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COMMUNITY ENRICHMENT PROGRAM

Purpose

Hawai‘i Tourism Authority’s (HTA) Community Enrichment Program (CEP) fosters community-based tourism projects to improve and enrich Hawai‘i’s product offerings. These community-based projects should provide unique, authentic and highly valued visitor experiences and represents activities that are developed by our community, for our community, and are things the community is willing to and wants to share with our visitors. CEP encourages innovative tourism products.

The objectives of the CEP are to:

- Develop new tourism products in the nine (9) targeted niche areas of agriculture, culture, culinary, education, health and wellness, nature, sports, technology and voluntourism.
- Support community-based tourism initiatives.
- Support authentic experiences.
- Provide economic benefit to communities.
- Ensure the availability of events, activities and experiences throughout the year and distributed throughout the State. Special attention given to the “shoulder” periods of April and May, and September through the first half of December to attract additional visitors to the Hawaiian Islands.
- Support marketing and promotional efforts with The Hawaiian Islands and keep in line with each island’s brand identity.
- Contribute to HTA’s goal of increasing visitor expenditures and length of stay.
- Create events, activities, and experiences which fulfill visitors’ expectations of a quality destination:
  - Unique (to Hawai‘i) activities/experiences.
  - Friendly interaction with residents.
  - Variety of activities/experiences.
  - Variety of cuisine and dining options.
  - Good value for the money.
- Ensure a sufficient number of quality, innovative visitor experiences to satisfy the high number of returning visitors and visitors with sophisticated needs.
Hawai‘i Visitors and Convention Bureau Supports You

The Hawai‘i Visitors and Convention Bureau (HVCB) has been selected by the Hawai‘i Tourism Authority (HTA) to manage the CEP program on their behalf. HVCB’s Central Office and Island Chapters (Kaua’i Visitors Bureau, O‘ahu Visitors Bureau, Maui Visitors and Convention Bureau, Island of Hawai‘i Visitors Bureau) are here to support your efforts. We can assist in promoting your project, provide assistance in helping you complete your reports, connect you with our global marketing team, and other partners we work with. We are just a phone call or email away.

Your Role

Your role is to understand and follow your contract obligations. Remember, this is a contract, not a grant. HVCB is contracting your organization to perform tourism-related services. You are responsible to provide deliverables, including reports and invoices, in a timely manner.

Please ensure the proper points of contact are up-to-date and correct to ensure you receive communications from your Island Chapter Contact (ICC). Contact information is based on the ‘Primary Contact’ listed in your proposal. Any updates to your primary contact person will require an emailed request to the ICC. Awardees are responsible to update the ICC on any changes to your program, proposal, budget, and progress. If there are any changes, it’s essential to update your ICC, especially if your event dates have changed.
CONTRACT & INVOICE PROCESS

Contracting Process

The diagram above depicts the contracting process. It will take approximately three (3) weeks from the time that the organization is awarded the contract and HVCB generates the contract. Your contract will be emailed to you once it is fully executed.

Contract Components

The contract is comprised of seven (7) sections:

1. Scope of Services
2. Terms of Contract
3. Time of Performance
4. Compensation
5. Insurance Requirements
6. Other Terms and Conditions
7. Legal Notices

While you should read the entire contract, the five (5) main areas that you should be sure you understand are the scope of services (services to be provided and deliverables), amount of compensation (payment schedule), terms of contract, termination (COVID Related Cancellation), and time of performance.

You will be issued an “executed contract number,” which you will use as an identification number. Please use this on your report and invoice submissions.
**Invoice & Payments**

**Invoice**

Once your ICC emails you the fully executed contract, you may then email your invoice along with all of your deliverables. Please be sure to read the “Compensation” section in your contract. Awardees are either on a two- or three-payment schedule, which is determined by the contracted amount. If you are on a two-payment schedule, please review the “First (Initial) Payment” and “Final Payment Requirements” only. You will be informed by your Island Chapter Contact if you are on a two- or three-payment schedule.

- **Two-Payment** - 70% & 30% upon completion and submission of final deliverables.
- **Three-Payment** - 60% / 20% / 20% upon completion and submission of final deliverables.

Below is a list of all the deliverables that you must submit for your **first (initial) payment**:

- **IRS W9.**
- **Certificate of Insurance:** State of Hawai‘i, Hawai‘i Tourism Authority, Hawai‘i Visitors and Convention Bureau and Island Chapter (e.g., Kaua‘i Visitors Bureau, O‘ahu Visitors Bureau, Maui Visitors and Convention Bureau, Island of Hawai‘i Visitors Bureau) as appropriate listed as additional insured. If this is a statewide event, list all Island Chapters.
- **If applicable, Proof of Matching Funds:** Satisfactory proof of obtaining no less than half of what was reported in your proposed (revised) budget cash match.
- **Publicity article and photo.**
- **Three (3) photos for social media.**
- **Proof of event listing on gohawaii.com (screenshot), if applicable.**
- **Revised or amended itemized budget, Key Performance Indicators, marketing/communication and timeline of the activities and events related to the project (if applicable).**
- **Original invoice for said initial payment.**

**Please send all deliverables in PDF format excluding publicity and social media images.**

**2^{nd} Payment Requirements - 3-Payment Contracts Only**

- **Progress Report - Appendix A: A1.**
- **Copies of all advertising and promotional activities to date.**
- **Revised timeline, budget, and marketing and communications (if applicable).**
□ Original invoice for said second payment.

Note that invoice and deliverables are due May 1, 2022.

**Please send all deliverables in PDF format excluding publicity and social media images.

Final Payment Requirements - both 2- and 3-Payment Contracts

□ If applicable, proof of remaining cash matching funds.


   Sample survey to assist in obtaining KPIs located in the Festivals and Events Toolkit and under A4.

□ Visual documentation (i.e., photos, videos, etc.) - minimum of 10.

□ Copies of all advertising and promotional activities to date.

□ Satisfactory completion of all activities, services, and events related to the project and in accordance with the proposal and the Contract.

□ Original invoice for final payment amount.

Note that invoice and deliverables are due:

- Within **90 days** of the completion of event and/or
- By January 30, 2023 (year-long projects only).

**Please send all deliverables in PDF format excluding publicity and social media images.

To make email correspondence easier, type the following into the email subject line:

- CEP Contract Number, and
- Project Name.
Sample Invoice

TO:
Hawaii Visitors and Convention Bureau
2270 Kalakaua Avenue, 8th Floor
Honolulu, HI 96813

Aloha Sample Company, LLC
63A De Aloha Sample
1 Printer St.
Honolulu, HI 99999
Phone: 808-888-8888

INVOICE
INVOICE #1001
DATE: JANUARY 15, 2022

DESCRIPTION

Item 1: 2022 Aloha Event Sample, Contract for Services, Contract No. CDM XXXX, Initial Payment

AMOUNT

$15,000

TOTAL DUE

$15,000

Make all checks payable to: Aloha Sample Company, LLC

Thank you for your business!

John Doe

An invoice to HVCB must include the following:

A. Organization name and address match exactly what is on the contract and W9.

B. Original, unique invoice number.

C. List the following as an Invoice Description: “Contract for Services,” contract number, and reference the payment (i.e., first (initial), second, final). REMINDER: This is not a grant! This is a Contract for Services.

D. If you include “Make checks payable to,” you need to match the name and address on the Contract.

E. If your organization requires a signature, please be sure to include it.
Cash Matching Funds – If Applicable

Below are acceptable proof of cash matching funds:

- Letter of commitment
- Copy of a check
- Receipts of deposit
- Bank statement with letter from organization’s leadership
  - Letter must include exact amount that will be used towards the project, and signed by someone with appropriate legal authority
- Copy of an agreement between the applicant and another sponsor
- A list of sponsors and/or in-kind contributions are not considered acceptable proof.

Also note that matching funds for these programs may not come from other state agencies such as the Office of Hawaiian Affairs (OHA) or other entities funded by HTA (e.g., HVCB).

Insurance Requirements

The insurance should be in effect at a minimum 30 days prior to the start of the event, run through the event date/s, and a minimum 30 days after the event ends. The insurance must cover not only the event date/s, but also all dates for setup and breakdown, as well as cover volunteers, employees and attendees. Whether it is for year-long projects or a one-time event, the insurance should identify the State of Hawai’i, Hawai’i Tourism Authority, Hawai’i Visitors and Convention Bureau, and appropriate Island Chapter (i.e., Kaua’i Visitors Bureau, O’ahu Visitors Bureau, Maui Visitors and Convention Bureau, Island of Hawai’i Visitors Bureau) as “additional insured.” If this is a statewide event, list all Island Chapters as “additional insured.”
Frequently Asked Questions

1. Can I adjust my budget during the program year?
   Yes, submit revisions and explanation to the ICC for review. It will be submitted to the Hawai‘i Tourism Authority for review and approval. Decision will be shared with awardee if they can proceed, or an alternate action plan is required.

2. What if we experience a major delay to programming?
   Contact the Island Chapter Contact 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.

3. What issues would require notification to and/or approval from HVCB?
   Issues include: delays in reporting, delays in deliverables, substantial events (weather, organization, staff, etc.), budget adjustments, and anything directly impacting the contract.

4. What is a “Final Schedule of Events and Activities”?
   This deliverable is the same as a program for your event. A program submission would be acceptable.
REPORTING

HVCB will provide you with electronic/soft copies of contract reporting templates for 1) Progress Report (if you are on a 3-payment schedule); 2) Final Report Form; 3) Final Financial Report; and 4) Key Performance Indicator Report. Please see Appendix A for the reporting templates. If you have questions with regards to completing any of the reports, please call your Island Chapter Contact.
EVALUATION

Island Chapter Contact Role

Island Chapter Contact and/or Island Chapter Staff reviews your Progress Report (if on a 3-payment schedule), Final Report Form, Final Financial Report, and Final KPI Reports to close out the contract. The Island Chapter Contact and Island Chapter Executive Director to sign it. To view the evaluation form used by HVCB, please see Appendix B.
RECOGNITION OF HAWAIʻI TOURISM AUTHORITY

Logo Usage

The logo that should be used in all materials is “Hawaiʻi Tourism Authority.” No other logo should be used.

YES

No

Statewide Festival Logo – Hawaiʻi Visitors and Convention Bureau

Island Chapter Logos

As appropriate, include your respective Island Chapter Logo.

Kauaʻi Visitors Bureau
Social Media
HTA’s hashtag for social media is #MālamaKuʻuHome or #MalamaKuuHome. Please add #MālamaKuʻuHome or #MalamaKuuHome to all posts for any program/event that receives HTA funds. Please also mention and tag Hawaiʻi Tourism Authority in your posts. The HTA will be alerted when you post and we will then share it on our social networks as well.

HTA’s social media handles:
- Facebook: @Hawaiihita
- Instagram: @Hawaiihita
- Twitter: @Hawaiihita

Statewide:
- Facebook: @hawaii
- Instagram: @gohawaii
- Twitter: @gohawaii
- Hashtag: #gohawaii
Kaua‘i:
• Facebook: @KauaiVisitorsBureau
• Instagram: @kauaidiscovery
• Twitter: @kauaidiscovery
• Hashtag: #VisitKauai

O‘ahu:
• Facebook: @OahuHawaii
• Instagram: @oahuvb
• Twitter: @oahuvb
• Hashtag: #VisitOahu

Maui:
• Facebook: @visitmaui
• Instagram: @mauivisit
• Twitter: @mauivisit
• Hashtag: #VisitMaui

Moloka‘i:
• Facebook: @MolokaiVisitorsAssociation
• Instagram: @seemolokai
• Twitter: @seemolokai
• Hashtag: #VisitMolokai

Lāna‘i:
• Facebook: @visitlanai
• Instagram: @visitlanai
• Twitter: @visitlanai
• Hashtag: #VisitLanai

Island of Hawai‘i:
• Facebook: @islandofhawaii
• Instagram: @theislandofhawaii
• Twitter: @hawaiibigisland
• Hashtag: #VisitislandofHawaii
Print/Radio

When recognizing the HTA in print (e.g., press releases) or radio, please use the following wording:

“Funding provided by Hawai‘i Tourism Authority through the Community Enrichment Program”

OR

“Support provided by Hawai‘i Tourism Authority through the Community Enrichment Program”
REQUESTING HTA PRINT AD

Requesting an HTA Ad for your Program Booklet – Appendix C

If you are providing the HTA with the opportunity to place an advertisement in your program booklet, the HVCB will provide you with a print-ready ad (asset). We would request the ad is in either the inside front or inside back cover. Below is the process:

1. Access the HTA Print Request Form (see Appendix C) via the Resources and Reports Toolkit at: www.hvcb.org/cep/resources-reports and send it back to your ICC. A **minimum of seven (7) business days lead time** is required to provide the print ad once the form is filled out completely and returned.
2. ICC staff will review, and if the form is complete, will send the approved form to the HVCB Central Office. The ICC will work with the Central contact to develop the ad.
3. HVCB Central will be in direct contact with you for any further information or clarification.
4. HVCB Central will provide the asset to the delivery contact (including Island Chapter Contact) as noted in the HTA Print Request Form.

Agriculture Version – existing ad imagery

Mālama Version – existing ad imagery

Culture Version – existing ad imagery
GOHAWAI.COM CALENDAR OF EVENTS

How to Upload Information

One of the deliverables for the Community Enrichment Program is listing your event (if you your project is an event) on the gohawaii.com calendar of events. To list your event, you should:

1. Go to https://www.gohawaii.com/events/submit
2. For new users, click on the button that reads “Create New Account” button.
   a. Once you click on the button, a screen will appear for you to “Register for an Account”. Will ask for your contact information, the type of tourism experience your event is, and to set up a password.
3. For current users, go to “Proceed to Log In” button.
4. Remember to print or print to a PDF your event on the gohawaii.com calendar as this is one of the deliverables for 1st payment.
RESOURCES

Toolkits

Resources & Reports Toolkit
https://www.hvcb.org/cep/resources-reports
➢ Calendar of Events
➢ Photo Tips for Media
➢ Sponsorship Strategies
➢ Ma’ema’e Toolkit
➢ The Hawaiian Island & Island Brand Identities
➢ Zero Waste Management
➢ Green Event
➢ Handbook Forms and Reports
   ➢ Sample Invoice
   ➢ HTA, HVCB and Island Chapter Logos
   ➢ Progress Report (Appendix A: A1)
   ➢ Final Report Form (Appendix A: A2)
   ➢ Final Financial Report (Appendix A: A3)
   ➢ Key Performance Indicators (KPI) Report (Appendix A: A4)
   ➢ Sample Festivals & Events Survey (Appendix A: A4)
   ➢ Print Ad Request Form (Appendix C)
   ➢ HTA Contract CON 21038 (Exhibit A)

PR & Social Media Toolkit
https://www.hvcb.org/cep/pr-toolkit
➢ News Release Template
➢ Media Advisory Template
➢ Calendar Alert Template
➢ General Hawai‘i Media Contact List
➢ How to Create a Facebook Page
➢ How to Create a Facebook Event
➢ How to Promote a Facebook Event
➢ How to Create a Content Calendar
➢ How to Boost Facebook Posts
➢ How to Use Facebook Creator Studio
➢ Facebook Specs & Sizes
➢ Instagram Specs & Sizes
➢ Posts & Graphics
➢ Stock Imagery
➢ Instagram Stories
➢ Video Creation
➢ Royalty-free Music
CONTACT INFORMATION

Hawai‘i Visitors and Convention Bureau – Central Office
Darlene Morikawa, Senior Director, Public Relations/Communications
Email: dmorikawa@hvcb.org
Lei-Ann Field, Senior Manager, Public Relations
Email: lfield@hvcb.org

Island Visitors Bureaus

Kaua‘i Visitors Bureau
Sue Kanoho, Executive Director
Email: skanoho@hvcb.org

Lani Kau‘i, Program Coordinator
Email: lkau‘i@hvcb.org

Patti Ornellas, Destination Manager - Kaua‘i
Email: patti@hvcb.org

O‘ahu Visitors Bureau
Noelani Schilling-Wheeler, Executive Director
Email: Noelani@visit-oahu.com

Catherine Orlans, Destination Manager - O‘ahu
Email: catherine@visit-oahu.com

Joyce Bernado, Marketing Manager
Email: Joyce@visit-oahu.com

Maui Visitors and Convention Bureau
Sherry Duong, Executive Director
Email: sherry@mauivb.com

Meagan DeGaia, Destination Manager - Maui, Moloka‘i, Lāna‘i
Email: meagan@mauivb.com

Leanne Pletcher, Director, Public Relations & Marketing
Email: leanne@mauivb.com

Island of Hawai‘i Visitors Bureau
Ross Birch, Executive Director
Email: rbirch@hvcb.org
Rachel Kaima, Destination Manager - Hawai‘i Island
Email: rkaiama@hvcb.org

Donna Kimura, Director of Marketing
Email: dkimura@hvcb.org

Global Marketing Teams

Hawai‘i Tourism China
Dennis Suo, Chief Executive Officer
Email: dennis.suo@htchina.net.cn

Alexander Wong, Chief Operating Officer
Email: alexander.wong@htchina.net.cn

Hawai‘i Tourism Japan
Mitsue Varley, Japan, Country Director
Email: mvarley@htjapan.jp

Kimiko Quan, Sales & Marketing Manager
Email: kquan@htjapan.jp

Ayako Ishiwari, Marketing & Administrative Manager
Email: aishiwari@htjapan.jp

Hawai‘i Tourism Korea
Caitlin Chow, PR & Marketing Manager
Email: caitlincho@aviareps.com

Jennifer Kwag, Account Director
Email: jenniferkwag@aviareps.com

Hawai‘i Tourism Canada
Lorenzo Campos, Account Director
Email: lorenzo@voxinternational.com

Samantha Carreira, Public Relations Account Manager
Email: sam@voxinternational.com

Hawai‘i Tourism Oceania
Jennifer Gaskin, Account Director AU/NZ
Email: jgaskin@hawaiitourism.com.au

Darragh Walshe, Tourism Director AU/NZ
Email: dwalshe@hawaiitourism.co.nz
APPENDIX A – CONTRACTOR REPORTING TEMPLATES

*Digital copies can be downloaded from the Resources & Reports Toolkit (see page 17)

Progress Report - Appendix A: A1; only for 3-payment contracts (Completed by Organization)

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HAWAII TOURISM AUTHORITY COMMUNITY ENRICHMENT PROGRAM 2022

Progress Report

For the Period of  Click or tap here to enter text. to  Click or tap here to enter text.

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<tr>
<th>Organization:</th>
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<th>Contract No:</th>
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<tr>
<td>Program Title:</td>
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Provide an accurate account of work completed in accordance with the subject contract/agreement.

1) Describe how HTA’s Community Enrichment Program’s funds were used during the period in the development and implementation of the event/program.

   Click or tap here to enter text.

2) Describe the status of the project and work completed and any major adjustments (dates, venues, etc.) that have been necessitated or proposed.

   Click or tap here to enter text.

3) Describe your next major steps for this project/program.

   Click or tap here to enter text.

4) If available, include examples of your advertising (not duplicate ads) and promotional materials such as posters, flyers, brochures, news articles, print ads, and/or web pages.

5) Additional Comments:

   Click or tap here to enter text.

Submitted by (identify Name, Job Title, and Date Submitted): Click or tap here to enter text.

---

For Staff Use Only

Received by: __________________________ Report Accepted by: __________________________

(Island Chapter Staff Initial and Date) (Island Chapter ED and Date)
Final Report Form - Appendix A - A2; for all contracts (Completed by Organization)

HAWAI’I TOURISM AUTHORITY COMMUNITY ENRICHMENT PROGRAM 2022
FINAL REPORT FORM

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<th>Program Title:</th>
<th>CEP Award Amount:</th>
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**Project/Program Description (include goals and objectives):**

Click or tap here to enter text.

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**PROJECT IMPACT**

1) **Identify below the method(s) from which you obtained the data for the reported Key Performance Indicator (KPI) measures, specifically the number of residents, visitors, and satisfaction.**

Click or tap here to enter text.

2) **Explain why you did or did not reach the expected outcomes for each measure listed above.**

Click or tap here to enter text.
3) Describe how this project benefited your community and visitors.

Click or tap here to enter text.

MARKETING & PROMOTION

4) Please describe your marketing and promotional efforts to reach visitors – pre and post arrival, as well as residents. Provide specific examples.

Click or tap here to enter text.

GREEN PRACTICES

5) How did you incorporate green practices to make your program and/or project environmental sustainable?

Click or tap here to enter text.

6) Describe how this project could be improved, including any significant plans for your 2023 program.

Click or tap here to enter text.

ADDITIONAL COMMENTS:

Click or tap here to enter text.

ATTACH COPIES OF THE FOLLOWING REQUIRED DOCUMENTS:

☐ Original Invoice for final payment.

☐ Proof of obtaining the remaining claimed cash matching funds (If applicable and if not previously satisfied).

☐ Completed Final Financial Report of Actual Expenses and Income signed and certified as to its accuracy and a detailed final Budget Narrative.

☐ Completed 2022 KPI Report form.

☐ Final Schedule of all activities and events.

☐ Listing of all print and online publications, radio and TV (where applicable) that your project’s advertising and promotional material(s) are in. Please include:

1) Print: title of publication, publication issue/month/date, circulation/readership.
2) Online: website name, URL, dates
3) Social Media: site(s), dates/or start and end, and frequency of posts
4) Radio: Radio station(s) and audience reach
5) TV: Station(s) and viewership reach
6) Other: please specify

☐ Three to five (3-5) examples of your advertising (not duplicated ads) and promotional materials including, but not limited to, posters, flyers, brochures, news articles, print advertisements, and/or web pages with HTA sponsor recognition.

☐ Minimum of ten (10) high resolution digital photographs in jpeg format (high resolution at least 300 dpi); and/or video or other visual documentation of the event with appropriate release agreements to allow the use of these materials for promotional efforts by the HTA, the County and/or approved contractors. Please include the photographer’s name with submittal.

Submitted by:

Click or tap here to enter text.

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<th>(Name)</th>
<th>(Title)</th>
<th>(Date)</th>
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For Staff Use Only

Final Report Accepted by: ____________________________

   (Island Chapter Staff Initial)   (Date)

Final Report Accepted by: ____________________________

   (Island Chapter Executive Director)   (Date)
## 2022 HTA Community Enrichment Program

**FINAL FINANCIAL REPORT OF ACTUAL EXPENSES AND INCOME**

**CONTRACT NUMBER:** ________________

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<thead>
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<th>EXPENSES</th>
<th>HTA CEP CASH</th>
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<th>TOTAL EXPENSES</th>
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<tr>
<td>TOTAL EXPENSES</td>
<td></td>
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</table>

**2022 HTA Community Enrichment Program**

**FINAL FINANCIAL REPORT OF ACTUAL EXPENSES AND INCOME**

**CONTRACT NUMBER:** ________________
## FINAL FINANCIAL REPORT OF ACTUAL EXPENSES AND INCOME

(Continue)

<table>
<thead>
<tr>
<th>INCOME</th>
<th>HTA CEP CASH</th>
<th>OTHER CASH</th>
<th>IN-KIND</th>
<th>TOTAL INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Budget</td>
<td>Actual</td>
<td>Budget</td>
<td>Actual</td>
</tr>
<tr>
<td>HTA CEP</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Organization’s Contribution</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other Sponsors/Sources</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>(specify sources for both other cash and in-kind support):</td>
<td></td>
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<td>0</td>
</tr>
<tr>
<td>TOTAL INCOME</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

I hereby certify that all financial statements represented in this final report to the Island Chapter name relating to Contract/Agreement Number __________________________ (Agreement), are accurate and that funds allocated through the Island Chapter name under this Agreement have been expended in accordance with the provisions set forth in this Agreement, including the budget that was made a part of said Agreement.

Organizer/Contractor __________________________ Signature __________________________

Project Title __________________________ Print Name __________________________

Date Signed __________________________ Title __________________________
FINAL FINANCIAL REPORT OF ACTUAL EXPENSES AND INCOME

INSTRUCTIONS

Please attach a separate sheet(s) with a budget narrative providing detailed explanations for each expense and income line item. If final income exceeds expenses, indicate how revenue will be utilized, such as for program improvements or sustainability.

- This is a sample format only. Please add rows as needed to provide a complete picture of the project budget.

- The sum of each line item from columns “HTA CEP Cash”, “Other Cash” and “In-Kind” must equal the “Total” column.

- Please show the original budget for the program as approved for the award and contract, and the actual final expenses and income.

- Program Expenses: This category includes program operating costs such as equipment rental (e.g., tents or sound equipment), entertainment, travel, security, office supplies, postage, etc. Generally, Community Enrichment Program funds are not approved to support general operating expenses of the organization itself.

- Marketing Expenses: This category includes advertising, promotional activities and/or items such as posters, flyers, brochures, collateral materials, public relations, and website development or enhancement.

- Administrative Expenses: This category includes administrative fees relating to expenses needed for management of the proposed project. Examples include: costs of board of directors’ meetings, general legal services, accounting, insurance, office management, auditing, human resources, and other centralized services. The targeted percentage for administrative expenses should not exceed 10% of the total amount requested from the Community Enrichment Program.

- A signed certification statement is required for the final financial report. A sample statement is included with this sample form.
## Final Key Performance Indicators (KPI) Report - Appendix A: A4; for all contracts (Completed by Organization)

<table>
<thead>
<tr>
<th>Contractor:</th>
<th>Project Name:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Attendance</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of <em>on-island</em> residents attending and/or participating in the proposed project.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of <em>neighbor island</em> residents attending participating in the proposed project.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of <em>out-of-state</em> visitors attending and/or participating in the proposed project detailed by U.S. state</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of <em>out-of-state visitors</em> attending and/or participating in the proposed project detailed by international country</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of visitors who came to Hawai‘i for the specific event/project</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage who are satisfied</td>
<td></td>
</tr>
<tr>
<td>Percentage who are likely to return to the project in the future</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Metrics</th>
<th></th>
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<tbody>
<tr>
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</tbody>
</table>
# Sample Festivals & Events Survey

<table>
<thead>
<tr>
<th>Interviewer:</th>
<th>DATE:</th>
<th>HOUR:</th>
<th>Location:</th>
</tr>
</thead>
</table>

1. Are you a visitor to the Islands, or do you live here in Hawai'i?
   - Resident of this island
   - Resident of another island
   - Part-time resident
   - Visitor

2. Get zip code [or country, if foreign visitor]
   - U.S. state (zip)
   - Other country (specify)

3. Did you see or hear about this event in [READ LIST]
   - Brochure
   - Newspaper
   - Radio
   - TV
   - Internet
   - Free publication/magazine
   - [IF VISITOR]
     - Hotel/concierge
   - [IF NONE OF THE ABOVE, ASK HOW THEY HEARD ABOUT IT]
     - Walking, driving by
     - Posters, signs, banners
     - Word of mouth/friends/family
     - Other (specify) ________________

4. Have you been to the event in previous years?
   - Yes
   - No

4a. If yes, how many times? ______ times

5. What was the primary reason you came to the event?
   - I am one of the participants (worker, volunteer, performer)
   - A friend or family member is a participant
   - The entertainment
   - The food
   - One of the other activities, please specify:

6. How satisfied are you with the event overall?
   - Very Satisfied – Excellent
   - Satisfied – Average
   - Unsatisfied – Disappointed

7. What three things did you like the best about the event?
   1. ________________________________
   2. ________________________________
   3. ________________________________

8. Gender
   - M ______ 18-24 ______ 45-54
   - F ______ 25-34 ______ 55-64
   - ______ 35-44 ______ 65 or older
   - ______ Refused

9. Age
   - ______ 18-24 ______ 45-54
   - ______ 25-34 ______ 55-64
   - ______ 35-44 ______ 65 or older
   - ______ Refused

---

Thank you for taking the time to help us improve our event. We hope to see you again.
APPENDIX B – ISLAND CHAPTER STAFF EVALUATION FORM TEMPLATE

Evaluation Form completed by Island Chapter Contact or Island Chapter Staff

Island Chapter Staff Evaluation Form: Community Enrichment Program Projects

Project Title: ____________________________________________

Location: ____________________________________________

Reviewer: ____________________________________________

Date & Time Attended: ________________________________

Activities Attended (if applicable):

Would you say that the overall experience of this project was:

☐ Better than expected ☐ As expected ☐ Worse than expected

Compared to other CEP projects you have attended so far in 2022, how would you rate this project?

☐ A lot better ☐ A little better ☐ No different ☐ A little worse ☐ A lot worse

Did the project create a unique and memorable experience? How?

List any highlights:
Are the activities as what was described in the proposal?

RATE THE EVENT

Please assign a score to each item below using the following scoring:

1 = Unsatisfactory
2 = Below Average
3 = Average
4 = Above Average
5 = Outstanding
NA = Not applicable

_____ Acknowledgement of HTA support in print, media, announcements, etc.
_____ Degree of community support and participation or partnerships
_____ Program sustainability
_____ Incorporation and implementation of “green” practices
_____ Ticket purchasing process
_____ Prices of the tickets. Consumer value of the event – fair admission fee and prices
_____ Transport to the venue
_____ Parking at the venue
_____ Ease of entry into the venue
_____ Entertainment (not including the event itself)
_____ Staff servicing (friendliness and helpfulness)
_____ Availability and cleanliness of bathrooms
_____ Ease of navigating around the venue
_____ Informational signage at the project
_____ Overall site cleanliness
_____ Quality of food and beverage options

List any suggestions for improvement:

Did this project meet the goals and objectives of the HTA program?
☐ Outstanding ☐ Above Average ☐ Average ☐ Below Average ☐ Unsatisfactory

Please indicate your agreement with the following statements regarding:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The event positively influenced opinions of the local area</td>
<td></td>
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<tr>
<td>The event makes a positive contribution to the image, appearance, and reputation of the Hawaiian Islands</td>
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<tr>
<td>The event enhanced the overall quality of life in Hawai‘i</td>
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<tr>
<td>The event is important to the local community</td>
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<tr>
<td>The project addressed an important issue in the community</td>
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<td>Attendees would likely return to the event</td>
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<td>The project/event was innovative or progressive</td>
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Key Performance Indicators

How was the organization conducting program monitoring and evaluation? What kind of data collection methods, feedback or surveys were in place?

How was the organization tracking the attendee count? Was it adequate, representative, and trustworthy?

How many people do you think were there in total? Did organizers reach the right target audiences (as stated in their proposals)?

What did the audience mix seem to be?

☐ mix of residents and visitors     ☐ primarily residents     ☐ primarily visitors

General comments regarding attendance:
Rate the marketing, communications and promotional efforts

How would you rate the marketing and promotional efforts?
☐ Outstanding ☐ Above Average ☐ Average ☐ Below Average ☐ Unsatisfactory

Consumer Advertising: Where did you see advertising? Did the advertising appear effective? Was it placed in an appropriate publication for the target audience? Sufficient reach?

Public relations: Where did you see or hear PR for this project?

Social Media: did you see effective use of the social media channels? Sufficient reach?

Additional comments on marketing, communications and promotional efforts?

COMMENTS & RECOMMENDATIONS:

Based on the actual event, and the organization’s management of the event; Is the organization qualified to run this event?
APPENDIX C – PRINT AD REQUEST FORM

COMMUNITY ENRICHMENT PROGRAM
PRINT CREATIVE ASSET REQUEST FORM

(A minimum 7 business days lead time is required to provide assets once form is filled-out completely)

Requested By:
Name: ___________________________ Company: ___________________________
Email: ___________________________ Phone: ___________________________

Please provide all of the following information:

1. Identify creative execution (please check one)
   □ Mālama Version – Existing ad imagery
   □ Agriculture Version – Existing ad imagery
   □ Culture Version – Existing ad imagery

2. Please let us know if you will be submitting a hero image (top image) for consideration (check if yes)
   □ Submit one or two horizontal images in TIFF or JPG format for consideration.
   Image must be Hi-Res and 300 DPI. If image is not workable, the Default Version checked above will be used. Image must be submitted 7 business days prior to ad due date.

Please note if photo credit is required and exact photo credit requested:

__________________________________________________________

3. Event Name (exactly as you would like it to appear on the ad)
   Include diacritical markings in any proper organization or event name.
   ________________________________________________________

4. Define Audience
   □ Local  □ Visitor

1/11/22
Local/Visitor (provide percentage of mix)  Local ________ Visitor ________

5. Publication name: ____________________________________________

6. Issue/Run date: _____________________________________________

7. Unit size (check one)
   - Full Page  - ½ Page

8. Allow bleed? (check one):
   - Yes  - No

9. Dimensions needed for bleed ad: _______________
   a) Bleed (width x height): _______________
   b) Trim (width x height): _______________
   c) Live Area (width x height): _______________

   OR

   Dimensions needed for non-bleed ad:
   a) Non-Bleed (width x height): _______________

10. If ad is for a digital publication, please provide specs here: ______ px W by ______ px H

11. Color (check one):
   - 4 Color (CMYK)  - Black & White

12. File type needed (check one):
   - PDF  - JPG

13. Max file size: _______________

14. Specs sheet attached (check one):  - Yes  - No

1/11/22
15. Delivery due date: ______________

16. File delivery process:
   □ Email    □ Dropbox    □ FTP site (please provide)

17. Delivery contact for ad materials: (name, phone, email):
    ____________________________________________________________
    ____________________________________________________________

18. HTA staff contact, to receive copy of final file: (name, phone, email):
    ____________________________________________________________
    ____________________________________________________________

19. Notes: ______________________________________________________
    ____________________________________________________________

1/11/22