

Ho'okena Village Community Development

HUD Conference
San Diego, CA
December, 14, 2007

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Award No. AHIAC-04-HI-05

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



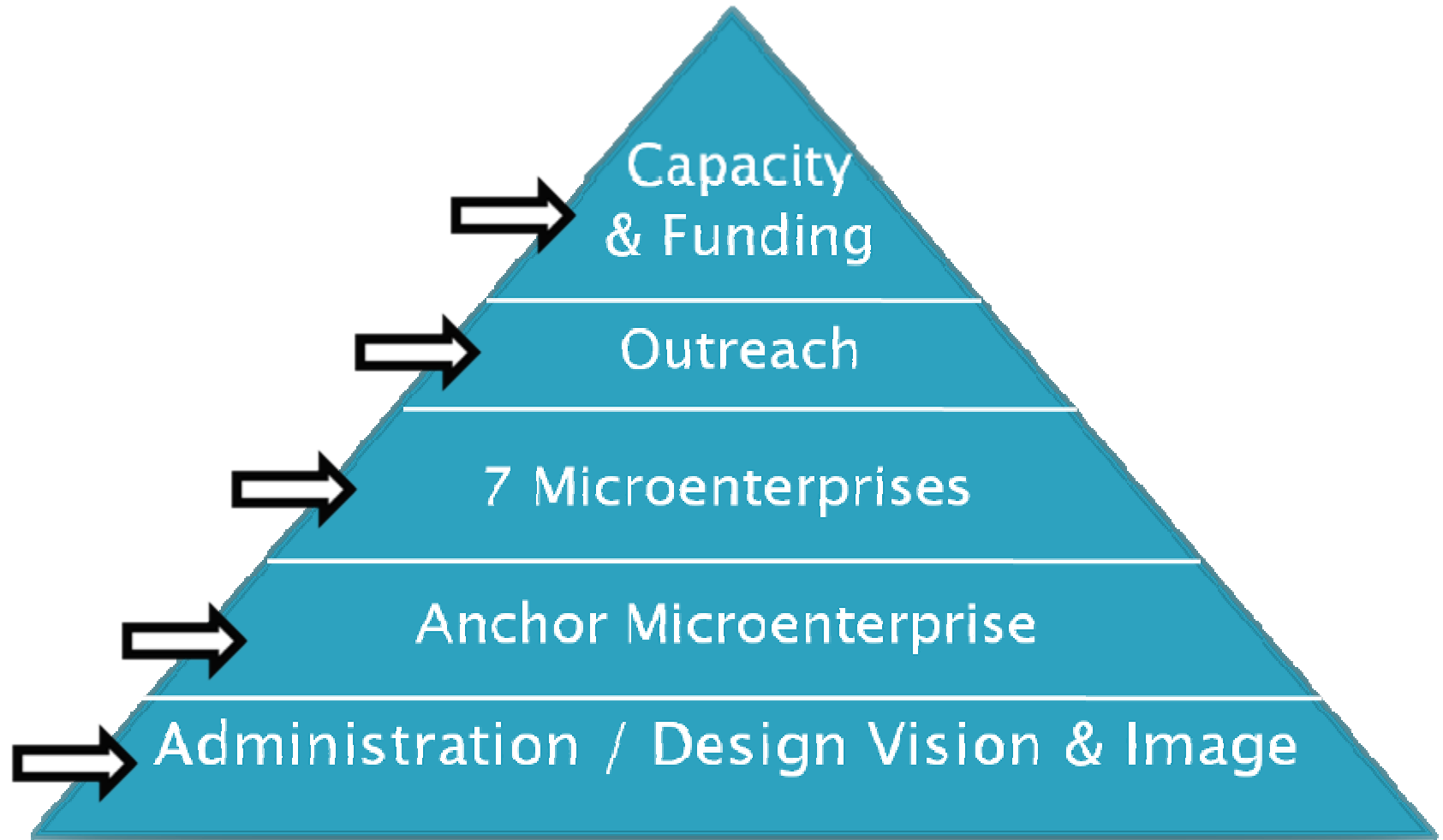
HUD Grant Objectives

- ▶ 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



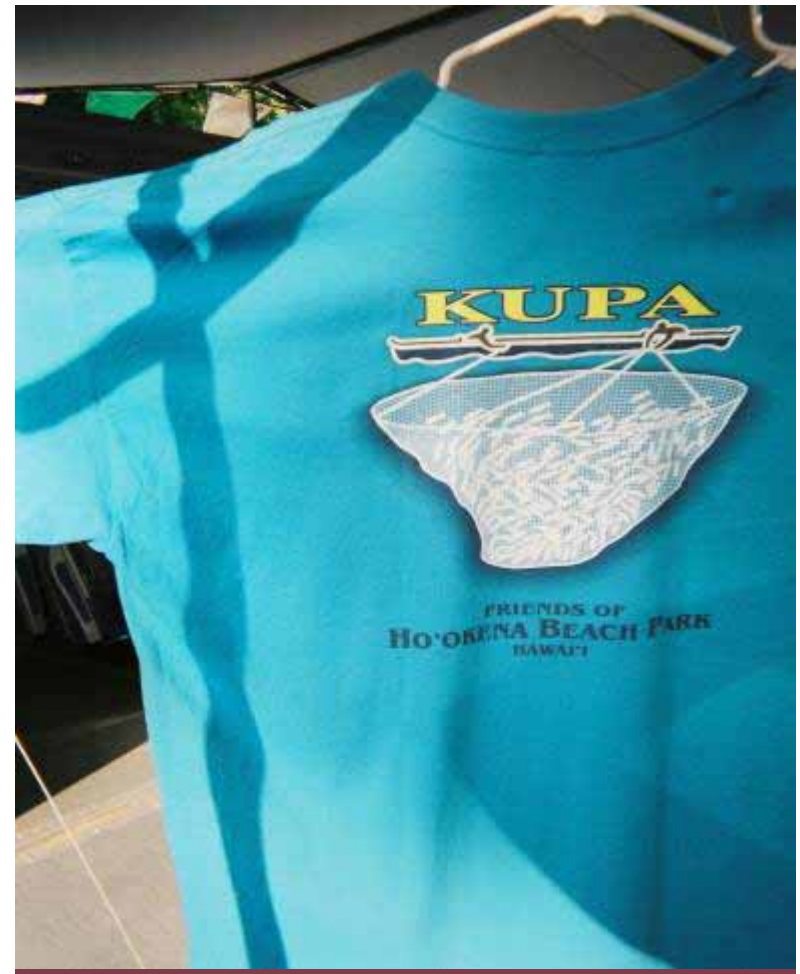
Microenterprise Selection

- ▶ 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



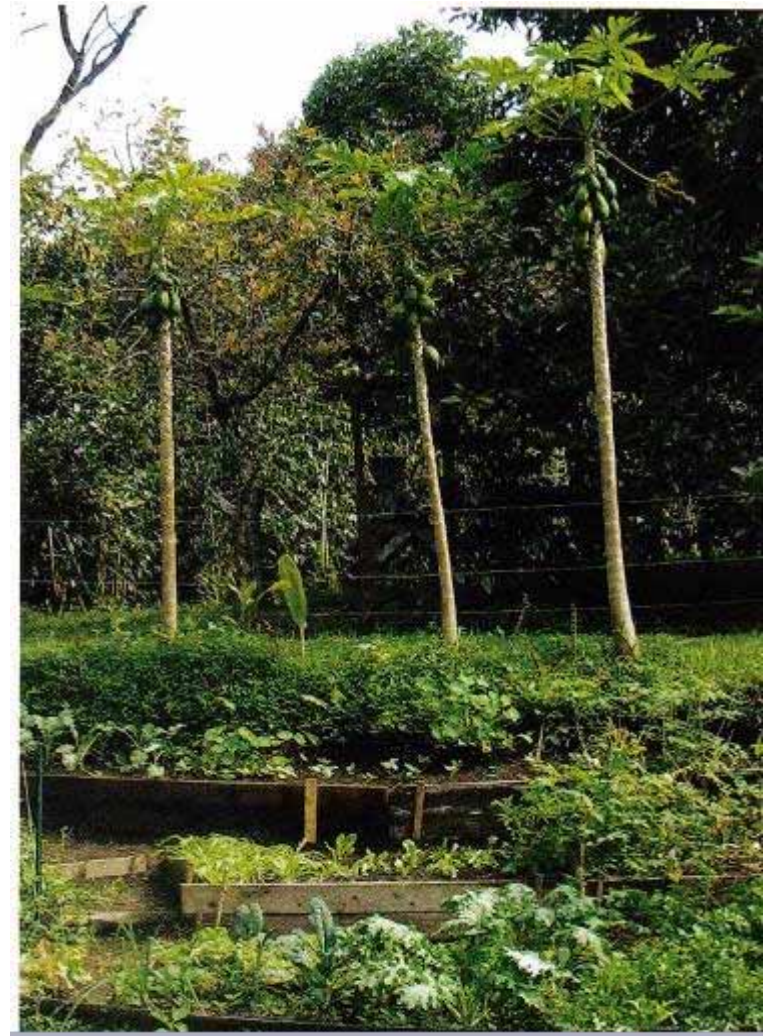
Tita Creations

V. Leihulu Mamac



Ka 'Ano 'Ano Nursery

Mary Prevez



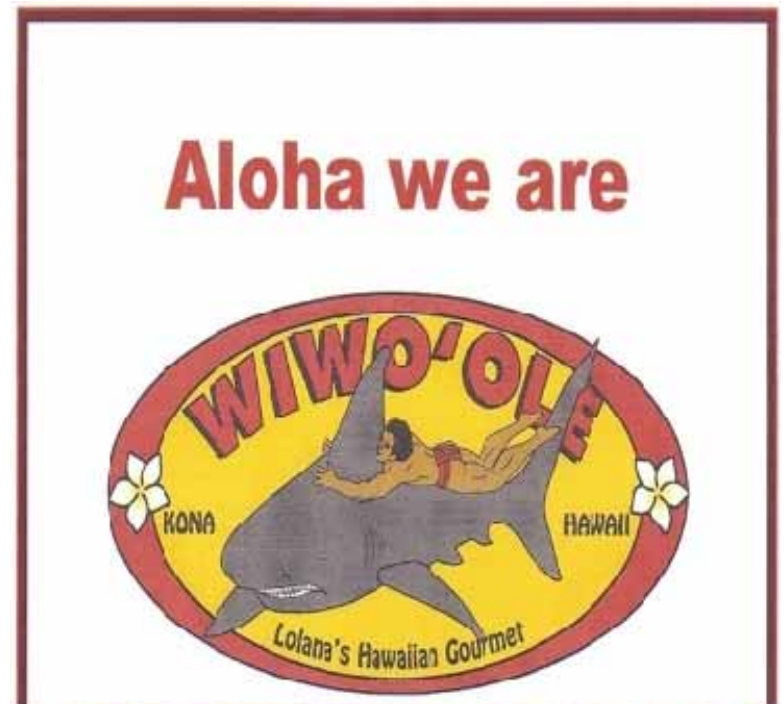
Ho'okena Heritage Tours & Canoe Experience

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

