



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: **WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION**

Issue Date: **01/20/2026**

Status: **Compliant**

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#:



UI#: XXXXXXX3671

DCCA FILE#: 119862

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Waived
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

**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; and
- 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.
- 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, 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.

Waikiki Business Improvement District
(Typed Name of Individual or Organization)

 11/23/26
(Signature) (Date)

Trevor Abzug President
(Typed Name) (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, 2025.

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](#).

Yes, will be used for a Public Purpose

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;

The Waikiki Business Improvement District is a 501c(3) non-profit organization that brings together business, government, and community dedicated to the enhancement and prosperity of one of the world's most renowned destinations. Started in 2000, the WBID was formed to help make Waikiki “Clean and Safe”. We help keep Waikiki “Clean and Safe” through our well-known Aloha Ambassador program. The Aloha Ambassador Program is a multifaceted effort encompassing several key areas:

1) Custodial and Landscaping Services: Our ambassadors perform essential custodial work, ensuring that Waikiki's public spaces remain clean and well maintained. This includes power washing, trash removal, and graffiti abatement

2) Safety and Elevated Security: Safety ambassadors, functioning similarly to security guards, are deployed in the public right of way to maintain a secure environment for everyone in the district. These Safety ambassadors have a direct line to HPD for emergencies, and are the first line of enforcement in the community.

3) Hospitality Services: Hospitality ambassadors are on hand to assist both locals and visitors with information and guidance, enhancing their experience in Waikiki.

4) Support for the Mentally Ill and Homeless: Our program extends its reach to help the severely mentally ill and homeless individuals in the area. This includes staffing outreach workers and mental health professionals and even Doctors who provide necessary care and medication.

2. The goals and objectives related to the request;

The mission of the Waikiki Business Improvement District Association (WBIDA) is to steward the continued evolution of Waikiki as both a world-class destination and a thriving local community. Our overarching goal is to ensure Waikiki remains clean, safe, and vibrant through proactive district management, community engagement, and visitor support services.

Central to this mission is the Aloha Ambassador Program, which serves as the frontline presence of hospitality, safety, and care throughout the district. Our ambassadors embody the spirit of aloha by providing wayfinding assistance, visitor engagement, safety observation, and compassionate outreach to individuals in need. Through daily interactions with residents, workers, and visitors, the program enhances the overall experience of Waikiki while promoting a welcoming and secure environment for all.

The grant funds requested will be used specifically to support staffing across the Aloha Ambassador Program, ensuring consistent coverage and reliable operations throughout the district. Sustaining these positions is critical to maintaining visible safety, cleanliness coordination, and positive engagement in one of Hawai'i's most highly visited areas.

As visitor levels continue to return to pre-pandemic numbers, the demand for these services has increased significantly. At the same time, inflation and rising wage costs have placed added pressure on operational budgets. Grant-in-Aid funding will allow WBIDA to maintain existing service levels, retain experienced staff, and continue delivering uninterrupted support to the Waikiki community without reducing services or workforce capacity.

3. The public purpose and need to be served;

The Aloha Ambassador Program serves a vital public purpose by supporting the safety, cleanliness, economic vitality, and social wellbeing of Waikiki—one of Hawai'i's most visible and heavily utilized public districts. This initiative is a cornerstone of the Waikiki Business Improvement District Association's ongoing commitment to ensuring Waikiki remains a welcoming, safe, and vibrant environment for residents, workers, and visitors alike.

Community Enhancement and Public Safety:

The Aloha Ambassador Program plays a critical role in maintaining the quality, order, and safety of Waikiki's public spaces. Ambassadors provide a consistent on-the-ground presence that supports cleanliness efforts, assists visitors, and helps identify and deter safety concerns. This visible presence contributes to a calmer, more orderly environment, reinforcing public confidence and enhancing the overall sense of safety throughout the district.

Economic Stability and Visitor Experience

Waikiki is a major economic engine for the State of Hawai'i. A clean, safe, and well-managed public realm directly impacts visitor satisfaction, length of stay, and return travel. By preserving Waikiki's reputation as a premier destination, the Aloha Ambassador Program supports tourism-related employment, strengthens local businesses, and contributes to sustained economic activity that benefits the broader community.

Addressing Homelessness and Mental Health Needs

The program also fulfills an essential social service function by engaging individuals experiencing homelessness and serious mental illness. Through trained outreach workers and mental health professionals, the Aloha Ambassador Program provides compassionate engagement, crisis de-escalation, and connections to appropriate care. These efforts help stabilize vulnerable individuals while reducing the strain on emergency services and public systems.

Community Integration and Access to Services

Beyond immediate outreach, the program emphasizes long-term solutions by connecting individuals to shelter, medical care, behavioral health services, and supportive resources. This coordinated, human-centered approach promotes dignity, accountability, and reintegration, strengthening community cohesion and reflecting the values of empathy and collective responsibility embodied in the spirit of aloha.

Alignment with Statewide Priorities

The Aloha Ambassador Program directly aligns with the State of Hawai'i's objectives to promote public safety, public health, social welfare, and economic

resilience. By supporting preventive safety measures, community-based outreach, and inclusive public spaces, the program advances statewide goals while enhancing Hawai'i's standing as a safe, compassionate, and world-class destination.

Through the Aloha Ambassador Program, the Waikiki Business Improvement District Association is investing in the long-term sustainability of Hawai'i's most iconic community. This initiative represents not only an investment in Waikiki, but an investment in public safety, economic stability, and the wellbeing of the people of Hawai'i. Continued support will allow the program to maintain essential services and deliver meaningful, lasting public benefit.

4. Describe the target population to be served; and

The Aloha Ambassador Program is designed to serve a broad and diverse population that reflects the unique role Waikiki plays as both a residential community and an international destination. The program supports individuals who live, work, and visit the district, as well as vulnerable populations who require additional care and outreach services.

Waikiki Residents

The primary population served includes approximately 30,000 residents who call Waikiki home. The program supports their quality of life by helping maintain clean public spaces, promoting neighborhood safety, and fostering a community environment where residents can live, work, and recreate with confidence.

Waikiki Workforce

Tens of thousands of employees commute into Waikiki each day to support the tourism, hospitality, retail, and service sectors. The Aloha Ambassador Program contributes to a safer and more orderly environment for this workforce, recognizing that employee wellbeing directly influences service quality, workforce retention, and the overall success of the district.

Residents of Oahu and the State of Hawai'i

Waikiki serves as an economic and cultural hub for the entire state. Its stability and success impact more than one million residents across Oahu and Hawai'i. By maintaining a clean, safe, and accessible district, the program provides indirect benefits that extend well beyond Waikiki's geographic boundaries.

Visitors to Waikiki

As one of the most visited destinations in the world, Waikiki welcomes hundreds of thousands of visitors on a regular basis. The Aloha Ambassador Program enhances visitor safety, provides wayfinding and assistance, and supports

positive first impressions—helping protect Hawai'i's global reputation as a premier travel destination.

Individuals Experiencing Homelessness and Mental Health Challenges

A critical focus of the program is serving individuals experiencing homelessness and serious mental illness within the district. Through trained outreach staff and partnerships with healthcare and social service providers, the program offers compassionate engagement, referrals, and connections to housing, medical care, and behavioral health services. These efforts support both individual stabilization and broader community wellbeing.

Inclusive and Integrated Service Model

The Aloha Ambassador Program employs a comprehensive approach that recognizes the interconnected needs of all populations within Waikiki. By simultaneously supporting residents, workers, visitors, and vulnerable individuals, the program strengthens public spaces, promotes dignity and safety, and reinforces the inclusive values that define the spirit of aloha.

The target population served by the Aloha Ambassador Program includes Waikiki residents, employees, visitors, individuals experiencing homelessness, and the broader community across Oahu and the State of Hawai'i. Through consistent presence, compassionate outreach, and community-based services, the program remains committed to ensuring Waikiki continues to thrive as a safe, welcoming, and resilient community.

5. Describe the geographic coverage.

The Waikiki Business Improvement District Association's geographic coverage encompasses the entire Waikiki neighborhood. From the entire Ala Wai Boulevard, to Kapahulu Avenue, and everything in between. We also cover the entire Ala Wai Boat Harbor. See the attached map on a separate document.

III. Service Summary and Outcomes

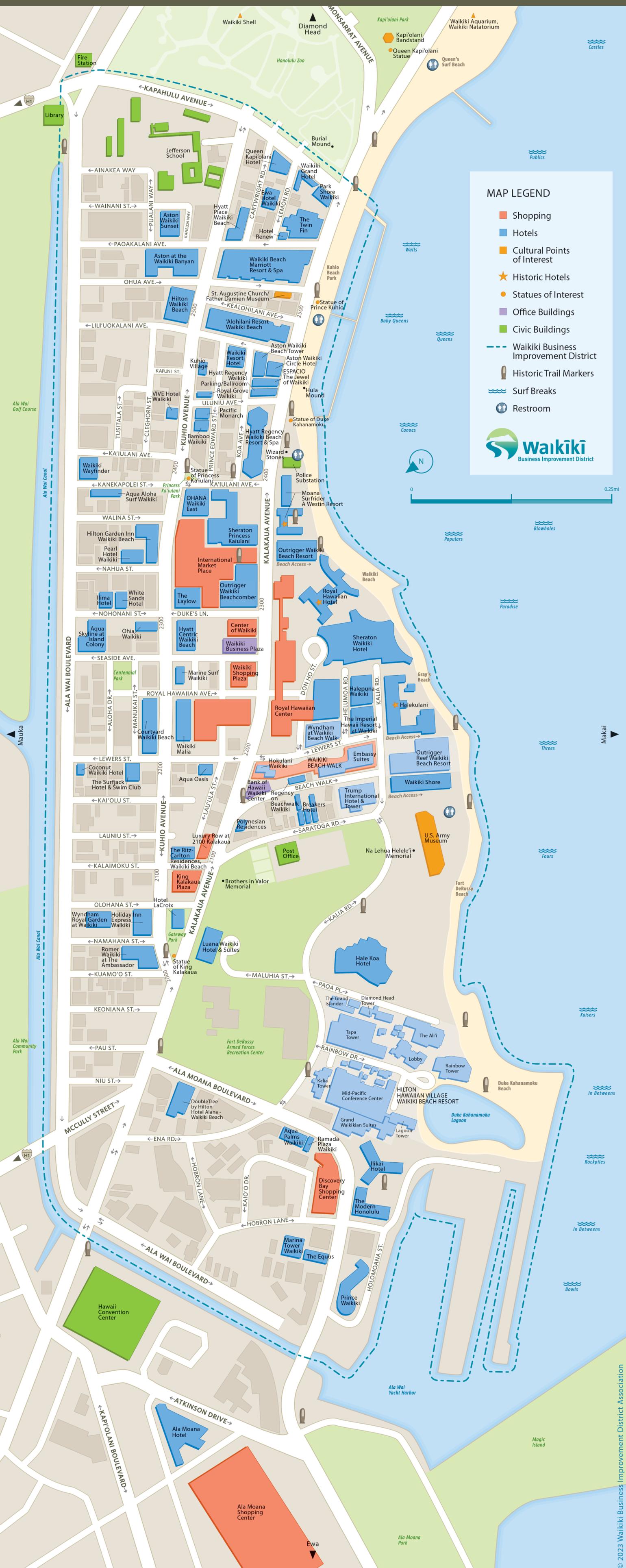
The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

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

Program Objective

The Aloha Ambassador Program is designed to enhance the daily experience of residents, employees, and visitors in Waikiki by providing coordinated services focused on public safety, cleanliness, hospitality, and compassionate outreach to individuals experiencing homelessness and mental health challenges. Through a visible and trained ambassador presence, the program supports a clean, safe,

EXPLORE WAIKIKI



MAP LEGEND

- Shopping
- Hotels
- Cultural Points of Interest
- ★ Historic Hotels
- Statues of Interest
- Office Buildings
- Civic Buildings
- Waikiki Business Improvement District
- Historic Trail Markers
- ~ Surf Breaks
- ♿ Restroom



0 0.25mi

and welcoming district that benefits the broader Waikiki community and the State of Hawai'i.

Scope of Services and Responsibilities:

1) Safety Ambassador Services

Safety Ambassadors provide proactive presence and situational awareness throughout the district.

Key responsibilities include:

- **Patrol Operations:**
Conduct regular foot and bicycle patrols within designated Waikiki zones to promote safety and public order.
- **Incident Observation and Reporting:**
Identify, respond to, and report safety concerns or incidents to appropriate authorities and partner agencies.
- **Public Engagement:**
Interact with residents, workers, and visitors to provide assistance, safety guidance, and information.
- **Interagency Coordination:**
Maintain close collaboration with the Honolulu Police Department and community partners to support coordinated response efforts.

2) Hospitality Ambassador Services

Hospitality Ambassadors serve as the welcoming face of Waikiki.

Key responsibilities include:

- **Visitor Assistance and Wayfinding:**
Provide directions, recommendations, and information regarding local attractions, businesses, transportation, and public amenities.
- **Customer Service Support:**
Assist visitors and residents with questions while reinforcing a friendly and professional visitor experience.
- **Event Support:**
Provide on-site assistance and information during community events, festivals, and district activations.

3) Custodial and Landscaping Services

Custodial and Landscaping Ambassadors maintain the cleanliness and visual appeal of public spaces.

Key responsibilities include:

- **Public Space Maintenance:**
Perform routine cleaning of sidewalks, streets, parks, and beach areas, including daily power washing and graffiti removal.
- **Landscaping Maintenance:**
Maintain landscaping elements in public areas to enhance aesthetics and pedestrian comfort.

- **Waste Management:**
Conduct trash removal, manage recycling operations, and support proper disposal practices throughout the district.

4) Homeless and Mental Health Outreach Services

Outreach services focus on compassionate engagement and connection to care.

Key responsibilities include:

- **Community Outreach:**
Engage individuals experiencing homelessness to assess needs and build trust through consistent, respectful contact.
- **Service Coordination:**
Facilitate referrals to shelters, food services, healthcare providers, and behavioral health resources.
- **Healthcare Collaboration:**
Coordinate with medical and mental health professionals to support access to treatment and stabilization services.

Program Deliverables

- **Safety Activity Reports:**
Documentation of patrol coverage, observed incidents, and response coordination.
- **Visitor and Community Feedback:**
Collection and review of input from residents and visitors regarding hospitality and ambassador services.
- **Maintenance Logs:**
Detailed records of cleaning, power washing, graffiti abatement, and landscaping activities.
- **Outreach Documentation:**
Records of homeless outreach interactions, referrals provided, and services accessed.

Program Evaluation and Monitoring

- **Performance Metrics:**
Establish and track metrics related to patrol coverage, cleanliness levels, outreach contacts, and service response times.
- **Feedback Mechanisms:**
Utilize community input, stakeholder feedback, and observational data to assess effectiveness.
- **Continuous Improvement:**
Conduct ongoing program reviews and adjust staffing, deployment, and strategies based on performance data and emerging needs.

Collaboration and Capacity Building

- **Stakeholder Engagement:**
Partner with local businesses, law enforcement, healthcare providers, social

- service agencies, and community organizations to ensure comprehensive service delivery.
- **Training and Professional Development:**
Provide ongoing training in safety awareness, hospitality standards, de-escalation techniques, and trauma-informed outreach.

Reporting

- **Regular Updates:**
Provide periodic program updates to the Waikiki Business Improvement District Association and funding partners.
- **Annual Program Report:**
Prepare an annual summary detailing service delivered, outcomes achieved, and priorities for the upcoming year.

This scope of work reflects a coordinated, multidisciplinary approach to district management. Through the Aloha Ambassador Program, the Waikiki Business Improvement District Association will continue to deliver supplemental services that promote safety, cleanliness, economic vitality, and compassionate community care throughout Waikiki.

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

Our Aloha Ambassador program operates at a 24/7 365 days a year services. The projected annual timeline would be 24/7 – 365 days a year from July 1st 2026 to June 30th 2027.

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

The Waikiki Business Improvement District Association maintains a comprehensive quality assurance and evaluation framework to ensure the Aloha Ambassador Program operates effectively, efficiently, and with measurable community impact. The program utilizes data-driven monitoring, performance evaluation, and continuous improvement strategies to assess outcomes, strengthen service delivery, and respond to evolving district needs.

Central to this framework is the use of a real-time activity tracking platform, Jia, which allows the organization to monitor performance trends, evaluate year-over-year progress, and identify opportunities for operational enhancement.

Real-Time Data Collection and Tracking – Jia

- Ambassadors utilize Jia to log daily activities, patrol coverage, maintenance tasks, incident observations, visitor interactions, and homeless outreach contacts in real time.
- The system captures location-based and time-stamped data, allowing for accurate documentation of services delivered throughout the district.
- Data collected supports both immediate operational oversight and long-term program evaluation.

This technology enables transparent reporting, consistent documentation, and reliable measurement of program outputs.

Ongoing Monitoring

Program performance is monitored through multiple layers of oversight:

- **Daily Monitoring:**
Supervisors review activity logs to confirm coverage, task completion, and responsiveness.
- **Weekly and Monthly Reviews:**
Aggregated data is analyzed to evaluate staffing deployment, productivity levels, and service trends.
- **Incident Tracking:**
Safety-related incidents and response times are monitored to ensure timely coordination with appropriate authorities.
- **Community and Stakeholder Feedback:**
Input is regularly collected from local businesses, residents, visitors, and partner agencies to assess service effectiveness and community perception.

3) Evaluation Measures

The program evaluates performance using clearly defined metrics, including but not limited to:

- Number of safety patrol hours and district coverage zones
- Visitor and resident engagement interactions
- Maintenance activities completed, including power washing and graffiti abatement
- Homeless outreach contacts and successful service referrals
- Incident response frequency and resolution outcomes

Surveys and feedback tools are utilized to measure satisfaction levels among community members and program staff, providing both quantitative and qualitative insight.

4) Continuous Improvement Process

Evaluation findings are used to strengthen program operations through:

- **Data-Driven Adjustments:**
Analysis of Smart System 2.0 data inform deployment strategies, route optimization for custodial teams, and targeted placement of safety ambassadors.
- **Training and Skill Development:**
Performance trends guide ongoing training in hospitality standards, safety awareness, trauma-informed outreach, and de-escalation techniques.
- **Program Refinement:**
Service models are adjusted based on emerging needs, seasonal visitor fluctuations, and community feedback.
- **Stakeholder Collaboration:**
Regular coordination with partner agencies supports alignment of services and identification of system-level improvements.

5) Reporting and Accountability

- **Routine Reporting:**
Detailed performance summaries are provided to WBIDA leadership, funding partners, and stakeholders, outlining service levels, outcomes, and trends.
- **Annual Program Evaluation:**
A comprehensive year-end review assesses progress toward established goals and objectives, compares year-over-year performance data, and informs operational planning for the subsequent fiscal year.

This quality assurance and evaluation framework ensures that the Aloha Ambassador Program remains accountable, transparent, and results-oriented. By combining real-time data tracking, ongoing performance monitoring, community feedback, and continuous improvement practices, the Waikiki Business Improvement District Association is able to enhance program effectiveness, demonstrate measurable outcomes, and maximize the public benefit of grant funding.

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.

The following measures of effectiveness will be reported to the State agency through which grant funds are appropriated. These metrics provide standardized, objective benchmarks to assess the Aloha Ambassador Program's performance, outcomes, and overall effectiveness. If the final appropriation level differs from the amount requested, performance measures will be adjusted accordingly and submitted to the expending agency.

Safety and Security Metrics

- Number of safety incidents reported and documented
Target: 4,000 incidents annually
- Average response time to safety-related incidents
Target: Under 15 minutes
- Total safety patrol coverage hours per week
Target: Minimum of 180 patrol hours per week

Custodial and Environmental Maintenance Metrics

- Volume of waste collected and properly disposed
Target: 500,000 pounds annually
- Number of graffiti tags removed
Target: 2,000 removals
- Number of landscaping improvements completed in public spaces
Target: 15 improvements

Hospitality and Visitor Assistance Metrics

- Number of residents and visitors assisted by ambassadors
Target: 200,000 interactions annually
- Visitor satisfaction rating collected through surveys
Target: Average score of 4 out of 5 or higher
- Weekly hospitality coverage hours throughout Waikiki
Target: Minimum of 180 hours per week

Homeless and Mental Health Outreach Metrics

- Number of unique individuals experiencing homelessness engaged through outreach
Target: 100 individuals
- Number of referrals made to housing, healthcare, or behavioral health services
Target: 75 referrals
- Successful referral follow-through (individuals accessing services)
Target: 45 completed connections

Program Engagement and Reach Metrics

- Number of active ambassadors deployed within the program
Target: 50 ambassadors

- Community engagement activities supported, including events, initiatives, and partnerships
Target: 50 or more engagements annually

Feedback and Continuous Improvement Metrics

- Community feedback survey results from residents, businesses, and visitors
- Ambassador self-assessment and performance reviews
- Documented operational improvements implemented in response to data and feedback

These measures of effectiveness provide quantifiable performance indicators that allow the State to evaluate program success, ensure accountability for public funds, and assess the Aloha Ambassador Program’s contribution to public safety, cleanliness, visitor satisfaction, and community wellbeing.

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 2027.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
100,000	100,000	100,000	100,000	400,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2027.

The Waikiki Business Improvement District receives funds through a special commercial property tax assessment rate on all commercial properties within the Waikiki Special Improvement District. This is the only other source of funding received and is projected to total \$4,850,273

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.

None

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 2027 for program funding.

FY25: \$200,000 – State Grant in Aid

FY25: \$100,000 – City and County of Honolulu Safe & Sound Grant

FY26: \$400,000 – State Grant in Aid

FY27: None

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2025.

\$2,185,200

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 Waikiki Business Improvement District Association (WBIDA) is well equipped with the necessary skills, abilities, knowledge, and experience to effectively manage and expand the Aloha Ambassador Program, as proposed in this application. Our experience and qualifications are outlined as follows:

Experience and Appropriateness for Providing the Service:

1) Longstanding Operation and Management Experience:

- WBIDA has been operational for over 20 years, demonstrating a deep commitment and understanding of Waikiki's unique needs and challenges.
- The Aloha Ambassador Program, initiated in 2001, has been a key component of our services, consistently growing and adapting to the changing dynamics of the community.

2) Program Growth and Adaptation:

- Since its inception, the Aloha Ambassador Program has expanded in scope and scale, successfully addressing various community needs, including safety, cleanliness, hospitality, and support for homeless and mentally ill individuals. Our experience in managing this program has equipped us with unique insights into community engagement, public safety, and environmental stewardship.

3) Response to Recent Challenges:

- The post-COVID era has presented new challenges, including inflationary pressures. We have effectively navigated these challenges, ensuring that the quality of service is maintained.
- However, to sustain and enhance our service levels in the face of these challenges, additional funding is necessary.

4) Collaboration with Leading Contractors:

- We have partnered with a nationwide leading contractor, Block by Block, known for its world-class services in similar domains. This collaboration ensures that our services meet the highest standards of quality and efficiency.
- For homeless outreach and mental health services, we have partnered with the Institute for Human Services, along with Waikiki Health to ensure a level of care that is world class.

Verifiable Experience of Related Projects or Contracts (Past Three Years):

1) Safety and Security Enhancements:

- Over the past three years, we have significantly improved our safety and security measures in Waikiki, including increasing patrols and integrating advanced safety protocols.

2) Custodial and Environmental Projects:

- Our custodial team has undertaken numerous projects to maintain and enhance the cleanliness and visual appeal of public spaces in Waikiki.

3) Hospitality and Visitor Assistance Initiatives:

- We have continuously developed our hospitality services, providing visitor assistance and information, contributing to a positive visitor experience.

4) Homeless and Mental Health Outreach:

- Our efforts in supporting the homeless and mentally ill community have intensified, with a focus on providing compassionate and effective outreach services.

In summary, the Waikiki Business Improvement District Association's extensive experience, proven track record, and partnership with a leading contractor position us ideally to deliver the services proposed in this grant application. Our commitment to the community and capability to adapt to changing circumstances ensure that the Aloha Ambassador Program will continue to serve Waikiki effectively with the support of this grant.

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 Waikiki Business Improvement District Association (WBIDA) is well equipped with facilities that are fully adequate for the operation and expansion of the Aloha Ambassador Program. Our current facilities and their relevance to the program are described as follows:

1) Office Space at the Bank of Hawaii Building:

- Location: Our main office is strategically located at the Bank of Hawaii building on Kalakaua Avenue, offering easy accessibility and visibility.
- Capabilities: This office space serves as the operational hub for the Aloha Ambassador Program, housing our administrative staff, program coordinators, and a central communication center.
- Adequacy: Equipped with modern communication and office technologies, this space effectively supports the management, training, and coordination activities of the program.

2) Garage and Storage Space at the Wyndham Waikiki Beach Walk:

- Location: Located at 227 Lewers Street, this facility provides a convenient and accessible location for storage and deployment.
- Storage and Maintenance: The garage and storage space are used to house equipment, uniforms, and other supplies essential for the daily operations of the Aloha Ambassadors.

Having maintained these facilities for over a decade, WBIDA has ensured that they are well-suited to support the various aspects of the Aloha Ambassador Program. The office at the Bank of Hawaii building allows for efficient administrative and operational management, while the garage and storage space at the Wyndham Waikiki Beach Walk ensure that our ambassadors are well-equipped and ready to serve the community effectively.

These facilities, in combination with our experienced management and staff, provide a strong foundation for the continued success and expansion of the Aloha Ambassador Program. The adequacy of our facilities ensures that we are well-prepared to utilize the

grant funds effectively and deliver the proposed enhancements to the program.

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.

The Waikiki Business Improvement District (WBID) is fully prepared to implement the staffing pattern and service capacity required for the viability of our request. Our organizational structure, staff qualifications, and supervision capabilities are as follows:

1) Proposed Staffing Pattern and Service Capacity:

- Adequate Service Capacity: WBID has developed a staffing model that effectively meets the needs outlined in the grant. This includes roles for safety ambassadors, hospitality ambassadors, custodial staff, and outreach workers for the homeless and mentally ill. The staffing levels are designed to provide comprehensive coverage across Waikiki.
- Flexible Deployment: Staff are deployed based on a strategic plan that accounts for peak times, special events, and specific needs identified through our ongoing community engagement and monitoring efforts.

Qualifications and Experience of Personnel:

1) Director of Operations:

- Over 20 years of experience in operational management, bringing a wealth of knowledge in overseeing complex programs and ensuring efficient service delivery.
- Responsible for the overall strategic direction and operational execution of the program.

2) General Manager of the Aloha Ambassador Program:

- With more than 9 years of experience in managing hospitality programs in Waikiki, he General Manager has demonstrated exceptional skills in program management, staff supervision, and quality service provision.
- The success of the program under their management is a testament to their capabilities and understanding of the community's needs.

- Our General Manager is a Native Hawaiian practitioner, who is fluent in Olelo Hawaii and has a degree in Hawaiian Studies from the University of Hawaii.

Supervision, Training, and Administrative Direction:

1) Supervision:

- Our supervisory structure includes team leaders for each component of the program who report to the General Manager. These leaders are experienced in their respective areas and provide day-to-day supervision of the ambassadors. *budget management, program evaluation, and compliance with regulatory requirements. Continuous Improvement and Adaptability:*

1) Evaluation and Feedback:

- *Regular performance evaluations and feedback mechanisms are in place to ensure continuous improvement in service delivery.*

2) Adaptability:

- *Our leadership and staff are adept at adapting to changing circumstances and needs, ensuring that our program remains effective and responsive to the community.*

In summary, the WBIDA possesses the necessary staff expertise, organizational structure, and administrative capabilities to successfully execute and manage the proposed enhancements to the Aloha Ambassador Program. Our experienced personnel, combined with our commitment to quality service and continuous improvement, ensure that we are well-equipped to fulfill the objectives of the grant

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.

The organizational structure of the Waikiki Business Improvement District Association (WBIDA) for the Aloha Ambassador Program is designed to ensure clear lines of responsibility and supervision, aligning with our commitment to service excellence. The organization chart is as follows:

1) Top Organizational Leadership:

- *President and Executive Director: Overseeing all operations of WBIDA, including the Aloha Ambassador Program.*

- *Deputy Director and Vice President: With a background in operations and ambassador programs, including 15 years as an operations manager. This role involves oversight of the Director of Operations.*

2) *Operational Management:*

- *Director of Operations: Boasting over 20 years of experience in operations and hospitality, this role is crucial in overseeing the day-to-day functioning of the Aloha Ambassador Program.*

- *General Manager of the Aloha Ambassador Program: With 9+ years in this role, they are responsible for the overall management of the program.*

3) *Aloha Ambassador Program Structure:*

- *Operations Supervisors: Each operational shift (clean team, hospitality ambassador, safety ambassador, custodian) has an Operations Supervisor responsible for overseeing the activities and staff of that specific shift.*

- *Homeless Outreach Ambassador: Directly reporting to the General Manager, this role is focused on engaging with and assisting the homeless community in Waikiki.*

4) *Field-Level Employees:*

- *Ambassadors: Comprising the clean team, hospitality ambassadors, safety ambassadors, and custodians, these staff members report to their respective Operations Supervisors.*

5) *Homeless Outreach Staff:*

- *Working under the guidance of the Homeless Outreach Ambassador to provide targeted services to the homeless population. This structure ensures that each level of the program has clear supervisory and reporting lines, facilitating effective communication, accountability, and high-quality service delivery. The top leadership sets strategic directions, while operational management ensures these strategies are effectively implemented on the ground. The field-level employees are the backbone of the program, directly interacting with and serving the community of Waikiki.*

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.

President and Executive Director: \$206,750
Vice President and Deputy Director: \$127,384
Administrative Director: \$108,737

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.

None

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.

None

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.

None

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2027 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2027, but
- (b) Not received by the applicant thereafter.

To ensure the sustainability of the Aloha Ambassador Program beyond

fiscal year 2027, the Waikiki Business Improvement District Association (WBIDA) will implement a detailed plan.

This plan will be crucial if the grant for fiscal year 2027 is not continued thereafter. The plan includes:

1) Diversification of Funding Sources:

• Private Sector Partnerships: We will seek partnerships with local businesses and corporations that benefit from our services. These could include sponsorships, corporate donations, or collaborative projects.

• Community Funding Initiatives: Initiating community fundraising campaigns, including crowdfunding, to engage the support of local residents and visitors.

2) Operational Efficiencies:

• Cost Optimization: We plan to review and optimize operational costs by identifying areas for efficiency improvements, ensuring no compromise in service quality.

• Technology Integration: Implementing advanced technology solutions to streamline operations and reduce costs.

3) Revenue-Generating Activities:

• Service Fees: We will explore the possibility of introducing service fees for certain aspects of the program, particularly for specialized services or events.

4) Government and Non-Profit Grants:

• Continued Grant Applications: Actively seek other relevant government and non-profit grants.

• Partnerships with Non-Profits: Forge collaborations with nonprofit organizations for joint grant applications or projects.

5) Community Awareness and Support:

• Public Awareness Campaigns: Increase the program's visibility and importance through targeted marketing and public relations.

• Volunteer Involvement: Encourage community volunteerism to reduce labor costs and increase community engagement.

6) *Long-Term Planning:*

- *Strategic Reserve Fund: Establishing a reserve fund from the current funding to support the program during financial challenges.*
- *Long-Term Financial Strategy: Developing a strategy that may include building an endowment or investment fund for the program's future. This sustainability plan will be continually revised to adapt to changing circumstances, ensuring the Aloha Ambassador Program's longevity and impact in the community.*

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2026 to June 30, 2027

Applicant: _____

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	385,000		907,675	2,633,145
2. Payroll Taxes & Assessments				176,000
3. Fringe Benefits	15,000			356,233
TOTAL PERSONNEL COST	400,000		907,675	3,165,378
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	0	0	0	0
2. Insurance	0	0	0	286,675
3. Lease/Rental of Equipment	0	0	0	70,780
4. Lease/Rental of Space	0	0	0	109,382
5. Staff Training	0	0	0	10,000
6. Supplies	0	0	0	57,800
7. Telecommunication	0	0	0	9,550
8. Utilities	0	0	0	22,230
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
TOTAL OTHER CURRENT EXPENSES				566,417
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	400,000		907,675	3,731,795
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	400,000	<i>Waikaloa Business Improvement District</i>		
(b) Total Federal Funds Requested	0	Name (Please type or print)		
(c) Total County Funds Requested	907,675	<i>[Signature]</i>		
(d) Total Private/Other Funds Requested	4,666,753	Date		
TOTAL BUDGET	5,974,428	Signature of Authorized Official		
		<i>Trevor Abayasinghe - President</i>		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2026 to June 30, 2027

Applicant: Waikiki Business Improvement District Association

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Homeless Outreach Ambassador		\$68,772.00	100.00%	\$ 68,772.00
Hospitality Ambassador		\$52,988.00	100.00%	\$ 52,988.00
Safety Ambassador		\$57,262.00	100.00%	\$ 57,262.00
Safety Ambassador		\$57,262.00	100.00%	\$ 57,262.00
Safety Ambassador		\$57,262.00	100.00%	\$ 57,262.00
Custodial Ambassador		\$53,227.00	100.00%	\$ 53,227.00
Custodial Ambassador		\$53,227.00	100.00%	\$ 53,227.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				400,000.00

JUSTIFICATION/COMMENTS: These ambassadors will be positioned throughout the entire Waikiki special district

The Aloha Ambassador Program is a multifaceted effort encompassing several key areas:

1 Custodial and Landscaping Services: Our ambassadors perform essential custodial work, ensuring that Waikiki's public spaces remain clean and well-maintained.

2 Safety and Security: Safety ambassadors, functioning similarly to security guards, are deployed to maintain a secure environment for everyone in the district.

3 Hospitality Services: Hospitality ambassadors are on hand to assist both locals and tourists with information and guidance, enhancing their experience in Waikiki.

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

App: Waikiki Business Improvement District

Contracts Total: 400,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	State Grant-in-aid	July 1 2025 - June 30 2026	HTA/DBET	State of Hawaii	400,000
2					
3					
4					
5					
6					
7					
8					
9					
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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

Trevor Abaroa President
PRINT NAME AND TITLE

1/23/26
DATE