Ho’okena Village
Community Development

Herman Kunewa, KUPA Project Director
Shelley Attix, HSBDC HUD Project Director
Maile Lu’uwai, HSBDC Finance Director
Award No. AHIAC-04-HI-05

HUD Conference
San Diego, CA
December, 14, 2007
Hawai‘i Small Business Development Center Network

HSBDC

- HSBDC provides training, one-on-one business consultation services and research support for entrepreneurs and small businesses
- HSBDC has administrative, programmatic and fiscal oversight over the HUD grant
- See www.hawaii-sbdc.org
Kama‘aina United to Protect the ‘Aina

KUPA

- KUPA is a community organization focused on the preservation of cultural and natural resources premised on indigenous Hawaiian principles and practices.

- KUPA’s mission is to empower its community to protect and revitalize its ‘aina and develop low impact self-sustaining economic initiatives aligned with its focus.

- See www.hookena.org
Project Grant Area: Ho’okena, Hawai’i
HUD Grant Objectives

- Establish 7 microenterprises that benefit the community and are aligned with KUPA’s mission
- Direct cultural and natural resource preservation
- Develop & stimulate community capacity building initiatives
Grant Progression

- Set up admin systems/functions
- Design vision/image development materials
- Initiate anchor microenterprise-Beach Concession and Camping
- Establish microenterprise selection process
- Select microenterprises & implement business plans
- Develop community outreach program
- Initiate community capacity building
  - Strategic Plan
  - Grant funds aligned with Strategic Plan
Grant Progression Pyramid

1. Administration / Design Vision & Image
2. Anchor Microenterprise
3. 7 Microenterprises
4. Outreach
5. Capacity & Funding
Microenterprise Selection

- Design 10-Week Business Plan class
- Establish criteria for applicants interested in class
- 11 applicants = all participate in Business Plan class
- Applicants submit Business Plans to Selection Committee
- Nine Applicants present Business Plan concepts to Selection Committee
- Seven Microenterprises selected
Beach Concession & Camping
Ho’okena Friends of the Beach Park
Chris & Virginia Hashimoto
Kahikina Ukulele Lessons
Irma Dicenzo
Tita Creations
V. Leihulu Mamac
Ka ‘Ano ‘Ano Nursery
Mary Prevetz
Ho’okena Heritage Tours & Canoe Experience  

Damien Kennison
Wiwo’ole Bakery
Lolana & Pua Mederios
Ka’uhaku Experience
John Naihe
Kona Hills Coffee Farm
Lorna & Koichi Tanizawa

100% Kona Coffee
Community Outreach
Mahalo

Ho’okena Sunset
November 10, 2007