Aloha mai kākou!
We will begin the meeting shortly.
Please mute your microphones as we get started. Mahalo!

Monday, May 5, 2025 – 12:00-1:00 pm
Virtual Meeting via Microsoft Teams

1. Please keep your microphones muted and hold your questions until the end of the presentation or add them to the chat.

2. Please be respectful of time and other participants' desire to ask questions.

3. During Q & A, questions may be asked two ways:
   a. Use the "raise hand" function and unmute when called.
   b. Type your question using the "chat" function.

4. Q & A session will be recorded for transcription purposes only.

5. Presentation and Questions & Answers will be posted to ONHR's webpage: www.doi.gov/hawaiian/hoihi.

Nā Pahuhopu

1. Background on the NATIVE Act
2. Overview of the HŌʻIHI Program Grant
3. Key Provisions of the NOFO
4. Availability of Technical Assistance
5. Recap of Important Reminders & Deadlines
6. Contact Information
7. Questions & Answers

Photo: Kai Markell

U.S. DEPARTMENT
OF THE INTERIOR

OFFICE OF
NATIVE
HAWAIIAN
RELATIONS

NATIVE ACT BACKGROUND

Sec. 2 purposes include:

- (5) to encourage…Native Hawaiian organizations to engage more fully in Native American tourism activities to increase visitation…

- (6) to provide grants, loans, and technical assistance to… Native Hawaiian organizations

Sen. Brian Schatz sponsored S.1579 in the 114th Congress

Public Law 114–221
114th Congress

An Act

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

Sept. 23, 2016
[S. 1579]

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

Native American Tourism and Improving Visitor Experience Act. 25 USC 4351 note.

SECTION 1. SHORT TITLE.

This Act may be cited as the "Native American Tourism and Improving Visitor Experience Act" or the "NATIVE Act".

25 USC 4351.

SEC. 2. PURPOSES.

The purposes of this Act are—
(1) to enhance and integrate Native American tourism—
(A) to empower Native American communities; and
(B) to advance the National Travel and Tourism Strategy;
(2) to increase coordination and collaboration between Federal tourism assets to support Native American tourism and bolster recreational travel and tourism;
(3) to expand heritage and cultural tourism opportunities in the United States to spur economic development, create jobs, and increase tourism revenues;
(4) to enhance and improve self-determination and self-governance capabilities in the Native American community and to promote greater self-sufficiency;
(5) to encourage Indian tribes, tribal organizations, and Native Hawaiian organizations to engage more fully in Native American tourism activities to increase visitation to rural and remote areas in the United States that are too difficult to access or are unknown to domestic travelers and international tourists;
(6) to provide grants, loans, and technical assistance to Indian tribes, tribal organizations, and Native Hawaiian organizations that will—
(A) spur important infrastructure development;
(B) increase tourism capacity; and
(C) elevate living standards in Native American communities; and
(7) to support the development of technologically innovative projects that will incorporate recreational travel and tourism information and data from Federal assets to improve the visitor experience.

Grants.
Loans.

Sec. 5 Native American Tourism and Branding Enhancement

- Take actions to help empower Native Hawaiian organizations to showcase the heritage, foods, traditions, history and continuing vitality of the Native Hawaiian Community. [Sec. 5 (a)(1)]

- Support efforts of Native Hawaiian organizations to:
  - o Identify and enhance or maintain traditions and cultural features that are important to sustain the distinctiveness of the local [Native Hawaiian] community; and
  - o Provide visitor experiences that are authentic and respectful. [Sec. 5 (a)(2)]

- Enhance efforts to promote understanding and respect for diverse cultures and subcultures in the United States and the relevance of those cultures to the national brand of the United States. [Sec. 5 (a)(4)]

- **U.S. Department of the Interior, Office of Native Hawaiian Relations (ONHR)** Provides programmatic support and coordination to the Native Hawaiian Community and organizations in furtherance of NATIVE Act purpose.

- **DOI Interior Business Center, Acquisition Services Directorate (IBC-AQD)** Provides technical and administrative support for the program for grant application submissions, award negotiations, and progress and financial reports.

Office of Native Hawaiian Relations

U.S. Department of the Interior

- **Grant Authority:** Native American Tourism and Improving Visitor Experience (NATIVE) Act, 25 U.S.C. 4351 et seq.

- **CFDA Number:** 15.068 -- Native Hawaiian Community Guest Stewardship

- **Program Title:** Heritage (Tourism) Opportunities in Hawaiʻi (HŌʻIHI)

- **Program Concept / Vision:**

  o The Hawaiian value of hōʻihi (respect), reflected in the ʻōlelo noʻeau (Hawaiian proverb) "E hōʻihi aku, e hōʻihi mai," meaning "show respect, get respect" represents the core principle of the Program.

  o Bolster economic development in the Native Hawaiian Community (NHC) and equip Native Hawaiian organizations with the needed resources to ensure tourism involving historic & sacred sites is respectful and appropriate.

Photo: Kai Markell

NHO grantees will utilize their traditional knowledge and expertise in cultural practices to develop and implement a new, or enhance an existing, engagement program that:

1. Showcase the heritage, places, art, foods, traditions, history and continuing vitality of the Native Hawaiian Community;

2. Identify, enhance, revive, or maintain loea (cultural traditions and practices), wahi kupuna (ancestral spaces) and wahi pana (sacred spaces) that are important to sustain the distinctiveness of the Native Hawaiian Community; and

3. Provide for authentic and respectful visitor experiences in Hawaii.

Photo courtesy of Waimea Valley

2025 HŌʻIHI PROGRAM GOALS

To empower Native Hawaiian Organizations (NHO) to:

- Uplift, perpetuate, and in some cases revive, traditional Native Hawaiian through education and demonstration of the history, usage, and protocols, of cultural practice(s);

- Support the maintenance, enhancement, and protection of Hawaiʻi's natural resources, wahi kūpuna, and wahi pana at areas impacted by tourism;

- Enhance the entrepreneurial capacity of the Native Hawaiian Community by helping create business opportunities in the visitor industry, offering business development training, or stimulating economic activity; AND/OR

- Provide for authentic and respectful visitor experiences in Hawaiʻi that convey respect and reaffirm the principle of reciprocation to the place, resources, and traditional knowledge holders and practitioners.

Photos courtesy of Native Hawaiian Hospitality Association

HŌʻIHI PROGRAM DEFINITIONS & ELEMENTS

- **Native Hawaiian Traditional Cultural Practices:** Include (but not limited to): ʻōlelo Hawaiʻi, farming practices, food preparation, material gathering and production of implements, products, and adornments, and cultural activities such as hula, weaving, arts, traditional construction, and recreation.

- **Visitors or Guests:** Residents of the State of Hawaiʻi and visitors/guests who have traveled to Hawaiʻi from abroad.

- **Reciprocation:** Willful action or gesture in appreciation, respect, and gratitude for what has been received.

- **Project Location or Site:** Optional - dependent on the proposed activities.

- NHO: Hawaiʻi Island Land Trust

Project: Mahukona Navigation and Ecological Complex to support the creation of an ʻāina-based education curriculum specific to Mahukona, provide educational programs to students, guide hands-on restoration activities, and offer educational hikes for the community.

- NHO: Hui Makaʻāinana o Makana

Project: Maliu Mai a Pono: Balance-making in Hāʻena State Park to support visitor engagement and resource management in Hāʻena State Park.

- NHO: Koa ʻIke

Project: Hoʻolakou Ia Kakou economic development program for Native Hawaiian cultural practitioners and small business owners.

- NHO: Kumano I Ke Ala O Makaweli

Project: Kulāiwi Connection Project to restore native forests and food systems in Makaweli, Kauaʻi.

- NHO: Mana Maoli

Project: Mana ʻIke Kuʻuna: The Power of Traditional Knowledge project using music and media to educate and connect community and ʻōpio to cultural practices.

- NHO: Native Hawaiian Hospitality Association

Project: Hoʻokipa Hawaiʻi project to showcase the knowledge of practitioners and entrepreneurs and provide professional development to Native Hawaiian Organizations through a certificate course culminating in a two-day showcase in Waikiki.

- Funding Opportunity Number: D25AS00271

- Funding Opportunity Title: Heritage (Tourism) Opportunities in Hawaiʻi (HŌʻIHI) NATIVE Act Grant Program for Native Hawaiian Organizations

- CFDA: 15.068 -- Native Hawaiian Community Guest Stewardship

- Total funding (FY25): $1,000,000

- Grant floor and ceiling: $50,000 - $200,000

- Estimated grant amount: $120,000

- Estimated number of grant awards (FY25): 5-10

• Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher   education

• Native American tribal organizations (other than Federally recognized tribal governments)

• Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher Education

• Additionally, applicants must meet the definition of and criteria for a "Native Hawaiian Organization" as defined in the NATIVE Act, 130 STAT. 847, Section 3(3), codified at 25 U.S.C. §4352(3). Criteria include:
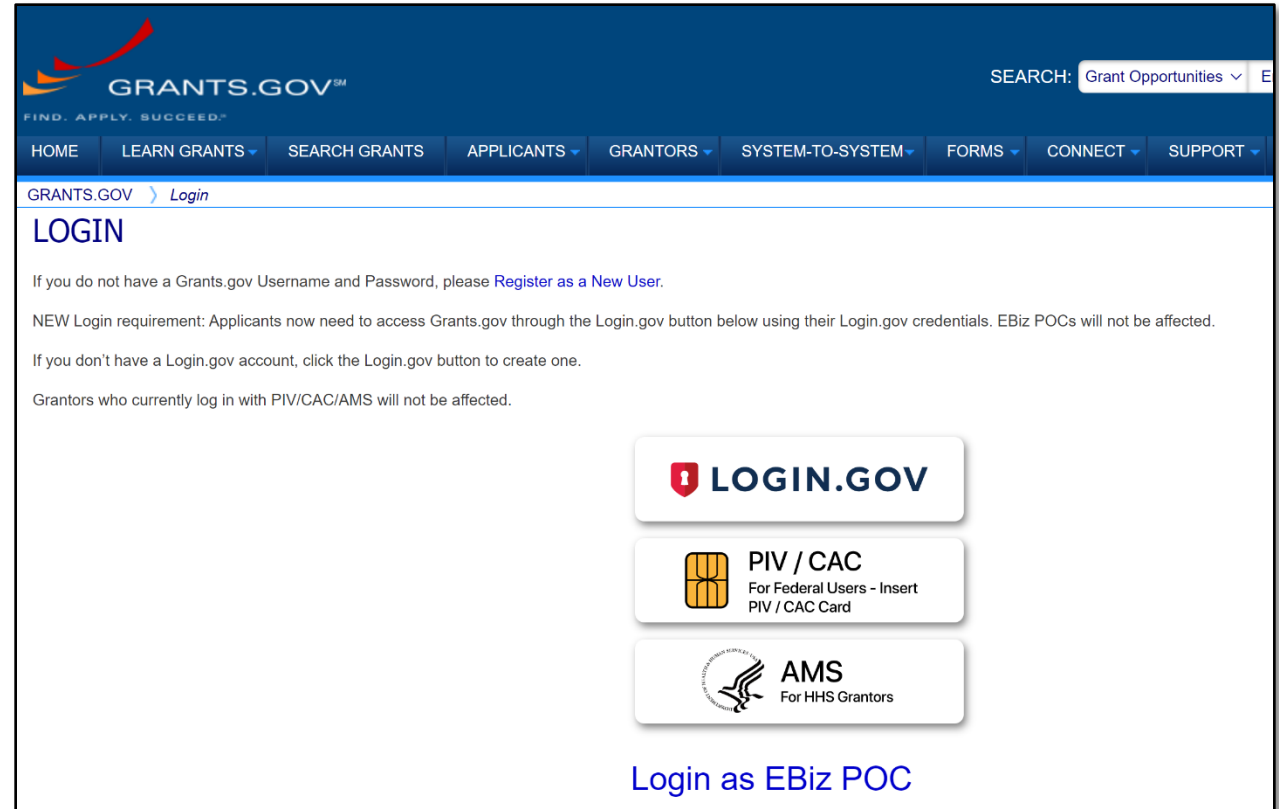
A nonprofit organization;
•that serves the interests of Native Hawaiians;
•in which Native Hawaiians serve in substantive and policymaking positions; and
•that is recognized for having expertise in Native Hawaiian culture and heritage, including tourism.

Important Dates and Timeline:

- Posting Date:
  April 8, 2025

- Pre-Proposal Information Session:
  April 21 & May 5, 2025

- Closing Date for Applications:
  June 9, 2025

- Application Submittal: Grants.gov
  (Registration in Grants.gov and SAM.gov required)

- Anticipated Award Date:
  October 1, 2025

- Grant Period: Up to 36 months from award date

Page 7-10 - Application Content and Format

1. Statement of Need: *Why is this project necessary and how does it advance the goals of the NATIVE Act?*

2. Project Goals and Objectives: *What are the outcomes and how will they be achieved?*

3. Project Activities and Work Plan: *Describe (with sufficient detail) the activities to be conducted.*

4. Project Schedule and Milestones: *Provide a timeline for the Work Plan and project activities.*

5. Project Monitoring and Evaluation: *How will the work be monitored and evaluated for success?*

6. Description of Entities Undertaking the Project: *Describe the NHO, partners, and key individuals.*

7. Reciprocation and Sustainability: *Describe how activities will convey respect and reciprocation.*

8. Map of Project Area: *If site specific, provide a location address and map of the project area.*

9. Site Access/Control and Federal Environmental Compliance: *If site specific, provide authorization to conduct activities with visitors.*

10. Detailed Budget Proposal / Justification: *Complete SF-424A Budget Form, narrative and justification.*

OTHER PROJECT NARRATIVE DETAILS

- Project Summary and Project Narrative may be **NO MORE THAN 15 pages in** <u>total</u>

    o Times New Roman 12-point font, single spaced with 1-inch margins, and formatted for standard Letter size (8.5x11-inch) paper.

- <mark>SAM.gov Registration</mark>

- Attestation or Documentation Confirming Eligibility as a "Native Hawaiian Organization" as defined in the NATIVE Act P.L. 114–221 (130 STAT. 847) Section

- Documentation of 501(c)(3) status from the IRS
- Certification Regarding Lobbying (if applicable)
- SF-LL Disclosure of Lobbying Activities
- Conflict of Interest Disclosure (if applicable)
- Overlap or Duplication of Effort Statement

Proposals will be evaluated by merit criteria by committee. Proposals may obtain a maximum of **100 points**.

- **Technical Merit: 30 Points**
  Project goals and milestones are clearly described, methodology and activities are sound and likely to be effective.

- **Work Plan and Project Schedule: 25 Points**
  Work plan is reasonable and provides a realistic schedule with milestones and outputs.

- **Monitoring and Evaluation: 20 Points**
  Relevant information is gathered to support the project and evaluate its effectiveness.

- **Qualifications: 10 Points**
  NHO has experience, knowledge, and abilities to perform the work and achieve project goals.
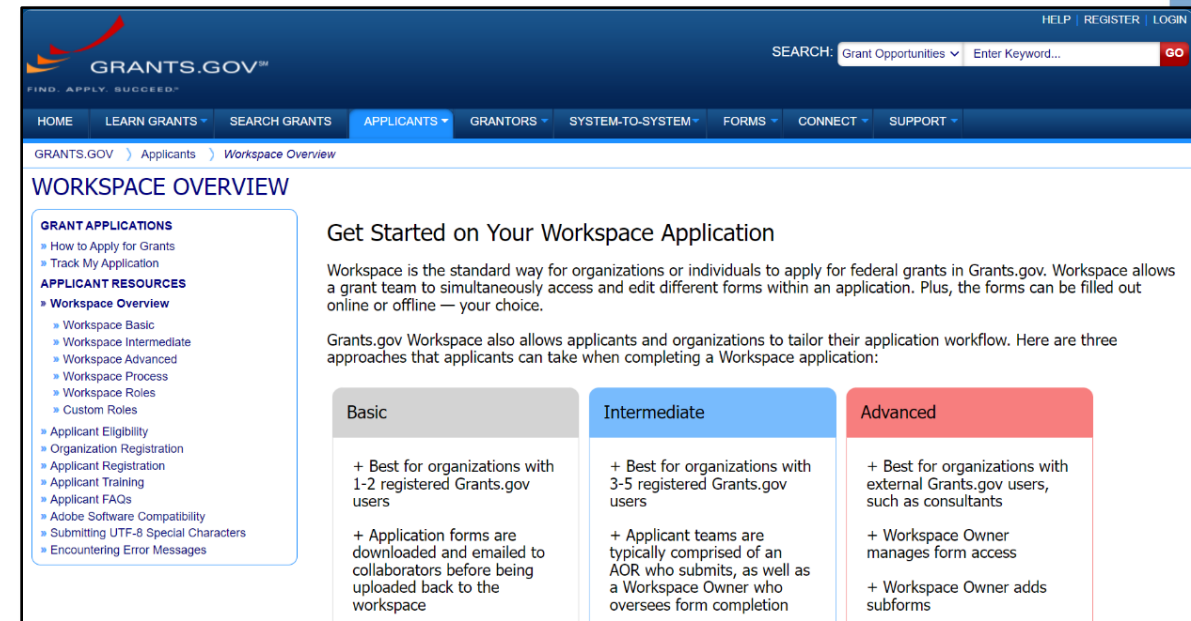
- **Budget: 15 Points**
  Good use of funds to implement the work plan according to the project schedule.

- **Maximum Points: 100 Points**

- **Proposal Submittal Deadline:** <mark>June 9, 2025 at 5:59 pm Hawaiʻi Standard Time</mark>

- **Proposal Submittal:** Applicants must register and submit applications in Grants.gov
  - Use the <u>Grants.gov Workspace</u> to complete SF-424 forms and upload attachments, technical proposal and detailed budget proposal, to complete application package

- **Be mindful of requirements for Project Narrative, Budget, and Other Documents**

- **Total funding (FY25):** $1,000,000

- **Grant floor and ceiling:** $50,000 - $200,000

- **Estimated grant amount:** $120,000

- **Estimated number of grant awards (FY25):** 5 -10

- **Anticipated Award Date:** October 1, 2025

- **Grant Period:** 1-3 years from award date

CONTACT INFORMATION

Keʻalapualoke Fukuda HŌʻIHI Program Manager
Office of Native Hawaiian Relations
Email: Kealapualoke_Fukuda@ios.doi.gov Phone: (808) 764-4793

Tristan Harley Grants Management Specialist
Interior Business Center – Acquisition Services Directorate
Email: aqd-fa.onhr@ibc.doi.gov Phone: (571) 560-6489

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