

	BENCHMARKS	TARGET DATE	STATUS INDICATOR	COMMENTS (Mandatory if status is modified or canceled)	COMMENTS (Mandatory if status is modified or canceled)	COMMENTS (Mandatory if status is modified or canceled)	COMMENTS (Mandatory if status is modified or canceled)	COMMENTS (Mandatory if status is modified or canceled)
Administration/Operations					9/26/2019	10/9/2019	10/23/2019	11/13/2019
Finance	Monthly finance reports	Commission meetings						
Venues & Facilities	Secure all venues and facilities	6/1/2019		No new developments	Honolulu Community College Upcoming meeting with UH Kennedy Center 10/4,	Meeting with 1) HCC potential venue for youth programs, student volunteers, sound & tech interns & media center; 2) UH Kennedy Theatre re: Theatre for dance and theatre productions, rehearsal spaces and alternative sites for programming if HCC becomes too expensive and we don't raise the needed funds to cover costs at HCC; 3) Kumu Kahua committed in kind use of their theatre for theatre productions, lectures, panels; 4) Polynesian Cultural Center is interested in supporting with space, theatre, cultural demonstrations, volunteers etc.	No new developments	No new developments
Volunteers	Develop volunteer program	9/30/2019		Pending Release of Additional Funding	Volunteer Coordinator Pending release of funds, volunteer opportunities to be placed on website,	Volunteer opportunities to be placed on website pending new contract with Strategies360	Volunteer coordinator job description draft developed	Volunteer Chair: Monte McComber
Risk Management	Develop risk marmt plan			Pending Release of Additional Funding	No new developments	No new developments	No new developments	No new developments
Event Evaluation	Hire contractor	5/1/2019 - select & award		SMS to conduct initial Evaluation	No new developments	SMS Contract Phase 1 has ended	No new developments	No new developments
Fundraising								
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 Potential for City & County to support with \$1million in MOCA Budget for FestPac	Additional SFCA \$15,000 secured Potential for City & County to support with \$1million in MOCA Budget for FestPac	no new developments	no new developments	no new developments
City & County						no new developments	no new developments	no new developments
Corporate & Community		RFP Draft		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	Pending Meetings with DBEDT	1) Native Arts & Cultures Foundation (NACF) \$50,000 sponsorship committed to support Native Hawaiian artists concert at HCC	Meetings held with Denise Hayashi & Beth Lum. Corporate Giving Levels suggested at \$100K, \$50K, \$25K for major donors with benefits to be set based individual. Suggestion the commission to assist with developing a list of the top 10 potential donors, individuals to approach for support. Upcoming meetings with Matson (Misty) & follow up with KITV4 (Monte), Alohilani Resort (website), Outrigger (Vicky), Presentation to HTA (Kalani Ka'ana'ana). Request sent to Hawaiian Airlines	Received 2nd donation from Smith's Boat Tours for Delegates travel to Kua'u (Total 2018 - \$50,000, 2019, \$50,000) Meetings held 11/29- Alohilani re: Rooms/Sponsorship, 11/31 - Matson held to discuss potential for in kind, event and cash sponsorship,
Donor Program		RFP Set deadline				S360 to send list of potential donors to PA'1 to compare/add to our current listing. Met with Denise Hayashi, meeting next week for follow up regarding sponsorships. Scheduled meeting with Beth Lum to discuss fundraising strategies & sponsorships etc.	S360 to send list of potential donors to PA'1 to compare/add to our current listing. Discussed Media strategy, Media Kit Presented	Presentation of Media Kit & Sponsor Package by Strategies 360
Sponsorships		Interview, Select & Award		Request from JTB & Prince for sponsor package		Meetings for Sponsorships & Support with: 1) Polynesian Culture Center is interested in participating and supporting FESTPAC by hosting delegations at PCC for demonstrations and will commit to supporting with volunteers and other resources pending discussion with PCC management team. 2) Meeting with KITV4 to discuss livestream of main events i.e. Wa'a Arrivals, Opening/Closing Ceremonies, Ecumenical Service, Kamehameha Day & Parade of Nations	SMS Suggested Sponsorship package attached.	SMS Suggested Sponsorship package attached.
Programs								
Heritage Arts				HCC Exhibition Halls, Bishop Museum, State Art Museum, Honolulu Museum	Pending Country Confirmations	Pending Country Confirmations	Pending Country Confirmations	Pending Country Confirmations
Creative Arts				HCC Exhibition Halls, Bishop Museum, State Art Museum, Honolulu Museum	Pending Country Confirmations	Pending Country Confirmations	Pending Country Confirmations	Pending Country Confirmations
Special Programs								
Delegation Advance Visits				Dates set for 9/9-13/2019	Completed	Completed	Completed	Completed
Opening & Closing Ceremonies				Iolani Palace, Waikiki Shell/Neil Blaisdell Arena	Iolani Palace confirmed, Kapi'olani Park Pending meeting with MOCA & City Parks,	No New Developments	No New Developments	No New Developments
Parade				Kainoa Daines/Kamehameha Day Commission	Confirmed with Kamehameha Day Commission	Discussing potential sponsors for floats by hotels & other organizations.	No New Developments	No New Developments
Wa'a				Randie & Jamie Lum, Polynesian Voyaging Society	Confirmed Wa'a Arrivals to be Sponsored by Kamehameha Schools	No New Developments	No New Developments	No New Developments
Festival Village								
Architecture				Official Vote by Temp Commission on Ala Wai Promenade for FestPac Village Location	Tents & equipment to be purchased	No new developments	No new developments	No new developments

				Meetings Kuiniselani, Strategies 360, Ala Moana Kaka'ako Neighbourhood Board, Daniel Naho'opi'i (SMS Data Evaluation), Tatiana von Oelhoffen/Island Style Innovations/DMC re: Sept Delegation Mtgs logistics, Secured \$159 room rate for Sept. 2019 and \$179 Room Rate for June 2020 includes breakfast.	Stage to be constructed at Ala Wai	No new developments	No new developments	No new developments
Logistics/Support Services								
Welcome Committee								
Housing					Mtg with June Matsumoto regarding housing & ground transportation 9/5, 9/11	Meetings with 1) Prince Waikiki regarding hosting and sponsorship proposal; 2) Mufi Hannemann re: presentation at next HLTA annual meeting at the Prince on Maui;	Michael Pili Pang presented FESTPAC at the annual HLTA meeting at Hapuna Prince last week	Michael Pili Pang presented FESTPAC at the annual HLTA meeting at Hapuna Prince last week
Catering					Meetings with UH catering regarding food and potential partnerships with local food providers	Meetings with UH catering regarding food and potential partnerships with local food providers	No New Developments	No New Developments
Ground Transportation	Hire Destination Management Company; secure housing by 6/1/2019				Meeting and phone conversation with Tom Laidlaw regarding ground transportation, upcoming meeting 9/26	Robert's Hawai'i confirmed they have enough school buses to handle FESTPAC.	Pending proposal from Robert's Hawai'i	Pending proposal from Robert's Hawai'i
HOD Info & Admin Center				Artist meetings to be held in May after Merrie Monarch to organize artists, discuss head of delegation selection, Country makana/hosting delegations and volunteer opportunities	Hawai'i Artist/Kumu Meetings to be Scheduled for late November	Hawai'i Artist/Kumu Meetings to be Scheduled for late November to discuss HOD. Artist Coordinators: Hālau Hula: Vicky Holt Takamine/Māpuana de Silva/Michael Pili Pang, Visual Artists: Kapulani Landgraf/Kalii Chun/Drew Broderick, Theatre Artists: Haili'ōpua Baker, Culinary Artists: Tammy Kealoaha/Kealoaha Domingo/Puka Asing, Next meeting scheduled for Sunday Nov. 3rd.	No New Developments	No New Developments
Medical								
Security					Security to be developed with MOCA & City Parks, Will set up meeting schedule with Misty Kela'i	Meeting to be scheduled	Meeting to be scheduled	Meeting to be scheduled
Customs & Immigration								
Biosecurity	Biosecurity Plan (Separate marketing & comm plan)	7/1/2019		Benton Pang Report	Benton Pang Report			
Marketing & Communications								
Public Relations				Strategies 360 Report	Strategies 360...pending discussions regarding contract.	Strategies 360 Meeting facilitated by Monte McComber: Meeting scheduled with John White, VT & Jay, 10/8 to discuss invoices and payment schedule and deliverables, Strategies will submit comprehensive list of donors, Strategies will launch website 2.0, Strategies and PA'I agree that website will continue as one of the deliverables under Strategies new agreement with PA'I, details TBD.	Next Strategies 360 Meeting scheduled for Tuesday, 2/29 2pm	11/8 - Strategies 360 Updates, re: extension of existing contract for Website & Marketing Phase II.
Advertising & Promotion							Media Strategy Plan suggested by 360 pending funding	Revised Media Strategies 360 plan
Publications								
Media Relations								
Merchandising								
Foreign Affairs								
Gov't VIP/Protocol					Discussions with DBEDT/Tanaka regarding who this person should be	Discussions with DBEDT/Tanaka regarding who this person should be		Need Volunteer to Chair
VIP Reception				Suggest Washington Place/Dennis Ling				
CPAC Meetings				Convention Center	Convention Center	Convention Center. Discussions to determine what exactly will be covered by Hawai'i Host		
Education				Convention Center	Convention Center	Youth program designed and curriculum schedule being developed. Next meeting with 'Aha Puko'a coordinators scheduled for November.		
Symposium & Forums				Convention Center/Kamakakuokalani	Convention Center	Coordinator for Symposiums to be determined	Meeting with Kuhio Lewis/CNHA regarding designing & hosting symposiums & forums at HXX	
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					

Fundraising	2017	2018	2019	2020
Federal				
State				
Hawai'i State Legislature	\$450,000	\$950,000	\$1,000,000	
Office fo Hawaiian Affairs	\$0	\$0		
Hawai'i Tourism Authority	\$0	\$0		2019 HTA Grant Pending \$500,000
State Foundation of Culture & Arts	\$0	\$0	\$15,000	
City & County of Honolulu				
MOCA				
National				
NEA Our Town			\$60,000	
NEA SFCA			\$50,000	
Local				
Smiths Boat Tours		\$40,000		
Hawaiian Airlines				
Barbara Smith		\$10,000		
Central Pacific Bank				
Bank of Hawai'i				
First Hawaiian Bank				
Cooke Foundation				
In Kind				
Kamehameha Schools				
Honolulu Museum of Art				
Bishop Museum				
Hawai'i State Art Museum/SFCA				
Polynesian Cultural Center				
Kumu Kahua				
Pacific Islanders in Communication				
Doris Duke Theatre/Honolulu Museum of Art				
Total				

**FESTPAC 2020 CULTURAL PROGRAMMING AT THE HAWAII STATE ART MUSEUM
FESTPAC 2020 @ HISAM
DRAFT EVENT TIMELINE**

Friday June 5, 2020

6-9pm HiSAM FESTPAC Exhibition opens

Wednesday June 11, 2020

HiSAM open

Host Lei Makers for Kamehameha Lei

Draping

Thursday June 11, 2020

HiSAM CLOSED

Host Opening Ceremony Preparations

Host Lei Makers for Kamehameha Lei

Draping

Friday June 12, 2020

11-3 Stage

5-9pm Possible Reception

Saturday June 13, 2020

7-9am Host Parade Dignitaries

5-9pm Possible Reception

Sunday June 14, 2020

CLOSED

Monday June 15, 2020

11-3 Stage

Tuesday June 16, 2020

11-3 Stage

Wednesday June 17, 2020

11-3 Stage

5-9pm Possible Reception #2

Thursday June 18, 2020

11-3 Stage

Friday June 19, 2020

11-3 Stage

Saturday June 20, 2020

HiSAM Open

Sunday June 21, 2020

CLOSED

**FESTPAC 2020 CULTURAL PROGRAMMING AT THE HAWAII STATE ART MUSEUM
FESTPAC 2020 @ HISAM**

DRAFT DAILY SCHEDULE

- 9:30AM BUS PICK UP PRESENTERS AT UH DORM
- 9:30 OAHU HOST HALAU ARRIVE AT HISAM
- 10:00 BUS WITH VISITING PERFORMERS ARRIVE AT HISAM
SOUND CHECK
- 11:00 OPENEING PRESENTATION BY OAHU HALAU
STAGE PRESENTATIONS BY VISITNG NATIONS
CULTURAL PRESENTATIONS ON LAWN AND IN MULTIPURPOSE ROOM
COLLABORATIVE SPACES ON LAWN AND IN MULTIPURPOSE ROOM
- 12:00 FOOD AVAILABLE IN GREN ROOM #109
- 3:00 PAU
- 4:30 BUS PICKUP VISITING PERFORMERS AND RETURN TO UH

POSSIBLE EVENEING EVENT, RECEPTIONS

- 5:30PM GATES OPEN
- 6:00 ENTERTAINMENT
- 6:30 PROGRAMMING
- 9:00 END
- 10:00 CLEAN UP



FESTPAC 2020 AT THE HAWAII STATE ART MUSEUM (HiSAM)

From June 10 to 21, 2020, SFCA and its Hawaii State Art Museum will be a host site for FESTPAC 2020, placing Hawaiian cultural traditions on a global stage. The Hawaii State Art Museum (HiSAM) will feature a curated exhibition in its interior galleries, provide an exterior stage and tents for presentations and collaborative exterior and interior spaces for cultural practitioners from across the Pacific to share traditions.

FESTPAC 2020 HiSAM CURATED EXHIBITION

Curatorial Contractor: Mu'olaulani – Kapulani Landgraf, Drew Broderick, Kaili Chun

The FESTPAC 2020 exhibition at HiSAM will focus on little known Hawaiian traditions showcasing works of art from the Art in Public Places program and the SFCA's Folk and Traditional Program.

Traditional artforms include:

- *ulana 'ie* basketry weaving
- cordage
- *'ukeke* traditional stringed instruments
- *hula ki'i* traditional Hawaiian puppetry
- *hulu* feather work

FESTPAC 2020 HiSAM CULTURAL PROGRAMMING

Cultural Programming Contractor: Hawaii Arts Alliance – Aaron Sala, Teri Skillman

Cultural programming at HiSAM in support of FESTPAC 2020 will include live performances and collaborative spaces for:

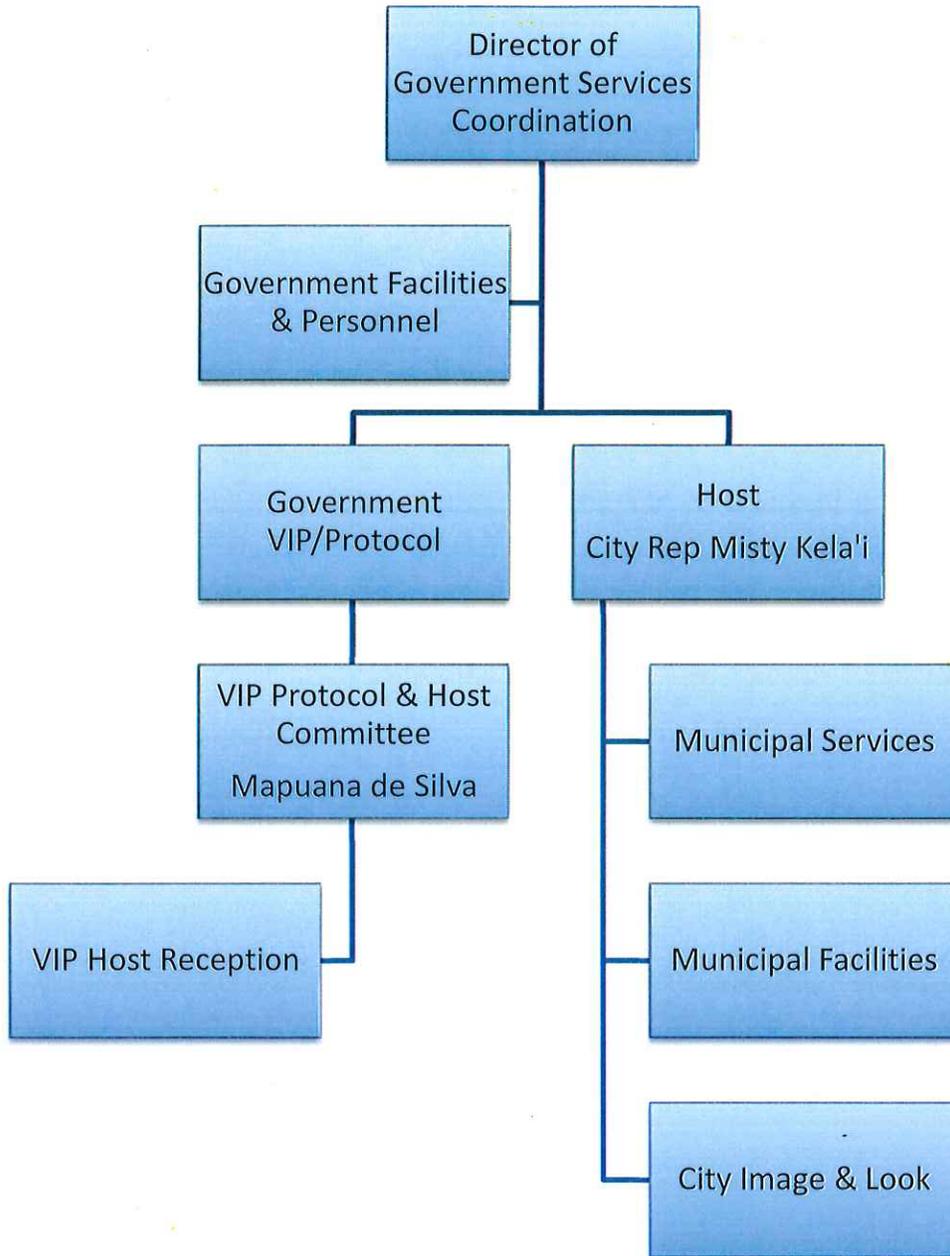
- Hawaii Halau Hula
- SFCA's folk and traditional program presenters
- visiting nation delegations

FESTPAC 2020 HiSAM LOGISTICS

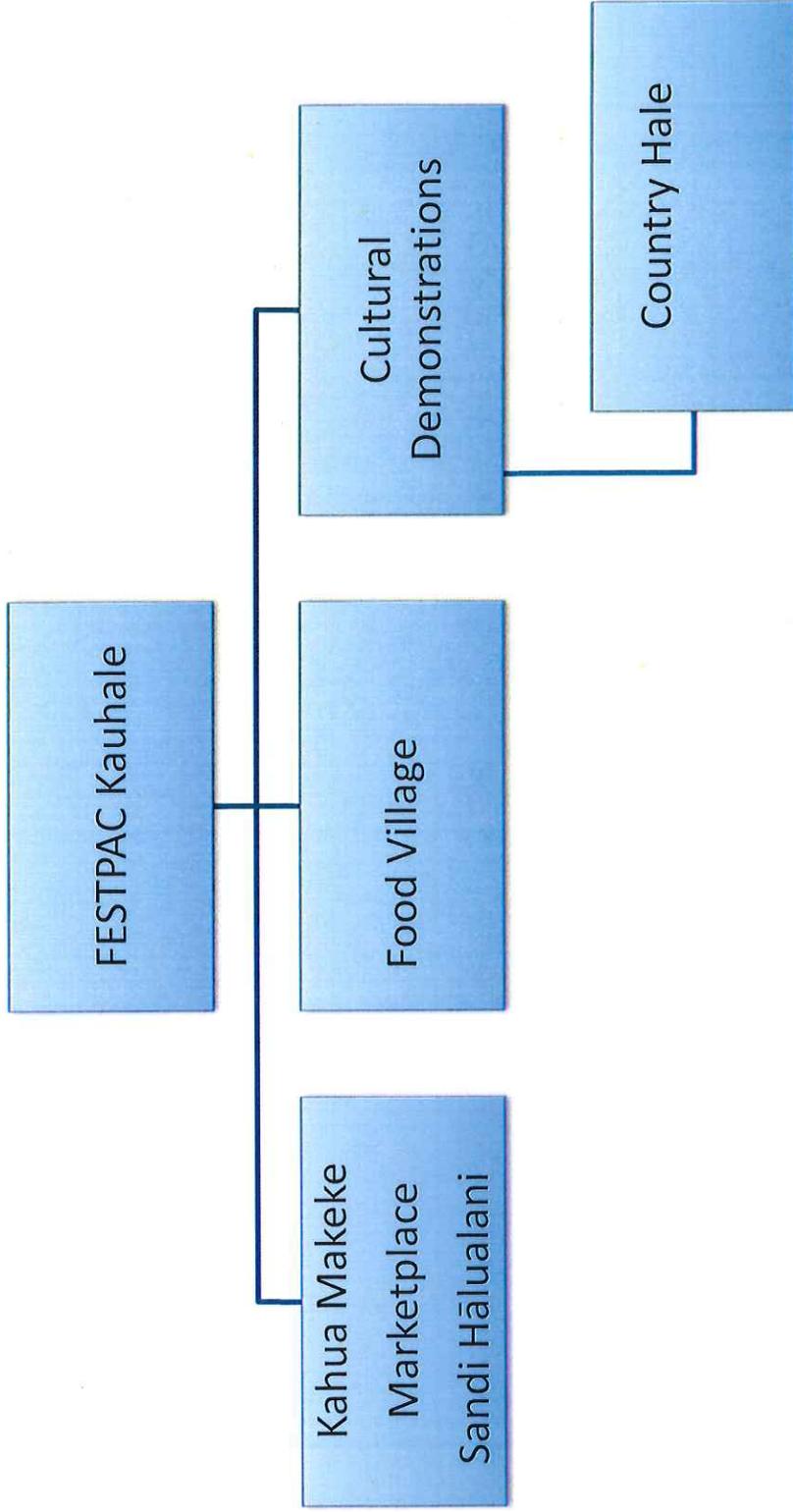
Logistics Contractor: Pacific Rim Concepts LLC – Lee-Ann Choy, Haunani Maunu-Hendrix

Event management at HiSAM including Stage, Transportation, food, marketing, set up, security, sanitation, etc.

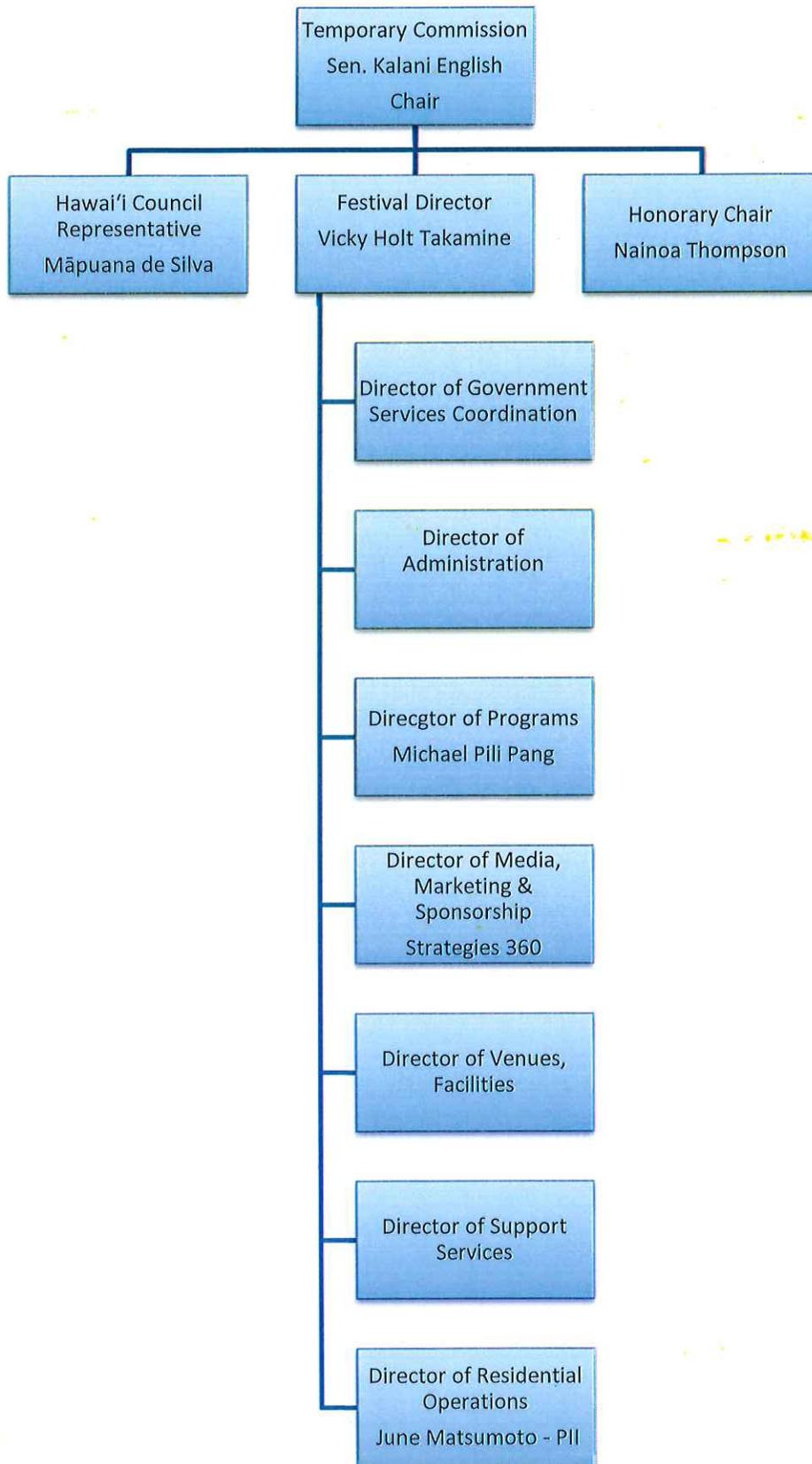
GOV. SERVICES VIP



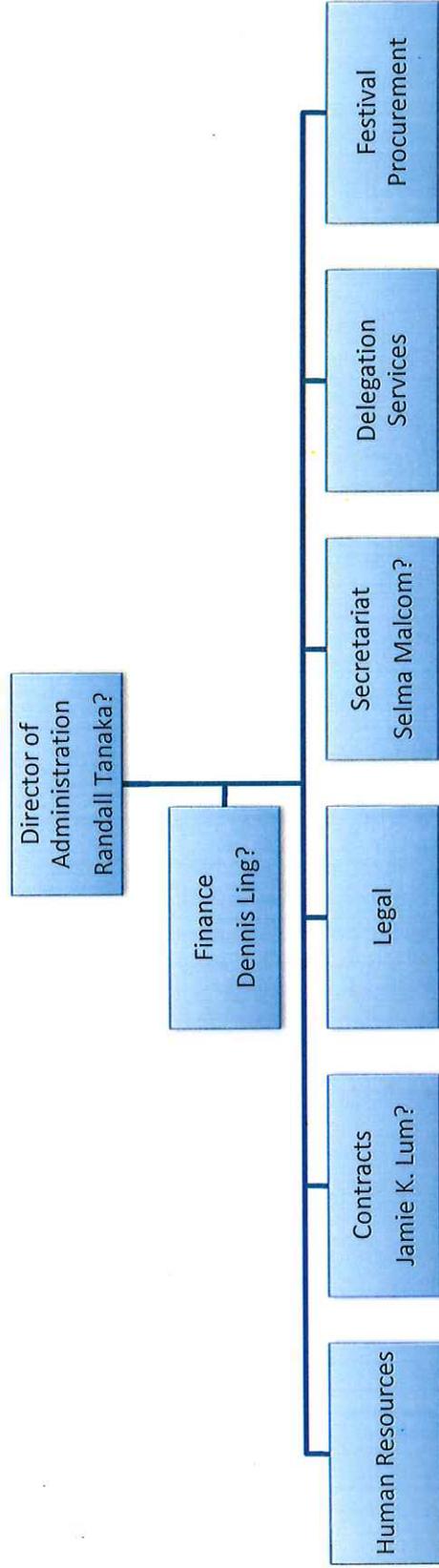
FESTIVAL VILLAGE



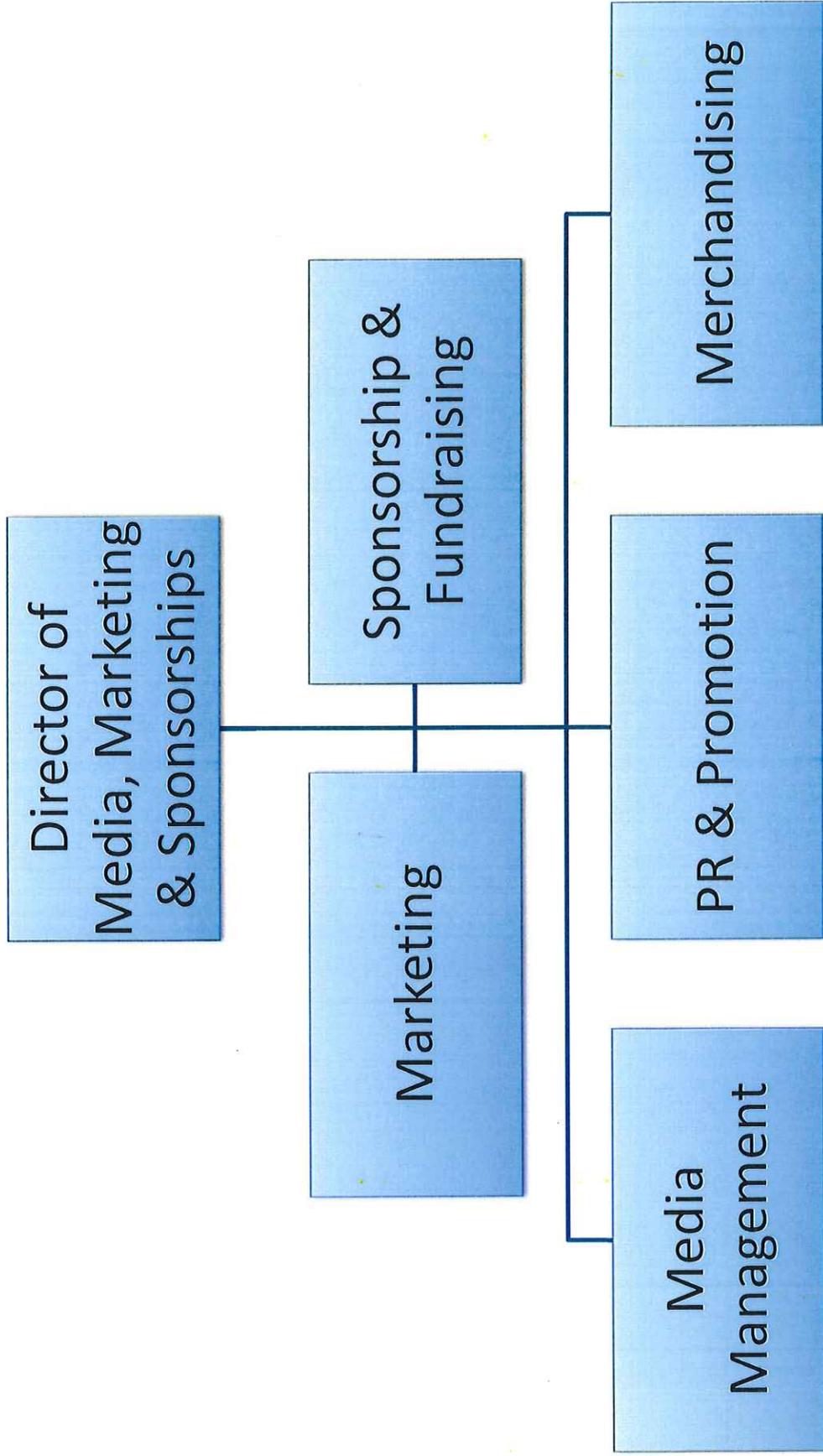
ORG. CHART

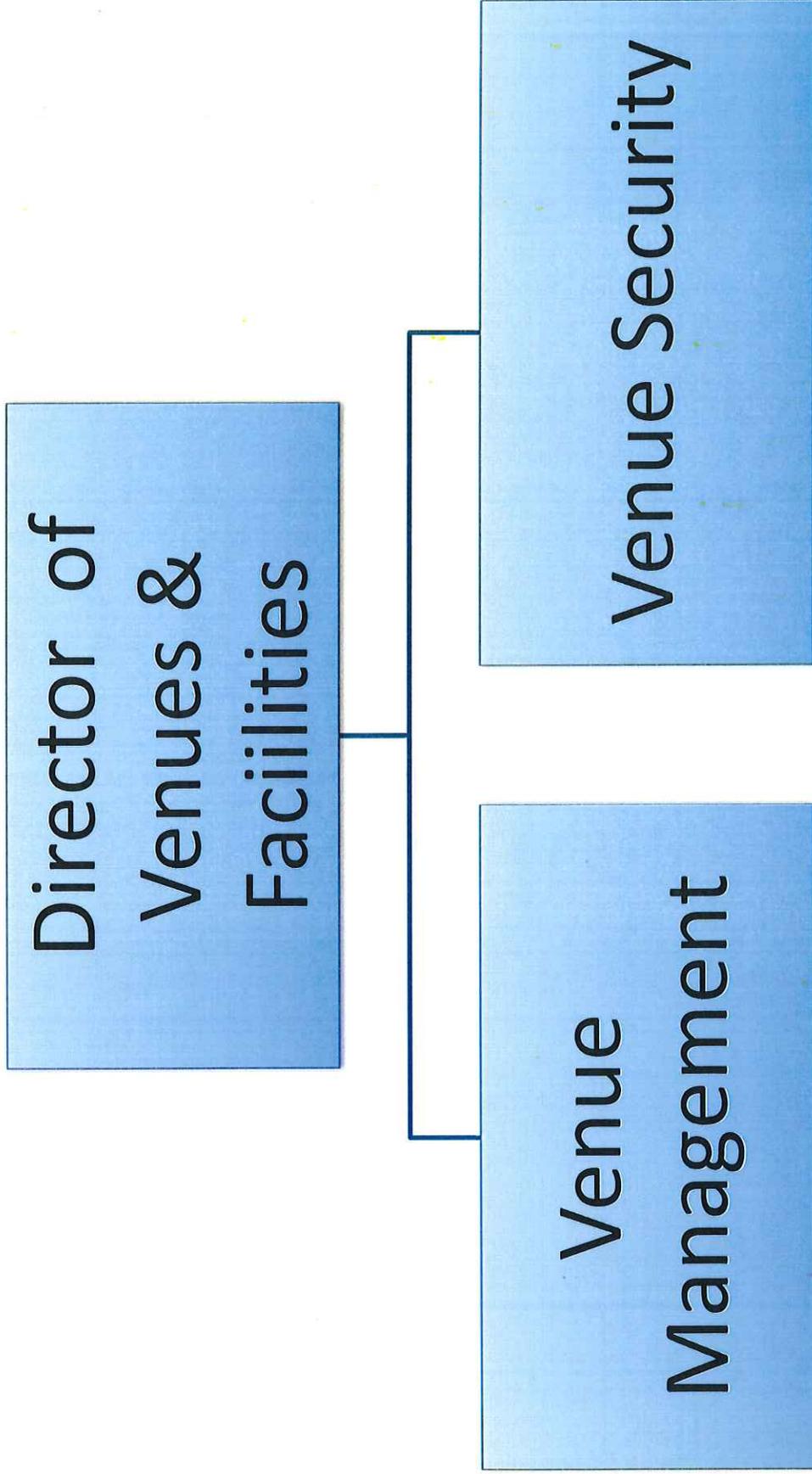


ADMINISTRATION

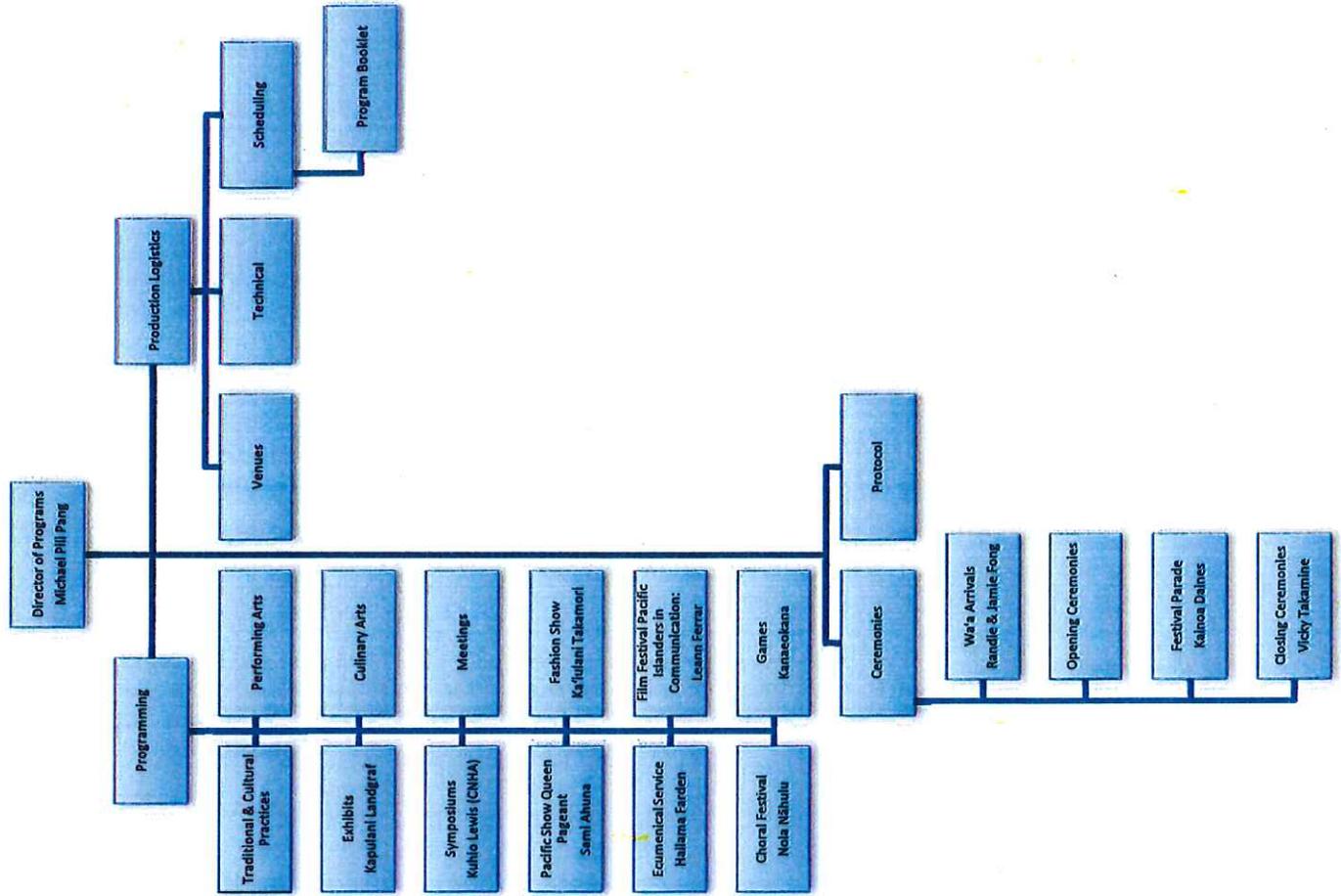


MEDIA MARKETING SPONSORSHIPS

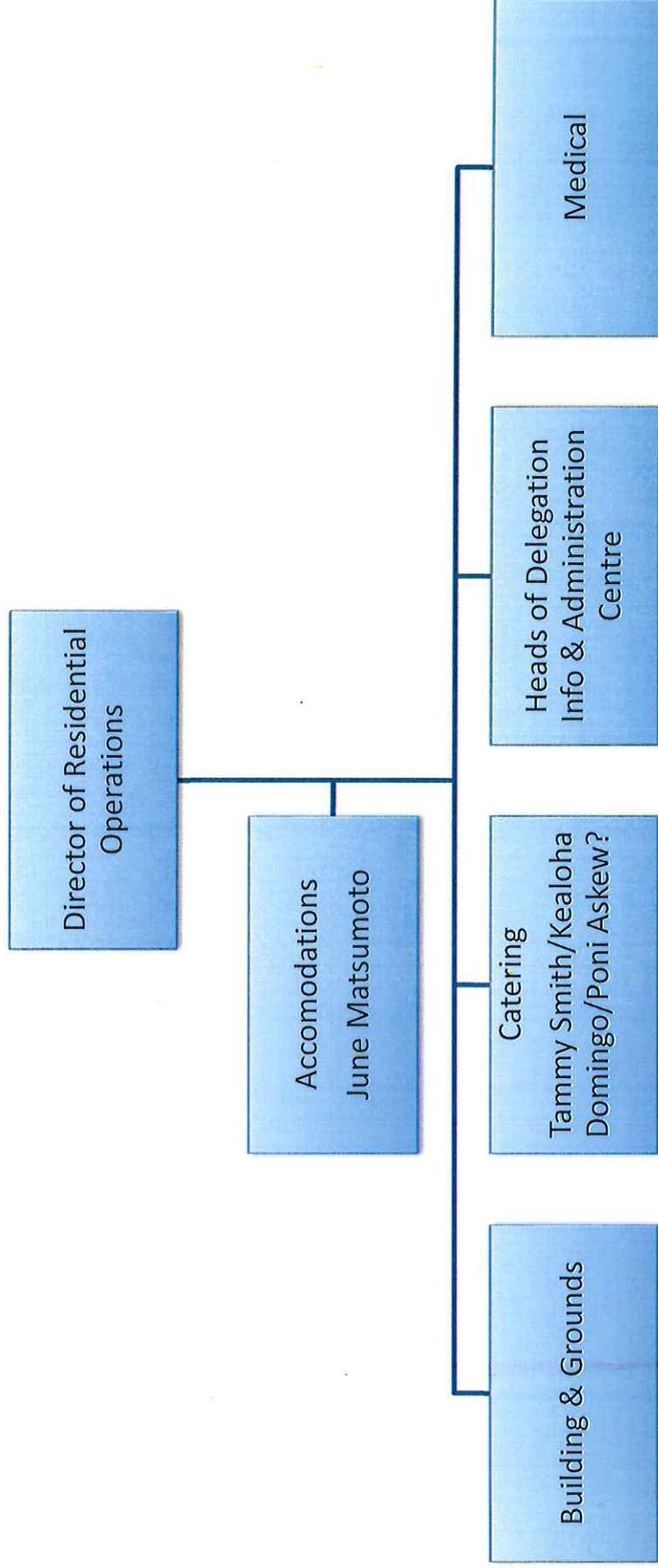




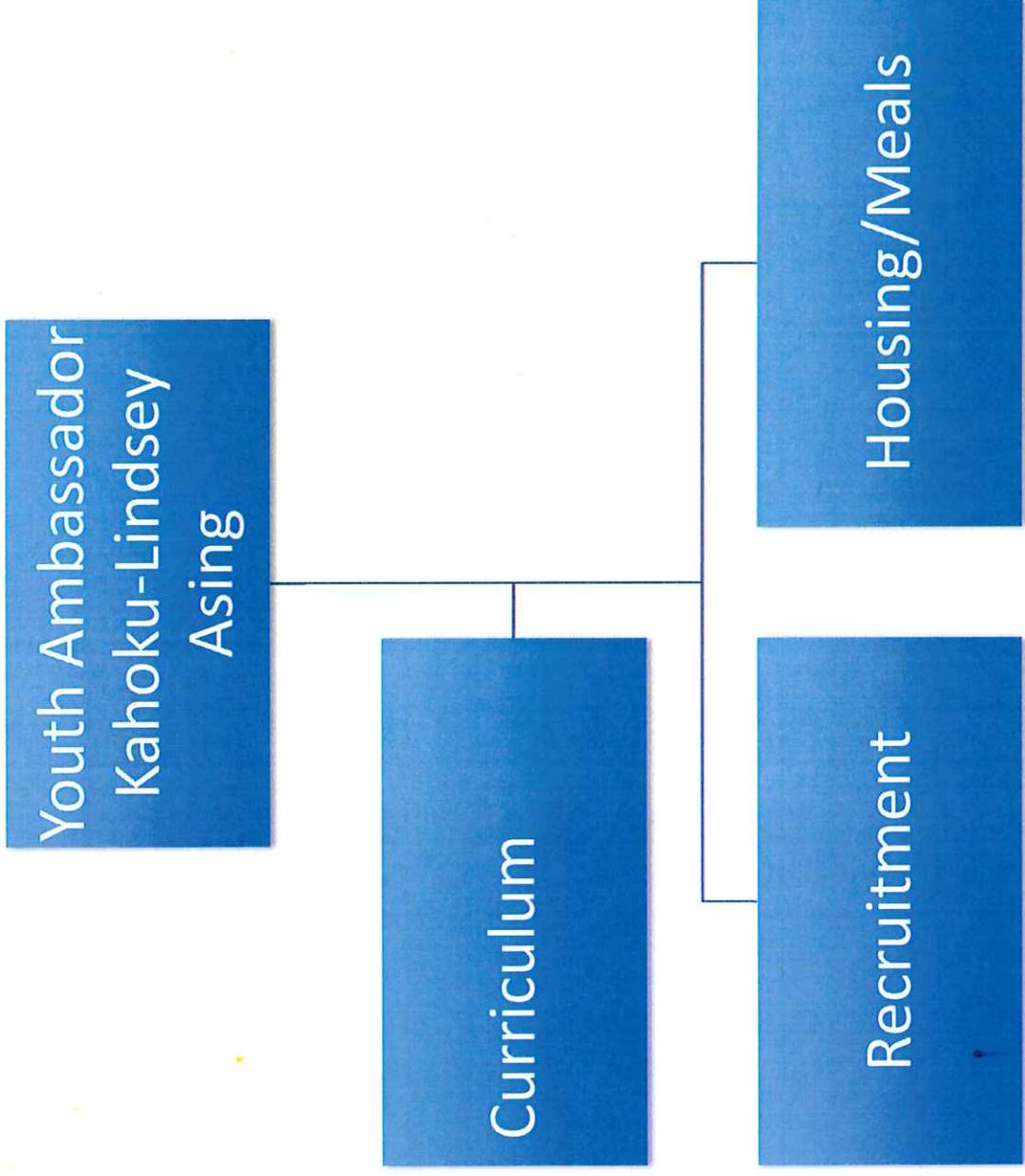
PROGRAMS



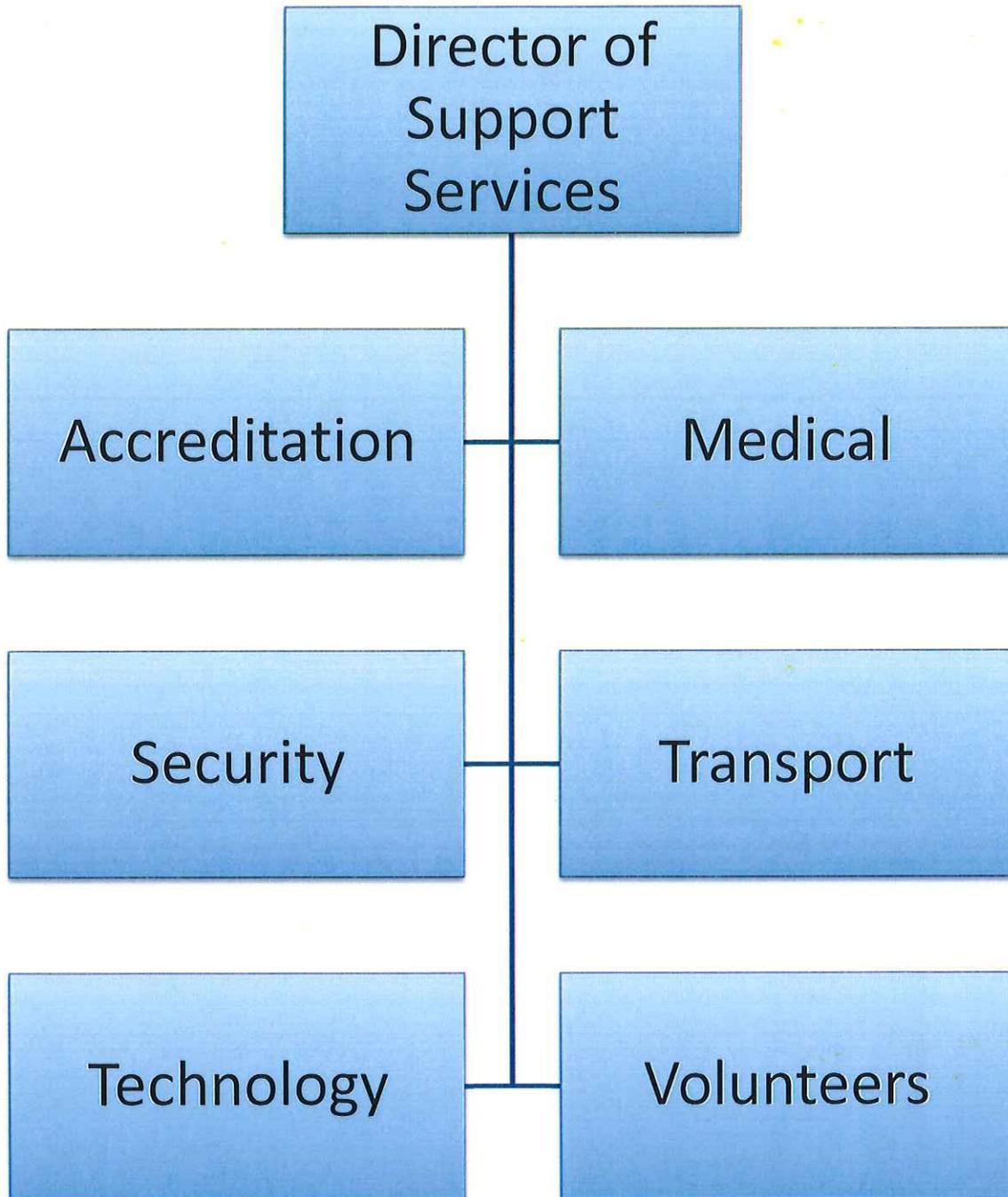
RESIDENTIAL OPERATIONS



YOUTH AMBASSADOR



SUPPORT SERVICES



Date	From - Location	Dept Time	To - Location	Arr Time	# of Pax	Comments	# of hours	barn time	# of buses	Cost p/hr	Total	
Thursday	6/11/2020 UH/EWC Dorms	1:00 p.m.	`Iolani Palace	1:30 p.m.	2,000		2	1	20	\$99.83	\$5,989.80	
		9:00 p.m.	UH/EWC Dorms	10:00 p.m.	2,000	Staging time 9:00 p.m.	2				\$0.00	
	6/11/2020 Shuttle from 1:30 p.m. - 9:30 p.m. between UH/EWC Dorms & Ke`ehi Lagoon Park - 3 buses (8 hours)							8				\$0.00
Friday	6/12/2020 UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2				\$0.00	
		10:00 a.m.	Bishop Museum	10:30 a.m.	200		2				\$0.00	
		10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2				\$0.00	
		12 Noon	Royal Hawaiian Center	12:30 p.m.	100		2				\$0.00	
		9:00 a.m.	Honolulu Museum of Art	9:30 a.m.	100		2				\$0.00	
		5:00 p.m.	UH/EWC Dorms	6:00 p.m.	200	via Hawaii Convention Center	2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	10:00 p.m.	1800	Staging time 9:00 p.m.	2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	9:30 p.m.	100		2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	9:30 p.m.	100		2				\$0.00	
		5:00 p.m.	UH/EWC Dorms	6:00 p.m.	100	via Hawaii Convention Center	2				\$0.00	
	6/12/2020 Shuttle from 10:30 a.m. - 9:00 p.m. Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms - 3 buses (10.5 hours)							10.5				\$0.00
	Saturday	6/13/2020 UH/EWC Dorms	6:00 a.m.	King Street Parade Start	6:30 a.m.	2000	I do not think there will be this many for the start of the parade (maybe half??)	2				\$0.00
			11:00 a.m.	UH/EWC Dorms	1:00 p.m.	2000	May need to transport others to watch the parade - join participants for the ride home	2				\$0.00
		2:00 p.m.	Hawaii Convention Center	2:30 p.m.	1650		2				\$0.00	
		2:00 p.m.	Bishop Museum	2:30 p.m.	150		2				\$0.00	
		2:00 p.m.	Hawaii State Art Museum	2:30 p.m.	100		2				\$0.00	
		2:00 p.m.	Royal Hawaiian Center	2:30 p.m.	100		2				\$0.00	
		8:00 p.m.	UH/EWC Dorms	8:30 p.m.			2				\$0.00	
		5:00 p.m.	UH/EWC Dorms	6:00 p.m.	150	via Hawaii Convention Center	2				\$0.00	
		4:00 p.m.	UH/EWC Dorms	5:00 p.m.	100	via Hawaii Convention Center	2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	9:30 p.m.	100		2				\$0.00	
6/13/2020 Shuttle from 8:00 a.m. - 11 a.m. Between UH/EWC Dorms and Waikiki for parade 2 buses (3 hours)							3				\$0.00	
Shuttle from 2:00 p.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (7 hours)							7				\$0.00	
Sunday		6/14/2020 UH/EWC Dorms	9:00 a.m.	Hawaii Convention Center	9:30 a.m.	2000	Eccumenical Choral Service	2				\$0.00
		11:00 a.m.	Bishop Museum	11:30 a.m.	150		2				\$0.00	
		11:00 a.m.	Royal Hawaiian Center	11:30 a.m.	100		2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	9:30 p.m.	1750		2				\$0.00	
		5:00 p.m.	UH/EWC Dorms	6:00 p.m.	150	via Hawaii Convention Center	2				\$0.00	
		9:00 p.m.	UH/EWC Dorms	9:30 p.m.	100		2				\$0.00	
	6/14/2020 Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)							11.5				\$0.00

Date	From - Location	Dept Time	To - Location	Arr Time	# of Pax	Comments	# of hours	barn time	# of buses	Cost p/hr	Total
Monday	6/15/2020	UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2			\$0.00
	UH/EWC Dorms	10:00 a.m.	Bishop Museum	10:30 a.m.	200		2			\$0.00	
	UH/EWC Dorms	10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2			\$0.00	
	UH/EWC Dorms	12 Noon	Royal Hawaiian Center	12:30 p.m.	100					\$0.00	
							3			\$0.00	
	Hawaii Convention Center	4:30 p.m.	Kawaiaha`o Church	5:00 p.m.	200					\$0.00	
	Kawaiaha`o Church	6:30 p.m.	Hawaii Convention Center	7:00 p.m.	200					\$0.00	
										\$0.00	
	Hawaii Convention Center	9:00 p.m.	UH/EWC Dorms	10:00 p.m.			2			\$0.00	
	Bishop Museum	5:00 p.m.	UH/EWC Dorms	6:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Hawaii State Art Museum	4:00 p.m.	UH/EWC Dorms	5:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Royal Hawaiian Center	9:00 p.m.	UH/EWC Dorms	9:30 p.m.			2			\$0.00	
										\$0.00	
	6/15/2020	Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)						11.5			\$0.00
Tuesday	6/16/2020	UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2			\$0.00
	UH/EWC Dorms	10:00 a.m.	Bishop Museum	10:30 a.m.	200		2			\$0.00	
	UH/EWC Dorms	10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2			\$0.00	
	UH/EWC Dorms	12 Noon	Royal Hawaiian Center	12:30 p.m.	100					\$0.00	
							3			\$0.00	
	Hawaii Convention Center	4:30 p.m.	Kawaiaha`o Church	5:00 p.m.	200					\$0.00	
	Kawaiaha`o Church	6:30 p.m.	Hawaii Convention Center	7:00 p.m.	200					\$0.00	
										\$0.00	
	Hawaii Convention Center	9:00 p.m.	UH/EWC Dorms	10:00 p.m.			2			\$0.00	
	Bishop Museum	5:00 p.m.	UH/EWC Dorms	6:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Hawaii State Art Museum	4:00 p.m.	UH/EWC Dorms	5:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Royal Hawaiian Center	9:00 p.m.	UH/EWC Dorms	9:30 p.m.			2			\$0.00	
										\$0.00	
	6/16/2020	Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)						11.5			\$0.00
Wednesday	6/17/2020	UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2			\$0.00
	UH/EWC Dorms	10:00 a.m.	Bishop Museum	10:30 a.m.	200		2			\$0.00	
	UH/EWC Dorms	10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2			\$0.00	
	UH/EWC Dorms	12 Noon	Royal Hawaiian Center	12:30 p.m.	100					\$0.00	
							3			\$0.00	
	Hawaii Convention Center	4:30 p.m.	Kawaiaha`o Church	5:00 p.m.	200					\$0.00	
	Kawaiaha`o Church	6:30 p.m.	Hawaii Convention Center	7:00 p.m.	200					\$0.00	
										\$0.00	
	Hawaii Convention Center	9:00 p.m.	UH/EWC Dorms	10:00 p.m.			2			\$0.00	
	Bishop Museum	5:00 p.m.	UH/EWC Dorms	6:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Hawaii State Art Museum	4:00 p.m.	UH/EWC Dorms	5:00 p.m.		via Hawaii Convention Center	2			\$0.00	
	Royal Hawaiian Center	9:00 p.m.	UH/EWC Dorms	9:30 p.m.			2			\$0.00	
										\$0.00	
	6/17/2020	Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)						11.5			\$0.00

Date	From - Location	Dept Time	To - Location	Arr Time	# of Pax	Comments	# of hours	barn time	# of buses	Cost p/hr	Total	
Thursday	6/18/2020	UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2			\$0.00	
		UH/EWC Dorms	10:00 a.m.	Bishop Museum	10:30 a.m.	200		2			\$0.00	
		UH/EWC Dorms	10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2			\$0.00	
		UH/EWC Dorms	12 Noon	Royal Hawaiian Center	12:30 p.m.	100		2			\$0.00	
		Hawaii Convention Center	4:30 p.m.	Kawaiaha`o Church	5:00 p.m.	200		3			\$0.00	
		Kawaiaha`o Church	6:30 p.m.	Hawaii Convention Center	7:00 p.m.	200					\$0.00	
		Hawaii Convention Center	9:00 p.m.	UH/EWC Dorms	10:00 p.m.			2			\$0.00	
		Bishop Museum	5:00 p.m.	UH/EWC Dorms	6:00 p.m.		via Hawaii Convention Center	2			\$0.00	
		Hawaii State Art Museum	4:00 p.m.	UH/EWC Dorms	5:00 p.m.		via Hawaii Convention Center	2			\$0.00	
		Royal Hawaiian Center	9:00 p.m.	UH/EWC Dorms	9:30 p.m.			2			\$0.00	
											\$0.00	
		6/18/2020	Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)						11.5			\$0.00
	Friday	6/19/2020	UH/EWC Dorms	10:00 a.m.	Hawaii Convention Center	10:30 a.m.	1,500		2			\$0.00
		UH/EWC Dorms	10:00 a.m.	Bishop Museum	10:30 a.m.	200		2			\$0.00	
		UH/EWC Dorms	10:00 a.m.	Hawaii State Art Museum	10:30 a.m.	100		2			\$0.00	
		UH/EWC Dorms	12 Noon	Royal Hawaiian Center	12:30 p.m.	100		2			\$0.00	
		Hawaii Convention Center	9:00 p.m.	UH/EWC Dorms	10:00 p.m.			2			\$0.00	
		Bishop Museum	5:00 p.m.	UH/EWC Dorms	6:00 p.m.		via Hawaii Convention Center	2			\$0.00	
		Hawaii State Art Museum	4:00 p.m.	UH/EWC Dorms	5:00 p.m.		via Hawaii Convention Center	2			\$0.00	
		Royal Hawaiian Center	9:00 p.m.	UH/EWC Dorms	9:30 p.m.			2			\$0.00	
											\$0.00	
		6/19/2020	Shuttle from 9:30 a.m. - 9:00 p.m. - Between Hawaii Convention Center - Bishop Museum - UH/EWC Dorms 3 buses (11.5 hours)						11.5			\$0.00
Saturday	6/20/2020	UH/EWC Dorms	8:00 a.m.	Kapi`olani Park	8:30 a.m.	200 Makahiki		2			\$0.00	
		Kapi`olani Park	4:00 p.m.	UH/EWC Dorms	4:30 p.m.	200		2			\$0.00	
Sunday	6/21/2020	UH/EWC Dorms	2:00 p.m.	Kapi`olani Park	2:30 p.m.	2000 Closing Ceremony		2			\$0.00	
		Kapi`olani Park	9:00 p.m.	UH/EWC Dorms	9:30 p.m.	2000		2			\$0.00	
											\$0.00	
	6/21/2020	Shuttle from 2:30 p.m. - 9:00 p.m. - Between Kapi`olani Park - UH/EWC Dorms 4 buses (6.5 hours)						6.5			\$0.00	

	Date	From - Location	Dept Time	To - Location	Arr Time	# of Pax	Comments	# of hours	Barn Time	# of buses	cost p/hr	Total	
Monday	6/8/2020	UH/EWC Dorms	8:00 a.m.	Kaiaka Beach Park	9:00 a.m.	200							
	6/8/2020	Kaiaka Beach Park	2:00 p.m.	UH/EWC Dorms	3:00 p.m.	200							
Tuesday	6/9/2020	UH/EWC Dorms	6:00 a.m.	Various locations in Waikiki	6:30 a.m.	1,000	In addition to total - need pricing broken out for 1 bus for groups of 50 pax						
		Hotels in Waikiki	1:00 p.m.	UH/EWC Dorms	1:30 p.m.	1,000	In addition to total - need pricing broken out for 1 bus for groups of 50 pax						
Wednesday	6/10/2020	UH/EWC Dorms	8:00 a.m.	Ke`ehi Lagoon Park	8:30 a.m.	2,000						2	
		Ke`ehi Lagoon Park	1:00 p.m.	UH/EWC Dorms	1:30 p.m.	2,000	Need to depart UH at 2:00 p.m. for `Iolani Palace - see FestPac Programs						2
	6/10/2020	Shuttle from 8:30 a.m. - 2:00 p.m. between UH/EWC Dorms & Ke`ehi Lagoon Park - 2 buses (6 hours)											

From: Kaiwi Yoon <kaiwi.yoon@bishopmuseum.org>
Sent: Monday, November 11, 2019 8:39 AM
To: Kalani Kaanaana
Subject: FESTPAC - Bishop Museum Update 11/11/19

Aloha e Kalani,

We will be meeting internally here at the Museum as there are many moving parts to this.

Just as a quick update – we have reached out to stage & tenting options for pricing and currently looking at about **\$20k**.

Pricing is quoted for dates of **6/13 – 6/21**

MAIN STAGE - \$9,200

40x40 Tent - \$3,200

40x32 Stage - \$6,000

**this would replicate the stage setup that Hawaii's Finest usually has where it front panel is not placed like the image below:*



PERIMETER TENTING - \$4,800

- (4) 20x20 - Delegation Tents
- (1) 40x40 – lower Jalbolka for Carvers

Please make note, this does not include any lighting, security, food, admission considerations, etc. So right now, I would say \$20k-25k.

Do you have this currently in your budget? As discussed, we need to do this well and be good hosts to our Oceania guests.

Mahalo,

Kaiwi Yoon
Vice President of Operations,
Planning, and Project Management
Bishop Museum
T: 808.848.4189
M: 808.358.1726

[On View Now](#)

Follow us on [Facebook](#), [Instagram](#), & [Twitter](#)

Bishop Museum inspires our community and visitors through the exploration, celebration, and perpetuation of the extraordinary history, culture, and environment of Hawai'i and the Pacific.

This message is only intended for the addressee named above. Its contents may be privileged or otherwise protected. Any unauthorized use, disclosure or copying of this message or its contents is prohibited. If you have received this message by mistake, please notify us immediately by reply mail or by collect telephone call. Any personal opinions expressed in this message do not necessarily represent the views of the Bishop Museum.



360

FESTPAC 2020 Media & Marketing Plan

Presented by
Strategies 360 Hawai'i
On behalf of PA'I Foundation

TABLE OF CONTENTS

- Brand Development
- Audiences
- Objectives
- Strategy
- Timeline
- Media Budget

BRAND DEVELOPMENT

All words and actions
are built off these
brand pillars

CULTURE
CONNECTION
EXPERIENCE

Our brand promise
tells our purpose and
what to expect

Guided by a shared reverence for Pacific arts and culture, and shaped by our own, FESTPAC Hawai'i 2020 will create a unique opportunity for Pacific Islanders to connect, create, experience and thrive.

Our brand narrative
defines our story

Together, as indigenous peoples, we will take hold of the paddle and steer our own course, strengthening relationships between Pacific Islands along the way. This will be a dynamic and transformative experience that will illuminate a path to the future through art and culture.

AUDIENCES

TIER 1

Hawai'i-based entities
and individuals capable
of providing monetary,
in-kind support for
FESTPAC

GOVERNMENT OFFICIALS
PRIVATE SECTOR
FOUNDATIONS
INDIVIDUAL DONORS

TIER 2

Individuals and groups
that will directly or
indirectly engage with
FESTPAC

DELEGATES
SPONSORS
VOLUNTEERS
VENDORS

TIER 3

Anyone who may be
interested in learning
more about or
attending FESTPAC

RESIDENTS
VISITORS
POTENTIAL VISITORS

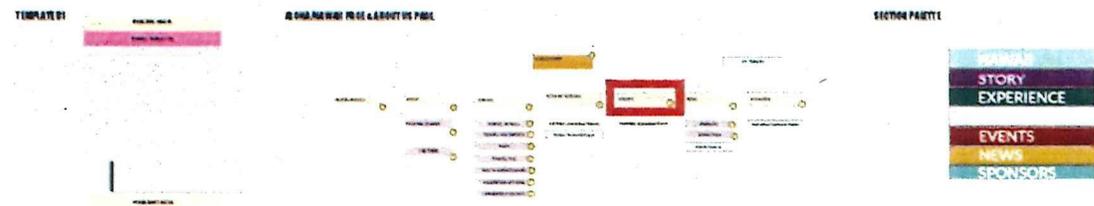
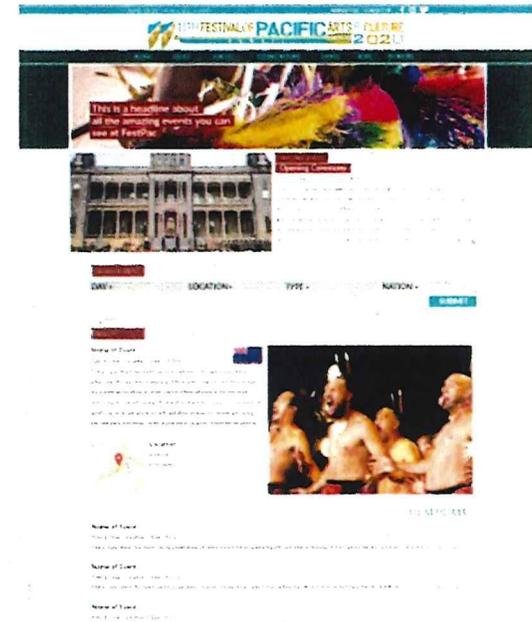
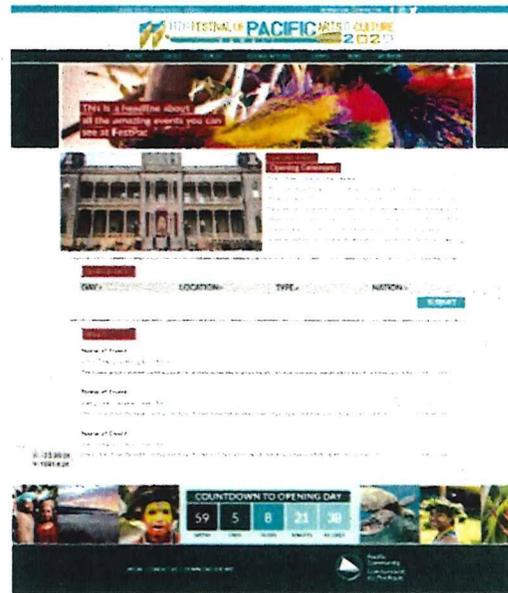
OBJECTIVES

An integrated media and engagement program to grow awareness of the FESTPAC brand; generate a sufficient level of interest and support

Raise	• Raise the profile of FESTPAC Hawai'i 2020 locally and beyond
Promote	• Promote FESTPAC brand
Support	• Support sponsorship recruitment
Market	• Market FESTPAC messaging to specific audiences
Craft	• Craft a media campaign that drives consumer interest to seek information and improves overall brand presence
Delegate	• Delegate communications

STRATEGY

Build a website to serve as
a primary portal for
FESTPAC communication,
stakeholder engagement



Launch an earned media
strategy, that uses free
news coverage to introduce
the FESTPAC brand locally,
nationally and
internationally

FESTPAC 101
CULTURE/ARTS EXPERIENCES
HUMAN INTEREST STORIES

Implement a first round of
paid media in early 2020,
that quickly boosts the
level of awareness of
FESTPAC; emphasizing the
scope and value in
supporting the festival

FESTPAC ORIGIN STORY
THE FESTPAC EXPERIENCE
WE THRIVE TOGETHER

Utilize a targeted digital marketing program to zero in on the people that are mostly likely to be interested in FESTPAC

- Promote web video spots on YouTube and websites that support video ads

PREROLL VIDEO 

- Targeted banner ads on websites

DISPLAY BANNERS 

- Sponsored posts that promote social media content to target groups

SPONSORED POSTS 

- Ads that use keyword searches to promote content

CONTEXTUAL SEARCH 

Launch a sponsor promotion and paid marketing program in early May 2020, to promote FESTPAC events and festival sponsors

- Mainstream newspapers (local, national, international)
- Travel and business oriented magazines
- Local periodicals
- Merchandise

PRINT



- Local, national, international television stations
- News/talk radio

BROADCAST



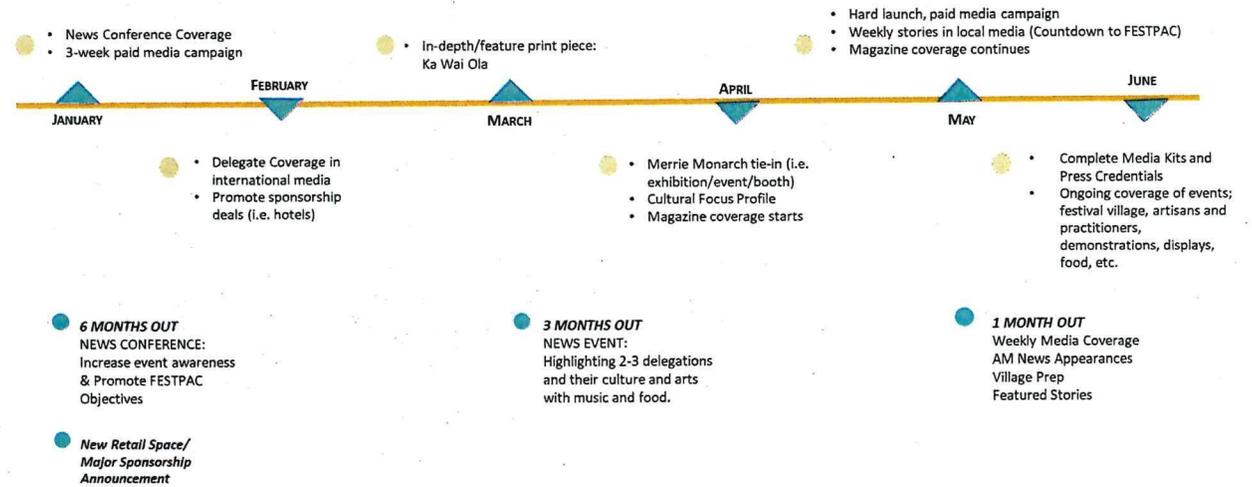
- Interior wall billboards
- The Bus and trolleys
- Car wraps

DISPLAY

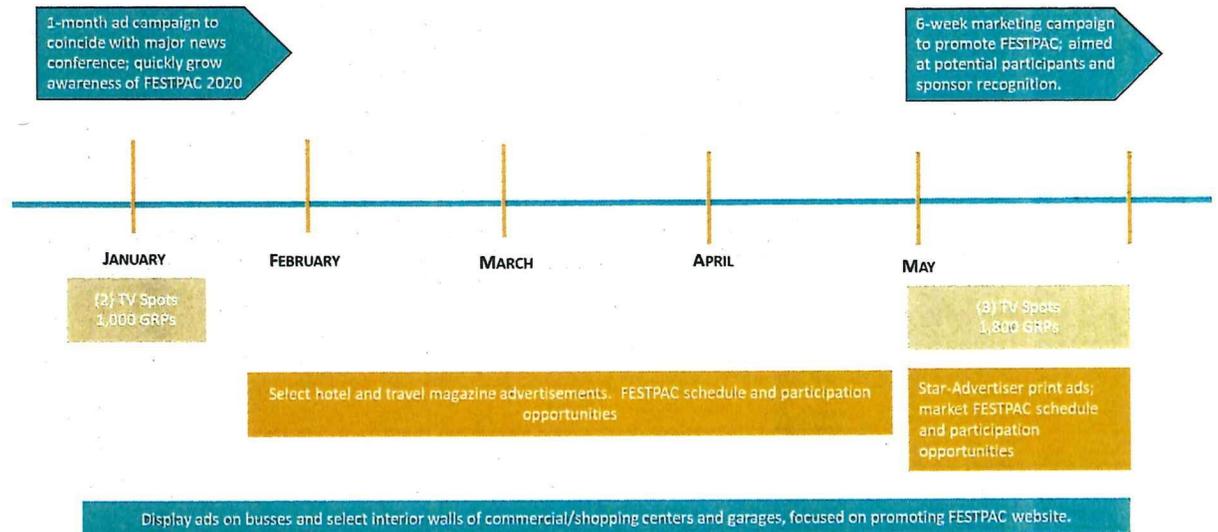
AdWalls

TIMELINE

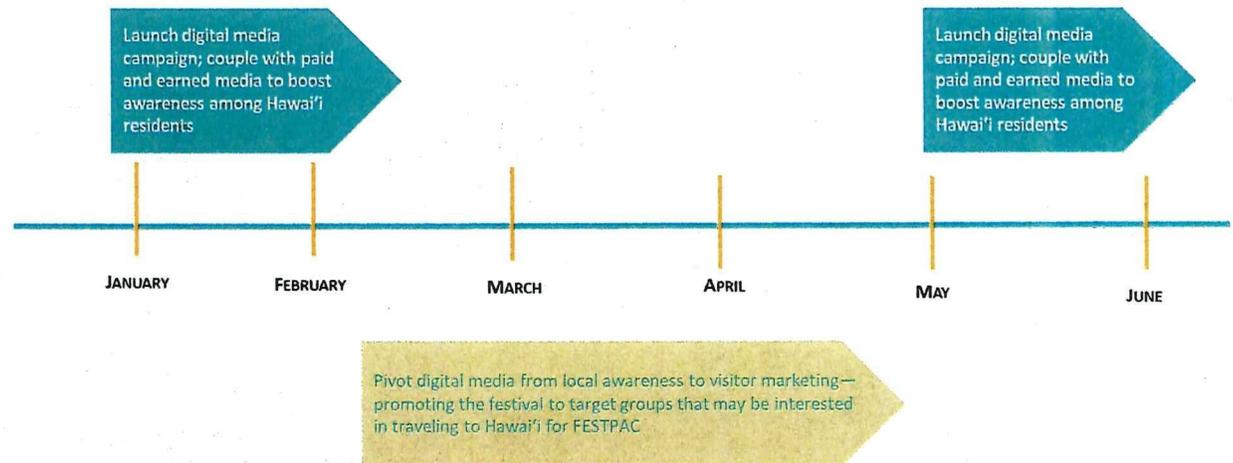
Earned media tactical calendar



Paid media program calendar



Digital marketing program calendar



MEDIA BUDGET

**Paid Media
Budget Range**
(\$300,000 - \$900,000)

Phase I: Grow Awareness

Timeframe: Jan-Feb 2020	Low	Mid	High
Broadcast TV	\$ 156,800	\$ 245,000	\$ 294,000
Radio		\$ 20,000	\$ 40,000
Display Ads	\$ 10,000	\$ 20,000	\$ 25,000
Production Cost	\$ 22,000	\$ 33,000	\$ 40,000
Totals	\$ 188,800	\$ 318,000	\$ 399,000

Phase II: Visitor Marketing

Timeframe: Feb-June 2020	Low	Mid	High
Print (Hotel Magazines)	\$ 15,000	\$ 25,000	\$ 40,000
Print (Airline Magazines)	\$ 15,000	\$ 20,000	\$ 30,000
Production Cost	\$ 5,000	\$ 9,000	\$ 12,000
Totals	\$ 35,000	\$ 54,000	\$ 82,000

Phase III: FESTPAC Marketing

Timeframe: May-June 2020	Low	Mid	High
Broadcast TV	\$ 156,800	\$ 294,000	\$ 392,000
Radio	\$ 20,000	\$ 40,000	\$ 60,000
Print	\$ 17,500	\$ 25,000	\$ 40,000
Display Ads	\$ 10,000	\$ 20,000	\$ 25,000
Production	\$ 25,000	\$ 35,000	\$ 45,000
Totals	\$ 229,300	\$ 414,000	\$ 562,000

**Digital Marketing
Budget Range
(\$75,000-\$180,000)**

Digital Medium	CPM	Phase 1		Phase 2		Phase 2		Phase 2		Phase 3	
		Local Residents		PACRIM		Travel & SM Admin		Likley HI Visitors		Local Residents	
		FB Match Model	75K	FB Match Model	300K	FB Match Model	260K	Acquired Audience	100K	FB Match Model	75K
Youtube Preroll	\$ 24.00	\$ 9,900					\$ 13,200		\$ 14,850		
Programatic Preroll	\$ 17.50	\$ 7,219					\$ 9,625		\$ 7,219		
Facebook	\$ 10.29	\$ 4,245	\$ 16,979	\$ 14,715	\$ 5,660	\$ 6,368					
Display Ads	\$ 8.53	\$ 3,519	\$ 14,075	\$ 12,198	\$ 4,692	\$ 5,279					
Contextual Ads	\$ 6.47	\$ 2,669	\$ 10,676	\$ 9,252	\$ 3,559	\$ 2,669					
Totals		\$ 27,552	\$ 41,730	\$ 36,165	\$ 36,736	\$ 36,384					

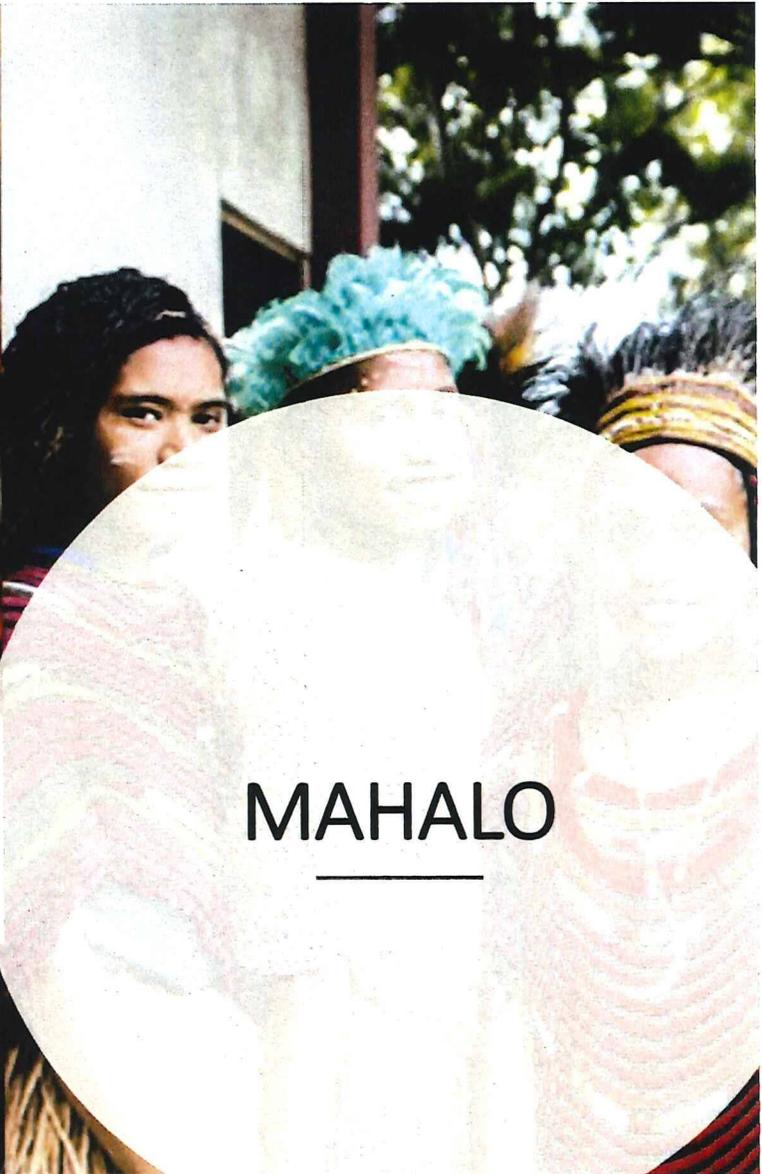
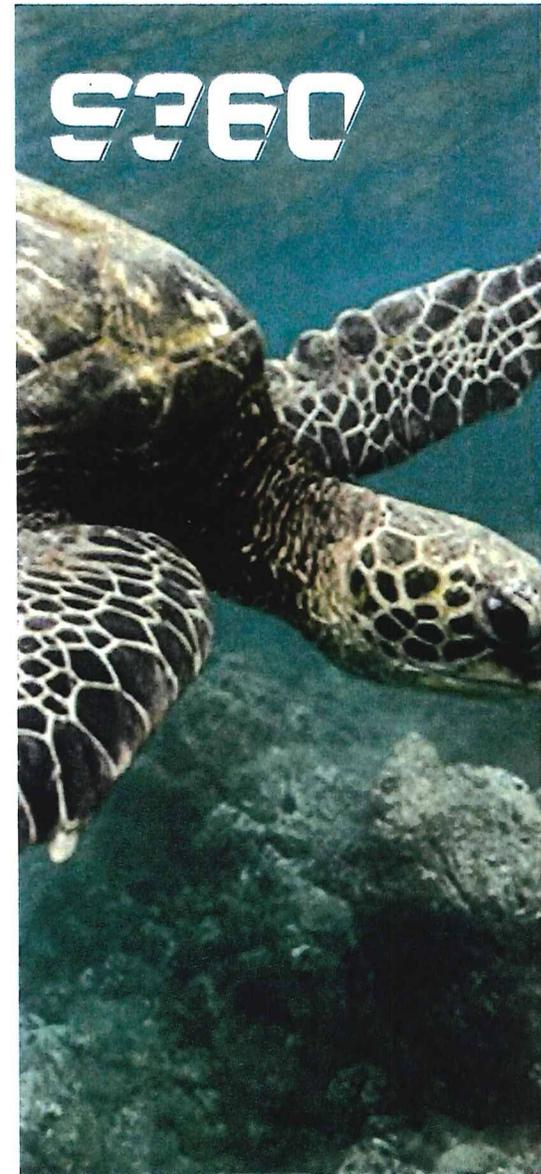
NEXT STEPS

NEXT STEPS

We recommend the commission for a PIG for marketing and communications to:

REVIEW PLAN
DETERMINE FUNDING LEVEL
LAUNCH

5360



MAHALO