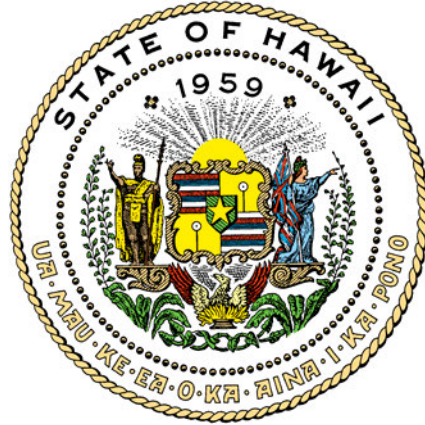


Application Submittal Checklist

The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
 - a) Budget request by source of funds ([Link](#))
 - b) Personnel salaries and wages ([Link](#))
 - c) Equipment and motor vehicles ([Link](#))
 - d) Capital project details ([Link](#))
 - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing

AUTHORIZED SIGNATURE	Denise Yamaguchi, CEO	01/20/2022
	PRINT NAME AND TITLE	DATE



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that

HAWAII AG AND CULINARY ALLIANCE

was incorporated under the laws of Hawaii on 04/26/2012 ; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 10, 2022

Director of Commerce and Consumer Affairs

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

HAWAII AG AND CULINARY ALLIANCE

(Typed Name of Individual or Organization)



(Signature)

01/19/2022

(Date)

DENISE YAMAGUCHI

(Typed Name)

CEO.

(Title)

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2021.

2. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with [Section 42F-103, Hawaii Revised Statutes](#).

3. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to [Section 42F-102, Hawaii Revised Statutes](#).

II. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

1. A brief description of the applicant's background;

Hawai'i Ag and Culinary Alliance (HACA) is a 501(c)(3) nonprofit organization organized for charitable and educational purposes to put a spotlight on Hawai'i as a center for purposeful cultural endeavors by producing world-class culinary experiences which support the farmers, students, chefs and the people who call Hawai'i home.

In 2010, HACA created the Hawai'i Food & Wine Festival (HFWF,) the only statewide epicurean destination event in the Pacific held on three major islands over three weekends. HFWF attracts thousands of visitors from around the world to Hawai'i to experience some of the most unique and authentic culinary and dining experiences in our islands. Co-founded by Alan Wong and Roy Yamaguchi, two of three chefs from Hawai'i to receive the James Beard Award and Denise Yamaguchi, a business development consultant and tourism industry executive, HFWF was created to showcase Hawai'i's history, culture and natural

beauty through food. As an internationally recognized brand, it has brought world-class talent to the islands to work with our local agriculture and seafood industries and young culinary talent.

HFWF started with three Waikiki events in 2011 with 30 participating chefs and has grown to 26 events at 20 different resorts and venues on Maui, the Island of Hawai'i and O'ahu in 2019, with over 175 master chefs, culinary personalities, winemakers and mixologists. In 2020, due to the pandemic, HFWF continued to serve its audiences, and helped the visitor industry with projects that included Food-A-Go-Go, a directory of restaurants to support the industry, Kokua Restaurant Workers Fund, a crowdfunding, social media campaign to raise funds for laid off workers, Kokua Box, a produce box distribution for those in need, virtual events and collaboration dinners. In 2021, HFWF held virtual events, 10 collaboration dinners and 4 large outdoor events on Maui, the Island of Hawai'i and O'ahu.

2. The goals and objectives related to the request;

HACA created HFWF in 2010 to support our local agricultural industry. The goal was to showcase the bounty of Hawai'i by having celebrity chefs and talent from around the world use the locally sourced products in dishes at events throughout the islands. After 11 successful years, it has earned a reputation as THE premiere food and wine event in the Pacific. It is the only festival in the world that requires its chef talent to use a locally grown, caught or raised product in their dishes, thereby offering unique and authentic farm-to-table and ocean-to-table experiences. The HFWF platform is a proven model in supporting our local agricultural and fishing producers, calling attention to Hawai'i's bounty through traditional and social media, influencers, chef talent, and other celebrities. In 2021, HFWF used its platform to help other industries by incorporating a concert and fashion into one of its major events, drawing attention, not only to locally grown products, but also to local talent in the music and creative industries.

In 2022, HACA will use its HFWF platform to broaden and deepen its goal to support our agricultural industry by working with new value-added producers. These new value-added entrepreneurs will be instrumental in supporting the diversification of our local economy by adding value to Hawai'i's agricultural and food sector industries. The COVID-19 pandemic has unleashed a wave of new entrepreneurs across the country. According to the U.S. Census Bureau, Americans started 4.3 million businesses in 2021, a 24 percent increase from the prior year. Hawai'i, being no different, has also seen an uptick in new start-up businesses. According to the Census Bureau, in the 11 months from January – November 2021, Hawai'i's business applications were at 17,691, surpassing the 15,637 business applications that were submitted in the 12-month 2020 year. Although business applications do not determine business success, it does show potential job growth and innovation which will contribute to Hawai'i's long-term economic resiliency.

The From Cottage Industry to Commercial Enterprise Program will develop a cohort of 30 new value-added entrepreneurs utilizing local agricultural ingredients, feature their cottage industry products, and help them incubate and accelerate their new businesses. Hawai'i Ag & Culinary Alliance will select a group of established value-added producers and/or successful food entrepreneurs to help select 30 businesses that emerged for expanded during the COVID-19 pandemic to participate in the program. Each entrepreneur will be invited to be part of Leeward Community College's (LCC) Wahiawa Product Development Center (WPDC) program and will each receive a scholarship to the Product Development Entrepreneur Bootcamp. Upon completion, each entrepreneur will have refined their product and learned about food safety, packaging, funding through loans and/or investments, and business. They will also have access to a state-of-the-art facility with such new technologies like the high-pressure pasteurization equipment and other food technologies.

As part of the Cottage Industry to Commercial Enterprise Program, HACA will develop an event and identify a mentor within its existing HFWF network to showcase and feature their products. Each business will also receive a mentor and will be paired with an existing value-added business and/or chef to help the entrepreneur with the business. HACA will also then create a special event as part of the HFWF to provide these businesses with the opportunity showcase their product in front of industry leaders, celebrity chefs, and others in the food and beverage professionals. HFWF chefs, as well as the attendees, will have an opportunity to provide feedback to the 30 entrepreneurs so they can further refine their products and business. The cohort will also have access to HACA's media platform, Hashi, which has an audience of more than 65,000 people across the U.S. and international countries to promote their products and businesses.

3. The public purpose and need to be served;

The COVID-19 shed light on the imperfections of our fragile our food system. With 90% of our food imported, Hawai'i now more than ever needs to grow more of its food supply to safeguard the islands' food security, overall sustainability, and economy.

As Hawai'i and the world emerge from COVID-19 pandemic and begins its economic recovery, value added entrepreneurship can play a major role in strengthening the agricultural industry. Hawai'i as a destination has strong brand name recognition and there is that same demand and opportunity for products made in Hawai'i. With many new food businesses emerging from the pandemic, there is an opportunity to capitalize on the demand for these highly desirable Hawai'i branded products worldwide.

For Hawai'i's to diversify its economy and succeed at growing its agricultural industry, value-added entrepreneurs need to be part of the vision to create a new

path forward. With support from this grant, HACA will: 1) select a cohort of 30 new food and beverage entrepreneurs, 2) provide 30 scholarships to the entrepreneurs to the Wahiawa Product Development Center, 3) identify mentors for each of the 30 cohort members, 4) create a food innovation event as part of the HFWF platform to showcase these new value-added products, and 5) and offer an e-commerce opportunity for cohort participants on HACA's Hashi content platform.

4. Describe the target population to be served; and

The target population to be served is 30 cottage industry entrepreneurs and the University of Hawai'i Leeward Community College, Wahiawa Product Development Center.

5. Describe the geographic coverage.

Geographic coverage will be statewide.

III. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

1. Describe the scope of work, tasks and responsibilities;

With support from this grant, the Cottage Industry to Commercial Enterprise Program will: 1) select a cohort of 30 new food and beverage entrepreneurs, 2) provide 30 scholarships to the entrepreneurs to the Wahiawa Product Development Center, 3) identify mentors for each of the 30 cohort members, 4) create a food innovation event as part of the HFWF platform to showcase these new value-added products, and 5) and offer an e-commerce opportunity for cohort participants on HACA's Hashi content platform.

<u>TASKS</u>	<u>RESPONSIBILITY</u>
Market cohort opportunity	HACA/HFWF
Create selection committee	HACA
Create selection criteria for cohort	Committee
Select cohort of entrepreneurs	Committee
Grant scholarships to entrepreneurs	HACA
Coordinate enrollment to WPDC	HACA
Create food innovation event	HACA/HFWF
Market food innovation event	HACA/HFWF
Launch new products on e-commerce site on Hashi	HACA

2. Provide a projected annual timeline for accomplishing the results or outcomes of the service;

HACA will complete the scope of work within one year from the date grant funds are released.

3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

HACA regularly engages with a myriad of constituents to ensure it is addressing the needs of the communities it serves, seeking feedback, input and consultation to improve upon its current initiatives. HACA will also survey the cohort entrepreneurs and selection committee, as well as attendees of the food innovation event to determine the success of the program.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

Quantitative measures of effectiveness that will be reported to the State agency will include the total number of participating entrepreneurs, the number that receive a Certificate from the Leeward Community College, Wahiawa Product Development Center, the number of attendees at the food innovation event,

IV. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
 - a. Budget request by source of funds (Link)
 - b. Personnel salaries and wages (Link)
 - c. Equipment and motor vehicles (Link)
 - d. Capital project details (Link)
 - e. Government contracts, grants, and grants in aid (Link)
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2023.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$43,912	\$43,912	\$43,912	\$43,912	\$175,648

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2023.

HACA will seek funding through corporate sponsorships, government grants, private and individual donors, and ticket sales.

Corporate sponsors include:

1. Armstrong Produce
2. First Hawaiian Bank
3. Fresh Island Fish
4. Hawaii Gas
5. HMAA
6. Honolulu Meat Company
7. Kā'anapali Beach Resort Association
8. Kamehameha Schools
9. Mahi Pono
10. Sysco

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Not applicable

5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2023 for program funding.

2020: Hawai'i Tourism Authority - \$100,000
2021: 0
2022: HVCB - \$150,000 (contract not issued yet)

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2021.

HACA's balance of its unrestricted current assets as of December 31, 2021 is \$2,345,000.

V. Experience and Capability

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Over the last eleven years, HACA has successfully coordinated HFWF events with the support of government grants, corporate sponsorship, private donations, and HFWF ticket sales. It has achieved recognition as the premiere food and wine event in the Pacific and a world-class destination event that attracts top-tier talent from around the world. In 2011, HFWF hosted 11 events with 32 chefs, 13 winemakers and sommeliers, and four mixologists at five venues, attracting 2,100 attendees. In 2019, HFWF hosted 22 events at 17 venues, 108 renowned chefs, 35 world-class winemakers and master sommeliers and 32 mixologists, and attracted 8,682 attendees. In 2020, HFWF quickly pivoted and initiated several projects and events to continue to serve our constituencies and help our partners in the visitor industry by organizing food drives, social campaigns to raise funds, virtual events and collaboration dinners within government restrictions and City & County guidelines.

HACA also launched Hashi media in 2020, a digital media platform that featuring the global network of Hawai'i Food & Wine Festival alumni, participants and talent. The goal of Hashi is to bring people together and connect with one another through food and culture.

2. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

HACA is located at 3538 Waiālae Avenue, #202, Honolulu, HI 96816.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

Denise Yamaguchi, CEO

The HACA full-time team is comprised of four staff members. Denise Yamaguchi serves as the CEO of the organization and is responsible for the leadership, financials, and execution of the vision and mission as set forth by the organization's strategic plan. Prior to her tenure with the festival and with the Foundation, she was a business development consultant providing both nonprofit and for-profit organizations with fund development, marketing, government affairs, public relations and community relations strategies and solutions. She has more than twenty-four years of experience and has held executive positions with NCL America, Bishop Museum, Japanese Cultural Center, Hawai'i Foodbank and U.S. Senator Daniel K. Inouye's office in Washington D.C.

Aya Leslie, Vice President

Aya Leslie serves as the Vice President and is responsible for securing sponsorship, overseeing event production, and supporting marketing and promotional campaigns as it relates to sponsorship.

Cassidy Apo, Event Coordinator

Cassidy Apo is the Executive Assistant and Event Coordinator and is responsible for the daily administrative duties and the coordination of all events.

Colleen Teramae, Culinary Coordinator

Colleen Teramae serves as the Culinary Coordinator and is responsible for the travel and menu coordination and communication with participating chefs, winemakers, and mixologists.

Director of PR & Marketing

The Director of PR & Marketing is responsible continuing to build the HFWF brand as the premier epicurean event in the Pacific.

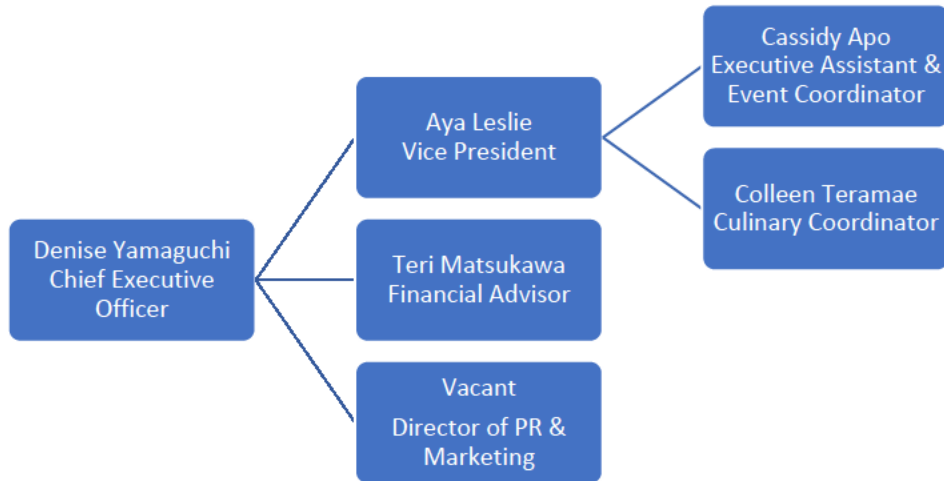
Teri Matsukawa, Financial Controller

Teri Matsukawa is the Financial Controller and is responsible for the accounting and financials for HFWF.

The HFWF Board of Directors is comprised of a diverse group of leaders in the community, including: Chef Roy Yamaguchi (co-chair), Chef Alan Wong (co-chair), Sharon Brown (treasurer), Meredith Ching (secretary), Vikram Garg (director), Shep Gordon (director), Val Iwashita (director), Warren Shon (director), and Mark Teruya (director),

2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.



3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

- Chief Executive Officer: \$150,000 - \$180,000
- Vice President: \$120,000 - \$150,000
- Director of Marketing & PR: \$90,000 - \$120,000

VII. Other

1. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

Not applicable

2. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

Not applicable

3. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

Not applicable

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2022-23 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2022-23, but
- (b) Not received by the applicant thereafter.

If successful, HACA will proactively seek funding through other government grants, corporate sponsorships and private donations.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2022 to June 30, 2023

Applicant: Hawai'i Ag and Culinary Alliance

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	54,400			54,400
2. Payroll Taxes & Assessments	5,440			5,440
3. Fringe Benefits	3,808			3,808
TOTAL PERSONNEL COST	63,648			63,648
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter Is and				60,000
2. Insurance				1,000
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				7,200
5. Staff Training				
6. Supplies	9,000			
7. Telecommunication				480
8. Utilities				
9. Food Cost	48,000			
10. Scholarships	45,000			
11. E-Commerce site development	10,000			
12. Facilities				7,500
13. Video/Photography				3,600
14. Advertising / Marketing				12,000
15. Online Services				7,200
12,000				36,000
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	112,000			134,980
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	175,648			198,628
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	175,648	Denise Yamaguchi	808-386-2538	
(b) Total Federal Funds Requested		Name (Please type or print) _____ Phone _____		
(c) Total County Funds Requested			1/20/22	
(d) Total Private/Other Funds Requested	196,628	Signature of Authorized Official _____ Date _____		
TOTAL BUDGET	372,276	Denise Yamaguchi CEO Name and Title (Please type or print) _____		

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2022 to June 30, 2023

Applicant: Hawaii Ag and Culinary Alliance

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2022 to June 30, 2023

Applicant: Hawai'i Ag and Culinary Alliance

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2020-2021	FY: 2021-2022	FY:2022-2023	FY:2022-2023	FY:2023-2024	FY:2024-2025
PLANS			N/A			
LAND ACQUISITION			N/A			
DESIGN			N/A			
CONSTRUCTION			N/A			
EQUIPMENT			N/A			
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Hawai'i Ag and Culinary Alliance

Contracts Total: -

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	N/A				
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				