*Kōmike no ka Hoʻolauleʻa Noʻeau Pākīpika 13* Commission on the 13<sup>th</sup> Festival of Pacific Arts & Culture

Pōʻakolu lā 2 o Iulai 2019 Kikowaena Hālāwai O Hawaiʻi Lumi Papa Alakaʻi A Wednesday, July 2, 2019 Hawaiʻi Convention Center Board Room A

*Hōʻike Hoʻokele Hanana* Festival Director's Report

- 1 Nā Wahi Hanana
- Ho'ike No Ka Ho'oulu Kālā, Mo'okālā, Kahua, Hanana, Ho'olala, Ho'oka'a'ike, me ka Ponaewele
  - Financial Report attached
  - Ka hoʻoulu kālā: Fundraising
    - June 5, 2019, Meeting with Ford Foundation, NYC
    - June 12, 2019 Meeting with Andrew Mellon Foundation, Minneapolis
  - *Nā Kahua:* Venues See Attached FESTPAC Schedule
  - *Nā Hālawai:* Meetings
    - 6/14/19 Biosecurity/Customs Meeting with Benton Pang
    - 6/19/19 Heather Giugni, Leann Ferrar, Video Documentation of FESTPAC
    - 6/24/19- Kanaeokana, Hawaiian Charter Schools & Kamehameha Schools:
      - Follow up on Makahiki Games at Kualoa Ranch 6/20/2020 Kanaeokana will plan and implement traditional games
      - 'Aha Puko'a: International Youth Ambassador Program
    - 6/26/19 Kapiolani Community College Chancelor & Art Department re:
      - Parking/Shuttle Pickup
      - Curation of Art Exhibits
      - Potential Community Day, on Saturday, 6/20/19 Marketplace at KCC
    - 6/26/19 Sand Island Business Association re: Sponsorship of event at Ke'ehi/METC Center
    - 6/28/19 PVS Mtg: Nainoa, Randie Fong re: Programming and hosting of visiting wa'a
    - 6/30/19 'Ohana Wa'a Meeting re: Programming & Hosting of visiting wa'a
    - 6/30/19 Mtg with Sam Olter, Hawai'i USA Credit Union, Hilo
- *Ke ka'a'ike me nā 'elele* no additional reports
  - French Polynesia 100 delegates
  - Wallace & Futuna 50 delegates
  - Palau 100 delegates
  - Aotearoa 130 Delegates
  - Tonga 50 Delegates
- Timelines & Strategies See attached

### *Kōmike no ka Hoʻolauleʻa Noʻeau Pākīpika 13* Commission on the 13<sup>th</sup> Festival of Pacific Arts & Culture

- Communications & Marketing Report Strategies 360 see attached SMS see attached 2 3



Project:	Festival of Pacific Arts 2020 Event Evaluation and Stakeholder Support	Date:	As of June 30, 2019	
Project Director:	Daniel Nahoopii			

Activity	Due Date	Projected Completion Date	Next Steps	Responsibility
<ul> <li>Meetings with staff, funders, stakeholders to document expectations and key outcomes</li> <li>Initial discussion with PA'I staff (4/10)</li> <li>Meeting with S360 (4/16)</li> <li>Contacted HTA for their required KPI</li> </ul>	6/30	7/26	<ul> <li>Identify stakeholders</li> <li>Set up meetings with local stakeholders</li> </ul>	PA'I SMS
Collect other information from past FestPac reports and committee reports to quantify impacts	6/30	7/2	<ul> <li>Determine comparable set of outdoor cultural arts festivals (Hawai'i and overseas)</li> </ul>	SMS
<ul> <li>Collected and reviewed past FestPac Reports</li> <li>Collected and reviewed various</li> </ul>			<ul> <li>Quantify the expected attendance by market segment (resident, visitor, major market areas)</li> </ul>	SMS
<ul> <li>festival evaluation reports from HTA</li> <li>Searched to identify other comparable outdoor cultural arts festivals</li> </ul>			<ul> <li>Develop Fact Sheet to include:         <ul> <li>No. Visitors</li> <li>No. Residents</li> <li>Estimated audience and viewership</li> <li>Engagement</li> </ul> </li> </ul>	SMS

<ul> <li>Provide support materials to aid PA'I presentations to funders/sponsors</li> <li>Met with Honolulu Advertiser to understand capabilities and potential media product offerings (6/23)</li> <li>Set up similar meeting with KGMB (7/3)</li> </ul>	7/30	<ul> <li>Set up meetings with other media producers (identify overseas opportunities)</li> <li>Draft potential media products schedule</li> <li>Prepare PA'I to negotiate with media</li> <li>Work with PA'I to develop sponsorship packages</li> </ul>
White paper summarizing desired benefits and proposed metrics to be used in evaluation	8/30	



#### Festival of Pacific Arts & Culture Fact Sheet

The Festival of Pacific Arts & Culture (FESTPAC) is the world's largest celebration of indigenous Pacific Islanders, drawing artists, cultural practitioners, scholars and officials from member nations of the Pacific Community (SPC). FESTPAC is held every four years in a different Pacific Island nation, and Hawai'i is honored to host this dynamic showcase of Oceanic arts and culture from June 10 - 21, 2020.

FESTPAC-Hawai'i 2020 will feature live performances, cultural workshops, hands-on demonstrations, film, storytelling and more, exemplifying the diversity of traditional and contemporary arts and culture across Oceania. The event will also underscore the urgent issues Pacific Islanders face – from rising sea levels and the death of coral reefs to widening social inequality – as a way to illuminate our path toward the future.

#### **Festival History**

Launched in 1972 by the <u>South Pacific Commission (now Pacific Community</u>), the festival seeks to halt the erosion of traditional practices through ongoing cultural exchange and to strengthen relationships between the nations of Oceania.

FESTPAC's 27 member nations are: American Samoa, Aotearoa, Australia, Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Guam, Hawai'i, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Norfolk, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Rapa Nui, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, and Wallis and Futuna. Hawai'i has also invited the indigenous peoples of Taiwan to FESTPAC-Hawai'i 2020.

#### **Festival Statistics (estimated)**

- > 28 Pacific nations to attend
- > 3,000 artists, cultural practitioners, scholars, and leaders to attend
- > 8,600 visitors to come specifically for the festival
- > 52,000 additional visitors to visit the villages, attend an event, watch the parade
- > 75,000 residents to visit the villages, attend an event, watch the parade

#### **Festival Events**

- > June 10, 2020: Wa'a Arrivals and Welcome
- June 11, 2020: Lei Draping Ceremony at the Statue of King Kamehameha I
- > June 11, 2020: FESTPAC Opening Ceremonies at 'Iolani Palace
- > June 12, 2020: FESTPAC Village Opening at Ala Wai Promenade
- June 12 20, 2020: Cultural demonstrations, performing arts, art exhibits, storytelling, film festival at Ala Wai Promenade.
- June 13, 2020: Kamehameha Day Parade/Parade of Nations (to include floats and pāʿū (horseback) riders. (Downtown Honolulu to Waikīkī)
- > June 14, 2020: FESTPAC Ecumenical Services at Hawai'i Convention Center
- > June 21, 2020: FESTPAC Closing Ceremonies at Hawai'i Convention Center

#### **FESTPAC** Contact

Vicky Holt Takamine, Festival Director P.O. Box 17066 Honolulu, HI 96817 Tel/Fax: (808) 844-2001 Cell: (808) 754-2301 info@www.festpachawaii.org

#### Media Inquiries Contact

Donalyn Dela Cruz donalynd@strategies360.com

#### FESTPAC Hawaii 2020 7/3/19 Budget Balances Fiscal Year 2017/2018 Appropriation

			<u>Buc</u>	lge	ted		Encur					lan	
/enues							As of 7	/2/2	2019		As of 3	3/31/	2019
2017 Approp	riation - \$500,000		500,000			Ş	310,000						
	10% Set Aside Additional Release (Travel)	\$ \$	(50,000) 25,000			Ś	_	*					
	Additional Release (Haver)	Ş	25,000	\$	475,000	Ş	-	\$	310,000			\$	165,00
2018 Annron	riation - \$950,000	\$	950,000	Ļ	475,000	Ś		Ļ	310,000			Ļ	105,00
2010 Approp	10% Set Aside	\$	(95,000)			Ŷ							
	FESTPAC Commission Reserve		(100,000)										
		Ŷ	(100,000)	\$	755,000			\$	-			\$	755,00
2019 Approp	riation - \$1,000,000	\$1	L,000,000	Ŷ	, 55,000	\$		Ŷ		\$		Ŷ	, 55,00
	10% Set Aside		(100,000)										
			( / /	\$	900,000			\$				\$	-
Federal Gran	nt National Endowment fo the Arts (SFCA) tentative	\$	50,000	·	,	\$	-			\$			
	National Endowment fo the Arts -Our Town (PA'I)	\$	60,000			\$	-			\$			
	SFCA/PA'I (Tentative)	\$	15,000			\$	-			\$			
			-,	\$	125,000			\$	-			\$	-
				·	-,								
<b>Total Reve</b>	enues			\$	2,255,000			\$	310,000			\$	920,00
oenses													
Salaries/Hor	noraria			\$	765,000			\$	183,510			\$	581,49
	Administration	\$	475,000	*	,	Ś	179,907		,•	Ś	295,093	*	
	Programs		270,000			Ŷ	1, 3,307				270,000		
	Venues & Facilities	Ŷ	270,000							Ŷ	270,000		
	Support Services												
	Contract Labor	\$	20,000			\$	3,603			\$	16,397		
			-,			·	-,				-,		
Travel				\$	16,000			\$	14,888			\$	1,11
	Travel	\$	16,000			\$	14,888	*		\$	1,112		
Contractual S	Services			\$	340,000			\$	77,915			\$	262,08
	Rent/Office	\$	40,000							\$	40,000		
	Marketing	\$	80,000			\$	63,456			\$	16,544		
	Data Collection	\$	55,000			\$	9,754			\$	45,246		
	Advertising	\$	50,000							\$	50,000		
	Logistics	\$	65,000							\$	65,000		
	Telephone/Internet	\$	3,000							\$	3,000		
	Venue Rental	\$	10,000			\$	3,205			\$	6,795		
	Conference Fees	\$	5,000			\$	1,500			\$	3,500		
	Accounting/Audit	\$	32,000							\$	32,000		
F					18,000				368				17,63
Equipment	Office Equipment	\$	18,000	\$	18,000	\$	368	\$	308	\$	17,632	\$	17,03
Cumulian					2.000				283				
Supplies	Supplies	\$	2,000	\$	2,000	\$	283	\$	283	\$	1,717	\$	1,71
					40.555				40.355				
Miscellaneo		\$	300	\$	13,500	\$		\$	10,348	\$	123	\$	3,15
	Bank Fees		300 600				177			\$ \$	123 542		
	Parking	\$ ¢	600 100			\$	58			\$ \$	542 100		
	Postage	\$				~	205						
	Gifts Dues/Subscriptions	\$ \$	2,000 500			\$	385			\$ \$	1,615 500		
	Dues/Subscriptions Meals	\$ \$	10,000			\$	9,728			\$ \$	272		
	means	Ş	10,000			Ş	3,120			Ş	212		
Contingency				\$	75,500			\$	100,000			\$	(24,5
	10% Contingency	\$	75,500							\$	75,500		
	Reserve					\$	100,000			\$	(100,000)		
T					4 220 000			~	207 242			~	042.02
Total Expe	enses			5	1,230,000			Ś	387,312			\$	842,6

\*Funds have been authorized by FESTPAC Commission but Invoice #18251 for \$11,398.41 is 84 days overdue.



July 1, 2019

#### To: Vicky Holt Takamine, FestPac Director Fr: Strategies 360 Hawai'i Re: Strategic Communications Status and Brand Identity

On June 24, 2019, Strategies 360 Hawai'i (S360) provided a progress update of its provided services over the last six months that began the process of raising local awareness of FestPac-Hawai'i 2020 to build broad public, corporate and cultural support for the festival. This included a number of deliverables including the website rebuild and management, establishment of social media, media relations and a brand framework.

The Brand Identity was presented on June 26, 2019. Highlights include the following elements:

#### FESTPAC 2020 BRAND POSITION: 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

S360 presented its proposal for the next two phases of work, which will include ongoing public relations, media relations, and marketing work. S360 will begin immediately working on a sponsorship package to assist with fundraising and marketing efforts. Understanding the funding situation, S360 is breaking up the contract by phases – the second phase to run from July 1, 2019 – December 31, 2019.

• 851 FORT STREET MALL, SUITE 500 • HONOLULU, HAWAI'I 96813 • (808) 524-1100





13TH FESTIVAL OF PACIFIC ARTS & CULTURE JUNE 10-21, 2020 HONOLULU, HAWAI'I

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 Waikīkī 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
  - o 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
  - o Film presentations



- o Literary
- $\circ$  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 Kawaiaha'o 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 Waikīkī Shell/Kapi'olani Park (3-9 pm)

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

# FESTPAC 2020 BRAND IDENTITY

June 12, 2019





**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.

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### **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.
- 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?

- 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

Stakeholders have an immense amount of passion. We must harness that passion, so we're all singing the same song in different voices.

Present ourselves as a gracious & grateful host with an authentic voice (and use of 'Olelo Hawai'i), share our pride of culture but remain humble



### **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 'Olelo 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.

# GUIDE MESSAGING

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## **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

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## **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



FestPacLogo\_Site\_CMYK FestPacLogo\_Site\_RGB

#### Logo Files:

FEST PAC Logo White.pdf FestPacLogo\_Banner\_CMYK.jpg EstPacLogo\_Banner\_RGB.jpg FestPacLogo\_Banner.ai EstPacLogo\_horiz\_CMYK.jpg EstPacLogo\_horiz\_RGB.jpg FestPacLogo\_horiz.ai = FestPacLogo\_Site\_CMYK.jpg = FestPacLogo\_Site\_RGB.jpg FestPacLogo\_Site.ai EestPacLogo\_SMALL\_CMYK.jpg EestPacLogo\_SMALL\_RGB.jpg FestPacLogo\_SMALL.ai



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.

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)



### FESTPAC 2020: LOGO GUIDE



FESTPACLOGO\_Small\_CMYK FESTPACLOGO\_Small\_RGB

#### Logo Files:

FEST PAC Logo White.pdf EstPacLogo\_Banner\_CMYK.jpg EstPacLogo\_Banner\_RGB.jpg FestPacLogo\_Banner.ai EstPacLogo\_horiz\_CMYK.jpg EstPacLogo\_horiz\_RGB.jpg FestPacLogo\_horiz.ai FestPacLogo\_Site\_CMYK.jpg FestPacLogo\_Site\_RGB.jpg FestPacLogo\_Site.ai EestPacLogo\_SMALL\_CMYK.jpg EestPacLogo\_SMALL\_RGB.jpg FestPacLogo\_SMALL.ai

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

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







# FESTPAC 2020 BRAND DENTITY

**Strategies 360 Hawai'i** 851 Fort St. Mall, Suite 500 Honolulu, HI 96813

808.524.1100 strategies360.com

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





#### **Biosecurity**

Lead: Benton Kealii Pang, Ph.D, Invasive Species Team Manager

U.S. Fish and Wildlife Service, Pacific Islands Office

The following items were discussed at the June 14<sup>th</sup> Meeting.

- Report on lessons learned in Guam 2016
- Shared 2016 import guide
- Proposed actions:
  - o Substitute items that cannot be brought into Hawai'i
  - Use Hawai'i Material for demonstration (ei- hala)
  - Submit Photolog of items for inspection by APHIS, USFWS and CBO
  - Federal agencies to provide list of prohibited items from each country and provide forms and fee information
  - Provide arrival itineraries to CBP and FWS ahead of time to ensure right personnel are at ports of entry

Another meeting is scheduled in August

All agencies will be in attendance at the September Briefing

#### <u>Security</u>

Completed draft outline of events, with venue, estimated number of delegation and audience to determine security needs. Working with former HPD Lieutenant Daniel Ford, who is currently with Hawaiian Electric Security Division; and Former EMS Director Doctor Libby Char. A proposal is being drafted to submit to the City and County of Honolulu.

#### TWENTY-NINTH MEETING OF THE COUNCIL OF PACIFIC ARTS AND CULTURE (Honolulu, Hawai'i, 10 – 13 September 2019)

Venue-	Rooms:	323 AB and 324 are reserved
	Contract	Working with HCC to complete logistic for the meeting
Number of	Attendees:40 -	50 (Not including presenters)
	Draft outlin	e of daily itinerary:
		7:30 am - registration.
		8:00 am - meetings begin
		10:30 am - morning tea
		12:00 or 12:30 pm - lunch.
		1 or 1:30 pm - meetings resume or meet at the bus for site visits. 5:00 pm - close meetings
	Meals: Mo	rning Coffee, Morning Break, Lunch, afternoon break
		ners on own, July 12, Hosted Diner at Washington Place
	Technical E	quipment:
	Aud	io Conference Needs: Microphone
	Pres	sentation Needs: Power Point Projector, Screen, Lap Top
	Trar	nslation Audio Needs: Headphone
	Setup:	
	Larg	ge Conference Table in center of room,
	Cha	irs along sides
	Trar	nslators Booth
	Pow	er Point Set up/Projection
	6 Ta	ables outside for Federal Agencies

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 28 <sup>th</sup> and June 30 <sup>th</sup> 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	<ol> <li>Assist with developing training &amp; curriculum for PA'I staff, volunteers, residents, visitors</li> <li>Volunteers for hosting their respective communities</li> <li>Identify Ministers/Clergy for ecumenical services</li> </ol>	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 Oʻahu	Vicky Takamine, Catering Committee	<ol> <li>Raise most of the food on O'ahu for feeding our guests.</li> <li>Increase food production on O'ahu</li> <li>Identify commercial kitchens, food establishments, food trucks etc. for Festival Village, catering and hosting opportunities</li> </ol>	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.	\$3.4M has been authorized and appropriated to the 13 <sup>th</sup> Festival of Pacific Arts and Culture by the Hawaii State Legislature as of July 2019. Festival Village has been moved to the Hawai'i Convention Center and Ala Wai Promenade.

	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

Mapping: Venues, Facilities	<ul> <li>Venues used for arts &amp; culture</li> <li>Potential venues already in place</li> <li>Venues for development</li> <li>Outline Festival location and venues</li> </ul>	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.	Main and satellite venues have been confirmed, contracts awaiting funding, schedule of events, with locations have been published.
Mapping: Residential	<ul> <li>Delegation accommodation</li> <li>VIP accommodation</li> <li>CPAC and FOPAOC accommodation</li> <li>Media accommodation</li> <li>Festival Guests accommodation General public accommodation options, packages</li> </ul>	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	DBEDT has hired a DMC for coordination of VIP hotel accommodation s. Delegate accommodation s have been arranged at UHManoa Campus residences awaiting new contract naming DBEDT as the signatory.

Mapping: Support systems	Map out infrastructure, and support systems in place for: Accreditation Catering Transport Medical, Health and Safety Programming and Production technical needs, equipment, suppliers, etc	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	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.
Mapping: Human Resource	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.	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.	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.

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	National and local government should at	Visa waivers or special cultural entry	VISA requirements
Coordination	this stage be active in assisting in the	visas for delegations and VIPS	have been established,
and Support	planning and development of the Festival	Information on Customs and	ongoing meetings with
Services begin	particularly in terms of the support	quarantine regulations to be	Federal resources to
development	services that come under their mandate	developed and distributed early	secure borders and
1	such as Immigration, Quarantine, etc.	Training for army, police and other	protect from invasive
		services to be developed Public	species.
		health, transport and road systems to	1
		be upgraded	Local authorities
		Public amenities and host city upgrades	pending venue
		and image	contracts, pending
			funding.
The	The Temporary Commission has begun to	Since the Festival is a state and	Temporary
Temporary	identify the technical expertise needed for	community event, it is critical for the	Commission meeting
Commission	the various sections of the Festival	Temporary Commission assist with	regularly.
assists with		identifying support for FESTPAC	
identifying		,,,,,	
government			
support for			
FESTPAC			

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 <u>http://www.wipo.int/freepublications/</u> <u>en/tk/10</u> 16/wipo pub 1016.pdf.	In Progress

Complete preliminary venues and infrastructure plan	Preliminary plan for venues and infrastructure for all Artistic venues, Non- artistic venues and residential	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.	No new permanent structures will be erected. Venues are established public venues capable of hosting the various events.
Finalize Media, Marketing and Sponsorship Strategy	Launch website Launch preliminary Festival program	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	Website 1.0 launched and public.
SPC advisory	Work with SPC to secure consultants to do first technical assessments	Areas of possible assistance: Venues and Infrastructure Assessment Intellectual Property Issues for the Festival Technical Visit	Weekly SPC meetings held. Next meeting Thursday afternoon July 4 <sup>th</sup> .

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 County 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 Communicati ons 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 1 <sup>st</sup> 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 1 <sup>st</sup> deadline. Final programs cannot be shared without detailed participant information.

March, 2019Festival 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 <sup>nd</sup> Technical Visit	The 2 <sup>nd</sup> 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 Accommodati on Catering Immigration, Customs, quarantine		Pending.

Move into Operational	Final personnel	Consider running a test event at	June 2020.
phase	training Venue	each of the venues, such as the host	
	checks	country delegation launch	
	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	S	
	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	5	

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.