alternative Location in the event Kaka'ako is not available. Suggesting we split the village up and place smaller sattelite villages at Bishop Museum, State Art Museum, Kapi'olani Park Bandstand and otherpartner with other locations in order to take the Festival to the more rural areas like Waimea Valley, Wai'anae or Kualoa
Construction				Meetings with Group 70, HCDA & City Parks
<b>Logistics/Support Services</b>				
Welcome Committee				
Housing	Hire Destination Management Company; secure housing by 6/1/2019	3/15/19 - issue RFP		Pending Release of Additional Funding

13th Festival of Pacific Arts and Culture (FESTPAC)

PLANNING PROGRESS REPORT

Catering		3/29/19 - RFP deadline		
Ground Transportation		4/1/2019 - select & award		
HOD Info & Admin Center		RFP Drafted		Pending Release of Additional Funding
Medical				
Security				
Customs & Immigration				
Biosecurity	Biosecurity Plan	7/1/19		Benton Pang Report Attached
<b>Marketing &amp; Communications</b>		(Separate marketing & comm plan)		
Public Relations				Strategies 360 Report Attached
Advertising & Promotion				Website Launched 3/12
Publications				
Media Relations				
Merchandising				
<b>Foreign Affairs</b>				
Gov't VIP/Protocol				
VIP Reception				Suggest Washington Place
CPAC Meetings				Convention Center
Education				Convention Center
Symposium & Forums				Convention Center/Kamakakuokalani