

2023 Community Enrichment Program and Signature Events Program Request for Proposals Frequently Asked Questions

Eligibility:

Who is eligible to apply to the Community Enrichment Program (CEP) and Signature Events Program (SEP)?

Non-profit organizations with tax exempt 501(c)(3) status and in good standing or government agencies operating within the State of Hawai'i may apply. Projects not linked with a nonprofit 501(c)(3) organization may be able to partner with a 501(c)(3) fiscal sponsor. Please email the point of contact of the island that your program/event will take place on if you have questions on eligibility.

Can my organization apply to all four of the Hawai'i Tourism Authority's (HTA) Community Enrichment, Kūkulu Ola, Aloha 'Āina, and Signature Event programs?

Yes, you can apply to all four HTA programs if they are for different programs/projects. The same program/project may not apply to more than one of the HTA programs.

We are a small community-based production. Do we have a chance against these big events?

Yes! We are looking for events that offer benefits to the community, and the evaluators are very aware of the needs in their respective counties/locales. Oftentimes it is the smaller projects and events that offer the best returns, and the evaluators have been keen to distribute money in a way that benefits more than just the big events.

My legal entity is an LLC and a social enterprise. Am I eligible to apply for CEP or SEP funding?

No, you must be a non-profit 501 (c)(3) or government agency.

My 501(c)3 is based outside the state of Hawai'i. However, the project will take place on Kaua'i and will involve partners from the island. Am I eligible to apply for CEP or SEP funding?

Yes, you are eligible to apply for CEP or SEP funding, as long as your projects takes place within the state of Hawai'i.

My organization is a 501(c)4. Am I eligible to apply for CEP or SEP funding?

No. Only non-profit organizations with tax exempt 501(c)(3) status and in good standing or government agencies operating within the State of Hawai'i may apply. Projects not linked with a nonprofit 501(c)(3) organization may be able to partner with a 501(c)(3) fiscal sponsor. Please email the point of contact of the island that your program/event will take place on if you have questions on eligibility.

Differences in HTA's Community Enrichment, Kūkulu Ola, Aloha 'Āina, and Signature Event Programs:

What is the difference between the Community Enrichment, Kūkulu Ola, Aloha 'Āina, and Signature Events programs?

Each of the HTA programs has different objectives. (1) The purpose of the Community Enrichment Program is to seek community-based projects, programs, and events that provide diverse, unique,

authentic, and highly-valued visitor experiences and resident-visitor interaction. (2) The purpose of the Kūkulu Ola program is to seek community-based projects and programs that enhance, strengthen, and perpetuate the Hawaiian culture and community. (3) The purpose of the Aloha ‘Āina program is to seek community-based projects and programs that help manage, improve, and protect Hawai‘i’s natural environment and areas frequented by residents and visitors. (4) The purpose of the Signature Events Program is to attract attendees and participants from outside the state of Hawai‘i with extensive national and international marketing and have a significant economic impact as measured by the number of out-of-state participants.

My organization would like to propose a hula performance that runs every Friday night during the summer of 2023. Do I apply to Community Enrichment Program or Kūkulu Ola?

If the objective of your program is to share hula with residents and visitors and is a performance for a set amount of time (series), then apply to the Community Enrichment Program.

I have a 2-day Hawaiian Steel Guitar event to celebrate the music and instrument. Should I apply to the Community Enrichment Program?

Yes, since this is a stand-alone event.

My organization produces an annual kanikapila featuring Hawaiian music and entertainers. The kanikapila takes place over one week. Where do I apply?

Since this event is a one-week event in the calendar year, you should apply to the Community Enrichment Program.

We would like to offer free hula classes to malihini every Saturday morning throughout the year. What HTA program should I apply to?

Looking at the objectives of the Community Enrichment and Kūkulu Ola programs, you will need to determine which one fits best with your mission and goals of your program. If your program leans more towards enhancing the visitor experience, you would apply to the Community Enrichment Program. If your program is more about strengthening and perpetuating the Hawaiian culture, you should apply under the Kūkulu Ola program.

Who manages the Community Enrichment Program and Signature Events Program?

HTA partners with the Hawai‘i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program and Signature Events Program. HVCB’s Island Chapters will manage the individual contracts for each of their island or county. HVCB’s Central office will manage the Signature Events Program and statewide (events on multiple islands) CEP contracts.

My organization produces a festival to celebrate Japanese culture. Am I able to apply under CEP?

Yes, CEP supports all multi-ethnic festivals and events.

Are only festivals and events eligible for CEP funding?

No. CEP supports projects and experiences that bring residents and visitors together. Past projects have included:

- Agricultural tours
- Weekly educational programs
- Voluntourism activities
- Theatre & musical productions
- Audio/App Tours
- Walking tours
- Signage to provide cultural/historical significance
- Ethnic festivals
- Film festivals

- Community sports events
- Arts & Culture festivals & exhibits
- Culinary events
- Rodeo celebrations
- Sports Events

Application:

If we want to propose an event for O’ahu and one for Kailua-Kona, Hawai’i, do we submit one larger proposal or two separate for each Island?

If the events are different, you should submit two (2) separate proposals – one for O’ahu and one for Hawai’i Island. However, if these two (2) events are part of an overall event, then you should submit one proposal and check off “statewide” in the “Project Location” on the Application & Proposal Form. If you do select the “statewide” option, please submit this RFP to SEP-Statewide@hvcb.org.

Application Timeline:

How do I apply for the Community Enrichment Program or Signature Events Program?

To apply for the Community Enrichment Program or Signature Events Program RFP, please visit hvcb.org/cep to download the appropriate RFP and application forms (both separate RFPs will be located here). Submit your CEP application and required forms to the point of contact for the island on which your program or event will take place. Submit your statewide CEP or SEP application and required forms to the Statewide/Signature event contact.

Will I get a confirmation that our proposal was received?

Yes, you will receive an email confirmation that your proposal was received.

If I apply to the Community Enrichment Program or Signature Events Program, when do I expect to hear a decision?

You should expect to hear the decision by early June. If you are awarded, you will receive an award letter with award terms and conditions.

If I receive an HVCB award, when can I start my project/program?

Applicants who are awarded will receive seven (7) months of funding for projects/programs within the 2023 calendar year (June to December 31, 2023). You may start your program/project according to the approved workplan you submitted to HVCB.

Application Range/Awards:

What is the maximum amount I can apply for?

For the Community Enrichment Program and Signature Events Program, there is no award limit imposed.

What if we are awarded less than the amount requested and, as a result, cannot do the work that we had originally proposed?

The award letter will include a list of bullets listing what we need from you. If you are awarded less than the amount requested, we will ask you for an updated budget, an updated budget narrative, and an updated proposal/workplan if the reduced award amount affects what you are able to achieve.

Should I expect to submit reports to HVCB on my project or program?

Yes, if you are awarded, you will be required to submit a final report along with a final expenditure report, to your respective Island Chapter or HVCB Central as appropriate. A progress report may also be required depending upon the timing of your project. If you do not submit these reports, you may not be able to receive future funding from the HTA programs.

What will happen to funds awarded to us if the County does not approve our event as planned?

You will be required to return all CEP/SEP-awarded funds (e.g., required permits, etc.)

Venue:

Can we request HVCB's assistance in obtaining a venue from the State or the County?

No. Applicants/contractors will need to make their own acquisitions.

Budget:

Can I amend the budget categories on the "Itemized Budget" form?

No, you cannot amend the budget categories on the "Itemized Budget" form, but you are welcome to provide additional categories according to your project expenses.

We are proposing a world-class competitive sporting event. Can we use HTA CEP or SEP funding for prize money?

No.

Although our proposal would be for a sporting event, a sizeable element of the event will be cultural and community activities such as Hawaiian dance, arts, demonstrations, and locally-produced items for display and retail. Can award money be used to help pay for these providers, including rentals of tables, chairs, tents, etc.?

Yes.

Will any rental/use fees for our venue be considered an appropriate cost reimbursable by HVCB? Can we use CEP or SEP funds for the rental of bleachers and commercial-sized tents?

The CEP or SEP grant is not considered a cost-reimbursable contract. Yes, CEP funds may be used for rentals of bleachers for spectators and commercial-sized tents.

Is there a match requirement?

Community Enrichment Program: There is no cash or in-kind match requirement to apply for CEP funds. However, evidence of sustainability and outside support, in the form of financial contributions, will be a factor in the RFP scoring. Please be sure to disclose any such support in your budget narrative. The more money the applicant is asking for, the more outside support and funding the evaluators will expect to see.

Signature Events: *It is a requirement for the Signature Events application.* A minimum of one to one (1:1) in matching funds to the amount of funds awarded by the HTA is required. At least 50% (.5:1) of the match must be in the form of cash. An additional 50% (.5:1) match is required but may be in the form of cash, in-kind contributions, or a combination of cash and in-kind contributions.

Matching funds shall not come from other state government sources including other HTA programs or

the HTA's major contractors such as, but not limited to, the Hawai'i Visitors and Convention Bureau or its Island Chapters. The project may be supported by other state government funds, but these funds may not be used as part of the required match to the HTA funds.

Once the application and budget are submitted, are we allowed to change the budget if things change? (e.g., an item gets donated, so no cost; or an item costs more than allocated and we need to go after additional funding).

Yes and no. There is no opportunity to change your proposal once the RFP proposal deadline has passed. However, once a project is awarded funding, there is an opportunity to submit a written request for budget reallocations before the contract is written. All changes in scope, budget and contract terms are subject to HVCB's prior consent and approval in writing.

Can I adjust my budget during the awarded program year?

Yes, submit revisions and explanations to your designated Island Chapter or HVCB Central contact for review and approval.

If a proposal is approved by the committee, is the full amount in the proposal budget automatically funded? Or is there a possibility for negotiation to a lesser funding amount?

Funding amounts are determined by the evaluation committee. Some projects are funded for the full amount while others are partially funded. The committee considers the needs of the community and the reasonableness of the request when determining the award amount. They also look very closely at the budget spreadsheets and budget narratives and will sometimes adjust award amounts by subtracting from the HTA funding column line-item costs that are not aligned with the goals, objectives and requirements of the RFP.

What if we experience a major delay in programming once awarded?

Contact your Island Chapter's or HVCB Central's Community Events Program Manager as soon as you experience an obstacle in meeting deliverables. Anytime you experience a crisis near your event date, contact your sponsors with a courtesy call. Your consideration goes a long way.

Project Impact Section in Application & Proposal Form (KPI):

On the KPI form, for the "Most Recent Actual Figures," should we use the numbers from the most recent funded program by HTA? We received funding back in 2015, which is the most recent funding received from HTA.

No, this should be the most recent numbers you can provide from the project itself. If numbers for a 2022 project are already complete, use the 2022 numbers. The numbers should be the most recent regardless of HTA funding.

Can you provide 2-3 examples of responses to "Applicant's Additional Proposed Measure of Success?"

Measures of success are based on the project's goals and objectives, and what you are seeking to achieve. Thus, one project's measures of success may be different from another. Examples of other types of measures of success could include social media metrics; number of vendors participating; number of new musicians performing; or increase in ticket sales.

The Project Impact section directs us to provide Satisfaction Level and Attendance targets and compare them against our previous event. How do we satisfy this request if this is a first-time event?
Applicants will need to provide a target for what they hope to accomplish and should explain how they determine those targets.

Do I fill out the entire Project Impact section?

Please complete the sections that directly relate to your project goals and outcomes. If you are awarded, you will be required to complete the “Actual Measures of Success” column and submit it with your final report to the Island Chapter or HVCB Central contact. Please be as detailed as you can on this form.

Other Attachments:

Can I submit videos/photos of my project or program as part of my application?

No.

Review Panel:

Who reviews the application proposals?

Application proposals are evaluated by a selection committee for each County and whose members are selected by the HVCB and the Island Chapters and include representatives of the Island Chapters, HTA, County, as well as community and business representatives and subject matter experts throughout the state.

Who makes the final decision?

Final decisions are made by HVCB, the Island Chapters, and HTA staff.

Feedback on Application Decisions:

Final application decisions will be made by May 2023 for projects to begin in June 2023. An email will be sent to the RFP contact person to inform them of the final grant decision.