



Identify Key Measures for the Event Evaluation and Support PA'I Foundation Outreach to Stakeholders

SMS Research & Marketing Services

Daniel Nahoopii

Commission on the 13th Festival of Pacific Arts & Culture

September 26, 2019

Deliverables

Desired benefits by stakeholders

- provide support materials and documents to aid PA'I succeed at presentations to funders.
- Sponsors Sheet

Proposed metrics to be utilized in the evaluation

- major outcomes and the expected impacts
- Whitepaper for proposed evaluation

Methodology



Review documents such as past FestPac Reports and comparable event evaluations



Interview and discuss with key stakeholders



Document expectations and key outcomes



Convert into measurable metrics for the evaluation

Review Reports

Regional Culture Strategy:
Investing in Pacific cultures
2010–2020, SPC, 2012

Regional Culture Strategy;
Investing in Pacific Cultures
2010–2020, Phase 2: 2017–
2020, SPC, 2018

11th Festival of Pacific Arts,
Solomon Islands: Festival
Scope, SPC, 2010

Evaluation of the Festival of
Pacific Arts, SPC, 2010

The 2016 IUCN World
Conservation Congress
Closing Report, WCC
National Host Committee /
Hawai'i 2016, 2017

A Theory of Change and
Logic Model for the National
Endowment for the Arts'
Creative Placemaking Grants
Program, April 2019

Guam's Readiness for the
12th Festival of Pacific Arts
(FESTPAC) Performance
Audit, Office of Public
Accountability, Guam, 2016
and Follow-up Audit, 2017

Festival of Pacific Arts &
Culture Host Country
Festival Manual

Conduct Meetings and Interviews

- Multiple meetings and discussions with PA'I Foundation staff
- Meeting with Leituala Kuiniselani Toelupe Tago-Elisara, Director, SPC Social Development Programme (Suva)
- Conversations with Guam Visitors Bureau staff (CEO and research staff)
- Discussion with Hawai'i Tourism Authority staff
- Discussion with two major corporations in Hawai'i (one airline and one bank)
- Meeting with two major media companies (newspaper and broadcast media)



Expectations and Key Outcomes

Positive economic benefit to Hawai'i

Hawaii recognized as being able to host globally recognized large scale events

Hawai'i's cultural infrastructure is understood, managed, innovative and resilient

Pacific Islands' creative and cultural sectors are globally recognized and appreciated

Cultural artists are better skilled, and infrastructure are enhanced

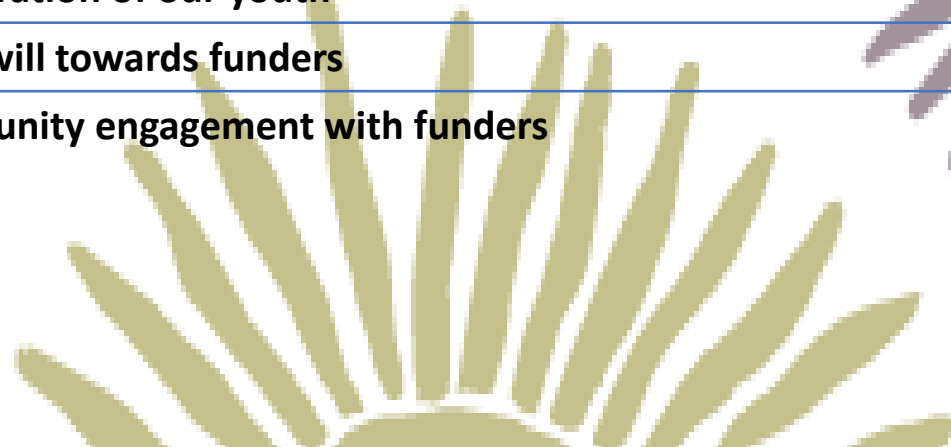
Foster the protection of cultural heritage and language

Fuller inclusion of women in Pacific economies

Support the aspiration of our youth

Increased good will towards funders

Increased community engagement with funders



Expected Impact

Event Impact

- 28 Pacific nations to attend with 3,000 artists, cultural practitioners, scholars, and leaders
- 8,600 visitors to come specifically for the festival
- 52,000 additional visitors to visit the villages, attend an event, or watch the parade
- 75,000 residents to visit the villages, attend an event, or watch the parade

Economic Impact

- \$20.1 million in new direct visitor expenditures
- \$2.4 million in state tax revenue generated from visitor expenditures
- Additional economic contribution from ancillary expenditures such as shipping, rentals, and hosting of corporate meetings and events
- Opportunities for global contracts for local businesses

Expected Impact

Marketing Destination Impact

- Increased awareness of Hawai'i as a Meetings destination
- Improve Hawai'i's reputation as a cultural asset
- Increase intention to come to Hawai'i

Socio-Cultural Impact

- Increased cultural knowledge and practice
- Increased artistic skills
- Workforce development
- Increased pride and social capital, especially among youth

Stakeholders Impact

- Increased awareness of sponsors
- Increased goodwill towards stakeholders

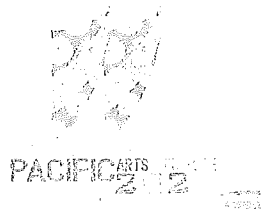


Next Steps

- ❖ **Update Sponsor Sheet with media values**
- ❖ **Set goals for metrics**

FESTPAC Hawaii 2020
Budget Balances
Fiscal Year 2017/2018 Appropriation

		<u>Budgeted</u>	<u>Expended</u>		<u>Balance</u>
			As of 8/30/2019		As of 7/31/2019
Revenues					
2017 Appropriation - \$500,000		\$ 500,000	\$ 399,497		
	10% Set Aside	\$ (50,000)			
	Additional Release (Travel)	\$ 25,000	\$ 11,398	\$ 410,895	\$ 64,105
2018 Appropriation - \$950,000		\$ 950,000	\$ -		
	10% Set Aside	\$ (95,000)			
	FESTPAC Commission Reserve	\$ (100,000)			
		\$ 755,000	\$ -	\$ -	\$ 755,000
2019 Appropriation - \$1,000,000		\$ 1,000,000	\$ -		
	10% Set Aside	\$ (100,000)			
		\$ 900,000	\$ -	\$ -	\$ -
Federal Grant					
	National Endowment for the Arts (SFCA) tentative	\$ 50,000	\$ -	\$ -	\$ -
	National Endowment for the Arts - Our Town (PAI)	\$ 60,000	\$ -	\$ -	\$ -
	SFCA/PAI (Tentative)	\$ 15,000	\$ -	\$ -	\$ -
		\$ 125,000	\$ -	\$ -	\$ -
Total Revenues		\$ 2,255,000	\$ 410,895		\$ 819,105
PAI Payments and Expenditures		\$ 1,230,000	\$ 410,895		\$ 819,105
Expenses					
Salaries/Honoraria		\$ 765,000	\$ 229,344		\$ 535,656
	Administration	\$ 475,000	\$ 225,741		\$ 249,259
	Programs	\$ 270,000			\$ 270,000
Venues & Facilities					
	Support Services				
	Contract Labor	\$ 20,000	\$ 3,603		\$ 16,397
Travel		\$ 16,000	\$ 15,580		\$ 420
	Travel	\$ 16,000	\$ 15,580		\$ 420
Contractual Services		\$ 340,000	\$ 88,691		\$ 251,309
	Rent/Office	\$ 40,000	\$ 8,377		\$ 31,623
	Marketing	\$ 80,000	\$ 63,596		\$ 16,404
	Data Collection	\$ 55,000	\$ 9,754		\$ 45,246
	Advertising	\$ 50,000	\$ 1,414		\$ 48,586
	Logistics	\$ 65,000	\$ -		\$ 65,000
	Telephone/Internet	\$ 3,000	\$ 846		\$ 2,154
	Venue Rental	\$ 10,000	\$ 3,205		\$ 6,795
	Conference Fees	\$ 5,000	\$ 1,500		\$ 3,500
	Accounting/Audit	\$ 32,000			\$ 32,000
Equipment		\$ 18,000	\$ 368		\$ 17,632
	Office Equipment	\$ 18,000	\$ 368		\$ 17,632
Supplies		\$ 2,000	\$ 753		\$ 1,247
	Supplies	\$ 2,000	\$ 753		\$ 1,247
Miscellaneous		\$ 13,500	\$ 10,603		\$ 2,897
	Bank Fees	\$ 300	\$ 177		\$ 123
	Parking	\$ 600	\$ 58		\$ 542
	Postage	\$ 100	\$ 140		\$ (40)
	Gifts	\$ 2,000	\$ 385		\$ 1,615
	Dues/Subscriptions	\$ 500			\$ 500
	Meals	\$ 10,000	\$ 9,843		\$ 157
Contingency		\$ 75,500	\$ 100,000		\$ (24,500)
	10% Contingency Reserve	\$ 75,500	\$ 100,000		\$ (100,000)
Total Expenses		\$ 1,230,000	\$ 445,339		\$ 784,661



Purpose/Background of Meeting:

As the Host for the 2020 Festival of Pacific Arts and Culture, Hawai'i was tasked with hosting this event as a pre-festival briefing.

The Pacific Community (SPC) is an intergovernmental organization which maintains formal relations with UNESCO. The Council of Pacific Arts and Culture has a consultative role in the culture program, in particular, the Festival of Pacific Arts and Culture (FESTPAC), a traveling regional festival held every four years in the Pacific islands since 1972.

The key topics of these Meetings are the progress in the implementation of the 2nd phase of the Regional Cultural Strategy (2010-2020) and the preparation for the 13th FESTPAC to be hosted by Hawai'i in 2020.

- Dates: September 10 – 12
Venue: Hawai'i Convention Center
Attendees: (2) American Samoa
(3) Australia
(2) Cook Islands
(5) French Polynesia/Tahiti
(1) Guam
(6) Hawai'i
(4) Kiribati
(2) New Caledonia
(6) New Zealand
(3) Norfolk Island
(3) Republic of Marshall Islands (RMI)
(1) Solomon Islands
(1) Tonga
(1) Tuvalu
(2) Wallis and Futuna
(8) SPC Staff

49 Signed up

46 Attendees

3 No Shows*

(* 2 Due to conflict of personal schedule; and, 1 due to VISA problems)

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

Task/Accomplishments:

FESTPAC-Hawai'i was tasked with the following: securing the venue; manage the daily activities and rooms; provide 2 Refreshment Breaks each day and a total of 3 Lunches; set up audio and visual equipment; and translations/communication equipment. FESTPAC-Hawai'i was also asked to provide a photographer, ground transportation, airport transfers, private airport transfers for Ministers of Culture (4).

TASK	OUTCOME	<i>Recommendation / Area of Concerns for future</i>
Secure Venue for three days of meeting. (Meeting room (1), breakout/office (1), dining area (1), refreshment area (1)).	Venue: Hawai'i Convention Center (HCC) - a booking with HCC provided meeting rooms, breakout/office space and breakout refreshment area outside the other necessary spaces.	<p>While meeting space was beautiful there were a couple of unexpected Issues:</p> <ol style="list-style-type: none"> 1) Meeting rooms were not refreshed after first day; 2) 4 Key Parking Cards were assigned to us, only 2 worked after being re-programmed twice. 3) Work/request orders were not complete or incorrect. 4) Upon discovery of discrepancies in room layout, the FESTPAC team was unable to move tables around per HCC policies. 5) Water dispensers had ants; 6) Signage and directions to meeting rooms and activities are needed for any future events.

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

Provide two refreshments breaks – Morning and afternoon – for 3 days	Morning and Afternoon refreshments were provided by HCC vendor - Levy Restaurant. Menu was selected by Mapuana de Silva.	All meals were presented well and of high quality. However, there were some issues with services: 1) Break service was not flexible as we were running behind schedule. While guest was still making a plate, the tables were being removed. 2) First lunch – room was set up with 8 tables (80 people). Attendees and staff totaled 40-50. Extra tables had “RESERVED” SIGNS on them not allowing anyone to sit at other tables in the room. This caused confusion as Ministers and others assumed there were special tables for lunch meetings between delegates. After discussion with caterers we found out they did not want to set for 80 people. Over the next days all signs were removed.
Provide lunch for 3 days		
Audio and Visual Set up	Laptop, projector, screen and monitors were Provided by PROJECTION, HCC’s in-house providers.	A last minute request included electricity for delegates was required.
Translation/Communication set up for dual translation(English and French)	Compact Communication Rental Service provided Translation receivers, booth, conference microphones, ear speakers, off property	Recommendation is not to use this vendor due to temperament and unprofessional service provided. System was also set up incorrectly so portable hearing devices

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

	equipment and other needed equipment.	needed to be used throughout the meeting.
Flags	SPC requested 30 flag poles to be hang participants flags at meeting	Flag poles and stands were borrowed through East West Center
Provide Photographer for Official Attendee Photo	Photographer referred through S360, Mapuana de Silva hired photographer Travis Okimoto to photograph group, and print 50 photos.	Photographer did not have all information needed as well as Logos needed for printing of photo.
Airport Transportation	Transfers were made and there were no major issues from the Delegates side.	Transportation communication needs to be made in advance and a clear outline as to type of services required for all Delegates and VIPs.
Private Transportation for Ministers of Culture (4)		Minister's private transportation to airport for departure flights were offered but only 2 out of the 4 used the services. It was unclear as to who was in charge of transportation, who to contact when there were flight changes to departure times.

Incident Report:

<i>Incident</i>	<i>Action</i>	<i>Result</i>
Tuesday, September 10, Delegate informed of a medical issues and did not bring medication.	Took delegate to pharmacy for over the counter medication. By end of day delegate was in need of a physicians care. He was refered to Urgent Care, in Waikiki.	While medication from Urgent Care helped, Delegate had to return to Urgent care a second time before departing. All payments were made by delegate.

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

Delegate from Republic of Marshall Islands reported losing her wallet "somewhere" at the Convention Center.	Security/staff were informed. A thorough search of restrooms, meeting rooms and outside on side walks were conducted.	No wallet was found.
---	---	----------------------

FESTPAC-Hawai'i Briefing and Site Inspection

An average of forty-five Delegates from fourteen Island Nations participated in the 29th Meeting of the Council of Pacific Arts & Culture (CPA29) each day. A majority of the meetings centered around policies affecting the preservation and enhancement of cultural. Positive responses were made in regard to the presentation and update on FESTPAC-Hawai'i 2020 with a focus on the activities. The field-trip, presentations on Housing, Health, VISA and Bio Security helped to stimulate the discussion among delegates as well as the support and encouragement from SPC. The presentation also helped to emphasize the need for delegates to complete required information on their participation.

<i>Focus Discussions</i>	<i>Task</i>	<i>Outcome/Recommendation</i>
BIO Security	Presentation was lead by Benton Keali'i Pang from the U.S. Fish and Wildlife Service, Pacific Islands Office. The presentation included State, Federal agencies.	Delegates and SPC were happy with this presentation. The difficulty is understanding the layers of Federal, State, and local requirements and regulations. Other area of concern was fumigation that is not offered in Hawai'i.
	US Customs and Border Protection	Information on required VISA was presented. Handouts and information was also available.
	US Department of Agriculture and Plant Health Inspection Services (Mary Beaufort)	Information provided showed examples of molds, parasites and other invested materials.
	Fish and Wildlife Services and Law Enforcement (Anthony Palermo)	Past experiences in Guam was shared as examples of thing allowed and not allowed into US. Mr. Palermo suggested

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

		substitutes for items when possible. Also reminded all required documentation be completed for arrival and departure of items and or artifacts.
	State of Hawai'i Department of Health (Sara Park, MD)	Dr. Park will work with FESTPAC-Hawai'i to coordinate Health Care.
	State and Federal Agencies and Interagency Organizations set tables to discuss one-on-one other concerns Delegates may have: Custom and Border Protection (CPB); USDA Animal and Plant Health Inspection Service (APHIS); US Fish and Wildlife Service (USFWS); Center for Disease Control (CDC); Hawaii Department of Agriculture; Hawai'i invasive Species Council (HISC); Coordinating Group on Alien Pest Species (CGAPS)	Information on agencies, contact information, polices and other list of concerns for travel into Hawai'i were offered by the various agencies. Delegates and SPC were pleased with presentation. SPC mentioned they will focus on assisting Delegates with concerns and complying with laws prior to arrival,

The meeting was a good trail run for next year's event and allowed us to see where both the Hawai'i Convention Center (HCC) and FESTPAC-Hawai'i can work to improve the coordination of future events.

The venue (Hawai'i Convention Center) was a showpiece for Hawai'i, however, there were a number of unexpected incidents that did not live up to its visual impact of the venue. Example: Meeting rooms were not refreshed prior to next day's meeting.

Clear communication is needs to between SPC and FESTPAC-Hawai'i to better understanding the needs of meetings, technical requirements, and budget. Recommendation is that there be one point of contact. A dialog with SPC is already in the progress to address and define these issues.

**Technical Report on:
29th Meeting of the Council of Pacific Arts & Culture (CPA29)**

Topics of Discussion/Concerns in regards to FESTPAC-Hawai'i:

<i>Focus Discussions</i>	<i>Task</i>	<i>Outcome/Reccomendation</i>
Import of Sale Items	Complete import and sale information of goods delegates may sell at festival.	Use the diaspora of each community to help with sales and license. Research into outsourcing and Import/Export Company to handle. Furthure research/staff is needed to handle this area.
New & Media requirements, license and proper release.	Create media requirements and policies. With requirements for historical/archival purpose. Live stream shared with other countires and perhaps cost	Foucs areas will be: <ul style="list-style-type: none"> • Commerical Media • Registration Process • live Streaming with Festpac logo • Identify Hawai'i PR Team • Live Coverage of Opening/closing Ceremony • Daily recaps
Future Communication	Create a Newsletter on a monthly basis. Establish direct contact between head of delegation and FESTPAC-Hawai'i	SPC will share the updated contact list of delegates to FESTPAC-Hawai'i 2020. Newsletters need to be published both in English and French (Translators must be a certified professional). Determine who will produce this Newsletter?
Wa'a Concerns	Are pre-post wa'a crew part of the restricted 100 participants	FESTPAC-Hawai'i will review each case by case to determine needs, budget and other restrictions.

13th Festival of Pacific Arts and Culture (FESTPAC)

PLANNING PROCESS REPORT

4.10.19

	BENCHMARKS	TARGET DATE	COMMENTS (Mandatory if status is modified or canceled)
Administration/Operations			9/26/19
Finance	Monthly finance reports	Commission meetings	
Venues & Facilities	Secure all venues and facilities	6/1/19	Honolulu Community College Upcoming meeting with UH Kennedy Center 10/4,
Volunteers	Develop volunteer program	9/30/19	Volunteer Coordinator Pending release of funds, volunteer opportunities to be placed on website,
Risk Management	Develop risk mgmt plan		No new developments
Event Evaluation	Hire contractor	5/1/2019 - select & award	No new developments
Fundraising			No new developments
Federal			Additional SFCA \$15,000 secured
State			
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		
Corporate & Community		RFP Draft	Pending Meetings with DBEDT
Donor Program		RFP Set deadline	
Sponsorships		Interview, Select & Award	
Programs			
Heritage Arts			Pending Country Confirmations
Creative Arts			Pending Country Confirmations
Special Programs			
Delegation Advance Visits			Completed
Opening & Closing Ceremonies			Iolani Palace confirmed, Kapi'olani Park Pending meeting with MOCA & City Parks,
Parade			Confirmed with Kamehameha Day Commission
Wa'a			Confirmed Sponsored by Kamehameha Schools
Festival Village			
Architecture			Tents & equipment to be purchased
Construction			Stage to be constructed at Ala Wai

13th Festival of Pacific Arts and Culture (FESTPAC)

PLANNING CONGRESS REPORT

4.10.19

Logistics/Support Services			
Welcome Committee			
Housing	Hire Destination Management Company; secure housing by 6/1/2019		Mtg with June Matsumoto regarding housing & ground transportation 9/6, 9/11
Catering			Meetings with UH catering regarding food and potential partnerships with local food providers
Ground Transportation			Meeting and phone conversation with Tom Laidlaw regarding ground transportation, upcoming meeting 9/26
HOD Info & Admin Center			Hawai'i Artist/Kumu Meetings to be Scheduled for late November
Medical			
Security			Security to be developed with MOCA & City Parks, Will set up meeting schedule with Misty Kela'i
Customs & Immigration			
Biosecurity	Biosecurity Plan	7/1/19	Benton Pang Report
Marketing & Communications			
	(Separate marketing & comm plan)		
Public Relations			Strategies 360...pending discussions regarding contract.
Advertising & Promotion			
Publications			
Media Relations			
Merchandising			
Foreign Affairs			
Gov't VIP/Protocol			Discussions with DBEDT/Tanaka regarding who this person should be
VIP Reception			
CPAC Meetings			Convention Center
Education			Convention Center
Symposium & Forums			Convention Center
Travel			
New Zealand 2/20-25/2019	Monte McComber - Commissioner		\$1,432.30
	Misty Kela'i - Commissioner		\$1,432.30
	Jacob Aki - Rep. Sen English, Commissioner		\$1,428.63
	Honey Maltin-Wisot - Strategies 360		\$1,428.63
	Kahoku Lindsey - Asing, FestPac Youth Program		\$1,424.36
	Michael Pili Pang -FestPac Director of Admin		\$1,424.36
	Hotel		\$1,791.61
	Total Travel, New Zealand		\$10,362.19



September 24, 2019

TO: Randy Tanaka, DBEDT, FESTPAC Executive Director

FR: S360 Hawai'i

RE: Website and Social Media Update

The following information provides an update on the latest services and results.

Website:

- The FESTPAC 2.0 website continues to be populated for review
- Awaiting information on translation to 'ōlelo Hawai'i and French
- Still awaiting key information for a number of pages, including volunteer categories and link, travel information, sponsorship opportunities, nation website/link information
- The "Contact Us" page on the existing site has received nearly 200 inquiries ranging from sponsorship to vendor participation to festival participation to accommodations

Social Media:

- Maintenance continues on FESTPAC Hawai'i social media pages
- 1.7K Facebook followers of FESTPAC-Hawai'i 2020
- Nearly 200 followers on Instagram
- We continue to recommend using just one Facebook page, FestPac-Hawai'i 2020, to eliminate confusion

Sponsors:

- Waiting for levels of sponsorship to update page on new website

NEXT STEPS

- S360 Hawai'i is standing by to launch FESTPAC 2.0 website once all necessary information is provided



www.festpachawaii.org

<https://www.facebook.com/FESTPACHAWAII/>

www.instagram.com/festpachi2020

FACEBOOK

- 1.7K Followers
- 185.4K Reach
- 26.4K Engagements
- 70% of Followers are women (A majority are in the 25-54 range)

Followers:

Top Nations

United States
Aotearoa
Guam
Australia
Taiwan

Top Cities

Honolulu
Saipan
Auckland
Brisbane
Taipei

U.S. Cities

Los Angeles
San Diego
Killeen, TX
Seattle
Las Vegas
San Antonio
New York City
Fresno
Colorado Springs

Reach:

Nations:

United States
Guam
Northern Mariana Islands
Australia
Kiribati

Cities:

Saipan
Tarawa, Kiribati
Dededo, Guam
Fresno, CA
Auckland, NZ
Tamuning, Guam
San Diego, CA
Killeen, TX
Melbourne, Australia
Spokane, WA

WEBSITE

Usage: Mobile-53%
Desktop-41%
Tablet-6%

Page Views (Last 30 days): 11.3K
Average Session Time +14%

Most Popular Pages: Home & Events

Top Nations (Users): United States
Aotearoa
Australia
Guam
Japan