HŌʻIHI GRANT PROGRAM
PRE-PROPOSAL INFORMATION SESSION
FOR NATIVE HAWAIIAN ORGANIZATIONS

Thursday, May 12, 2022 – 10:00-11:30 am
Virtual Meeting via Microsoft Teams
SESSION OVERVIEW

1. Welcome, Introductions, and Housekeeping
2. Background on the NATIVE Act and BIA-OIED Funding
3. Overview of the HŌʻIHI Program Grant
4. Key Provisions of the NOFO
5. Availability of Technical Assistance
6. Recap of Important Reminders & Deadlines
7. Contact Information
8. Questions & Answers
Sec. 2 Purposes

• (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
Sec. 5 Native American Tourism and Branding Enhancement

- Taking 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:
  - To identify and enhance or maintain traditions and cultural features that are important to sustain the distinctiveness of the local [Native Hawaiian] community; and
  - To 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)]
**HŌʻIHI PROGRAM ORGANIZATION**

- **U.S. Bureau of Indian Affairs – Office of Indian Economic Development (OIED)**
  Partnered with the Office of Native Hawaiian Relations (ONHR) to provide funding to Native Hawaiian organizations in furtherance of NATIVE Act purposes.

- **DOI Interior Business Center, Acquisition Services Directorate (IBC-AQD)**
  ONHR facilitated an interagency agreement between OIED and IBC-AQD to transfer program funds and provide administrative support for the program.

- **Tribal Tech, LLC**
  OIED contracted Tribal Tech to provide technical assistance to NHO grant applicants
HŌ‘IHI PROGRAM OVERVIEW

- **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 Hawai‘i (HŌ‘IHI)
- **Program Concept / Vision**:
  - The Hawaiian value of hō‘ihi (respect), reflected in the ʻōlelo noʻeau (Hawaiian proverb) “E hō‘ihi aku, e hō‘ihi mai,” meaning “show respect, get respect” represents the core principle of the Program.
  - Through showing respect, visitors can then be welcomed as guests with a shared kuleana (responsibility) in perpetuating the values and importance of Native Hawaiian traditional knowledge and cultural practices.
HŌʻIHI Program Goals:

To empower Native Hawaiian Organizations (NHO) to:

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

2. Identify and enhance or maintain traditions and cultural features that are important to sustain the distinctiveness of the Native Hawaiian Community; and

3. Provide for authentic and respectful visitor experiences in Hawai‘i.
HŌʻIHI Program Objectives:

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. Educates visitors on the history, usage, purposes of, and protocols associated with a traditional cultural practice;

2. Engages visitors in the cultural practice such that they develop a first-hand, authentic experience resulting in a greater understanding and appreciation for the Native Hawaiian culture and Hawai‘i; and

3. Undertakes related activities with visitors that convey respect and reaffirm the principle of reciprocation to the place, resources, and traditional knowledge holders and practitioners, as well as the sustainability of the cultural practice.
HŌʻIHI PROGRAM DEFINITIONS & ELEMENTS

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

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

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

- **Project Location or Site:** Optional - dependent on the proposed activities.
NOTICE OF FUNDING OPPORTUNITY (NOFO)

• Funding Opportunity Number: D22AS00295
• Funding Opportunity Title: Heritage (Tourism) Opportunities in Hawai‘i (HŌ‘IHI) NATIVE Act Grant Program for Native Hawaiian Organizations
• Total funding (FY22): $1,000,000
• Grant floor and ceiling: $50,000 - $150,000
• Estimated grant amount: $80,000
• Estimated number of grant awards (FY22): 12
NOTICE OF FUNDING OPPORTUNITY (NOFO)

Dates, Submittal, and Timeline:

• Posting Date: April 7, 2022
• Pre-Proposal Information Session: May 12, 2022
• Closing Date for Applications: June 7, 2022
• Application Submittal: Grants.gov (Registration in Grants.gov required)
• Anticipated Award Date: August 31, 2022
• Grant Period: 1-3 years from award date
PROJECT NARRATIVE AND BUDGET

Key Provisions of NOFO Section D2:
1. Statement of Need: Why is this project necessary and how does it advance 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 schedule 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, 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: If site specific, provide authorization to conduct activities with visitors
10. Detailed Budget Proposal / Justification: Complete SF-424A Budget Form and justification
OTHER PROJECT NARRATIVE DETAILS

• Project Summary and Project Narrative may be **NO MORE THAN 20 pages in total**
  o Times New Roman 12-point font, single spaced with 1-inch margins, and formatted for standard Letter size (8.5x11-inch) paper.

• Native Hawaiian Organization Attestation: “Native Hawaiian Organization” as defined in the NATIVE Act P.L. 114–221 (130 STAT. 847) Section 3(3). Criteria include:
  o A nonprofit organization;
  o That serves the interests of Native Hawaiians;
  o That is recognized for having expertise in Native Hawaiian culture and heritage, including tourism; and
  o In which Native Hawaiians serve in substantive and policymaking positions.

• Documentation of 501(c)(3) status from the IRS
• Conflict of Interest Disclosure
• SAM.gov Registration
• Overlap or Duplication of Effort Statement
Evaluation Committee will be formed of 5-8 individuals with relevant cultural, visitor industry, and programmatic expertise.

- **Technical Merit: 30 Points**
  Project needs, goals, and objectives are sound and methods are 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: 10 Points**
  Relevant information is gathered to support the project and evaluate its effectiveness.

- **Qualifications: 20 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**
TECHNICAL ASSISTANCE – TRIBAL TECH, LLC

- Under contract with BIA-OIED to serve American Indians, Alaska Natives, and Native Hawaiians
- Tribal Tech is a Native American SBA 8(m), 3rd-party verified, woman-owned small business
- Pre-application technical assistance for HŌʻIHI Grant NOFO
- Training workshops in fall 2022 for Grant Writing, Business Plan Development, and Business Sustainability

Christine Celentano  
Project Manager

Elwood Pipestem-Ott  
Technical Assistance Coordinator CONUS & AK

Makana Reilly  
Technical Assistance Coordinator Hawaiʻi
TECHNICAL ASSISTANCE

- Technical Assistance Intake Form – ONHR webpage: www.doi.gov/hawaiian/hoihi-grant
RECAP & IMPORTANT REMINDERS

• Proposal Submittal Deadline: June 7, 2022 at 5:00 pm Hawai‘i Standard Time
• Proposal Submittal: Applicants must register and submit applications in Grants.gov
  o Use the Grants.gov Workspace 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 (FY22): $1,000,000
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• Estimated grant amount: $80,000
• Estimated number of grant awards (FY22): 12
• Anticipated Award Date: August 31, 2022
• Grant Period: 1-3 years from award date
CONTACT INFORMATION

- **Office of Native Hawaiian Relations**
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- **Interior Business Center – Acquisition Services Directorate**
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- **Tribal Tech, LLC**
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  Makana Reilly, Tech. Asst. Coordinator – Hawai’i
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  Phone: 
MAHALO!
QUESTION & ANSWER SESSION

1. Please keep your microphones muted
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-grant](http://www.doi.gov/hawaiian/hoihi-grant)