

## **7c**

### Foundational Technical Assistance & Community Tourism Collaboratives Planning



# TECHNICAL ASSISTANCE & CAPACITY BUILDING

Technical Assistance, Capacity Building, and  
Visitor Industry Needs Assessment

## TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

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**TACB**

**Program Overview  
& Information**

**#1**

**FOUNDATIONAL  
Technical Assistance**

**#2**

**COMMUNITY  
STEWARDSHIP**

**Community Tourism Collaborative**

**#3**

**REGENERATIVE  
EXPERIENCES**

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

# GROWING A MORE REGENERATIVE HAWAII

VISITOR INDUSTRY  
NEEDS ASSESSMENT



FOUNDATIONAL  
TECHNICAL  
ASSISTANCE PROGRAM



COMMUNITY  
STEWARDSHIP  
TECHNICAL  
ASSISTANCE PROGRAM



REGENERATIVE  
EXPERIENCE TECHNICAL  
ASSISTANCE PROGRAM

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

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**VISITOR  
INDUSTRY  
NEEDS  
ASSESSMENT**

**PROGRAM  
DESIGN**  
BASED ON FEEDBACK  
FROM NEEDS  
ASSESSMENT

**PROGRAM  
EXECUTION**

**FUNDING  
OPPORTUNITIES  
DISBURSED  
(CTCS)**

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

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**TACB**

**Program Overview  
& Information**



**#1**

**FOUNDATIONAL  
Technical Assistance**



**#2**

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**#3**

**REGENERATIVE  
EXPERIENCES**

### PROGRAM OBJECTIVE

- **Provide tools and resources to help Hawai'i businesses** reach their goals for working with and within the industry
- **Build relationships to increase connectivity** and provide resources to one another for success

### PROGRAM MEASURE

- Engagement of small businesses in the Program on **6 islands and at least 225 participants**
- **85% satisfaction** and reported learning from participants

### VISION FOR SUCCESS:

- **Local businesses can better compete**
- Businesses of all sizes have **greater access to local products and regenerative tools**
- **Circular economy** that is driven by the goals of the local community and keeping dollars in Hawai'i

# FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

## WHAT IS THE FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM?

- Technical assistance program designed to build capacity in locally-owned and operated small businesses in the visitor industry or wanting to operate in the visitor industry throughout Hawai'i

## WHO IS THIS PROGRAM DESIGNED FOR?

- Locally-owned businesses already operating in the visitor industry
- Locally-owned businesses wanting to grow their business in the visitor industry
- Locally-owned businesses wanting to operate in the visitor industry

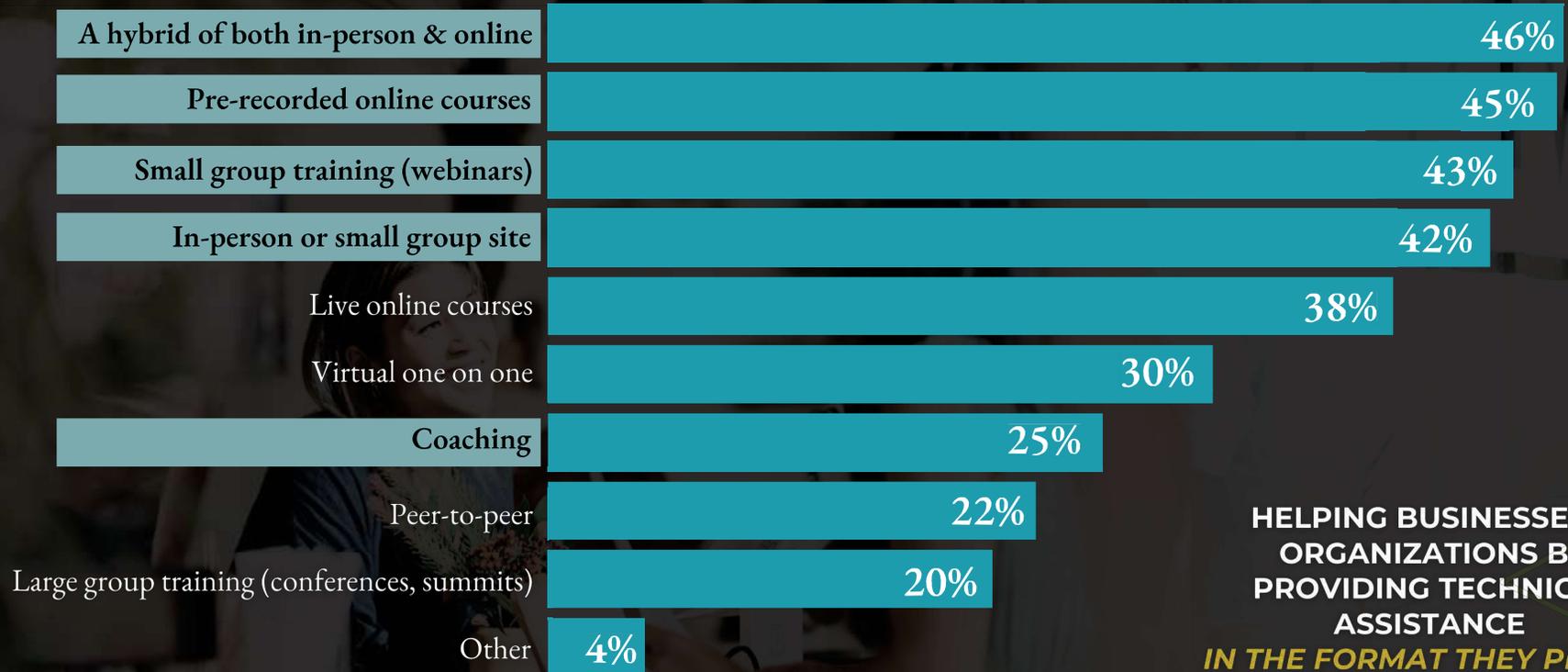
## EXAMPLE BUSINESS:

- A Native-Hawaiian, wahine who is a cultural practitioner wants to build her business knowledge, wants to learn from those who have succeeded in the visitor industry, wants to get started selling her lei throughout the visitor industry in Hawai'i, and is possibly interested in learning about wholesale, travel trade, etc.

## PROGRAM DETAILS ANNOUNCED IN 2024 Q3

# FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

## HOW WOULD YOU LIKE TO RECEIVE THESE TECHNICAL ASSISTANCE PROGRAMS?



**HELPING BUSINESSES &  
ORGANIZATIONS BY  
PROVIDING TECHNICAL  
ASSISTANCE  
IN THE FORMAT THEY PREFER**

## FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Eight (8) in-person & virtual community workshops focused on providing participant businesses and organizations with universal capital growth education and visitor industry strategies for growth. These workshops are open to ALL businesses and organizations in large-format community meetings. After the initial workshop, participants will be able to visit table resources that are both pertinent to their growth and the topic being discussed in the corresponding curriculum. These recorded workshops will be made available online for future and continued engagement.

## COMMUNITY WORKSHOP TENTATIVE STRUCTURE

### CURRICULUM WORKSHOP

Subject Matter Experts will teach best practices, tips & tricks, and provide instruction to businesses/orgs on their particular subject. Time will be left at the end of the workshop for questions from participating businesses/orgs

### RESOURCE FAIR

Subject Matter Experts, Community Partners, and Industry Stakeholders will be at tables after the workshop to assist businesses/orgs with getting started in the subject matter area or will offer subject adjacent services to participating businesses/orgs

### FOLLOW UP

Curated content from the Subject Matter Experts will be sent as a follow up for businesses/orgs to start using the tools that they learned at the workshop in their growth

## FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

**HELPING  
BUSINESSES &  
ORGANIZATIONS  
ADDRESS THESE  
IDENTIFIED  
BARRIERS:**

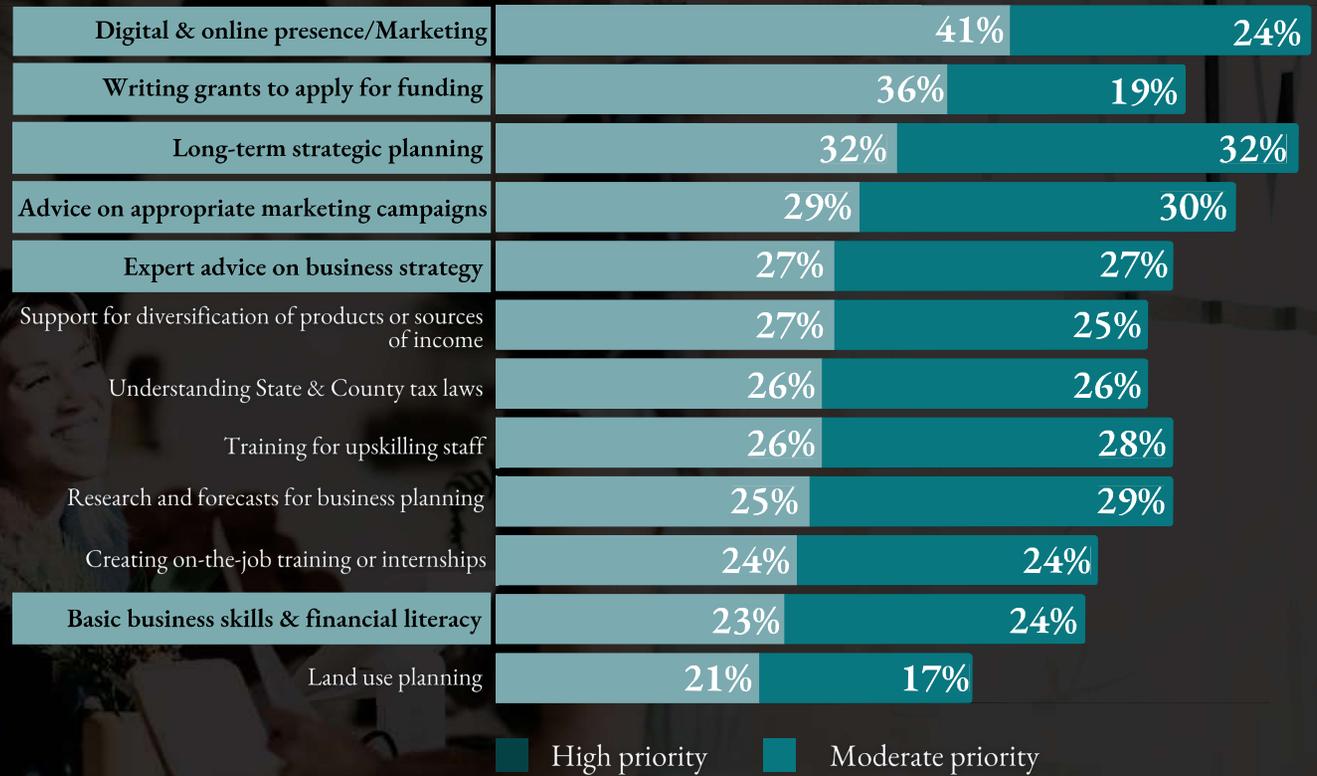
### ALL BUSINESSES/ORGANIZATIONS INCREASING SALES TO VISITORS

IDENTIFIED BARRIERS IN VISITOR INDUSTRY	#	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	#
Challenges with government agencies or regulations	86	Increased marketing opportunities	196
Lack of workers	61	Increased connectivity to visitor industry	163
High costs of doing business in Hawai'i (overhead)	50	Addressing legal or regulatory barriers	129
People don't know about us/Lack of marketing	49	Being able to add more staff	128
Capital/Funding	32	Updated facilities	121
Hawai'i less attractive/Low visitor counts	31	Greater communication w/ public agencies	116
Infrastructure issues	22	Access to transportation services	97
Lack of space to expand/operate	20	Competing w/ economies of scale of competitors	69
Competition/Uncooperative vendors	15	Addressing challenges w/ other industry segments	63
Tourism Volume/Visitor Behaviors	15	Access to credit	62
Comments related to Maui wildfires	13	Addressing supply chain challenges	54
Crime/homelessness/unsafe conditions	10	Mentoring from similar businesses	50
Shipping costs	4	Reservation system	48
No support from HTA	3	Increasing language resources	39
Geographic issues/lack of facilities in certain areas	1	Access to inventory	24
Other	39	<b>BASE: Those indicating that they face barriers in increasing sales to visitors</b>	<b>341</b>
Not directly involved with tourism	18		
Don't Know/Refused/Blank	9		

**BY PROVIDING  
TECHNICAL  
ASSISTANCE &  
COMMUNITY  
WORKSHOPS IN  
THESE IDENTIFIED  
SUPPORT AREAS**

“HIGH” PRIORITY FOR TOURISM TRAINING/ASSISTANCE

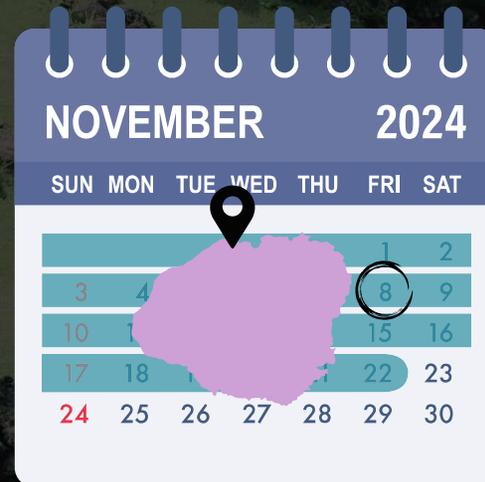
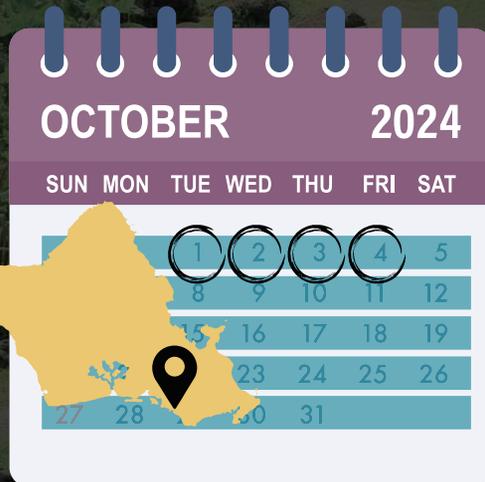
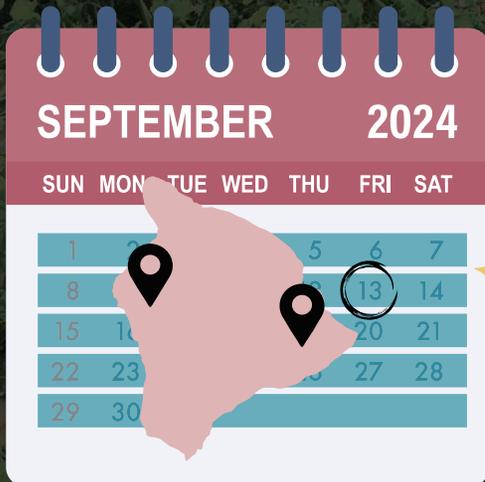
**HELPING BUSINESSES & ORGANIZATIONS BY PROVIDING TECHNICAL ASSISTANCE TO BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS**



## POSSIBLE CURRICULUM INCLUSIONS

- 1 MARKETING - BUILDING MO'OLELO**
  - Before you can share your story with the world, engage customers and partners, or turn sales, you have to understand your brand, your brand's story, your uniqueness and how that fits into the visitor industry in Hawai'i.
- 2 MARKETING - SHARING MO'OLELO**
  - Now that you have designed your brand, you need to strategize how to get the word out in the right way and with the right people in the industry throughout Hawai'i. Marketing strategy and support in the industry is key.
- 3 CONNECTING TO THE INDUSTRY**
  - FOR THOSE WANTING TO OPERATE IN THE INDUSTRY:
  - With brand/story and strategy in hand, you are now ready to connect to different people, organizations, agencies, and stakeholders in the industry.
- 4 CONNECTING WITHIN THE INDUSTRY**
  - For those already operating in the industry, this workshop will be designed to share what resources, individuals, and partners exist throughout Hawai'i and beyond that can provide connections to others in the industry.
- 5 BUSINESS STRATEGY IN THE INDUSTRY**
  - Everyone wants to grow. Making sure you take the time to strategize how you would like to grow in the industry and plan out what steps you can take to meet your Hawai'i visitor industry goals is key.
- 6 INDUSTRY FUNDING OPPORTUNITIES**
  - If additional capital is what you need to grow, this workshop will introduce you to some of the funding opportunities available throughout the visitor industry in Hawai'i and some best practices to engage with them.
- 7 REGENERATIVE BEST PRACTICES**
  - With the regenerative tourism model in mind, this workshop will showcase some of the ways that your business or organization can engage better regenerative business practices and share some best practices, as well.
- 8 STAFF CAPACITY - BUILDING THE TEAM**
  - This session will bring in partners working to help build workforce capacity and resources and provide best practices on finding and retaining talent. We will also learn about training and mentorship opportunities available to strengthen your existing team and leadership.

# FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM



TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

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**TACB**

**Program Overview  
& Information**



**#1**

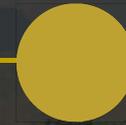
**FOUNDATIONAL  
Technical Assistance**



**#2**

**COMMUNITY  
STEWARDSHIP**

**Community Tourism Collaborative**



**#3**

**REGENERATIVE  
EXPERIENCES**

### PROGRAM OBJECTIVE

- Provide **professional expertise and funding to nonprofit organizations** who have already begun stewarding a tourist hotspot
- **Build capacity in these community based organizations** to support program operations, regenerative practices, and other management needs

### PROGRAM MEASURE

- Targeted funding dispersed to nonprofit projects **stewarding DMAP identified tourist hotspots**
- Budget and funding plan deliverables met by 12/31/2024

### VISION FOR SUCCESS:

- **Wahi pana are protected for future generations** through solid community management
- **Greater awareness**, both in the local community and among visitors, **of these stewarding organizations' work, impact, and opportunities to become involved**
- Greater awareness of by all stakeholders of **impact on natural resources**

# CTC - COMMUNITY STEWARDSHIP

**WHAT IS THE COMMUNITY TOURISM COLLABORATIVE - COMMUNITY STEWARDSHIP PROGRAM?**

- This program is designed to build capacity and solve issues for community organizations looking to steward 'āina in their communities - with an emphasis on over-taxed 'āina

**WHO IS THIS PROGRAM DESIGNED FOR?**

- Community organization(s) (or groups of community organizations who are willing to hui together to accomplish their community's goals) who are willing to steward a piece of 'āina and are in need of kōkua with capacity building, or help in a specifically identified area.

**EXAMPLE ORGANIZATION:**

- Hui o Mālama 'Āina has been wanting to help mitigate the traffic at Turtle Beach and have been working with other organizations in the area to consolidate resources and build capacity. They haven't been able to determine how to put in a cross-walk. They are also interested in boosting their marketing capacity.

**PROGRAM DETAILS ANNOUNCED IN 2024 Q3**

**CTC -  
COMMUNITY  
STEWARDSHIP**

**HELPING  
COMMUNITY  
STEWARDSHIP  
ORGANIZATIONS  
ADDRESS THESE  
IDENTIFIED  
BARRIERS:**

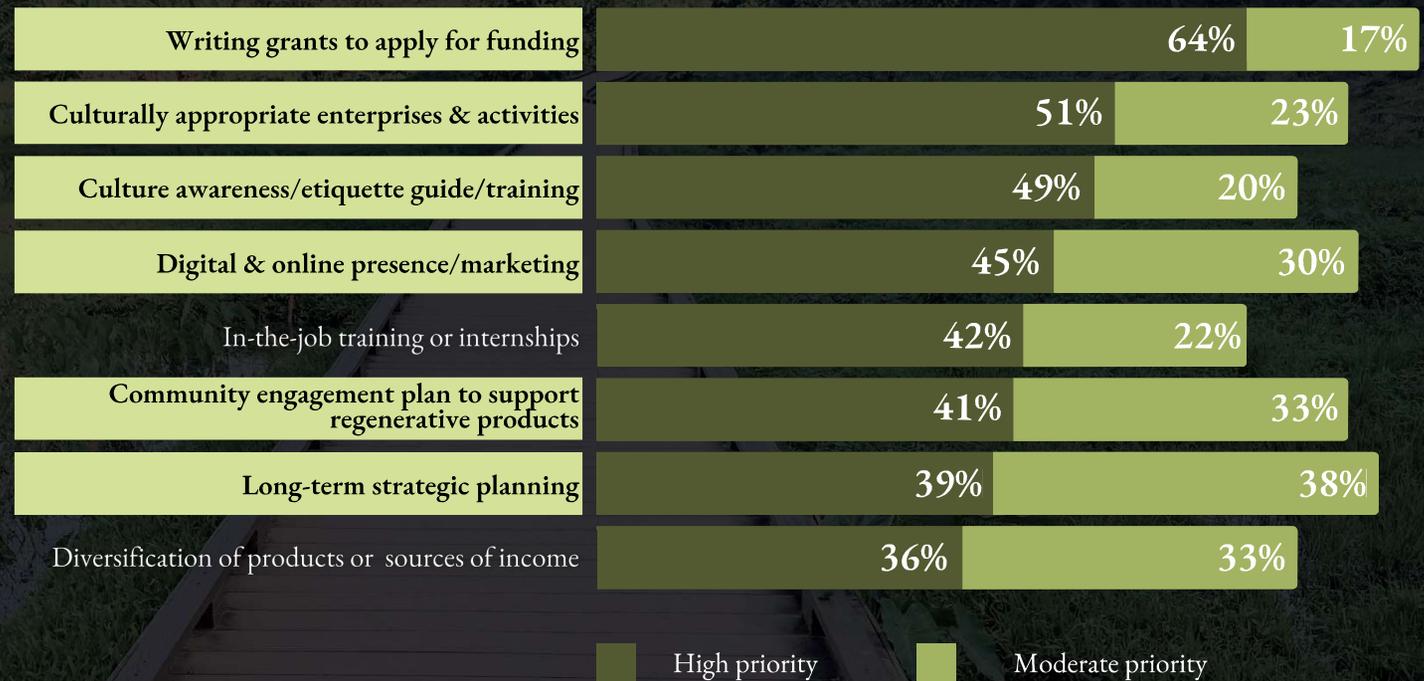
**NON-PROFIT ORGS INVOLVED IN STEWARDSHIP INCREASING SALES TO VISITORS**

IDENTIFIED BARRIERS IN VISITOR INDUSTRY	%	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	%
Lack of marketing	35%	Increased marketing opportunities	13%
Capital/funding	21%	Being able to add more staff	12%
Lack of workers	16%	Increased connectivity to visitor industry	12%
Infrastructure issues	9%	Access to transportation services	9%
Challenges with government agencies or regulations	5%	Updated facilities	9%
High costs of doing business	5%	Greater communication w/ public agencies	8%
Hawai'i less attractive/low visitor counts	5%	Addressing legal or regulatory barriers	6%
Lack of space to expand/operate	5%	Addressing challenges w/ other industry segments	6%
Crime/homelessness/unsafe conditions	5%	Access to credit	5%
Tourism Volume/Visitor Behaviors	2%	Mentoring from similar businesses	5%
Other	16%	Competing w/ economies of scale of competitors	4%
Not directly involved with tourism	7%	Reservation system	4%
<b>BASE: those non-profits involved in stewardship indicating that they face barriers in increasing sales to visitors</b>	43	Addressing supply chain challenges	3%
		Increasing language resources	2%
		Access to inventory	1%

**BY PROVIDING  
TECHNICAL  
ASSISTANCE &  
COMMUNITY  
WORKSHOPS IN  
THESE IDENTIFIED  
SUPPORT AREAS**

## NON-PROFIT ORGS IN STEWARDSHIP "HIGH PRIORITY" BUSINESS OR TOURISM TRAINING

HELPING COMMUNITY STEWARDSHIP ORGANIZATIONS BY PROVIDING TECHNICAL ASSISTANCE *TO PROVIDE SUPPORT & BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS*





**CTC - COMMUNITY STEWARDSHIP  
PROGRAM STRUCTURE**

- Cohort of Community Stewardship Organizations will receive assistance from industry professionals as consultants in specific areas identified by the Needs Assessment
- Pre-determined assistance will be provided by consultants with key take aways that can be used by the organization in their growth. Community Stewardship Organizations will apply for help in one (or more) of the identified areas
- Organizations will also receive training/mentorship/guidance in the specific area(s) to boost the internal capacity of the organization



**POSSIBLE ASSISTANCE AREAS:**

- Marketing - Branding & Strategy
- Marketing - Social Media Content & Strategy
- Marketing - Digital & Web Design
- Marketing - Outreach
- Grant Writing
- CRM System - Using tech to help you succeed
- Contract Assistance - Stewardship Agreements
- Strategic Planning
- Connection within the Visitor Industry
  - Destination Management & Transportation Services
  - Partnership Development
- Cultural Consultant



**FUNDING WILL BE DISBURSED TO SELECTED ORGANIZATIONS TO SUPPORT PROGRAM OPERATIONS, REGENERATIVE PRACTICES, STEWARDSHIP NEEDS, ETC.**

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## PROGRAM & FUNDING CRITERIA

- ✓ **NON-PROFIT ORGANIZATIONS** are welcome to apply for this capacity building program and funding opportunity
- ✓ Organization must have already started stewarding a **DMAP IDENTIFIED TOURISM HOTSPOT** in Hawai'i
- ✓ Organization must complete and submit an application for the program and be **SELECTED BY AN EVALUATION COMMITTEE** in a competitive process
- ✓ Organization must **PROVIDE A PLAN FOR THE FUNDING** and demonstrate capacity limitations or financial need



## FUNDING DISBURSEMENT

- ✓ In competitive process, evaluation committee will select **FUNDING AWARDEES** and offer awards
- ✓ Organizations must provide **BUDGET AND FUNDING PLAN** to receive first payment of 70% of total funding awarded
- ✓ Organization must complete spending of the total award by 11/22/2024 and will be given 15 days to provide deliverables and a final report to receive remaining 30% of award
- ✓ Remaining 30% of total funding awarded will be disbursed upon receipt of final deliverables and final report (on or before 12/31/2024)

# CTC - COMMUNITY STEWARDSHIP

**MAY 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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**JUNE 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	<b>MARKETING</b>					

**JULY 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
<b>APPLICATIONS OPEN</b>						

**AUGUST 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
<b>EVALUATION/SELECTION</b>						

**SEPTEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30					
<b>FUNDING DISBURSEMENT</b>						

**OCTOBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30	31		
<b>IMPLEMENTATION/EVALUATION</b>						

**NOVEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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10	11	12	13	14	15	16
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24	25	26	27	28	29	30
<b>PROJECT IMPLEMENTATION</b>						

**DECEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				
<b>FUNDING DISBURSEMENT</b>						

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS

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**TACB**

**Program Overview  
& Information**



**#1**

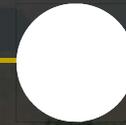
**FOUNDATIONAL  
Technical Assistance**



**#2**

**COMMUNITY  
STEWARDSHIP**

**Community Tourism Collaborative**



**#3**

**REGENERATIVE  
EXPERIENCES**

## CTC - REGENERATIVE EXPERIENCES

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### PROGRAM OBJECTIVE

- Support local businesses and nonprofits to **plan, build capacity** for, and **market regenerative activities** for tourists through professional consultancy and funding
- **Connect** local businesses and nonprofits with others working in the industry, with emphasis on sales and marketing
- Share regenerative **best practices**

### PROGRAM MEASURE

- Program on **6 islands**
- Develop **action plans** to help participants move ideas forward
- Funding dispersed for participants that complete their programs by 12/31/2024

### VISION FOR SUCCESS:

- Increased local business and nonprofit capacity to provide visitors regenerative experiences and products, including in voluntourism
- Increased visitor access to unique perspectives and cultural experiences

# CTC - REGENERATIVE EXPERIENCES

**WHAT IS THE COMMUNITY TOURISM COLLABORATIVE - REGENERATIVE EXPERIENCE PROGRAM?**

- Capacity building program designed to create more regenerative experiences throughout Hawai'i so that visitors have more regenerative things to do while traveling here

**WHO IS THIS PROGRAM DESIGNED FOR?**

- Experience hosts, locally-owned businesses, community organizations, farms, etc. who would like to host/create regenerative experiences or create 'āina-based experiences throughout Hawai'i for visitors to consume

**EXAMPLE ORGANIZATION:**

- 'Āina Aloha Farm has been growing māmakī tea for three generations and are now realizing that their growth has caused them to need more labor than they can accommodate. They are interested in learning how to create a voluntourism and tea tasting experience.

**PROGRAM DETAILS ANNOUNCED IN 2024 Q3**

**CTC -  
REGENERATIVE  
EXPERIENCES**

**HELPING  
BUSINESSES &  
ORGANIZATIONS  
INTERESTED IN  
OFFERING  
REGENERATIVE  
EXPERIENCES  
ADDRESS THESE  
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BARRIERS:**

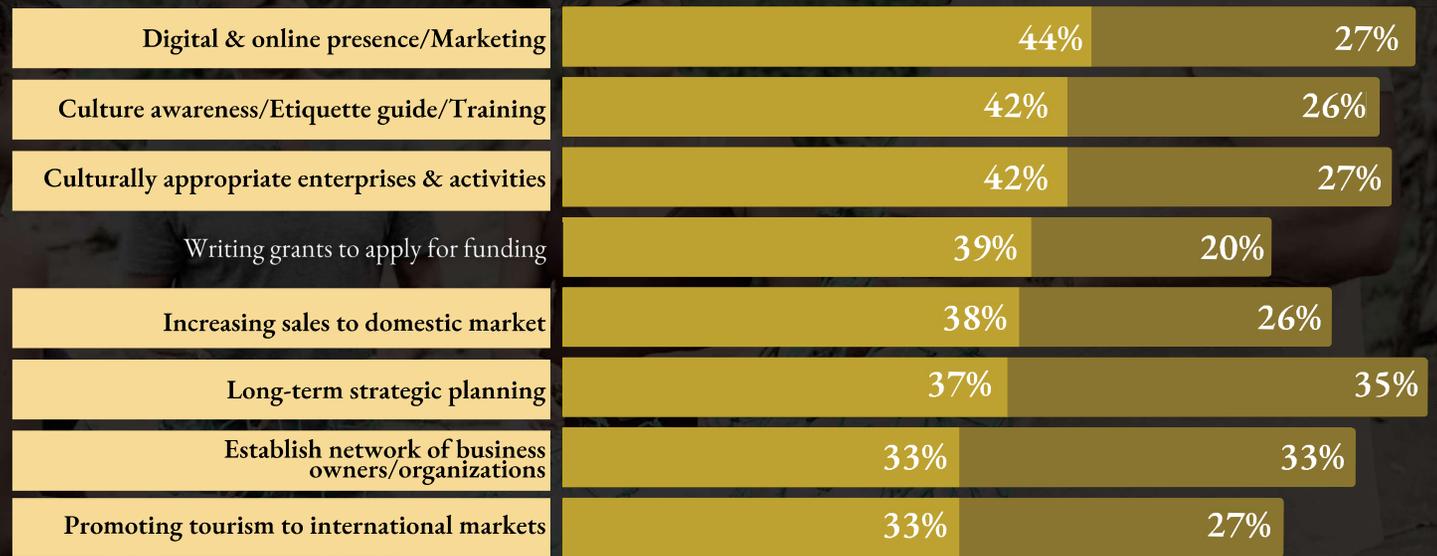
**ORGS IN REGENERATIVE WORK OFFERING REGENERATIVE EXPERIENCES**

IDENTIFIED BARRIERS IN VISITOR INDUSTRY	#	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	#
Challenges with government agencies or regulations	46	More staff capacity	122
Lack of workers	44	Increased connectivity to visitor industry	120
Capital/funding	44	Increased marketing opportunities	115
No time/not practical	21	More interest among visitors	108
Not familiar with what is available	21	Greater communication w/ public agencies	108
Lack of space to expand/operate	21	Addressing legal or regulatory barriers	107
Lack of marketing	19	Updated facilities	94
High costs of doing business	18	Mentoring from similar organizations	83
Infrastructure issues	17	Stronger overall volunteering messaging	83
No market/tourists won't be interested	16	Transportation services connectivity	72
Competition/Uncooperative vendors	8	Addressing challenges w/ other industry segments	71
Tourism volume/Visitor behaviors	6	Reservation system	52
No support from HTA	4	Access to credit	50
Crime/homelessness/unsafe conditions	4	Increasing language resources	42
Hawai'i less attractive/low visitor counts	2	Other	35
Comment related to Maui wildfires	1	<b>BASE: Those organizations focused on regenerative work that indicated they face barriers in offering regenerative experiences</b>	290
Other	21		
Not directly involved with tourism	42		
Don't Know/Refused/Blank	10		

**BY PROVIDING  
TECHNICAL  
ASSISTANCE &  
COMMUNITY  
WORKSHOPS IN  
THESE IDENTIFIED  
SUPPORT AREAS**

**HELPING BUSINESSES & ORGANIZATIONS INTERESTED IN OFFERING REGENERATIVE EXPERIENCES BY PROVIDING TECHNICAL ASSISTANCE *TO PROVIDE SUPPORT & BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS***

**ORGANIZATIONS FOCUSED ON REGENERATIVE WORK "HIGH PRIORITY" BUSINESS OR TOURISM TRAINING**



■ High priority ■ Moderate priority

## REGENERATIVE EXPERIENCE TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Support organizations across the Pae 'Āina
  - 10 companies/organizations per region - Each participant will create a Tour Program Plan ("TPP")
  - Target Organizations:
    - Family owned businesses
    - Organizations managing wahi pana
    - Food related businesses
    - Already existing tour companies
  - Preferences
    - Entities wanting to create voluntourism or agritourism experiences
    - Experiences already operating in the industry wanting to be more regenerative
    - Industry members looking to expand regenerative/local offerings

## PROGRAM DESIGN OVERVIEW

- Each participant will host a site visit
- Follow up information gathering and strategy meetings with KūHana consultants
- Curriculum will include the TPP, and they will be written in a way for Kilohana and HTA to assess funding opportunities.
- Participants will provide feedback and final approval of their TPP - KūHana Consultants will work closely with the participants to facilitate, strategize, and write the TPP.
- The TPP will work as a part of their funding application. Funding opportunity will be disbursed to participating cohort members that complete the program
- Each participant will have a regional networking event to meet industry sales and marketing professionals.

**PROGRAM & FUNDING CRITERIA**

- ✓ **BUSINESSES & NON-PROFIT ORGANIZATIONS** are welcome to apply for this capacity building program and funding opportunity
- ✓ Organization must **CURRENTLY OPERATE IN THE INDUSTRY SECTOR** listed in the program details
- ✓ Organization must complete and submit an application for the program and be **SELECTED BY AN EVALUATION COMMITTEE** in a competitive process
- ✓ Organization must **PROVIDE A PLAN FOR THE FUNDING** and demonstrate capacity limitations or financial need

**FUNDING DISBURSEMENT**

- ✓ In competitive process, evaluation committee will **SELECT FUNDING AWARDEES** and offer awards
- ✓ Organizations must provide **BUDGET AND FUNDING PLAN** to receive first payment of 70% of total funding awarded
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# CTC - REGENERATIVE EXPERIENCES

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<b>EVALUATION/SELECTION</b>						

**SEPTEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
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<b>FUNDING DISBURSEMENT</b>						

**OCTOBER 2024**

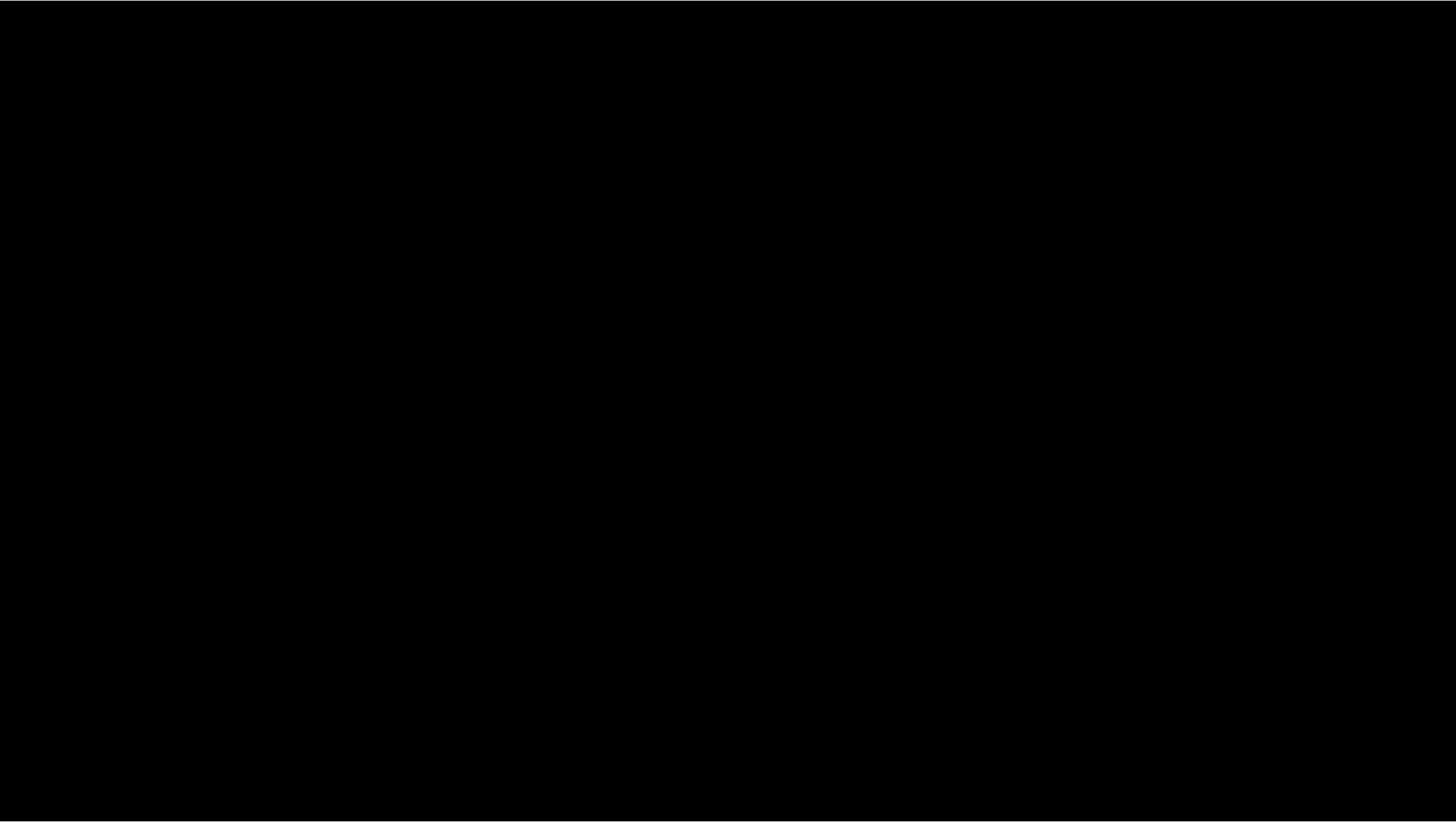
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
<b>IMPLEMENTATION/EVALUATION</b>						

**NOVEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
<b>PROJECT IMPLEMENTATION</b>						

**DECEMBER 2024**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
<b>FUNDING DISBURSEMENT</b>						



# MARKETING PLAN >



## MARKETING GOAL

- 225+ Locally owned businesses & organizations participate in workshops (being offered to all islands)



## EARNED MEDIA/MARKETING OPPORTUNITIES

- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists, etc.)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



## PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



**Marketing efforts to include photo/video content creation for future iterations of the program, etc.**

# MARKETING PLAN >



## MARKETING GOAL

- 225 Locally owned businesses & organizations participate in workshops & training programs



## EARNED MEDIA/MARKETING OPPORTUNITIES

- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists, etc.)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



## PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



**Marketing efforts to include photo/video content creation for future iterations of the program, etc.**

# MARKETING PLAN >



## MARKETING GOAL

- 225 Locally owned businesses & organizations participate in workshops & training programs



## EARNED MEDIA/MARKETING OPPORTUNITIES

- Word of mouth marketing through invitation
- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



## PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



**Marketing efforts to include photo/video content creation for future iterations of the program, etc.**

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM

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TACB

MO'OLELO  
BRANDING  
MOOD BOARDS



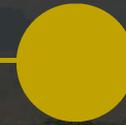
#1

FOUNDATIONAL  
Technical Assistance



#2

COMMUNITY  
STEWARDSHIP



#3

REGENERATIVE  
EXPERIENCES

Community Tourism Collaborative

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# WAI SYSTEM

For generations, acres of lo'i kalo fed the people of Hawai'i. The **regenerative** water system created centuries of successful farming throughout the pae 'āina. The lo'i kalo system borrowed water from streams, nourished acres of kalo fields, and returned the water saturated with nutrients from the fertile ecosystem. The system returned the water in a better condition than it was received. Even if the system ended there, it would have been regenerative. However, the water system's regeneration continued downstream. The nutrient rich water fed 'o'opu, i'a, and limu throughout the streams. Not only were these gathered and eaten, but even further downstream these momona 'o'opu, i'a, and limu fed schools of larger i'a and other seafood in the loko i'a system creating even more opportunities for sustenance and a food security system that fed thousands of families for hundreds of generations.

Much like the water system of old Hawai'i, the Technical Assistance and Capacity Building programs from Kilohana strive to model programs after the regenerative lo'i kalo system in a commitment to growing Hawai'i's communities. We encourage businesses and organizations, both currently operating in the visitor industry and those who would like to operate in the visitor industry, to take advantage of these programs, absorb all of the nutrient rich information that our mentors, trainers, and facilitators have to share, and to return back to the industry and the community to uplift our Hawai'i for a regenerative tomorrow. The three programs: Po'owai, 'Auwai, and Ho'iwai remind us of our role in Hawai'i - to mālama this regenerative system and give back to our communities.

## PO'OWAI

FOUNDATIONAL TECHNICAL  
ASSISTANCE PROGRAM

## 'AUWAI

Community Tourism Collaborative  
COMMUNITY STEWARDSHIP

## HO'IWAI

Community Tourism Collaborative  
REGENERATIVE EXPERIENCE

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM



**WAI SYSTEM >**

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM

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# PO'OWAI

## FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

When water leaves the main stream and enters the lo'i kalo system, it first passes through the PO'OWAI. The PO'OWAI, literally the "head waters," describes the starting point of the entire regenerative water system. Without the PO'OWAI and its ability to direct water through the lo'i kalo system, there is no water system, no regeneration, and no food system.

The PO'OWAI, Foundational Technical Assistance Program, like its role in the water system, is the introductory and foundational capacity building program that will provide businesses and organizations with community workshops that are meant to provide a foundation for growth and expansion both into and within the visitor industry throughout Hawai'i. These programs will allow participants to enter the regenerative structure and bring a plethora of resources to meet businesses where they are and provide universal trainings on the broadest application capital growth and industry strategies. This program will be open to any and all businesses and organizations throughout Hawai'i, both in-person and virtually.

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM



**PO'OWAI** >

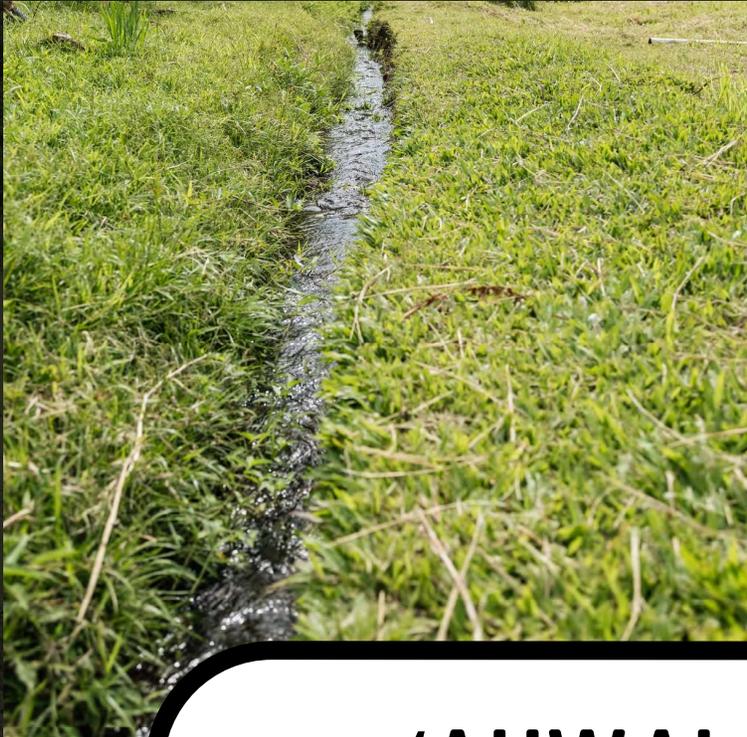
# 'AUWAI

## COMMUNITY TOURISM COLLABORATIVE - COMMUNITY STEWARDSHIP

The 'AUWAI, the main artery delivering water from the main stream to the lo'i kalo system, is one of the most important parts of the system - for without the 'AUWAI, you cannot grow kalo and you cannot saturate the water with nutrients. A bottleneck in the 'AUWAI literally stops the entire system. The 'AUWAI, therefore, represents the kuleana embedded in the lo'i system. Without a clean 'AUWAI, you cannot deliver water to the rest of the system and the entire system downstream suffers. We must mālama the 'AUWAI to have a regenerative system.

The 'AUWAI, Community Stewardship Technical Assistance Program, like its role in the water system, recognizes the kuleana of maintaining our places/'āina/wahi pana/hotspots, the literal foundation upon which our community (and visitor industry) is built. In the same way that we need to maintain the 'AUWAI to keep the waters flowing in the water system, so must we mālama our sacred places. This program will infuse community organizations with resources, mentors, education and most importantly provide them the opportunity to build relationships with others in the industry that can help them to solve bottlenecks in their journey to stewarding the 'āina that we call home. Tailored content and facilitators will allow each organization the ability to collaborate, network, and work together to clear their 'AUWAI and work past stewardship issues. This program is open to community organizations already working to steward 'āina throughout Hawai'i, both in-person and virtually.

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM



**'AUWAI** ➤

# HO'IWAI

## COMMUNITY TOURISM COLLABORATIVE - REGENERATIVE EXPERIENCE

The regenerative nature of the water system and lo'i kalo system, in essence, relies upon the fact that water is returned to the main stream. This ensures that life abounds downstream and that nutrients exponentially grow from the nutrient rich water from the lo'i system. The HO'IWAI the mechanism that returns the super saturated water back to the main stream, represents our kuleana for the future of Hawai'i. Investing in the HO'IWAI and our regenerative future allows us to provide a more sustainable future for generations to come.

The HO'IWAI, Regenerative Experience Technical Assistance Program, like its role in the water system, is the program focused on growing the regenerative experiences offered throughout the visitor industry. In order for new experiences in the industry to be regenerative, they must "ho'i i ka wai," or return water to the main flow of sustainability for our communities. This program will provide businesses and organizations with workshops, training, and networking with regenerative operators in different sectors and is meant to increase regenerative experiences throughout the pae 'āina. This program will be open to businesses and organizations throughout Hawai'i, both in-person and virtually.

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM



**HO'IWAI** ➤