



13TH FESTIVAL OF PACIFIC ARTS & CULTURE
JUNE 10-21, 2020
HONOLULU, HAWAII

SCHEDULE OF EVENTS (Tentative, subject to change):

- June 1-3, Voyaging Canoe Arrivals on Neighbor Islands, Neighbor Island community engagement activities (Tentative)
- June 7-9, Voyaging Canoes Sail to Maunalua Bay, O'ahu for staging
- June 10, Wednesday,
 - 6 am – Voyaging Canoes (16) Sail around Lē'ahi (Diamond Head) Ala Wai dock at Ala Wai Yacht Harbor
 - 6pm – Voyaging Canoe Crew Lū'au, Marine Educational Center, Ke'ehi Lagoon
- June 11, Thursday – Opening Ceremonies @ 'Iolani Palace (starting at 4 pm).
- June 12 & 13, Friday & Saturday – Culture for Sustainable Development Forum and Pacific Philosophy Conference (location and times TBA).
- June 12, Friday 11:00 am – Opening of 1) Festival Village @ Ala Wai Promenade; 2) Hawai'i State Art Museum; 3) Bishop Museum; 4) Honolulu Museum of Art (Free Community Day); 5) Helumoa, Royal Hawaiian Center 6) Ke'ehi Lagoon/METC Center (Fishing & Voyaging activities)
- June 13, Saturday 9:00 am – parade from 'Iolani Palace through Waikiki to Kapi'olani Park (starting @ 9 Kapi'olani Bandstand event (starting at 11 am).
- June 14, Sunday 10 am – Eccumenical Choral Service @ the Convention Center
- June 15 – through Saturday, June 20:
 - Festival Village open daily (11 am-6 pm)
 - Performances at the Convention Center daily
 - off site performances daily at (but not limited to):
 - Bishop Museum
 - Hawai'i State Art Museum
 - Honolulu Museum of Art
 - Helumoa at the Royal Hawaiian Shopping Center
 - Kapi'olani Park Bandstand
 - Marketplace open daily
 - Art Exhibition
 - Symposiums
 - Film presentations



- Literary
- Theatre
- Cultural Demonstrations
- June 15 – 19th, Monday - Meeting of the Council of Pacific Arts and Culture @ the Convention Center (times TBA).
- June 16 & 17, Tuesday & Wednesday – 5th Meeting of the Pacific Ministers for Culture @ the Convention Center (times TBA).
- June 18-19, Thursday & Friday – Taiwan Austronesian Language Conference (TBD)
- June 16, 17, 18, Tuesday, Wednesday, Thursday, 7pm – Wearable Arts Shows (Cultural Fashion from all countries interested in presenting) @ the Convention Center
- June 15, 16, 17, 18, Choral Festival at Kawaihae Church celebrating their 200th anniversary,
- June 19, Friday 7pm – Queens Pageant @ the Convention Center
- June 20, Saturday
 - Last day the Festival Village is open
 - Makahiki at Kualoa Ranch, FESTPAC Cookoff at Kualoa Ranch & Concert (tentative)
 - Mango Jam, Frank F. Fasi Civic Grounds, 550 S. King St., Honolulu, HI 96813
- Sunday, June 21 – Closing Ceremonies @ the Waikiki Shell/Kapi'olani Park (3-9 pm)

**all events, locations, and times subject to change.

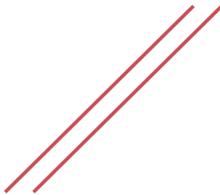


FESTPAC 2020

BRAND IDENTITY

June 12, 2019

SECO

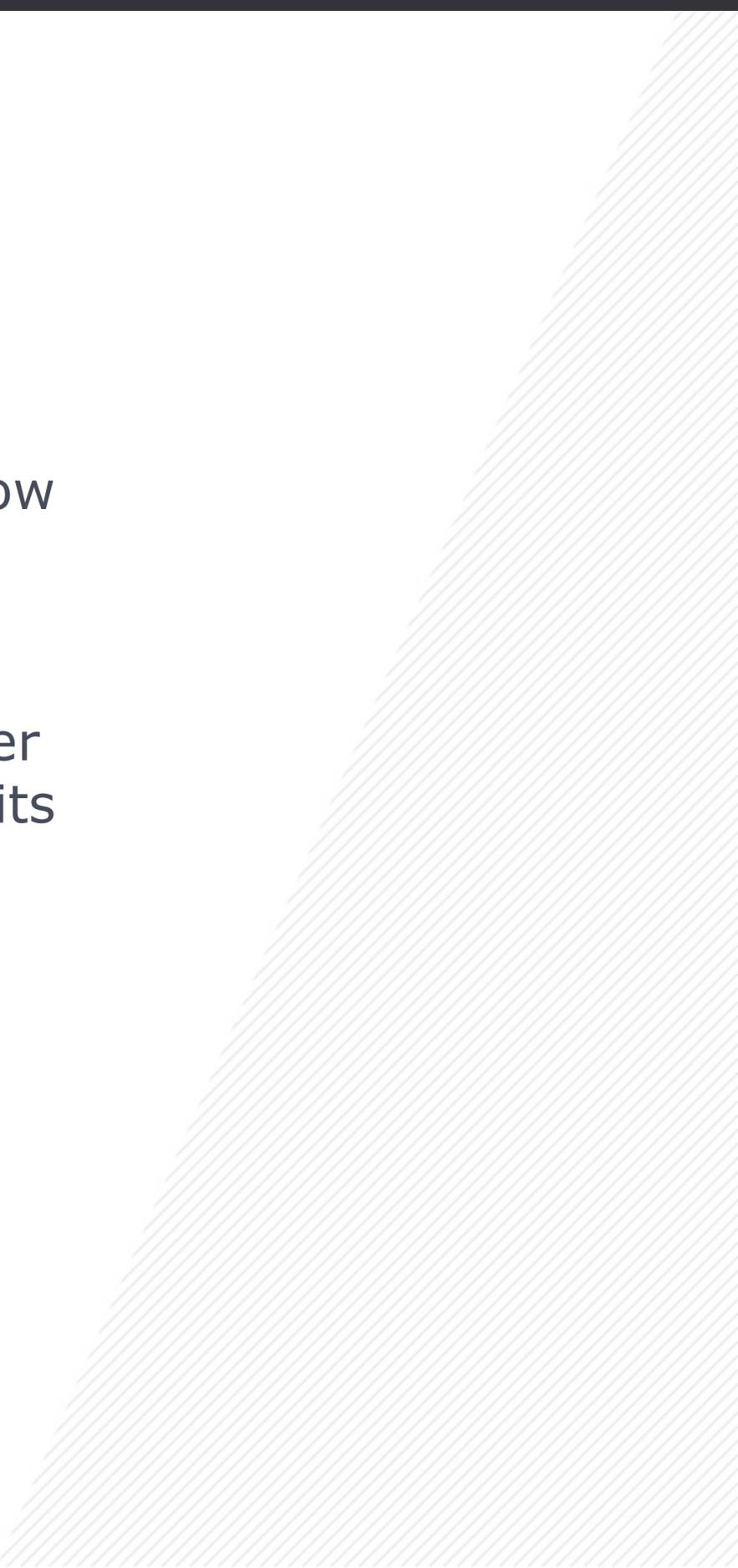


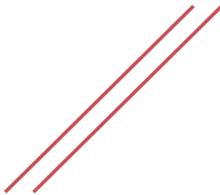
BRAND: A REVIEW

WHAT IT IS AND HOW TO USE IT

Brand is much more than just a logo; it's your identity, how you show up in the world, what you stand for and stand behind, and what people become a part of when they experience and join you.

While this deck is primarily an internal tool for stakeholders to gather around a shared purpose and point of view, the key themes and traits should provide a strategic roadmap for external-facing communications and materials. From digital campaigns to printed programs and in-person greeter scripts, your brand should be alive, consistent, and authentic at every touchpoint.





FESTPAC 2020: BRAND BRIEF

NOT CONSUMER FACING, OUR OVERARCHING BRAND GUIDE FOR CONTENT DEVELOPMENT

THE SITUATION – What’s the current environment?

- We need to raise our profile by distinguishing ourselves from previous festivals while still celebrating our rich history.
- Our story is layered without deference to hierarchy or audience.
- Stakeholders have an immense amount of passion. We must harness that passion, so we’re all singing the same song in different voices.
- This is first time Hawai`i will host. There’s pressure.

THE AUDIENCE– What is the shared trait all of our audiences that we should connect with?

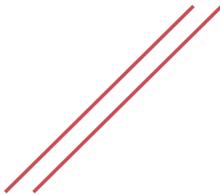
- **All people interested in our shared humanity.**

KEY OBJECTIVES– What are our big picture objectives?

- Present ourselves as a gracious & grateful host with an authentic voice (and use of ‘Ōlelo Hawai‘i), share our pride of culture but remain humble
- Keep it big - this is a critical international event, present as such
- Celebrate the cultural impact & collaboration across nations
- Always position participants as thought decision-makers, leaders and educators
- Cultural sensitivity: it’s critical. (reference google doc of collected comments and watch outs)

KEY STORIES– What are our MAIN STORIES that we develop our work around?

- The unique arts of island nations
- The survival of stories, culture and traditions
- The dimensionality of arts & culture as it relates to Sustainable Development in the Pacific today and in the future.
- Hawai‘i – history, people, culture
- The transformative power of FestPac



FESTPAC 2020: BRAND BRIEF

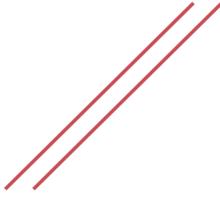
NOT CONSUMER FACING, OUR OVERARCHING BRAND GUIDE FOR CONTENT DEVELOPMENT

THE SINGLE MOST COMPELLING IDEA – *What's our shared single mission to share in all communication?*

- WE WILL ENGAGE, INSPIRE, AND THRIVE

THE PROOF– *Our reasons to believe, the key proof points that support our Single Most Compelling Idea*

- **Education matters**, this is the largest collection of ancestral knowledge gathered in one place on this planet.
- The edge effect - The **transformative power of shared stories** isn't theoretical, it's how we, as humans have evolved.
- The festival is designed to **encourage participation & collaboration**.
- This will always be a **celebratory** event to remember – it's REALLY fun.
- **Anecdotal stories** woven through years of previous FestPacs.
- Nations display and share their **most authentic experience**.
- **A shared commitment** between nations to engage the world, transform perceptions, and protect each other's cultures.
- **The Outlier effect** & economic boost in Hawaii ex. Growing food to feed the amount of people that will be coming to the festival.
- Two of the **key forums that will happen focus on sustainable development** (the culture for sustainable developments/ministers' meeting.)
- The Youth Ambassador Program
- Creating a Research Governance Network – linking up with Pac Island Studies so we have a repository of research to address issues.
- A **Declaration of key sustainable development issues** to be announced.



FESTPAC 2020: BRAND TRAITS

THE DIFFERENTIATING ATTRIBUTES OF OUR BRAND TO GUIDE MESSAGING

- **OPEN / ACCESSIBLE**

The welcoming spirit of Hawaii is woven through every touchpoint in the festival. We create spaces for sharing from the individual to nation level.

***What it means for how we communicate:** Our tone is warm; we use clear and easily-translatable language in our materials and conversations.*

- **AUTHENTIC / ROOTED**

As FESTPAC hosts, we will remain true to our own arts and culture, and to that of the broader community of indigenous Pacific Islanders.

***What it means for how we communicate:** Use of ‘Ōlelo Hawai‘i; always remaining aware of cultural considerations; highlighting local stories and experiences.*

- **ENGAGED / ACTIVE**

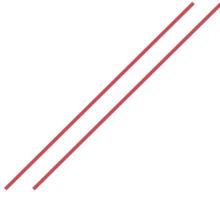
This is a festival of culture and connection, of learning from each other and forging a strong path forward.

***What it means for how we communicate:** We use active, future-facing language; we address issues facing Pacific Islanders—social, cultural, and environmental—head-on.*

- **CURIOUS / COLLABORATIVE**

We won't rest on the legacy of past festivals and pre-conceived notions of what we each have to offer; we will seek new ways to celebrate and learn from each other.

***What it means for how we communicate:** We encourage exploration, ask questions, and create opportunities for meaningful dialogue and collaboration.*



FESTPAC 2020: BRAND TRAITS

THE DIFFERENTIATING ATTRIBUTES OF OUR BRAND TO GUIDE MESSAGING

- **UNITED / CONNECTED**

This is a festival of nations, united in our commitment to sharing our arts and culture, and steering our own course now and into the future.

What it means for how we communicate: "We" isn't just Hawai'i—it's our connected Pacific Island community. When we speak, we speak as hosts on behalf of all of us.

- **VIBRANT / THRIVING**

The beauty, vibrancy and uniqueness of Hawaii and Oceanic nations inspire us and shape the festival experience.

What it means for how we communicate: We use positive, energetic language and take every opportunity to celebrate.

- **GRACIOUS / GRATEFUL**

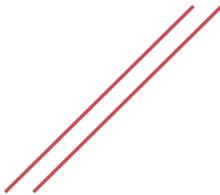
We recognize the honor of being FESTPAC 2020 hosts and do not take it for granted.

What it means for how we communicate: We acknowledge the importance of our role in the rich history of FESTPAC and recognize the time and contributions of our delegates and guests.

- **TRANSFORMATIVE / SHAPING**

FESTPAC 2020 is about more than the sharing our arts and culture; it's about expanding our perspectives and steering our own course.

What it means for how we communicate: We actively seek opportunities for collaboration; we are proactive in our communications around issues facing Pacific Island nations.



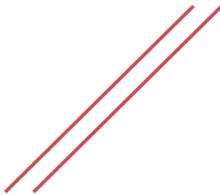
FESTPAC 2020: BRAND POSITION

OUR UNIQUE POSITION AND OPPORTUNITY

WE WILL ENGAGE, INSPIRE, AND THRIVE

Guided by a shared reverence for Oceanic arts and culture and shaped by our own, FESTPAC 2020 will create a unique opportunity for Pacific Island Nations to connect, create, experience, and thrive. Together as indigenous people, we will take hold of the paddle and steer our own course.

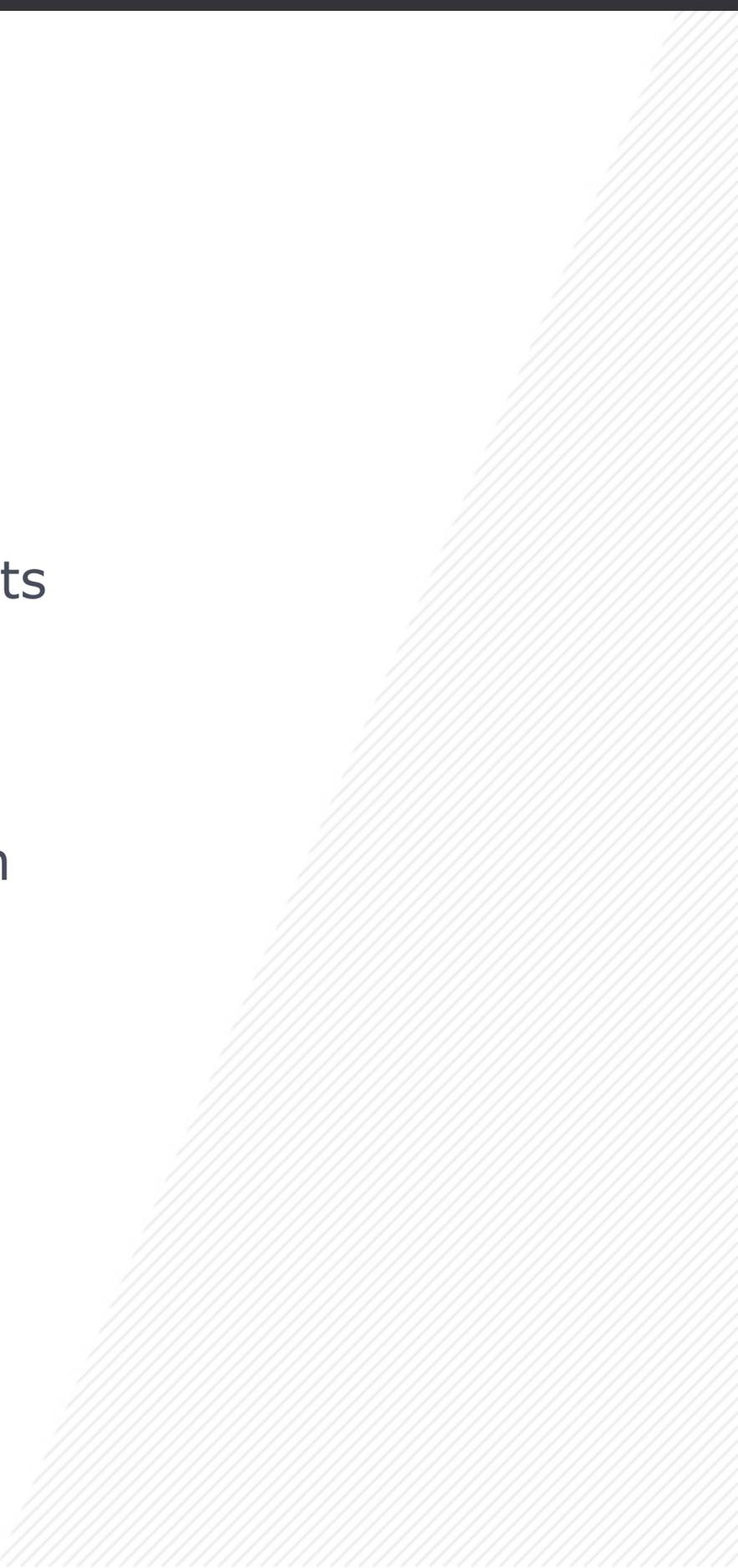


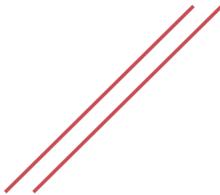


FESTPAC 2020: BRAND PROMISE

HOW WE DELIVER ON OUR BRAND POSITION

With optimism and respect, FESTPAC 2020 will celebrate Oceanic arts and culture, strengthening relationships between Pacific Island nations along the way. This will be a dynamic and transformative experience that will deepen the festival's roots and illuminate a path to the future for our part of the world and those who call it home.



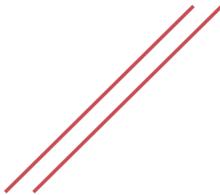


FESTPAC 2020: BRAND PILLARS

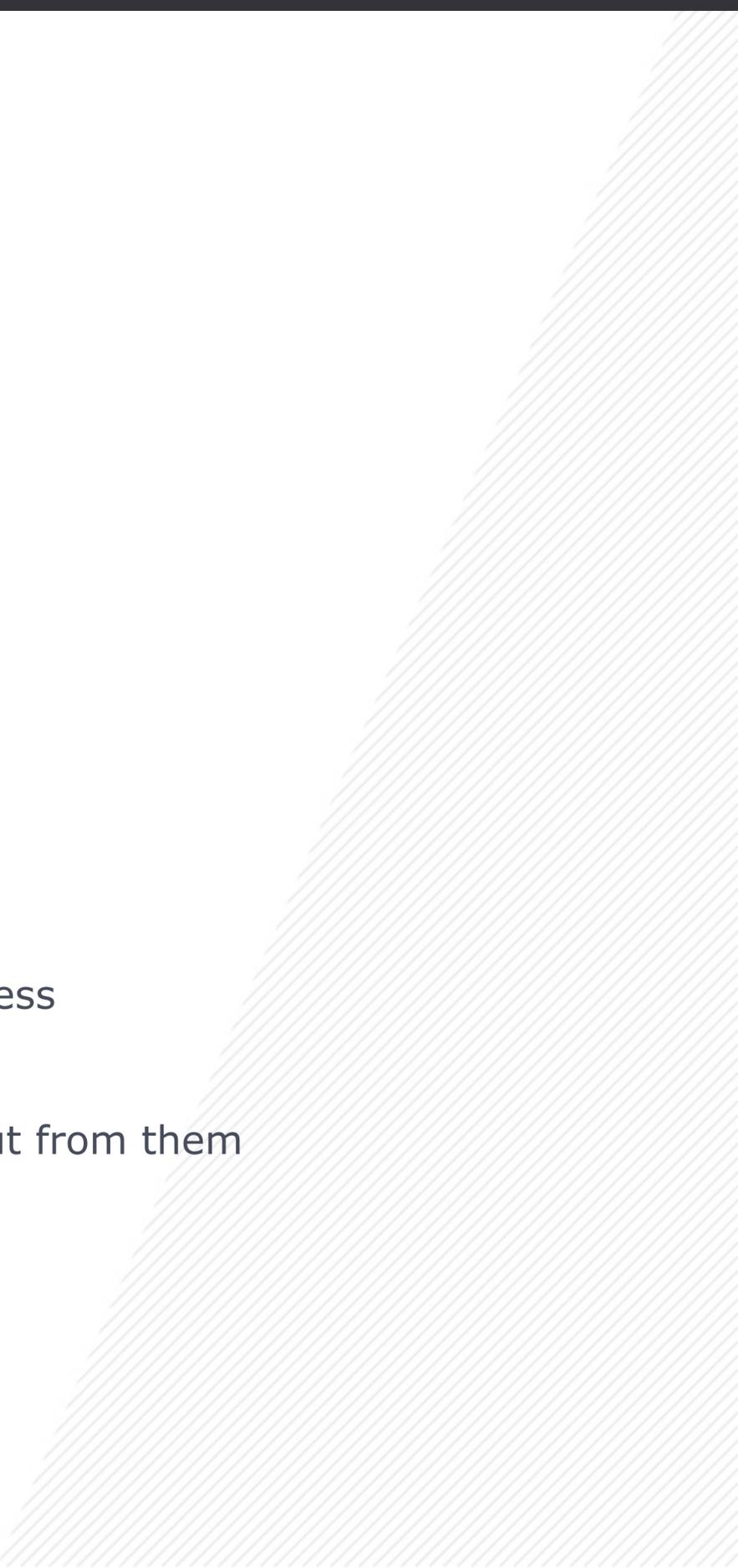
THE CORE THEMES THAT CREATE OUR BRAND'S FOUNDATION. EVERYTHING WE DO AND SAY SHOULD BUILD FROM THESE.

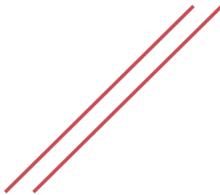
CULTURE | CONNECTION | EXPERIENCE





FESTPAC 2020: MESSAGING RULES

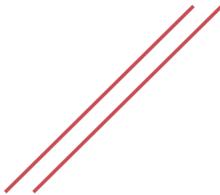
- **Traits check:** are your Brand Traits reflected in the tone what you write and say?
 - Consistent use of **collective host voice**
 - **Easily translatable language;** accessible to a range of ages and audiences
 - **Don't boast;** always be gracious and invite others to share
 - Always use **active voice**
 - Lean into "**Engage, Inspire, and Thrive**"
 - **Don't forget the future:** look for opportunities within cultural conversations to address sustainability and social issues facing our Pacific Island community
 - **Your Brand Pillars are your foundation;** all communication should build up and out from them
- 



FESTPAC 2020: MESSAGING

APPROVED MESSAGING STATEMENTS

- **THEME: “E kū i ka hoe uli”.** Take hold of the steering paddle (*Steer your own course*)
- An international gathering of Oceanic nations, showcasing their thriving arts and cultural traditions once every four years - much like the Olympics
- There is no other gathering of arts and cultural traditions of this magnitude.
- All eyes will be on Hawai‘i as it welcomes the breathtaking beauty of Oceania to the Aloha State for a showcase of arts and culture, and the critical issues facing each Pacific Nation—and the world.
- “Right now the most important country on the planet is the Pacific.” *Nainoa Thompson, FESTPAC Hawai‘i Honorary Chairman, Master Navigator/President, Polynesian Voyaging Society*



FESTPAC 2020: MESSAGING

APPROVED MESSAGING STATEMENTS, EXAMPLES

- **THEME: “E kū i ka hoe uli”** Take hold of the steering paddle (*Steer your own course*) – All audiences
 - **“E Ho‘omākaukau!”** Get Ready! - A year out announcement targeted toward cultural and arts practitioners, i.e. ads in hula festival programs
 - **“Life-Changing! Breathtaking! Unforgettable!”** Emphasizes the transformative power of FESTPAC– All audiences
- 

FESTPAC 2020: LOGO GUIDE



FESTPACLogo_Banner_CMYK
FESTPACLogo_Banner_RGB

The Banner Logo, to be used when space available. The sails should not "anchor" to a baseline, keep OAR WIDTH white space preserved around logo.



FestPacLogo_Site_CMYK
FestPacLogo_Site_RGB

The Site Logo, to be used when only when the application height doesn't accommodate the banner logo. The sails should not "anchor" to a baseline. Keep OAR WIDTH white space preserved around logo - but use the type as your guide (not the top or bottom of the sails)

Logo Files:

-  FEST PAC Logo White.pdf
-  FestPacLogo_Banner_CMYK.jpg
-  FestPacLogo_Banner_RGB.jpg
-  FestPacLogo_Banner.ai
-  FestPacLogo_horiz_CMYK.jpg
-  FestPacLogo_horiz_RGB.jpg
-  FestPacLogo_horiz.ai
-  FestPacLogo_Site_CMYK.jpg
-  FestPacLogo_Site_RGB.jpg
-  FestPacLogo_Site.ai
-  FestPacLogo_SMALL_CMYK.jpg
-  FestPacLogo_SMALL_RGB.jpg
-  FestPacLogo_SMALL.ai

FESTPAC 2020: LOGO GUIDE



FESTPACLOGO_HorizCMYK
FESTPACLOGO_HorizRGB

The Horizontal Logo can be used large space placement. Keep OAR WIDTH white space preserved around logo.



FESTPACLOGO_Small_CMYK
FESTPACLOGO_Small_RGB

The Small Logo can be used when there is not space for any other logo. Keep OAR WIDTH white space preserved around logo.

Logo Files:

-  FEST PAC Logo White.pdf
-  FestPacLogo_Banner_CMYK.jpg
-  FestPacLogo_Banner_RGB.jpg
-  FestPacLogo_Banner.ai
-  FestPacLogo_horiz_CMYK.jpg
-  FestPacLogo_horiz_RGB.jpg
-  FestPacLogo_horiz.ai
-  FestPacLogo_Site_CMYK.jpg
-  FestPacLogo_Site_RGB.jpg
-  FestPacLogo_Site.ai
-  FestPacLogo_SMALL_CMYK.jpg
-  FestPacLogo_SMALL_RGB.jpg
-  FestPacLogo_SMALL.ai

FESTPAC 2020: LOGO GUIDE



FESTPACLogo_Banner_CMYK
FESTPACLogo_Banner_RGB

HEX	#008D91	#64B6BC	#D88D17	#878116	#B7B172
CMYK	100/00/38/22	53/00/20/12	00/42/100/15	21/15/100/41	12/8/55/22
RGB	00/145/141	100/182/188	216/141/23	135/129/22	183/177/114
PMS	PMS XXX	PMS XXX	PMS XXX	PMS XXX	PMS XXX

MYRIAD BOLD CONDENSED

HEADLINE FONT



FESTPAC 2020
BRAND IDENTITY

Strategies 360 Hawai'i
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Honolulu, HI 96813

808.524.1100
strategies360.com

Point of Contact:
Donalyn Dela Cruz
donalynd@strategies360.com

S360

Report on the following:

At the March 13th Commission Meeting: Chair English recommended that an Permitted Interaction Group (PIG) be created to investigate alternative sites for the Festival Village.

*Motion was made by Mr. Mike McCartney and seconded by Ms. Māpuana de Silva to create a Permitted Interaction Group (PIG) with Mr. Mike McCartney, Ms. Misty Kela'i and Ms. Māpuana de Silva, and the alternate members are Mr. Monte McComber and Ms. Mehana Hind to make recommendations to the Commission to determine the best location(s) for the Festival Village consistent with the Mission of the Pacific Arts Festivals and available funds. **The motion was passed unanimously.*

ACTION: The Permitted Interaction Group (PIG) Meeting

Sunday, March 17, 2019

Attendance: Misty Kela'i, Mapuana de Silva, Mike McCartney, Vicky Holt Takamine, Michael Pili Pang (PA'I)

The PIG discussed the criteria set by the FESTPAC-HAWAI'I planning committee:

- Preference is to have one large village in one location.
- Requirements for Village site
 - Accommodate 27 Nations
 - Added area for a Hawaiian Village/Market
 - Crafts
 - Carving
 - Foods Booth
 - First Aide
 - Information
 - Headquarters/Admin
 - Stage for performances

Discussion:

- Kaka'ako Park
 - Permitting concerns due to State and City responsibility in limbo
 - Homeless situation and its growing population/problems at the site
- Magic Island
 - Difficulty with Lantern Festival 2 weeks prior
 - Construction and implementation of Ala Moana Park Master Plan
- Thomas Square
 - Parking is will be an issue - Blaisdell is used for city employee parking

- Park is situated in the middle of a residential and hospital zone – noise concerns
- Kapiolani Park
 - Permit concerns with the Kapiolani Park Preservation Society (Trust)
 - Displacement of current activities in the park
 - DO NOT rule out Kapiolani Bandstand for programming
- Bishop Museum
 - Could place satellite villages here
 - Will not accommodate entire village
 - Ingress and egress to Bishop Museum may be a problem
- Honolulu Museum of Arts & State Art Museum
 - Both could be a small satellite site for village
 - These sites will contain FESTPAC programs
- Hawai'i Convention Center
 - HCC is currently reserved from 6/9-6/20
 - Can the village be placed on the roof top, ballrooms, or exhibition halls?

Action:

- Committee recommended to do a site visit to Hawai'i Convention Center on Monday, March 18th.

Monday, March 18th

Task: PIG – FESTPAC Village Discussion- Options

RE: Site inspection of Hawai'i Convention Center

Attendance: Misty Kela'i, Mapuana de Silva, Mike McCartney, Vicky Takamine, Michael Pili Pang(PA'I), Jay Rojas (PA'I), Kanoe Takitani-Puahi (MOCA)

Option 1: Place the Village on the roof top with tents
Extend market to Kalakaua Ballrooms

Option 2: Kamehameha Exhibit Halls on street level for village & market

Option 3: Ala Wai Promenade – below the south entrance grand staircase

The Permitted Interaction Group recommendation to FESTPAC-HAWAII Planning Committee:

Hawai'i Convention Center, Option 3.

Village Location: Ala Wai Promenade

– below the south entrance grand staircase
Meets all the Village requirements set forth by the PIG.

Meets the Following Requirements:



- Large enough for FESTPAC Village (27 nations)
- Can also accommodate Hawaiian Village and concessions
- Food booths, First Aid Tent and Information Tent
- Walkways are shaded with trees
- Alternative stage can be created below grand staircase

Added Benefits to Ala Promenade site:

- Ala Wai Promenade is a City Property
 - No problems with outside concessions
 - Daily/Evening cleaning possibility
- Located between Kalakua Ave and Ala Moana Blvd, Convention Center, Ala Wai Canal.



- two public entrances, easy to secure at night
- Adjacent to Hawai'i Convention Center
- 900+ parking stalls available
- Exhibits and other activities are close by
- Concessions, Artist, and Delegate's Buses - can take advantage of Loading dock
- Closer to Waikiki for visitors and dignitaries
- Central location of major activities – Lower cost for transportation



PA'I will continue to follow the Timeline and Strategies laid out by the FESTPAC Host Country Manual. Moving forward, the Festival Coordinator and the Organizing Committee will designate the appropriate individuals and committees for each strategy. Pre-Festival Strategies include:

Dates	Activity	Who	Results/Considerations	STATUS
February, 2018 – April, 2018	Finalize Organizing Committees, Chairs, Directors	Vicky Takamine,	Convene monthly committee meetings to ensure planning is on schedule, develop budgets, develop fundraising strategies, management of venues and identify potential volunteer coordinators for each venue.	Last Meeting held May 14, 2019. Separate meetings held June 28th and June 30th for Wa'a arrivals and fleet coordination.
February, 2018 – April, 2018	Research and Retain HR Services	Vicky Takamine,	A Professional HR service will be hired to comply with all State & Federal hiring laws and ensure that PA'I is compliant with the best hiring practices.	Based on lack of funding and time constraints, additional staff will be hired on a contractual basis via 1099.
February, 2018 – June, 2020	Outreach to Pacific Island organizations such as churches, community groups.	Vicky Takamine	1. Assist with developing training & curriculum for PA'I staff, volunteers, residents, visitors 2. Volunteers for hosting their respective communities 3. Identify Ministers/Clergy for ecumenical services	Outreach has occurred with local diaspora from delegate islands/countries to include volunteer coordination and contributions to the ecumenical services (hymene)

	Increase Food Production on O'ahu	Vicky Takamine, Catering Committee	<ol style="list-style-type: none"> 1. Raise most of the food on O'ahu for feeding our guests. 2. Increase food production on O'ahu 3. Identify commercial kitchens, food establishments, food trucks etc. for Festival Village, catering and hosting opportunities 	Vicky has met with farmers and caterers and developed a Memorandum of Agreement with caterers capable of mobilizing for an event of this size.
January, 2018	Submit GIA to State Legislature for Festival Village planning and construction	Vicky Takamine,	Funding for the Festival village needs to be secured as soon as possible. The Festival Village is the only project that will require construction of facilities. All other facilities identified are sufficient for hosting FESTPAC 2020. We will need to rent tents/tables/chairs/stage/sound and lights for some of the venues.	<p>\$3.4M has been authorized and appropriated to the 13th Festival of Pacific Arts and Culture by the Hawaii State Legislature as of July 2019.</p> <p>Festival Village has been moved to the Hawai'i Convention Center and Ala Wai Promenade.</p>

	Finalize Program Venues	Vicky Takamine, Program Chair, Committee Chairs		Hawai'i Convention Center, HiSAM, Bishop Museum, an METC have all been confirmed as main venues for FESTPAC.
February 2018-June, 2020	Newsletters	Vicky Takamine, Media Committee	Quarterly Newsletters will be sent out to update the Countries, Visitor Industry and our local community on the planning for FESTPAC.	In production.

2.3 Designing the Festival

February, 2018-December, 2018

Activity		Considerations	STATUS

<p>Mapping: Venues, Facilities</p>	<ul style="list-style-type: none"> • Venues used for arts & culture • Potential venues already in place • Venues for development • Outline Festival location and venues 	<p>Vicky Takamine has already met with potential venue hosts. Most of these activities have been done and potential venues identified and selected. The next step requires a follow up by the Festival Coordinator to finalize agreements.</p>	<p>Main and satellite venues have been confirmed, contracts awaiting funding, schedule of events, with locations have been published.</p>
<p>Mapping: Residential</p>	<ul style="list-style-type: none"> • Delegation accommodation • VIP accommodation • CPAC and FOPAOC accommodation • Media accommodation • Festival Guests accommodation • General public accommodation options, packages 	<p>These activities are already in progress. Vicky Takamine has met with Pres. Lassner at UH Mānoa, Toured EWC dorms and met with Mufi Hannemann, Exec Director of Hawai'i Lodging Industry</p>	<p>DBEDT has hired a DMC for coordination of VIP hotel accommodations. Delegate accommodations have been arranged at UHManoa Campus residences awaiting new contract naming DBEDT as the signatory.</p>

<p>Mapping: Support systems</p>	<p>Map out infrastructure, and support systems in place for: Accreditation Catering Transport Medical, Health and Safety Programming and Production technical needs, equipment, suppliers, etc</p>	<p>Identify systems in place for infrastructure. What equipment and infrastructure has already been developed? For example if the Pacific Games was held in your country, there will be software and equipment, trained personnel for accreditation</p>	<p>Once venues have been established and contracted, a full assessment will be made to identify medical, health, safety, programming, and technical requirements. Venues are awaiting funding.</p>
<p>Mapping: Human Resource</p>	<p>Develop a Human resource map for each section and each proposed venue Identify skills currently available in country from the public and private sector, organizations/ companies/ contractors Develop Human Resource Manual which outlines the personnel roles responsibilities, Code of Conduct, etc.</p>	<p>A detailed Skills mapping will identify what human resource is available nationally. This will include scoping for individuals who will serve on committees, those who could become staff and identifying the sources of volunteers.</p>	<p>Implementation of the hālaū system to manage the venues on a day-to-day basis as each venue (main and satellite) will need a local opener to begin the festivities for the day.</p>

Mapping: Funding and investment	Identify different finance options including sources of funding and investment from the public and private sector locally and internationally	Consider possible assistance in kind from agencies and organizations such as airlines, banks, hotels, etc. and/ or mutually beneficial partnerships	DBEDT has issued RFPs for a fundraiser. PA'I and subcontractors are coordinating fundraising packages in the meantime.
Risk Assessment and Feasibility Study	Risk Assessment of Festival Situational Analysis Evaluating the Benefits and Value of the Festival Economic feasibility Operational feasibility Environmental impact assessment particularly for new venues	Information collected from the host country mapping will help to develop the Risk Assessment and provide an understanding of the potential problems and risks of hosting the Festival, as well as the benefits for the nation. Consider also external factors such as political stability, natural disasters, etc.	Once venue contracts have been signed, pending funding, a full risk/operational assessment can be made.
Preparation for submissions to various government agencies for support	Evaluation of the Value of the Festival Situational Analysis and Risk Assessment Budget Needs statement and submissions to government agencies	Outline the commitment needed from government and secure guarantees for: Funding Venues and Infrastructure Support services including Immigration, Customs and	Budget has been finalized to prepare for a \$13M event.

2.3.1 Planning & Development

February – December, 2018

Activity	Details	Considerations	STATUS
Festival Coordination and Support Services begin development	National and local government should at this stage be active in assisting in the planning and development of the Festival particularly in terms of the support services that come under their mandate such as Immigration, Quarantine, etc.	Visa waivers or special cultural entry visas for delegations and VIPS Information on Customs and quarantine regulations to be developed and distributed early Training for army, police and other services to be developed Public health, transport and road systems to be upgraded Public amenities and host city upgrades and image	VISA requirements have been established, ongoing meetings with Federal resources to secure borders and protect from invasive species. Local authorities pending venue contracts, pending funding.
The Temporary Commission assists with identifying government support for FESTPAC	The Temporary Commission has begun to identify the technical expertise needed for the various sections of the Festival	Since the Festival is a state and community event, it is critical for the Temporary Commission assist with identifying support for FESTPAC	Temporary Commission meeting regularly.

Launch Festival of Pacific Arts Organizing Committee	At this stage FESTPAC comprises of the Board, including the Festival Director, and the Section Directors. Public launch of FESTPAC	TOR should be developed and the Board will begin to dispatch the appointment letters for the full Organizing Committee. Orientation for the entire FESTPAC which should at this stage include communicating the 'Design' of the Festival and detailing the current plans in place for the Festival through the first draft of the HOST COUNTRY MANUAL	As venues are confirmed, more information becomes available. FESTPAC launch event held at the Prince Hotel November 2018.
Prepare Country invitations	Send out PM's letter of invitation to member countries	This invitation is usually directed to the PM's office or Foreign Affairs. Consider also sending a copy to the Cultural Focal Points so that they are aware it has been sent and can aid in ensuring it is given priority by their governments.	Invitations sent to countries for participation. 5 responses officially received, all 27 others verbally accepted invitation.
Festival culture and arts content outlined	Detail the key special events, art form activities, and cultural programs Preliminary outline of the symposiums, workshops and meetings that will take place.	Review past Festival programs	Festival Schedule has been published. More detail will be distributed as participants are confirmed.
Finalize legal framework for IPR, TK and Copyright for the Festival	Oversee development of Cultural legislation Make submission to government to engage legal team to undertake cultural intellectual property measures for the Festival	Follow the link for IPR, TK, Copyright issues for the Solomon Islands Festival of Pacific Arts 2012 http://www.wipo.int/freepublications/en/tk/10_16/wipo_pub_1016.pdf .	In Progress

<p>Complete preliminary venues and infrastructure plan</p>	<p>Preliminary plan for venues and infrastructure for all Artistic venues, Non-artistic venues and residential</p>	<p>Consider long-term development for the arts and cultural community. The Festival provides the possibility to have specific venues and infrastructure built for the cultural industry. The Pacific Games has enabled stadiums, swimming pools and other important infrastructure to be built for the host country. Consider involving local artists and arts organizations that have had international experience, in the venue development, as it is these groups of people who will use the venues after the festival.</p>	<p>No new permanent structures will be erected.</p> <p>Venues are established public venues capable of hosting the various events.</p>
<p>Finalize Media, Marketing and Sponsorship Strategy</p>	<p>Launch website Launch preliminary Festival program</p>	<p>At this stage the website should include general information about host country, Festival logo, theme and logistical information. All festival communications must be done well in advance as the FOPAOC needs to consider time for translation and ample time for countries to be able to plan and budget for their participation</p>	<p>Website 1.0 launched and public.</p>
<p>SPC advisory</p>	<p>Work with SPC to secure consultants to do first technical assessments</p>	<p>Areas of possible assistance: Venues and Infrastructure Assessment Intellectual Property Issues for the Festival Technical Visit</p>	<p>Weekly SPC meetings held. Next meeting Thursday afternoon July 4th.</p>

Develop a Risk Management plan	Risk Management Plan developed and regularly updated	Continue to assess the human resource, venue and infrastructure capabilities, and other factors that may affect the Festival Consider also external factors such as economic, political stability, natural disasters, etc.	Once venues have been secured, pending funding, full risk assessment, training, planning and preparation will be made.
Continue developing Host Country Manual	At this stage the FOPAOC will have a second draft of the Host Country Manual which will be updated regularly and detailed as task forces become established		Ongoing.
Establish Festival Secretariat	Initially this may include only one or two staff but as the Festival develops, more staff and volunteers will be added to the task force and more equipment will be needed.	Consider a venue that is central and visible to create a presence in the host city	Rooms have been set aside at the Hawai'i Convention center for Secretariat.
Complete Marketing and Sponsorship Strategy	Marketing and Sponsorship Strategy Website and promotions plan Sponsorship campaign Donor applications Merchandise Program	Begin to develop strategies for marketing and financing the festival. The festival logo, its use and the materials developed will begin to take shape.	On-going with subcontractors, SMS and Strategies 360.

Develop Finance guidelines	These guidelines should be developed in consultation with the Ministry of Finance or other equivalent national financial agency to ensure their disbursement and reporting procedures are detailed and form part of the policy and procedures.	The purpose of the guidelines and protocols is to ensure efficient processes and financial accountability. These guidelines should be put in place in the very early stages of the Festival particularly before donor and sponsorship money is invested.	Established.
SPC Technical Visit	In order to provide support to the Festival and to access their progress and preparations, SPC send out technical advisors in advance of the Festival	At this stage the host country should present its Venues, Infrastructure and support services plans as well as the Risk Assessment and Risk Management plan. Consider also utilizing this visit as a training/ workshop opportunity for committee members, volunteers and task force that have been identified.	Ongoing but next visit planned for September.
Continue developing the Host Country Manual	At this stage the Festival Manual is developing and should include: Section guidelines: Artistic, Logistics and Support services, Administration, Marketing and Sponsorship, Venues, Residential Programming and Production Guidelines Venue management and Operations policies and guidelines, roles and responsibilities and reporting process	Host Country Manual and Guidelines	In-progress.

Head of Delegation Dossier	First draft of Head of Delegation Dossier to be submitted to Cultural Focal Points at Council of Pacific Arts and Culture Meeting	Consider putting this in a folder/ file format so that additional information can be sent to the HOD and they can simple print, punch and add it into the folder. Consider also a cd/ dvd with a video or photos of venues and infrastructure to aid in their planning.	Venue tour planned for CPAC meeting in September, with schedule and media published. Awaiting country participation lists.
Festival Communications and PR in place	Regular Festival bulletins for Cultural Focal points and delegations Public bulletins should be posted on the Festival Website, sent out on CultureTalk and other communication portals	Communications Media, Marketing and Sponsorship Guidelines	Developing. Pending Funding.
January, 2019 Delegation participation	Information regarding delegations and their participation begins to come into the Festival Secretariat	Timelines set for receipt of: Country Participation Form Delegation Registration and Accreditation forms Artist and Delegate event registration Contractual procedures for artists	Awaiting delegation responses to May 1st deadline.
March, 2019 Detailed program	At least 12 months ahead of the festival a detailed program should be released to all delegations which include: Arts and cultural activities Thematic areas for Symposiums and Workshop	The final program with a detailed schedule, venues, etc. will be released closer to the festival once all the information regarding participation from delegations have been finalized.	Waiting delegation response to May 1st deadline. Final programs cannot be shared without detailed participant information.

March, 2019 Festival Venue Management and Operations Manual	At least 1 year ahead of the Festival the Festival Venue Management and Operations Manual is complete.	The planning process should be complete and the Festival goes into operational mode. Venue Managers are in place as well as key personnel and volunteers	Once venues are confirmed and contracted, pending funding, manual can be produced.
January, 2020 Main Operations Centre	Establish Main Operations Centre	The Organizing Committee is now assigned to different venues or sections.	Main center will be at PA'I offices until the festival.
Operational guidelines completed for each committee and	Transport System policy and procedures in place Catering System and policy and procedures in place Support services established and policy	HOD dossier should be updated to also have detailed information about these components.	Pending funding.
January, 2020 Ceremony and Protocol in place	Finalize Ceremonies Develop Protocol guidelines	Liaise with Cultural Focal Points about protocols to be followed for their countries so that these can also be added into the Protocol guidelines to aid FOPAOC when dealing with	Waiting delegate participation confirmation and venue contracts, pending funding.
June, 2018 Marketing and Sponsorship	Merchandising Forms Vendors Application	Consider starting the merchandise campaign at least 6 months ahead of the Festival to begin creating hype for the Festival. Consider also involving selected vendors in lead up events,	Pending funding.

2.3.6 Festival Operations

Activity	Details	Considerations	STATUS
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2 nd Technical Visit	The 2 nd visit usually includes a Media/Broadcast advisor as well as the Cultural Advisor and the focus of this visit is to assess Venues,	All venues, infrastructure, support services and a majority of the task force should be in place and available to brief this visiting team	Closer to three-six months before FESTPAC.
Venue development	Venue preparation, fit out and décor, personnel	Consider involving artists, arts organizations, schools, youth groups and community in the décor process of each venue to create community ownership	May/June 2020.
Final Program	Final program to all member countries with details of delegations schedules and allocations should be in place at least 6 months ahead of the Festival	Some countries may not have confirmed their participation so it is advisable to slot them into the program rather than have to make last minute additions, etc.	June 2020.
Financial disbursements	Allocation of operational budgets to Festival Committees and taskforces		Pending.
Support services in place	Transport Accommodation Catering Immigration, Customs, quarantine		Pending.

<p>Move into Operational phase</p>	<p>Final personnel training Venue checks Program printed Website updated Sponsors branding in place Merchandise in outlets Vendors selected and visibly promoting the Festival Communities engaged and lead up activities begin Final delegation communications and logistics Program printed Website updated Sponsors branding in place Merchandise in outlets Vendors selected and visibly promoting the Festival Communities engaged and lead up activities begin Final delegation communications and logistics</p>	<p>Consider running a test event at each of the venues, such as the host country delegation launch</p>	<p>June 2020.</p>
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Festival Time: Venue based management

Because we expect to rely heavily on volunteers, we expect to utilize a Venue Based Management Structure for managing each of the venues. Because we are very closely tied to the hula community, and the hālau based structure is a great source of volunteers, we will use the hālau community and other community partners to utilize a Venue Based Management Structure for each of the venues.

- 1) Vicky Holt Takamine, if selected as the Festival Coordinator will oversee all project activities.
- 2) No formal partnerships have been identified. However, All institutions mentioned in this proposal have expressed support for FESTPAC and committed volunteers to assist with the planning and implementation. Formal partnership agreements will be finalized upon mutual agreement.