

STATE OF HAWAII
STATE PROCUREMENT OFFICE

CERTIFICATE OF VENDOR COMPLIANCE

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

Vendor Name: NATIVE HAWAIIAN CHAMBER OF COMMERCE

Issue Date: 01/08/2024

Status: **Compliant**

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#:

UI#:

DCCA FILE#:

XX-XXX7564

No record

26163

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

Status Legend:

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

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) Hawaii Compliance Express Certificate (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

ANDREW ROSEN, EXECUTIVE DIRECTOR

PRINT NAME AND TITLE

JANUARY 18, 2024

DATE

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISSED 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, Hawai'i 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, Hawai'i 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; and
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawai'i 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.
- 4) The use of grant-in-aid funding complies with all provisions of the Constitution of the State of Hawaii (for example, pursuant to Article X, section 1, of the Constitution, the State cannot provide "... public funds ... for the support or benefit of any sectarian or nonsectarian private educational institution ...").

Pursuant to Section 42F-103, Hawai'i 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.

Native Hawaiian Chamber of Commerce
(Typed Name of Individual or Organization)


(Signature)

January 18, 2024
(Date)

Andrew Rosen
(Typed Name)

EXECUTIVE DIRECTOR
(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. Hawaii Compliance Express Certificate (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a Hawaii Compliance Express Certificate from the Comptroller of the Department of Accounting and General Services that is dated no earlier than December 1, 2023.

SEE ATTACHED CERTIFICATE OF GOOD STANDING

2. Declaration Statement

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

SEE ATTACHED DECLARATION STATEMENT OF APPLICANTS FOR GRANTS PURSUANT TO CHAPTER 42F, 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.

The public purpose(s) addressed by this application are:

- Broadening economic opportunities for local businesses,
- Promoting economic diversification in the islands, and
- Ultimately supporting economic development and increased revenues for the State of Hawaii

In January of this year, Hawaii's governor Josh Green signed a proclamation acknowledging the Native Hawaiian Chamber of Commerce's key role in broadening economic opportunities for local business and promoting economic diversification for the State of Hawaii. Chambers of Commerce are historic drivers of localized economic development, creating inclusive environments where business owners gain skills, learn about timely opportunities, and engage in community give back. All key activities that will be completed under this proposed project meet this public purpose and include:

- Two intensive 6-week business courses to 50 participants at the University of Hawaii, Shidler School of Business (Topics - business growth planning & marketing)

- 11 “meetups,” approximately monthly, with expected minimum attendees totaling 800, various locations (Topics: business to business support, mentor & leadership development, sharing opportunities, professional development training)
- 100 businesses to receive support in promoting their business both within the state and to external audiences (Marketing channels to include: podcast, online, video, print media, event handouts, and television programming in partnership with Olelo TV)
- 4 “meetups” with mentor and mentee Chambers of Commerce within the State of Hawaii (with a special focus this year on Maui to help address the Lahaina Fires) to learn and share best practices for maximizing our impact on the economy while maintaining or increasing our self-sufficiency.

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;

Established in 1974, the Native Hawaiian Chamber of Commerce (NHCC) is a distinguished non-profit 501(c)6 organization celebrating our 50th anniversary this year. Our core mission is to nurture and advocate for Native Hawaiian businesses and commerce through proactive leadership, strategic relationship building, and facilitating access to economic resources and opportunities. With 89% of our membership being micro and small businesses, we have become a vital cornerstone in supporting the Native Hawaiian business community.

In 2021, the NHCC updated its strategic priorities, setting a goal to enhance its community building and advocacy role to include using our strengths as an organization to work directly to improve the capacity of Native Hawaiian businesses to increase revenues and wealth within the State and to further promote diverse industries. Between 2022-2023, our organization invested our existing capital, hired staff, and piloted various activities focusing on matching Native Hawaiian business owners with high quality learning experiences taught at the University of Hawaii, Shidler School of Business as well as by successful entrepreneurs within our community. The NHCC also piloted various “meetups” for the purpose of community building, resources connection, and professional development.

As a result of our pilot projects, our Strategic Priorities for 2024 are as follows:

1. Advocacy:
 - Committed to promoting policies and initiatives that significantly advance Native Hawaiian commerce, ensuring a thriving business ecosystem that

- supports and elevates Native Hawaiian entrepreneurs and business owners, sharing best practices among chambers of commerce
2. **Networking/Community Building, Resource Connection, and Professional Development:**
 - Facilitating a vibrant platform for members through diverse events like the 'O'o Awards, Lunch and Learn/Breakfast and Learn & Pupu and Pros seminars, and networking Pau Hana events. These forums are designed for celebration and learning, and also for sharing best practices, understanding peer challenges, and connecting members and non-members to a wealth of existing resources and opportunities.
 3. **Training Intensives:**
 - Expanding our educational offerings to include the Ho'omana program, alongside specialized Mentorship Activities and Leadership Training. These intensives are crafted to provide in-depth, practical knowledge and skills crucial for the success and growth of our members.
 4. **Promotions and Marketing Support:**
 - Offering comprehensive guidance and resources for effective advertising and marketing campaign development. This includes connecting businesses with reliable vendors for services like website development, media campaign execution, and innovative marketing technologies such as avatars, puppets, and voiceovers. Special member pricing and access to media platforms like television, radio, and social media events are also part of this initiative.

2. The goals and objectives related to the request;

Goals

1. To further develop the Hoomana intensive business training program to increase program impacts and the sustainability of programming long-term.
2. To further develop the Native Hawaiian Business community, enhancing opportunities for networking, resources connection, and peer-to-peer professional development that are self-supporting long-term.
3. To develop first time systems for promoting businesses in order to expand the reach of Native Hawaiian Businesses within and beyond Hawaii, generating increased revenues for the state and also creating a long-term revenue source for the Chamber through the development of program service revenues, further lending to NHCCs long-term self-sustainability and impact.
4. To learn and share best practices with other Hawaii based Chambers of Commerce for maximizing our impact on the economy while maintaining or increasing our self-sufficiency.

Objectives

- Objective 1: Two intensive 6-week business courses to 50 participants at the University of Hawaii, Shidler School of Business (Topics - business growth planning & marketing)
- Objective 2: 11 “meetups,” approximately monthly, with expected minimum attendees totaling 800, various locations (Topics: business to business support, mentor & leadership development, sharing opportunities, professional development training)
- Objective 3: 100 businesses to receive support in promoting their business both within the state and to external audiences (Marketing channels to include: podcast, online, video, print media, event handouts, and television programming in partnership with Olelo TV)
- Objective 4: 4 “meetups” with mentor and mentee Chambers of Commerce within the State of Hawaii (with a special focus this year on Maui to help address the Lahaina Fires - Please see letter of support from the Maui Native Hawaiian Chamber of Commerce)

3. The public purpose and need to be served;

Small business is a key driver and heartbeat for our local economy. In Hawai'i, over 90%, or 136,000, are small and micro enterprises. 50% of these small businesses will fail over five years and the trend continues after 7 and 10 years respectively. Of the 136,000 small businesses in the state, only 10% are Native Hawaiian, although Native Hawaiians represent 26% of the population in Honolulu County. That disparity is excessive and studies show that inequality has a cost - it not only causes loss of potential revenue to individuals and the state, but it also creates a socio-economic cost to taxpayers and to everyone's everyday sense of well-being.

Factors that contribute to this massive gap versus the percent of the population Native Hawaiians represent, are lower incomes and education levels, coupled with challenges to access capital to hire, purchase inventory, equipment, technology, marketing and space. We estimate the success rate, based on the factors mentioned, is more likely a 30% success rate after five years of operation. That means of the estimated 14,000 Native Hawaiian small business enterprises currently in the State of Hawaii, there should be closer to 23,800. There are 9,800 missing Native Hawaiian businesses.

This project directly addresses some of these factors, especially through increasing access to high quality educational opportunities, supportive networks, and assistance with promoting businesses both within and outside the State of Hawaii. In the long-run, this project will help to produce more jobs, income growth, diversity of local commerce, and revenues for the state.

4. Describe the target population to be served; and

Our primary focus is on nurturing Native Hawaiian micro and small business owners, entrepreneurs, professionals, and leaders. The Native Hawaiian Chamber of Commerce (NHCC) is dedicated to extending its services beyond its current membership base to encompass a wider spectrum of Hawaiian-owned businesses. This inclusive approach ensures that all Native Hawaiian business owners, irrespective of their affiliation with the NHCC, have access to the resources and support they need to thrive. Our commitment is to foster a vibrant and diverse business community that reflects and celebrates the rich heritage and potential of Native Hawaiians. Our current membership reflects diverse industry interests, with 90% of business memberships working in industries outside of hospitality and government contracting. Additionally, past participation of individuals in NHCC sponsored events reflect that 30-40% of attendees on average are non-members.

5. Describe the geographic coverage.

Currently centered on the Island of O'ahu, the Native Hawaiian Chamber of Commerce is set to expand its reach beginning in fiscal year 2025 (see objective. 4). Through strategic collaborations with neighboring Island Native Hawaiian Chambers of Commerce, we aim to extend the Ho'omana Program to Maui, the Island of Hawai'i, and Kaua'i. This expansion is a significant step towards creating a more interconnected and resilient Hawaiian business community, ensuring that our programs and services are accessible to a broader demographic, irrespective of their geographic location within the Hawaiian Islands.

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;

Scope of Work, Tasks, and Responsibilities		
<i>PD=Program Director, PM=Program Manager, PC=Program Coordinator, EC=External Contractor</i>		
Scope of Work	Tasks	Responsibilities
1. Ho’omana Business Development Program	<p>Two 6-week Courses at the University of Hawaii, Shidler School of Business (50 Participants)</p> <ul style="list-style-type: none"> • Module 1: Writing a Brand Identity Development Guide • Module 2: Marketing to Your Target Audience • Module 3: Advanced Business Planning <p>Physical Locations: Course 1 Honolulu, Course 2 Leeward side TBD.</p>	<p>PD - Project oversight and development, project leadership and implementation, vendor relations</p> <p>PM - Outreach and implementation assistance to PD.</p> <p>PC - Logistics planning & scheduling, data collection, and implementation assistance to PD & PM as needed.</p>
2. Community development, training, and opportunity outreach	<p>11 meetings during the project period at various locations throughout Oahu (800 participants)</p> <ul style="list-style-type: none"> • Meeting topics: <ul style="list-style-type: none"> 1 - Community Development 2 - Professional Development, 3 - Networking, 	<p>PD - Project oversight and development, project leadership and implementation, vendor relations</p> <p>PM - Outreach and implementation assistance to PD.</p> <p>PC - Logistics planning & scheduling, data</p>

Scope of Work, Tasks, and Responsibilities		
<i>PD=Program Director, PM=Program Manager, PC=Program Coordinator, EC=External Contractor</i>		
Scope of Work	Tasks	Responsibilities
	<p>Support</p> <p>4 - Excellence and Leadership Development</p>	<p>collection, and implementation assistance to PD & PM as needed.</p>
<p>3. Marketing & Promotion</p>	<ul style="list-style-type: none"> ● 100 businesses marketed within and outside of Hawaii ● Marketing channels <ul style="list-style-type: none"> ○ Online (video & audio) ○ NHCC Podcast Interviews ○ NHCC Website ○ TV Show with Olelo TV 	<p>PD - Project oversight and development, project leadership and implementation, vendor relations, direct implementation of all marketing and promotions</p> <p>EC - additional assistance with media development</p>
<p>4. Community-wide chamber</p>	<p>4 Meetings with mentor and mentee chambers</p>	<p>PD - Outreach & logistics planning for 4 chamber meetings. Implementation of meetings.</p> <p>PC - assistance with logistics planning and scheduling</p>

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

Project Timeline (Results & Outcomes)		
Months	Obj.	RESULTS
1-3	1	25 Participants complete Hoomana Program - Cohort 1 (6 weeks of programming over 3 months duration)
6-8	1	25 Participants complete Hoomana Program - Cohort 2 (6 weeks of programming over 3 months duration)
2-12	2	800 Participants total attend 11 Community Meetings, meetings to be held approximately monthly
2-12	3	100 Hawaii based small businesses are promoted to audiences reaching outside the State of Hawaii
4-12	4	4 Chambers of Commerce will attend 4 Chamber "Meetups" approximately by-monthly starting in the 4th month of the project.
OUTCOMES		
		<ul style="list-style-type: none"> ● Short-term outcomes: <ul style="list-style-type: none"> ○ Increase in high quality business development skills within the small business community. ○ Increased inclusion for learning about business opportunities and being supported by other small businesses ○ Increased visibility and promotion of small businesses ○ Increased organizational capacity for the Chamber in areas which positively impact the state's overall economy ● Long-term outcomes: <ul style="list-style-type: none"> ○ Increased revenue to the state's economy and tax basis ○ Increased income for small businesses ○ Increased jobs ○ Increased diverse industry resilience

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

Our organization developed our quality assurance and evaluation procedures while piloting the programs included in this proposal during the years 2022-2023. These procedures were developed with assistance from the Office of Economic Revitalization and the Kanaka Economic Development Alliance, a data collective which collects data on the status of Native Hawaiian business development across multiple organizations.

All measurement systems used by NHCC track short and long-term outcomes. Short-term outcomes will be available this year and will be included in final measurements reported under this project (listed in section on measurements). NHCC's long term measurements track markers of change over multiple years post project participation. The NHCC uses this data to improve its results over time. Through these evaluation procedures, NHCC measures changes in business revenues, jobs, business resiliency (numbers of years in business), access to capital and banking resources, skill levels (training needs), and demographics.

The list below is a short summary of our Key Evaluation Data Types

1. Short-term (included in this project)
 - a. Quantitative data - task integrity tracking, total unique participants,
 - b. Qualitative data - participant quality assessments & feedback
2. Long-term
 - a. Quantitative data - annual surveying to current and past participants, reflecting long term changes in economic well-being

NHCC will be using an external evaluator to provide third-party review of the Chamber's project outcomes and data collection procedures. The Program Director is the key personnel tasked with overseeing the collection, documentation and storage of evaluation data. The Program Director is assisted by the Program Coordinator in implementing program level data collection.

Data for this project will be collected using the following tools:

1. Project management software - to track task progress and integrity
2. Growth Zone software - to track total and unique participants (both registrations & event sign-ins)
3. Digital forms - to track feedback from Quality Assurance assessments
4. Digital forms - to gather long-term data regarding changes in economic well-being

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.

Measures	Benchmark
Number of participants who complete Ho’omana courses <i>(Attendance sheets reflect 90%+ attendance)</i>	50
Number of attendees at community “meetups” <i>(Online event registrations & attendance records collected through Growth Zone)</i>	800
Number of businesses promoted <i>(Business Promotion Log [date, audience, promotion channel])</i>	100
Number of Chambers that attend Chamber “Meetups” <i>(Chamber meeting attendance sheet reflecting 100% attendance)</i>	4

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 2025.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$107,660	\$118,742	\$94,077	\$79,521	\$400,000

3. **The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2025.**

Total FY25 expected other sources of income \$117,000

- Membership Dues: \$35,000
- Event & Program Service Fees: \$40,000
- In-Kind Donations: \$42,000 (donated facilities & professional services)

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.**

The NHCC has not received any state or federal tax credits in the past three years, nor has the NHCC applied or intends to apply for state or federal tax credits on any capital project.

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 2025 for program funding.**

NHCC has not been granted any federal, state or county government contracts, grants, or grants in aid in the prior three years, nor does NHCC anticipate receiving such funds in fiscal year 2025.

6. **The applicant shall provide the balance of its unrestricted current assets as of December 31, 2023.**

Unrestricted current assets as of December 31, 2023 total \$381,516

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.

The Native Hawaiian Chamber of Commerce Board of Directors are highly skilled professionals with backgrounds in running and developing both large and small firms. The board is a working board, contributing weekly volunteer hours to the organization, making it possible for program employees to focus solely on programming. The board oversees both administration and fundraising.

The Native Hawaiian Chamber of Commerce is currently celebrating its 50th anniversary. The chamber has decades long experience working with the Native Hawaiian business community. Chamber events are consistently well-attended, evidence of the NHCCs relevance to the community.

In developing this project, all new developments in addition to what we've done in the past were tested using pilot projects funded by the Chamber in 2022-2023. These pilots included our intensive training program "Ho'omana," and three "meetups" - two "Pupus and Pros", a "Lunch and Learn". Through these pilots, we developed successful techniques in outreach, increasing participant outcomes (more businesses served, increased knowledge, increased support), and we located a wide variety of resources to support programming long term including in-kind donations of goods, professional services, and facilities.

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.

The NHCC does not own or operate any facilities. The NHCC utilizes short term rental spaces mostly donated in-kind, and in some cases rented at cost for classes and events. NHCC board and staff meet virtually or in person at donated meeting spaces.

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.

Andrew Rosen - Program Director/Executive Director (PD/ED)

- **Responsibilities:** Project oversight and development, project leadership and direct implementation, vendor and project donor relations.
- **Qualifications** A graduate of the University of Hawai'i, Manoa, Andrew is a devoted husband and father of five. With over three decades of leadership experience in the media industry, Andrew has successfully guided businesses of varying sizes.

He has a strong commitment to community service and has held roles as President and Director of several nonprofits.

What sets Andrew apart is his unwavering dedication to continuous improvement and his passion for empowering businesses. He has undergone extensive training under the guidance of top organizational effectiveness consultants, equipping him with invaluable skills in leadership and business development.

Andrew's hands-on approach and steadfast commitment have played a pivotal role in the evolution and improvement of the Ho'omana program, driven by real-world experiences. His unique blend of industry expertise, commitment to excellence, and support for the Native Hawaiian community make him an instrumental figure in the success of the Pilot Program.

- **Reporting:** PD/ED reports directly to the board. PD/ED oversees all contractors and vendors, and program employees (PM & PC)

Program Manager (PM) [to be hired]

- **Responsibilities:** Outreach and Lead Implementation assistance to PD.
- **Qualifications:** A bachelor's degree in Business Administration or other relevant field. 7 years experience in business administration and development, including some project management experience. Extensive experience working with the Native Hawaiian business community.

This person will need experience working with partners and participants towards the development, implementation, and accountability of Ho'omana. They will maintain positive relationships with our partners and ensure we are getting their feedback prior to-during and after completion of the cohort.

They will coordinate with the people who run the facilities and be there early to open the classroom, provide remote access for participants who cannot be there in person, engage with partners and participants to make sure they have the tools needed, provide refreshments, encouragement and secure feedback.

The Program Manager will need to be punctual, organized, complete assignments and tasks in a timely manner, proactive, and goal oriented.

They will possess a strong background leading community programs and a passion for helping Native Hawaiian business owners overcome the challenges they face running a successful business.

- **Reporting:** PM reports directly to PD. PM oversees PC (shared report with PD)

Program Coordinator (PC) [to be hired]

- **Responsibilities:** Logistics planning & scheduling, data collection, and implementation assistance to PD & PM as needed.
- **Qualifications:** A bachelor's degree in Business Administration or other relevant field. 4 years experience in business administration and development including data collection and data entry. Extensive experience working with the Native Hawaiian community.

Our PC will be highly motivated and looking to advance their career by gaining the experience needed to move towards their professional goals. Skills needed are and not limited to; effective communication internally and externally, preparation of materials, implementation of surveys and data collection for easy access to assess all areas of the program, quality of instructors, relevance of curriculum, participant feedback, and participant performance. They will need to possess a strong passion for helping the community.

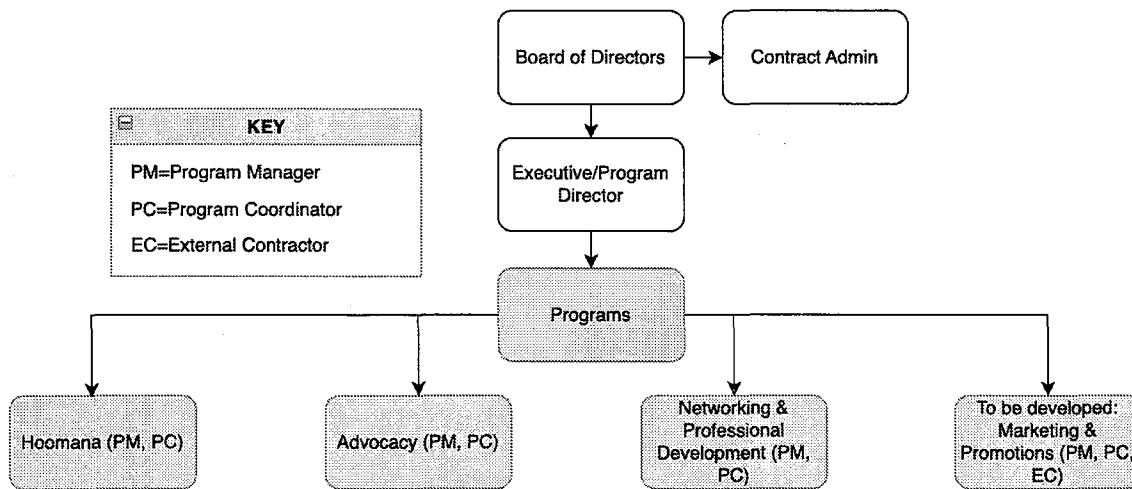
- **Reporting:** PC reports to PM and PD.

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.

Native Hawaiian Chamber of Commerce

Organizational Chart



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.

Program Director: \$90,000 - \$120,000

Program Manager: \$75,000 - \$90,000

Program Coordinator: \$55,000 - 75,000

VII. Other

1. Litigation

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

Native Hawaiian Chamber of Commerce is not and has never been a party to any litigation.

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.

NHCC does not hold any special qualifications, licenses or accreditation relevant to this request.

3. Private Educational Institutions

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

The proposed grant will not be used to support or benefit a sectarian or nonsectarian private education institution.

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2024-25 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2024-25, but**
- (b) Not received by the applicant thereafter.**

In anticipation of the grant's potential non-renewal after fiscal year 2024-25, we have developed a comprehensive plan to sustain and build upon the activities funded by the grant. Our sustainability strategy encompasses both expanding our existing services and generating revenue through targeted initiatives.

Expanding Existing Services:

The funding received from this grant will play a pivotal role in the expansion of our existing services. Specifically, it will enable us to enhance our core programs while also providing essential back-office support for functions that we need to outsource. This expansion is a critical step in meeting the increasing demand for our services and ensuring that they remain accessible to the Native Hawaiian community.

Revenue Generation through Marketing & Promotion:

To bolster our sustainability efforts, a portion of the grant funds will be allocated to the implementation of Marketing & Promotion initiatives. These efforts will benefit both our members and Native Hawaiians who may lack the skills and financial resources to effectively advertise their businesses. By offering these services, we aim to empower our community members to thrive in the business landscape while generating revenue that can be reinvested in our programs.

Pursuing Future Funding Opportunities:

We recognize that securing federal funding is a valuable avenue to sustain and expand our programs beyond the 2024-25 fiscal year. By demonstrating the success of our initiatives and the positive impact on the Native Hawaiian community, we aim to attract future funding opportunities. These funds will enable us to further expand our programs, services, and accessibility through technology.

Our commitment to sustainability goes hand in hand with our dedication to the prosperity of the Native Hawaiian community. We are confident that by strategically allocating resources, expanding our reach, and showcasing the effectiveness of our programs, we will not only ensure their continuity but also pave the way for greater impact and access to resources in the future. This holistic approach to sustainability reflects our long-term vision for the betterment of our community.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2024 to June 30, 2025

Applicant: Native Hawaiian Chamber of Commerce

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	225,000			
2. Payroll Taxes & Assessments	37,500			
3. Fringe Benefits	24,480			
TOTAL PERSONNEL COST	286,980			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	0			0
2. Insurance	4,000			0
3. Lease/Rental of Equipment	0			0
4. Lease/Rental of Space	3,000			18,000
5. Staff Training	0			0
6. Supplies	22,240			40,000
7. Telecommunication	4,320			0
8. Utilities	0			0
9. Contractors	58,040			24,000
10. Printing	2,750			0
11. Evaluations	5,000			0
12. Accounting	9,000			0
13. Local Travel	1,670			0
14. Software	3,000			0
15	0			0
16	0			0
17	0			0
18	0			0
19	0			0
20	0			0
TOTAL OTHER CURRENT EXPENSES	113,020			82,000
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	400,000			82,000
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	400,000	<i>Andrew Rosen</i> 808-208-5816 <small>Name (Please type or print) Phone</small>		
(b) Total Federal Funds Requested				
(c) Total County Funds Requested		 <small>Signature of Authorized Official Date</small>		
(d) Total Private/Other Funds Requested	82,000			
TOTAL BUDGET	482,000	<i>Andrew Rosen, Executive Director</i> <small>Name and Title (Please type or print)</small>		

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES Period: July 1, 2024 to June 30, 2025

Applicant: Native Hawaiian Chamber of Commerce

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, 2024 to June 30, 2025

Applicant: Native Hawaiian Chamber of Commerce

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: 2022-2023	FY: 2023-2024	FY:2024-2025	FY:2024-2025	FY:2025-2026	FY:2026-2027
PLANS	0	0	0	0	0	0
LAND ACQUISITION	0	0	0	0	0	0
DESIGN	0	0	0	0	0	0
CONSTRUCTION	0	0	0	0	0	0
EQUIPMENT	0	0	0	0	0	0
TOTAL:	0	0	0	0	0	0
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Native Hawaiian Chamber of Commerce

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					
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28					
29					
30					

V. Vance Roley
Dean
First Hawaiian Bank Chair
of Leadership and Management

January 12, 2024

Native Hawaiian Chamber of Commerce
Attn: Andrew Rosen, Executive Director
P.O. Box 597
Honolulu, HI 96809

Dear Director Rosen:

It is my pleasure to provide this letter of commitment for the Native Hawaiian Chamber of Commerce Ho'omana Program for Micro and Small Businesses.

As with the initial Ho'omana cohort in 2023, the Shidler College of Business at the University of Hawai'i at Mānoa can provide a venue and instructional support for the Summer 2024 Ho'omana program. This intense six week professional development course seeks to prepare the ten member cohort for the rigors of the small business environment by providing the essentials of business plan development, branding and marketing.

As Dean of the Shidler College of Business, I strongly support this proposal and ask that this submission be considered for funding. If you have any questions, please do not hesitate to contact me directly at vroley@hawaii.edu or by phone at (808) 956-8377.

Sincerely,



V. Vance Roley
Dean and First Hawaiian Bank Chair
of Leadership and Management

Council for Native Hawaiian Advancement
91-1270 Kinoiki St., Bldg. 1
Kapolei, HI 96707

January 18, 2024

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

Aloha,

I am writing this letter to express my **support** for the expansion of the Ho'omana program, an initiative led by the Native Hawaiian Chamber of Commerce aimed at empowering micro and small Native Hawaiian business owners. Native Hawaiian-owned businesses are disproportionately affected by systemic barriers, including limited access to resources, educational opportunities, and networking connections. Ho'omana bridges these gaps by offering mentorship, training, and financial support. Through State GIA funds, the Ho'omana program can increase its capacity and further amplify its positive impact on our community.

In 2023, Ho'omana successfully executed a pilot program, providing crucial support and guidance to eight Native Hawaiian-owned small businesses. The outcomes of this pilot program were both impressive and promising, demonstrating the program's efficacy in facilitating growth, enhancing business capabilities, and nurturing entrepreneurship among Native Hawaiians. Ho'omana has proven to be instrumental in fostering long-term success and sustainability within our community. Investing in this program is an investment in economic development, job creation, cultural preservation, and the future prosperity of our community.

Mahalo for your time and consideration. I urge you to consider the transformative potential of Ho'omana and the tremendous benefits it brings to Native Hawaiian entrepreneurs.

Mahalo,

Nicholas Carroll

Nicholas Carroll
Chief of Staff, CNHA

NATIVE HAWAIIAN HOSPITALITY ASSOCIATION



January 16, 2024

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

RE: Letter of Support – State GIA Grants Funding Opportunity

Aloha e GIA Grants Department,

Mahalo for the opportunity to express our support of the Native Hawaiian Chamber of Commerce (NHCC), Ho'omana program aimed at empowering Native Hawaiian micro and small businesses to grow capacity.

The Native Hawaiian Hospitality Association (NaHHA) has been directly working at the nexus of the Native Hawaiian community and tourism for the last 26 years. At the core of NaHHA's mission is to promote Hawaiian culture in the tourism industry of Hawai'i and beyond through educating, developing and implementing effective tools and resources, conducting research, and providing project support and coordination. We intend to shape the future of Hawai'i tourism by utilizing Hawaiian cultural values as the foundation for professional development and business leadership by the Native Hawaiian population.

As we see it, the Native Hawaiian community is not directly benefiting from the billion of dollars the tourism industry generates in revenue and for Hawai'i even though tourism is our number one economic engine. Generational wealth for Native Hawaiians is an area of major concern as we see tourism continue to commodify and appropriate culture to its advantage without better partnering with the Native Hawaiian community or providing support to grow and invest in the Native Hawaiian population who are the gatekeepers of culture, which is in essence, the "Brand" of Hawai'i.

While there is certainly a multitude of challenges in supporting the Native Hawaiian population, programs like what the NHCC is proposing, provide promise for Native Hawaiian community members and Native Hawaiian businesses to receive targeted support to effectively grow their entrepreneurship capacity in a meaningful way that would bring economic prosperity to the Native Hawaiian population.

Having worked alongside the NHCC as a supporting entity over the last decade, both NHCC and NaHHA believe in diversifying the multitude of ways support is offered to Native Hawaiian entrepreneurs as our best investment in future leaders of Hawai'i. I am confident that NHCC can be a great contributor to Hawai'i through this valuable work. Programs like Ho'omana are instrumental in fostering long-term success and sustainability within our Native Hawaiian community and Hawai'i as a whole.

Mahalo,

Mālia Sanders
Executive Director

malia@nahha.com

(808) 628-6374



January 17, 2024

Joseph Lapilio
President
Waianae Economic Development Council
PO Box 194
Wai'anae, HI 96792

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

To The Members of the Hawai'i State Legislature,

I am writing this letter to express my strong support for the Ho'omana program, an initiative led by the Native Hawaiian Chamber of Commerce, aimed at empowering micro and small Native Hawaiian business owners. Ho'omana has proven to be an essential resource in addressing the unique challenges that Native Hawaiian entrepreneurs face and is instrumental in fostering long-term success and sustainability within our community.

In 2023, Ho'omana successfully executed a pilot program, providing crucial support and guidance to eight Native Hawaiian-owned small businesses. The outcomes of this pilot program were both impressive and promising, demonstrating the program's efficacy in facilitating growth, enhancing business capabilities, and nurturing entrepreneurship among Native Hawaiians.

The significance of the mission of Ho'omana cannot be overstated. Native Hawaiian-owned businesses have historically encountered disparities that hinder their progress. These disparities include limited access to resources, educational opportunities, and networking connections. Ho'omana bridges these gaps, offering mentorship, training, and financial support to enable these entrepreneurs to overcome obstacles and thrive.

The Waianae Economic Development Council (WEDC) echoes this sentiment and recognizes the vital role that Ho'omana plays in the economic empowerment of our community. As a leader in community economic development, WEDC is committed to fostering opportunities for Wai'anae Coast residents by developing the community's natural, cultural, and human resources. We believe that the expansion of the Ho'omana program aligns perfectly with our strategic priorities, including stimulating entrepreneurial initiatives and improving access to essential resources. By supporting Ho'omana, we are collectively enhancing the economic landscape of the Native Hawaiian community and ensuring a sustainable and prosperous future.

As we look ahead in 2024, I wholeheartedly endorse the Native Hawaiian Chamber of Commerce's request for funding from the State GIA to expand the Ho'omana program. By increasing the program's capacity to accommodate 50 participants, we can further amplify its positive impact on our community. This expansion will not only support individual business owners but also contribute to the economic growth and vitality of the Native Hawaiian community as a whole.

I urge you to consider the transformative potential of Ho'omana and the tremendous benefits it brings to Native Hawaiian entrepreneurs. Investing in this program is an investment in the future prosperity of our community, and I believe that your support will yield substantial returns in terms of economic development, job creation, and cultural preservation.

Thank you for your time and consideration. I look forward to witnessing the continued success and growth of the Ho'omana program, made possible through your support and commitment to the Native Hawaiian community.

Sincerely,

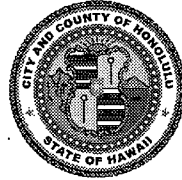
A handwritten signature in black ink, appearing to read 'Joseph Lapilio', with a stylized flourish at the end.

Joseph Lapilio, President
Waianae Economic Development Council
l.j.lapilio@thewedc.com
(808) 460-7922

**OFFICE OF ECONOMIC REVITALIZATION
KE KE'ENA HO'OMOHALA WAIWAI
CITY AND COUNTY OF HONOLULU**

711 Kapi'olani Boulevard, FLOOR 12 • HONOLULU, HAWAII 96813
PHONE: (808) 768-5764 • FAX: (808) 768-4242 • WEBSITE: revitalizehawaii.org

RICK BLANGIARDI
MAYOR
MEIA



AMY ASSELBAYE
EXECUTIVE DIRECTOR
PO'O HO'OKO

KYMBERLY SPARLIN
DEPUTY DIRECTOR
HOPE PO'O

January 18, 2024

Grants in Aid Committee
Hawaii State Legislature
415 South Beretania Street
Honolulu, Hawaii 96813

Dear Committee Members,

On behalf of the Office of Economic Revitalization (OER) at the City and County of Honolulu, I am expressing strong support for the Ho'omana program, a vital economic initiative led by the Native Hawaiian Chamber of Commerce (NHCC).

This program plays a pivotal role in creating a more diverse and equitable economy. It empowers micro and small Native Hawaiian business owners by addressing their unique challenges and fostering long-term success.

Ho'omana began as a pilot in 2023 with the support of NHCC, OER, and the National League of Cities. The pilot provided crucial support and guidance to eight Native Hawaiian-owned small businesses. The results were impressive, showcasing the program's effectiveness in facilitating growth, enhancing business capabilities, and nurturing entrepreneurship among Native Hawaiians.

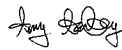
Ho'omana is vital to the health of Hawaiian-owned businesses. These local companies have historically faced disparities, including limited access to resources, educational opportunities, and networking connections. Ho'omana bridges these gaps by offering mentorship, training, and financial support, enabling entrepreneurs to overcome obstacles and thrive.

Looking ahead to 2024, the Office of Economic Revitalization endorses the Native Hawaiian Chamber of Commerce's request for funding from the State of Hawaii's Grant in Aid program to expand the Ho'omana program.

Increasing the program's capacity to accommodate 50 participants will amplify its positive impact, support individual business owners, and contribute to the economic growth and vitality of the Native Hawaiian community as a whole.

Investing in this program is an investment in a more diverse and equitable economy that is filled with good jobs for our community. Thank you for your time and consideration.

Sincerely,



Digitally signed by Asselbayer,
Amy
Date: 2024.01.18 16:51:47 -10'00'

Amy Asselbayer
Executive Director

Kainoa Horcajo
President, Board of Directors
Maui Native Hawaiian Chamber of Commerce
(808)-283-9419
president@mnhcoc.org
01/19/2023

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

Aloha mai to whom it may concern,

I am writing this letter to express my strong support for the Ho'omana program, an initiative led by the Native Hawaiian Chamber of Commerce, aimed at empowering micro and small Native Hawaiian business owners. Ho'omana has proven to be an essential resource in addressing the unique challenges that Native Hawaiian entrepreneurs face and is instrumental in fostering long-term success and sustainability within our community.

In 2023, Ho'omana successfully executed a pilot program, providing crucial support and guidance to eight Native Hawaiian-owned small businesses. The outcomes of this pilot program were both impressive and promising, demonstrating the program's efficacy in facilitating growth, enhancing business capabilities, and nurturing entrepreneurship among Native Hawaiians.

The significance of the mission of Ho'omana cannot be overstated. Native Hawaiian-owned businesses have historically encountered disparities that hinder their progress. These disparities include limited access to resources, educational opportunities, and networking connections. Ho'omana bridges these gaps, offering mentorship, training, and financial support to enable these entrepreneurs to overcome obstacles and thrive.

As we look ahead in 2024, I wholeheartedly endorse the Native Hawaiian Chamber of Commerce's request for funding from the State GIA to expand the Ho'omana program. By increasing the program's capacity to accommodate 50 participants, we can further amplify its positive impact on our community. This expansion will not only support individual business owners but also contribute to the economic growth and vitality of the Native Hawaiian community as a whole.

I urge you to consider the transformative potential of Ho'omana and the tremendous benefits it brings to Native Hawaiian entrepreneurs. Investing in this program is an investment in the future prosperity of our community, and I believe that your support will yield substantial returns in terms of economic development, job creation, and cultural preservation.

Thank you for your time and consideration. I look forward to witnessing the continued success and growth of the Ho'omana program, made possible through your support and commitment to the Native Hawaiian community.

Sincerely, 

Kainoa Horcajo
President, Board of Directors
Maui Native Hawaiian Chamber of Commerce

January 16, 2024

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813



Working together for Kapolei

Dear Distinguished Members of the Hawai'i State Legislature,

My name is Kiran Polk, and I am the Executive Director of the Kapolei Chamber of Commerce. I am writing this letter in **strong support** for the Ho'omana program, an initiative led by the **Native Hawaiian Chamber of Commerce**, aimed at empowering micro and small Native Hawaiian business owners.

The Kapolei Chamber of Commerce is an advocate for businesses in the Kapolei region which includes Waipahu, 'Ewa Beach, Kapolei, Nānākuli, Waianae and Mākaha. Approximately 27% of West O'ahu's population are Native Hawaiian, and there is a large concentration of Native Hawaiian businesses in our region. West O'ahu is also the fastest growing region in the State burgeoning with entrepreneurs. We are proud to support the **Native Hawaiian Chamber of Commerce** and its Ho'omana program which has been an essential resource for these small businesses, creating resiliency and sustainability for our entrepreneurs.

The Native Hawaiian Chamber of Commerce launched Ho'omana in 2023 supporting and giving guidance to eight (8) Native Hawaiian-owned small businesses. This program goes hand-in-hand and complements the Kapolei Chamber's programmatic goals associated with our future West O'ahu Innovation and Entrepreneur Center which will serve various underserved groups including our Native Hawaiian small businesses. Native Hawaiian-owned businesses have historically encountered disparities that hinder their progress including limited access to resources, educational opportunities, and networking connections. Ho'omana helps to bridge these gaps, offering mentorship, training, and financial support to enable these entrepreneurs to overcome obstacles and thrive.

We would like to **provide our support to the Native Hawaiian Chamber of Commerce's request for funding from the State of Hawai'i's Grants in Aid to expand the Ho'omana program**. By increasing the program's capacity to accommodate 50 participants, we know that our Native Hawaiian businesses and community as a whole will realize the benefits which ultimately contribute to the economic growth and vitality of the Native Hawaiian Community and our State.

Thank you for your consideration. We look forward to the continued success and growth of the Ho'omana program, made possible through your support and commitment to the Native Hawaiian community.

Respectfully,

Kiran Polk
Executive Director
kpolk@AmStrongAction.com
Ph: (808) 330-2794

Kawehi Onekea
Owner
Onekea Bros. General Store
1981 Paula Drive
Honolulu, HI 96816

January 14, 2024

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

Dear Legislator,

I am writing this letter to express my strong support for the Ho'omana program, an initiative led by the Native Hawaiian Chamber of Commerce, aimed at empowering micro and small Native Hawaiian business owners. As a member of the pilot cohort of Ho'omana, I can attest that it is an invaluable resource in addressing the unique challenges that I face as a Native Hawaiian entrepreneur. I have no doubt that the instruction, mentorship, and networking opportunities I received from the program will contribute to my business's long-term success and sustainability.

I was one of eight Native Hawaiian-owned small businesses in the first cohort of the Ho'omana program held during the summer of 2023. Each of the businesses was very different from one another (an architecture firm, a couple of niche retail businesses, a driving school, a very ambitious non-profit organization, a doctor, an air-conditioning service, and a multi-faceted entrepreneur), but unified through Hawaiian values. These values, a desire to serve the community, and an environment fostered by the program facilitators provided a safe space to share challenges our businesses are facing and discuss solutions in depth.

Native Hawaiian-owned businesses have historically encountered disparities that hinder their progress. These disparities include limited access to capital, educational opportunities, and networking connections. Ho'omana bridges these gaps, offering mentorship, training, and financial support to enable us to overcome obstacles and thrive. As a solopreneur (an entrepreneur who runs the business alone and wears all the hats), this program was a perfect fit for what I need, what I have time for, and what I could afford. Additionally, the team facilitating the program brought a unique "heart" to helping us. I have not encountered such a vested interest in my success in any other

program I have participated in. This kind of engagement is key to supporting entrepreneurs hitting tough economic times as 2024 is predicted to bring.

As you consider what programs to support in this year's session, I ask you to fund the Native Hawaiian Chamber of Commerce's request to expand the Ho'omana program. By increasing the program's capacity to accommodate 50 participants, they can further amplify its positive impact on our community. This expansion will not only support individual business owners but also contribute to the economic growth and vitality of the Native Hawaiian community as a whole.

I urge you to consider the transformative potential of Ho'omana and the tremendous benefits it brings to Native Hawaiian entrepreneurs. By investing in Native Hawaiian entrepreneurs who are committed to serve their communities, you are investing in the future prosperity of our state, and I believe that your support will yield substantial returns in terms of economic diversification, job creation, and cultural preservation.

Thank you for your time and consideration. I look forward to witnessing the continued success and growth of the Ho'omana program, made possible through your support and commitment to the Native Hawaiian community.

Sincerely,

A handwritten signature in black ink, appearing to read "Kawehi Oneke", with a long horizontal flourish extending to the right.

Kawehi Oneke

Owner

Oneke Bros. General Store

Carly Di Mattia
Owner, Project Director
Vernacular Pacific
CDM@HawaiiVP.com
January 17, 2024

Hawai'i State Legislature
415 South Beretania Street
Honolulu, HI 96813

Aloha Kākou,

I am writing this letter to express support for the Ho'omana Program, an initiative led by the Native Hawaiian Chamber of Commerce (NHCC), aimed at empowering micro and small Native Hawaiian business owners. Ho'omana has proven to be an essential resource in addressing the unique challenges that Native Hawaiian entrepreneurs face and is instrumental in fostering long-term success and sustainability in our community.

In 2023, I personally was a participant in the Ho'omana pilot program. This provided me with crucial support and guidance to myself and eight other fellow Native Hawaiian-owned small businesses. The outcomes of this pilot program were both impressive and promising. Through this program, I was given the tools to enhance my business capabilities while simultaneously nurturing entrepreneurship among other Native Hawaiian businesses.

Native Hawaiian-owned businesses have historically encountered disparities that hinder their progress. These disparities include limited access to resources, educational opportunities, and networking connections. Ho'omana bridges these gaps, offering mentorship, training so entrepreneurs can overcome obstacles and thrive in the community.

Looking ahead in 2024, I wholeheartedly endorse the NHCC's request for funding from the State GIA to expand the Ho'omana program. By increasing the program's capacity to accommodate 50 participants, the NHCC can further amplify its positive impact throughout the Hawaiian Islands. This expansion will not only support individual business owners but also contribute to the economic growth and vitality of the Native Hawaiian community as a whole.

I ask that you please consider the transformative potential of Ho'omana and the tremendous benefits it brings to Native Hawaiian entrepreneurs. Through investing in this program, we lift our community and lāhui Hawaii. I believe that your support will yield substantial returns in terms of economic development, job creation, and cultural preservation.

Thank you for your time and consideration. I look forward to witnessing the continued success and growth of the Ho'omana program, made possible through your support and commitment to the Native Hawaiian community.

Sincerely,



Carly Di Mattia
Owner, Project Director