



October 16, 2020

TO: Dennis Ling, DBEDT
Kalani Ka'anā'anā, Commissioner
FR: S360
RE: FestPAC Hawai'i Website & Social Media

This memo provides a brief overview of work performed from September 19-October 16, 2020. It details the project deliverables and next steps.

OVERVIEW

S360 has continuously maintained and updated the FestPAC website and social media pages as Hawai'i moves ahead with planning for the 2024 festival. We continue to monitor media and website inquiries and post on FestPAC's social media platforms, as approved.

PROJECT DELIVERABLES

- **Website:** Continue to monitor email inquiries and submissions from website email.
- **Social media** posts across all platforms as approved by designated FestPAC Hawai'i commissioner.
 - Facebook continues to be the dominant platform.
 - Facebook now has 2,567 followers.
 - Recent posts
 - 9/25/20: Profile of shell money maker in Solomon Islands reached 214
 - 10/3/20: Article about climate change and Marshall Islands reached 151
 - 10/7/20: Share of Maui Distric TV profile of Kula Kaiapuni reached 263
 - 10/15/20: Meeting notification post reached 314
- Respond or redirect inquiries via social media, as directed.
- Monitored social media and media for festival-related posts.
- S360 has attended all day-long FestPAC Commission strategic planning meetings held virtually and will continue to take part, as asked.

ONGOING COMMUNICATION

- Continuing communication with designated FestPAC Hawai'i Commission supervisor.

WEBSITE & SOCIAL MEDIA ANALYTICS

- Festpachawaii.org has seen a decline in users in the last month, as attention has been focused on social media.
- Instagram: FestPAC Hawai'i has 535 followers.
- Twitter: FestPAC Hawai'i has 104 Followers

NEXT STEPS

- Ongoing management of website and social media pages.
- In raising the profile of FestPAC, S360 is awaiting content from all commissioners **except:** Kumu Māpuana de Silva, Kumu Snowbird Bento, Kalani Ka'anā'anā. This content will be shared on social media with a link to the FestPAC Hawai'i website.
- Continue scheduled posts on social media, as approved.

October 13, 2020

TO: FestPAC 2024 Commission
FROM: Lynn Martin Graton, Folklorist/Fiber Artist
RE: FestPAC 2024 Testimony

My name is Lynn Martin Graton and this note offers just a few thoughts for your consideration as you begin to map out operational support for FestPAC 2024. As background to my interest in FestPAC, I have been following Hawai'i's plans to host the festival since 2017 and over the past few months have appreciated the opportunity to listen to the planning meetings through Zoom. Hosting this international event is a monumental undertaking and it promises to be of historic importance for Hawai'i and the rest of Oceania.

I am retired now, but my career was spent as a folklorist and arts administrator working for state arts agencies. I served as Folk Arts Coordinator for the Hawai'i State Foundation on Culture from 1983 to 1998 and during that time was involved with two Festivals of Pacific Arts. I had the opportunity coordinate the traditional crafts for Hawai'i's first official delegation to the Festival of Pacific Arts held in 1985 in Tahiti and was an assistant to the late Gladys Brandt when she chaired that delegation. I attended the 1992 festival in Rarotonga as the HFSCA photographer. Over the years, I worked on a number of large arts festival programs including four state-based folklife festivals carried out in partnership with the [Smithsonian Institution's Center for Folklife & Cultural Heritage](#). These major festivals allowed me to experience all aspects of managing a large arts festival from the vantage point of a state employee – including programming, logistics, infrastructure, and fiscal management.

Because your Commission mentioned that you soon will be discussing SOP's and other operational issues, I'm offering just a few ideas in hopes that they might be of some interest as you develop options for the road ahead. Of course, you may already have these strategies and plans for these areas well in place, so I apologize if this note duplicates your ongoing efforts.

1) Fiscal agent partnership for facilitating fundraising & fiscal management:

When a festival is operating under the aegis of a government body, it can be extremely helpful carry to have a nonprofit 501(c)3 organization partner that can serve as a fiscal agent for fundraising and fiscal management, including coordinated procurement.

Some of the benefits:

- From what has been said at your meetings, additional appropriations from the Hawai'i State legislature to support FestPAC 2024 may be modest and insufficient to cover the full costs of producing the event. Therefore, it seems that fundraising with private donors will be essential. In my experience, private sector donors (corporations, foundations, businesses, and philanthropic individuals) are much more likely to support a project - and to be more generous - if their support can qualify as a tax-deductible donation, which is only possible when routed through a nonprofit 501(c)3 organization.
- While a nonprofit must exercise due diligence in the expenditure of funds, it has greater latitude with regard to procurement and contracting - and can process

payments with greater expediency. For example, a nonprofit can more expend funds on items essential to large event, but that are difficult or not permitted within the procurement laws of state government (e.g. food, leis, staff t-shirts, petty cash needs during the event, etc.). Of course, the State funds appropriated to date and held at DBEDT can be dispersed from DBEDT under the State's standard procurement laws.

A few considerations:

- *When working with a nonprofit partner, it is important to factor in an administrative fee that covers the staff/accountant's time required to process the many fiscal transactions typical to a large event and the cost of conducting a standard audit.*
- *If the appropriate nonprofit partner cannot readily be identified, I've worked on projects where we created a new nonprofit to serve in this capacity.*

2) Event headquarters & computer security:

As event planning progresses and operational logistics become more complex and concentrated, it usually becomes essential to have centralized office space, up to date and secure computer support, and other coordinated administrative systems.

Some of the benefits:

- As an event gets closer, the enormity of the logistical details that need to be coordinated across sectors of a project usually require a centralized office headquarters where staff can work, files can be set up, contractors can check in, computer systems can be standardized, and where closed-circuit radio communication can be anchored during the event. There are probably a number of potential partners that can provide this type of support in Hawai'i. For example, the East West Center provided office space and computer support for Hawai'i's presentation at the Smithsonian Folklife Festival (1988 & 1989).
- An open-source or subscription cloud-based project management software platform accessed by team members on their personal computers can be so helpful during the initial stages of festival planning. As planning proceeds, a large project usually needs to be managed through a coordinated computer system supported by IT professionals that can provide: standardized software, cloud-based backup systems, consistent virus protection, and – most importantly - tiered folder and file security rights (high level access for supervisors and lower level access for contractors). As the event approaches and while it is underway, inevitably there are minute-by-minute changes regarding performance schedules, participant housing, transportation, food service, ceremonies, etc. that need to be updated, coordinated and accessed electronically by various levels of staff and contractors. This can be very difficult to orchestrate on personal computers. Also, given the problems that computers are prone to, it is really helpful to have on-call IT support.

Respectfully submitted,

Lynn Martin Graton - PO Box 6158, Kamuela, HI 96743

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Hawaii Pavillon at Osaka World Expo'70

in 2025, the next World Expo will happen again in Osaka, Yumeshima (Dream island)

From Hawaii Festpax June 2024 to World Expo April 2025, it's a long seafaring voyage

What could happen the Day 1 after the XIII^e Festival of Pacific Arts ?

The Festival Voyage begins...

So i will be pleased to answer your questions.

Jean-Emmanuel Frantz

Imagine 2025, The World Pacific Tour

D-1661 before World Expo Grand Opening

#WEGO2025

I am entirely at your service for further informations and help to develop the idea under your authority

Now you
interactio



Write a reply...





Jef Frantz

Assign Conversation ▾

TUE 2:01 PM

Aloha FestPac Committee

Mahalo nui, i would like to share a souvenir and a prospective dream



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Now you can interact



Write a reply...

