

Title	Hana Hou - Halau Makana's Biennial Ho'ike	03/19/2025
	by Marlowe Hicks in 2025 Cultural Arts and Arts Programming RFP	id. 50014154
	1122 Lincoln Avenue, Alameda, California 94501 California United States (415) 652-2629 jonesylam@yahoo.com	

Original Submission	03/19/2025
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Score	n/a
Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.	
Enter the name of your public art proposal	Hana Hou - Halau Makana's Biennial Ho'ike
Are you a non-profit or government agency?	Yes
Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate. 501c3_IRS_Exempt_Letter.pdf	
If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?	

Please upload Fiscal
Sponsorship
Agreement/MOU
(only for fiscally
sponsored
organizations)

Please provide the
name of the non-
profit organization or
public agency
submitting this
proposal:

Halau Makana Polynesian Cultural Arts Center, Inc.

Please provide the
name of the primary
point of contact:

Lani
Cid-Iulio

Please provide the
daytime phone
number for the
primary point of
contact:

+14156522629

Please provide the
E-mail for the primary
point of contact:

HalauMakana.Alameda@gmail.com

Please provide the
name of the
secondary point of
contact:

Dorothy
Holmes

Please provide the
daytime phone
number for the
secondary point of
contact:

+15107083846

Please provide the
E-mail for the
secondary point of
contact:

dgholmes3@yahoo.com

Please provide the
address for the
organization or public
entity submitting this
proposal:

1122 Lincoln Avenue
Alameda
CA
94501
US
37.7747749
-122.2655092

Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Alameda Point South Shore Park Street Area
If you selected "Other," please explain:	
Organization Details	
Please provide your organization's mission statement:	Hālau Makana, the only professional Polynesian dance company based in Alameda, is a community-centered organization dedicated to the preservation and promotion of Polynesian culture. Our studio offers a welcoming environment where individuals can explore and learn various aspects of Polynesian culture, including music, art, and dance. Our mission is to preserve and share the rich traditions of Hawaiian, Tahitian, and Maori cultures through the arts. We provide an inclusive space for people of all backgrounds to engage with and learn these cultural expressions, fostering understanding, appreciation, and connection within the community. Through the medium of dance, we also aim to foster teamwork, instill self-discipline, and enhance self-confidence in young individuals, empowering them to develop positive personal and social skills that will support their growth and success. Through performances, educational programs, and community outreach, we aim to ensure that the beauty and significance of Polynesian traditions continue to thrive and are passed down to future generations.

Please provide a brief organization history:

Hālau Makana, which proudly celebrated its 25th anniversary in 2024, is deeply rooted in the resilient cultural legacy of the Hawaiian and Polynesian people. The studio’s history is intertwined with a rich matrilineal lineage, including the continued dedication of Lillian Cid, Lani Cid-Iulio, and Jade Makana Iulio. It is through their leadership that the traditions of Hawaiian, Tahitian, and Maori dance have been nurtured, preserved, and passed on for generations.

The roots of Hālau Makana trace back to Lillian Ka’anoali’i Mahai’ula Aquai, the kūpunawahine (grandmother) of the current leadership, who was born and raised in Hilo on the Big Island of Hawai’i. Her training in hula, which began under the guidance of Kumu Hula Rose Kuamo’o, was further enriched by studying, performing, and competing with other revered kumus and those teachings were passed down to form the foundation of the studio’s focus on the preservation and celebration of Polynesian dance and culture.

Hālau Makana's 25-year milestone is not only a celebration of the studio’s achievements but also an important reminder of the ongoing need to preserve and honor indigenous cultural traditions. The islands of Hawai’i, along with other Polynesian regions, have experienced significant challenges throughout history, including the influence of missionaries who sought to change native practices. Despite these obstacles, the Hawaiian and Polynesian communities have demonstrated remarkable resilience in maintaining and passing on their cultural heritage.

This resilience is embodied in Hālau Makana’s mission to not only teach dance, but to safeguard a vital cultural heritage that was nearly lost. The studio stands as a testament to the strength and determination of those who have fought to maintain their identity in the face of cultural erasure. Today, Hālau Makana is more than just a dance studio—it is a beacon for future generations, ensuring that the cultural traditions of the islands continue to thrive and inspire. Through dance, Hālau Makana not only honors its ancestors but empowers young people to embrace their heritage, build self-confidence, and connect to a community that transcends time and borders. This grant will enable Hālau Makana to continue its mission to preserve, protect, and share these invaluable traditions for generations to come.

- Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

A. Historical Biennial Ho’ike Celebration (most recent event in 2023 celebrating 25th anniversary of Hālau Makana)

B. Annual showcase in Asian Islander Cultural Festival in Alameda

B. Showcase in May Day Festival sponsored by Kumu Hula Association of Northern California

C. Rhythmix Cultural Works AAPI Festival

D. Lead and celebrate annual Fairyland AAPI Cultural Event

E. Competed and placed in the following events:

1. Kiki raina

2. Ori nui San Francisco

3. Te fa'a no te ori

4. Manahere

Please provide a description of the communities your organization is rooted in, engages and/or serves:

Hālau Makana, Alameda’s only Polynesian cultural center, is dedicated to preserving and promoting the traditions of Hawaiian, Tahitian, and Maori cultures. As a community-driven organization, we believe in the power of cultural exchange and aim to create a welcoming space where individuals from all walks of life can come together to experience Polynesian art forms, including dance, music, and visual arts.

While we take pride in being Alameda’s sole professional Polynesian dance company, our mission extends beyond serving the local Polynesian community. We are committed to sharing our vibrant culture with people of diverse backgrounds, ensuring that Polynesian traditions are accessible to all who wish to learn, experience, and appreciate them. We believe that the arts serve as a powerful bridge to connect cultures, break down barriers, and foster understanding among people of all origins.

Through a variety of programs, performances, and community involvement, Hālau Makana creates opportunities for cultural exchange and engagement with the broader public. We aim to promote inclusivity and unity by offering access to Polynesian culture for anyone interested in exploring its beauty and significance. In addition to offering dance, music, and art classes, we provide performances that showcase the talents of both our students and professionals, making Polynesian culture more visible and inviting to a wider audience.

At Hālau Makana, we consider ourselves an ‘ohana (family), focused not only on preserving our traditions but also on sharing them with others. From day one, we prioritize connection and community. Each keiki group becomes part of our hula ‘ohana, where they not only learn dance but build lasting relationships that extend from elementary school through high school and college. As they grow, they experience a sense of camaraderie and kinship, fostering an environment where they thrive both as dancers and individuals.

In a future where artificial intelligence and reduced human interaction are becoming more prevalent, it is vital to preserve the appreciation of the arts and culture through authentic human connection. Creativity, emotion, and personal engagement are essential in building meaningful relationships and understanding. Through our outreach efforts, we aim to promote cultural awareness, inspire creative expression, and foster lasting connections that transcend cultural boundaries. We strive to ensure that Polynesian traditions continue to thrive, enriching the lives of all who encounter our programs.

Which artistic discipline(s) best fits your Organization:

Dance
Music

If you selected "Other," please explain:

Project Details

When will the project be developed/presented?
End of October 2025
Please indicate if there are public performance dates already known.

If you have venue information secured, where will the work be presented?
N/A
Please also describe any permits or approvals you may have secured for your location:

Is there an online/virtual component to the project?
No

Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:

Hālau Makana is seeking funding to produce our biennial cultural hō'ike, a vibrant performance that celebrates the rich traditions of Polynesian dance, singing, and drumming. This hō'ike will provide a dynamic platform to share the beauty and depth of Hawaiian, Tahitian, and Maori cultures with the broader community, promoting cross-cultural understanding and appreciation. Through this immersive and educational experience, we aim to build connections between diverse communities and local arts and culture groups, fostering unity through the shared language of the arts. Our vision for this hō'ike is to create a visually stunning production that integrates traditional Polynesian dance, song, and drumming. The performance will feature various dance styles that reflect the distinct cultural identities of Polynesia, brought to life through live drumming and chanting. This sensory experience, blending music, movement, and storytelling, will allow the audience to connect deeply with Polynesian culture in an engaging and accessible way.

An essential component of the hō'ike will be the costumes, which will authentically reflect the cultural diversity of Polynesia. Traditional materials such as tapa cloth, feathers, shell adornments, and floral garlands will be used to craft garments that embody the vibrant colors and textures of the Pacific Islands. These costumes, along with the music and dance, will enhance the visual experience, helping the audience gain a deeper understanding of the cultural significance behind each tradition.

The goals of this project are twofold: to preserve and honor Polynesian cultures by showcasing their art forms in a public setting and to share these cultural treasures with a diverse audience. We believe this hō'ike will inspire curiosity and a greater appreciation for Polynesian heritage, while also offering an opportunity for our performers and students to deepen their connection to their cultural roots. Moreover, it will engage local arts and individuals, creating a collaborative environment for creative exchange.

Hālau Makana has extensive experience in producing cultural performances, and we are well-equipped to implement this program as we have successfully done so in the past. This hō'ike is timely, as it addresses the growing need for cultural exchange and connection in today's society.

As stated earlier, in a future where reduced human interaction may dominate our society, it is vital to preserve the appreciation of the arts through authentic human connection communicated through creativity and laughter. The coincidental anniversary of our biennial cultural hō'ike will no doubt promote cultural preservation, celebration and the 'ohana way.

Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:

Project Planning and Team Coordination:

The planning process for this cultural performance will be a highly collaborative effort involving our creative, marketing, and operational teams and has been executed in the past. To ensure that all aspects of the project are delivered on time, within budget, and with the highest quality, we will utilize Smartsheet, a robust project management tool that allows for real-time collaboration, task tracking, and deadline management.

Additionally, we will hold bi-weekly meetings to ensure the project is on track; those meeting with become more frequent as the event date approaches. Last, the project timeline will include cushion times on tasks in order to plan for unforeseen circumstances. A project manager will be designated to oversee all logistical and coordinating efforts.

1. Creative Team: The creative team, including choreographers, costume designers, and dancers, will begin the process with the conceptualization of the performance. Their primary tasks will include developing the dance routines, sourcing authentic costumes, and finalizing the musical arrangements. Using Smartsheet, the creative team will outline key milestones—such as costume fittings, rehearsal schedules, and music finalization—and assign deadlines to each task. Smartsheet's Gantt chart feature will allow the creative team to visualize the timeline and ensure that all artistic elements are ready well in advance of the performance. The sharing of this tool also allows the Operational Team to secure the dancers' contracts by a certain date in order to move forward with fittings and rehearsals.

2. Marketing Team: The marketing team will focus on creating visibility for the performance and engaging the community through various channels. Their tasks will include designing promotional materials, launching social media campaigns, and outreach to local organizations and media. In Smartsheet, marketing tasks will be assigned specific deadlines, such as the completion of digital ads or press releases, and their progress will be tracked against the timeline for the performance. The team will use Smartsheet's collaboration features to share ideas and feedback on marketing materials, ensuring that messaging aligns with the creative vision of the performance.

3. Operational Team: The operational team will handle logistics, including securing the performance venue, coordinating technical support (sound and lighting), managing contracts, licenses and permits, and overseeing day-of performance operations. Using Smartsheet, operational tasks such as securing contracts, managing rehearsals, and organizing volunteers will be broken down into manageable components, each with specific deadlines. Smartsheet's automated reminders will ensure that all logistical components are in place before the event date, and team members can track the status of each task in real-time.

Collaboration and Timeline Integration: Smartsheet will facilitate seamless communication and coordination between all three teams. The tool will allow us to track dependencies—such as marketing needing the finalized performance date from the creative team or the operational team requiring marketing materials before launching ticket sales. The tool's real-time updates will ensure that all teams stay aligned with the project timeline, and tasks that may impact other teams will be flagged for early attention. By using Smartsheet for planning and communication, we will ensure that all elements of the performance—artistic, promotional, and logistical—are delivered efficiently and on schedule, leading to a successful cultural performance. Please refer to the budget sheet upload where you will find a draft of the timeline in its designated tab.

Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical Information, as appropriate.

Executive Director – Lani Cid-Iulio

Lani Cid-Iulio is the Director of Hālau Makana Polynesian Cultural Arts Center. A lifelong lover of Polynesian dance, Lani’s journey in the arts began early, inspired by her kūpunawahine (grandmother), Lillian Ka’anoali’i Mahai’ula Aquai, a gifted dancer. Lani’s passion led her to study under esteemed kumu hula such as Joseph Kamoha’i Kahaulelio in Hayward, CA, and Mahea Uchiyama in Berkeley, CA. Over the years, she has dedicated herself to preserving and sharing the cultural heritage of Polynesian dance, founding a thriving studio and cultural arts center. As Executive Director, Lani combines deep cultural knowledge with her lifelong commitment to teaching and safeguarding these traditions.

Creative Director – Jade Makana Iulio

Jade Makana Iulio serves as the Creative Director for the Polynesian Dance Showcase, bringing her extensive talent and creativity to the stage. A lifelong dancer, Jade specializes in Hula and Tahitian Ori, showcasing her passion and natural skill for Polynesian dance. Throughout her career, Jade has competed in numerous dance competitions, consistently earning top rankings and recognition for her exceptional abilities. With her artistic vision and dedication to cultural preservation, Jade is a driving force behind the Polynesian Dance Showcase, inspiring audiences and dancers alike through her creativity and passion for the art form.

Business Manager – Dorothy Holmes

Dorothy Holmes is the Business Manager for the Polynesian Dance Showcase, providing strong operations and management support. With a solid background in business administration, Dorothy oversees the financial and logistical aspects of the showcase, ensuring smooth operations and efficient use of resources. Her strategic oversight helps ensure that the organization remains on track in fulfilling its mission.

Operations Manager – Enny Tran

Enny Tran serves as the Operations Manager for the Polynesian Dance Showcase, leveraging her extensive experience in event and program management. Enny will manage the logistical aspects of the showcase, ensuring smooth execution from planning through to post-event wrap-up. She will act as the primary point of contact for vendors, dancers, volunteers, and parents, while liaising with the Executive Director. Enny’s responsibilities include sourcing venues, negotiating contracts, ensuring compliance with insurance requirements, and finalizing the event schedule. On the day of the event, she will oversee on-site operations, including setup, costume and instrument organization, vendor and volunteer coordination, and managing sound and lighting. After the event, Enny will maintain vendor relationships and conduct post-event evaluations to improve future showcases.

Is there an intended audience for this project? If yes, how will you engage them?

While we take pride in being Alameda’s only professional Polynesian dance company, our vision extends far beyond simply serving the local Polynesian community. Hālau Makana’s mission is to share our vibrant culture and its artistic expressions with people of diverse backgrounds, ensuring that the beauty of Polynesian traditions is accessible to all who wish to learn, experience, and appreciate them. We believe that the arts serve as a bridge to connect cultures, break down barriers, and foster greater understanding among people of all origins.

You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

- [Kawika_Suite.mp4](#)
- [Makee_Ailana.mp4](#)
- [Tutira_Mai.mp4](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.	The attached samples feature various dance styles that reflect the distinct cultural identities of Polynesia, brought to life through live drumming and chanting along with authentic vibrant and local costumes. Traditional materials such as tapa cloth, feathers, shell adornments, and floral garlands were used to craft garments that embody the verdant colors and textures of the Pacific Islands. These costumes, along with the music and dance enhance the visual experience, helping the audience gain a deeper understanding of the cultural significance behind each tradition
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Budget and Financial Details

Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

- [HM_Budget_v03.17.25.xlsx](#)

If you do not have a budget template, you can download the example template below.

Budget Template

Please also provide an organizational chart showing personnel (2 page maximum).

- [Org_Chart_v03.19.25.pdf](#)

Demographic Survey (Optional)



Halau Makana Project Budget By Depa

Forecasted income

Alameda 2025 Cultural Arts & Arts Programming	\$10,000.00
Donations	\$500.00
Total income	\$10,500.00

Actual income

Alameda 2025 Cultural Arts & Arts Programming	\$0.00
Donations	\$0.00
Total monthly income	\$0.00

Projected balance (Projected income minus expenses)	\$10,500.00
Actual balance (Actual income minus expenses)	\$0.00
Difference (Actual minus projected)	(\$10,500.00)

Creative

Category	Projected cost	Actual cost	Difference
Dancers	\$500.00		\$500.00
Costumes	\$500.00		\$500.00
Props	\$300.00		\$300.00
Lighting rental	\$400.00		\$400.00
Drummers	\$2,000.00		\$2,000.00
Emcee	\$150.00		\$150.00
Stage rental	\$1,100.00		\$1,100.00
Sound rental	\$500.00		\$500.00
Stage riser	\$160.00		\$160.00
DJ rental	\$1,000.00		\$1,000.00
Theater rental (day of)	\$600.00		\$600.00
Theater rental (rehearsal)	\$450.00		\$450.00
Subtotal	\$7,660.00		\$7,660.00

Operational

Category	Projected cost	Actual cost	Difference
Event License	\$50.00		\$50.00
Business Permits	\$50.00		\$50.00
Rental Prop Insurance	\$100.00		\$100.00
Licensing	\$100.00		\$100.00
Supplies	\$40.00		\$40.00
Contracts/Legal Fees	\$100.00		\$100.00
Bank Fees	\$10.00		\$10.00
Project Management Tool	\$50.00		\$50.00
10% Contingency	\$1,050.00		\$1,050.00
Subtotal	\$1,550.00		\$1,550.00

Sales & Marketing

Category	Projected cost	Actual cost	Difference
Postcards	\$40.00		\$40.00
Posters/Signage	\$250.00		\$250.00
Printing	\$250.00		\$250.00
Online advertisting	\$50.00		\$50.00

Graphic designer fees	\$350.00		\$350.00
Website designer fees	\$300.00		\$300.00
Subscription costs related to marketing	\$50.00		\$50.00
Subtotal	\$1,290.00		\$1,290.00

TOTAL EXPENSES \$10,500.00

Check \$0.00

Financial Row	2025 Cultural Arts & Arts Programming	
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Ordinary Income/Expense

Income

4000 - Revenue

4001 - Classes

4006 - Donations \$ 500.00

4009 - Grants \$ 10,000.00

Total - 4000 - Revenue \$ 10,500.00

Total - Income \$ **10,500.00**

Cost Of Sales

5000 - Cost Of Goods Sold

\$ -

Total - 5000 - Cost Of Goods Sold

\$ -

Total - Cost Of Sales \$ -

Gross Profit \$ **10,500.00**

Expense

6000 - Expenses

6001 - Salaries & Wages

6002 - Salaries & Wages \$3,650.00

6003 - Vacation

6004 - Medical, Dental & Life Insurance

6005 - Payroll Taxes

6006 - Severance & Other

6007 - Workers' Compensation

6008 - Benefits Allocation - 401K ER Match

6009 - Benefits Allocation - HSA ER Match

6014 - PTO

6015 - Fringe Benefits - Other

6018 - Payroll tax capitalization

6019 - Amortization of Deferred Commissions – Payroll Taxes

6020 - 401k capitalization

6021 - Amortization of Deferred Commissions – 401k

6024 - Capitalized Software Payroll Costs

Total - 6001 - Salaries & Wages **\$3,650.00**

6100 - Travel & Entertainment

6101 - Mileage

6102 - Meals

6103 - Hotels & Lodging

6104 - Airfare & Train

6105 - Bus Meals

6106 - Auto Rental & Related

6107 - Taxi/Public Transportation

6108 - Other Travel

6109 - Parking

6110 - Employee Entertainment

Total - 6100 - Travel & Entertainment \$ -

6200 - Marketing		
6201 - Advertising	\$	340.00
6203 - Tradeshows		
6205 - Digital Promotion		
6206 - Promotional Material		
6207 - Design and Development	\$	650.00
6217 - Marketing Development Funds	\$	50.00
Total - 6200 - Marketing	\$	1,040.00
6300 - Outside Services		
6301 - Legal - Corporate	\$	100.00
6303 - Audit/Taxes/Accounting		
6304 - Consultants		
6305 - Outside Services		
Total - 6300 - Outside Services	\$	100.00
6400 - Recruiting/ Relocation		
6401 - Relocation Expenses		
6402 - Employee Recruiting		
Total - 6400 - Recruiting/ Relocation	\$	-
6500 - Other		
6501 - Events/Sponsorship/Conferences	\$	4,010.00
6502 - Employee Education & Training		
6503 - Shipping & Postage		
6504 - Office Supplies	\$	40.00
6505 - Printing & Copies	\$	250.00
6506 - Bank Charges	\$	10.00
6507 - Books/Dues/Memberships		
6508 - Computing Services		
6510 - Misc. Expense		
6511 - Donations		
6516 - OPEX SPIFF		
6517 - Marketplace Transaction Fees		
6518 - Fines and Penalties		
6519 - Sales and Use Tax Expense		
7207 - PST Expenses BC		
Total - 6500 - Other	\$	4,310.00
6600 - Software		
6601 - Software License & Subscriptions	\$	50.00
Total - 6600 - Software	\$	50.00
6700 - Equipment		
6701 - Equipment < \$2500		
Total - 6700 - Equipment	\$	-
6800 - Facilities		
6801 - Rent		
6802 - CAM & RET		
6803 - Utilities		
6804 - Facilities Maintenance/Repairs		
6805 - Telecommunications		

6806 - Cell Phones		
6807 - Internet/Online Services		
6808 - Business Insurance		
6809 - Business Property Taxes		
6810 - Bus Licenses/Misc Tax/Permits	\$	1,350.00
6811 - EeWelfare/Kitchen/OthOffExp		
6813 - ROU Expense - Amortization of Asset		
6814 - ROU Expense - Interest		
Total - 6800 - Facilities	\$	1,350.00
7100 - Depreciation		
7101 - Depreciation Expense		
7102 - Amortization Expense - CapSW		
7104 - Amortization Expense - Website Dev		
7105 - Acquired Intangible Amortization		
Total - 7100 - Depreciation	\$	-
Total - 6000 - Expenses		
Total - Expense	\$	10,500.00
Net Ordinary Income	\$	-

WBS Task

Hana Hou

1 Creative

- 1.1 Communicate to all HM dancers on event date and save the date
- 1.2 Identify top 2 vendors for drummers via web
 - 1.2.i Visit drummer(s)
 - 1.2.ii. Select drummer
- 1.3 Select emcee
- 1.4 Announce date of event to performers
 - 1.4.i Set sign up reminder #1
 - 1.4.ii Set sign up reminder #2
- 1.5 Outline skeleton performance by dance
- 1.6 Identify costume by performances
 - 1.6.i Notify dancers of required costume by set
- 1.7 Identify workshop dates

- 1.8 Finalize program
- 1.9 Calendar dress rehearsal
- 1.10 2 days before event - check
- 1.11 Checklist of props
(See checklist)
- 1.12 Checklist of costumes, headpieces, drums, tents
(See checklist)
- 1.13 Load cars with props & costumes, etc

2 Operations

2.1 Calculate Budget

2.2 Communication Plan

2.3 Identify top 2 venues via web

- 2.3.i Visit venue
- 2.3.ii Select venue
- 2.3.iii Review contract for venue
- 2.3.iv Initiate deposit with venue
- 2.3.v Secure required insurance for venue
- 2.4 Check and secure any business permits
- 2.5 Review contract for drummer
- 2.5.i Initiate deposit with drummer
- 2.6 Review contract for emcee
- 2.6.i Initiate deposit with emcee
- 2.7 Find 3 vendors to provide sound and stage equipment
- 2.7.i Select sound and stage equipment vendor
- 2.7.ii Review contract for sound and stage equipment vendor
- 2.7.iii Initiate deposit with sound & stage vendor
- 2.8 Select lighting vendor
- 2.8.i Review contract for lighting vendor
- 2.8.ii Initiate deposit with lighting vendor
- 2.9 Select graphic artist
- 2.9.i Review contract for artist
- 2.9.iii Initiate deposit with graphic artist
- 2.9 Set up Google sign up doc on costume workshop

- 2.10.i Send out workshop reminder email #1
- 2.10.ii Send out workshop reminder email #2
- 2.10.iii Send out workshop reminder email #3
- 2.10.iv Send out workshop reminder email #4
- 2.10.v Send out workshop reminder email #5
- 2.11 Set up bi-weekly Zoom/or in person meetings
- 2.12 Set up weekly Zoom/or in person meetings
- 2.13 Send dress rehearsal reminder email #1
- 2.13.i Send dress rehearsal reminder email #2
- 2.14 Distribute all sheet music to drummers/performers
- 2.15 Test all "non-live" music to be played
- 2.16 Print programs
- 2.17 Event Eve
- 2.18 Take videos and pictures for grant
- 2.19 Stage manager
- 2.20 Have final payment ready for all vendors in envelopes
- 2.21 Clean up
- 2.22 Submit outstanding invoices to city of Alameda

3 Marketing

- 3.1 Alameda events conflict check

- 3.2 Polynesian events conflict check

- 3.3 Engage graphic artist to develop event campaign poster
 - 3.3.i See artist submissions
 - 3.3.ii Select artist
 - 3.3.iii Poster due

- 3.4 Announce on city of Alameda Events & Activities webpage

- 3.5 Announce on Alameda Post

- 3.6 EventBrite

- 3.7 Update on HM webpage

- 3.8 Collect Bay Area halau contact information

3.9 HM distribution on own contact list

3.10 Radio stations

3.11 Social Media (Outside of HM members)

3.11.i Social Media (HM members)

Description	Assigned To	Status
Announce the halau's ho'ike performance for the city of Alameda with skeleton outline of events and performance types and request performers to save the date	Lani Cid	Not Started
1. Review drummer "must have" requirements 2. Review drummer "nice to have" options 3. Stack rank which ones are most important to the event (Submitted by Creative, marketing & operational reps) Emphasis on budget	Jade Cid-Illio	Not Started
Visit onsite performance of drummers for their work	Jade Cid-Illio	Not Started
Select drummer and request contract to sign with vendor	Jade Cid-Illio	Not Started
Select emcee and request contract to sign with vendor	Jade Cid-Illio	Not Started
1. Announce ho'ike performance date to secure on calendar 2. Set up sign up shared sheet for performers 3. Set deadline relating to sign ups 3a. Set internal reminder on sign up deadline #1 3b. Set internal reminder on sign up deadline #2	Jade Cid-Illio	Not Started
Set reminder #1 on HM google calendar on performers	Jade Cid-Illio	Not Started
Set reminder #2 on HM google calendar on performers	Jade Cid-Illio	Not Started
Provide outline of program with following information in mind: 1. # of performers 2. Age of performers (or which class they belong) 3. Types of performances (Hula, ori, otea, drums, chants, participation) 4. Draft chore order of performances based on costume changes	Jade Cid-Illio	Not Started
W/in type of performance, list out 1. Top 2. Bottom 3. Headpiece 4. Arm or feet adornments 5. Neck adornments	Jade Cid-Illio	Not Started
1. Share above-mentioned list with all halau dancers 2. W/in communication, (see draft email), if performer does not have costume already or halau does not have extras, see dates for workshops and supplies to buy for costumes.	Enny Tran	Not Started
1. Calendar and send email to performers w/ following dates to performers 2. Identify what the workshop is making (pa'u, mu'u, tea leaf skirt, etc) 3. Identify and create list of supplies required by performer vs. what halau has to share 4. List times 5. Attach any written instructions or videos beforehand 6. Seek out volunteer helpers who have created this particular costume before 7. See template correspondence A. August 31st B. September 14th C. September 21st D. September 28th E. October 5th	Jade Cid-Illio	Not Started

1. Finalize agenda for operations	Jade Cid-Illio	Not Started
2. Provide music to operations for DJ to test		
3. Provide music sheets for drummers and ukele players to distribute		
4. Include any narrative of gratitude in program for operations		
Email performers of time and place of dress rehearsal.	Jade Cid-Illio	Not Started
W/in same email (see template) give preliminary expectations of when to arrive for program, when to eat, supplies to bring, & map of venue)		
Share final program with all performers, drummers, emcee, etc	Jade Cid-Illio	Not Started
Share via email to operations	Jade Cid-Illio	Not Started
Print and tape on door of halau as reminder		
Share via email to operations	Jade Cid-Illio	Not Started
Print and tape on door of halau as reminder		
Load all costumes and props from checklists to venue	Jade Cid-Illio	Not Started

Estimate project costs, allocating resources to ensure financial feasibility.	Dorothy Holmes	Complete
Develop a strategy to keep stakeholders informed and engaged throughout the project lifecycle.	Dorothy Holmes	In Progress
1. Review venue "must have" requirements	Dorothy Holmes	In Progress
2. Review venue "nice to have" options		
3. Stack rank which ones are most important to the event (Submitted by Creative, marketing & operational reps)		
Apply the criteria sheets - see Venue selection sheet	Dorothy Holmes	Not Started
Select venue and request contract to sign with vendor	Dorothy Holmes	Not Started
Legal to review contract & terms	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with venue	Enny Tran	Not Started
Obtain proof of insurance or add'l insurance necessary to meet standards of venue	Enny Tran	Not Started
Obtain any license or permit requirements to meet standards of venue	Enny Tran	Not Started
Legal to review contract & terms & sign	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with drummer	Enny Tran	Not Started
Legal to review contract & terms & sign	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with emcee	Enny Tran	Not Started
1. Measure venue for stage	Enny Tran	Not Started
2. Inquire with emcee on best standard of sound system to use		
3. Based on requirements, inquire with 3 diff vendors on price quotes		
4. Background/Yelp reviews on vendors		
Select venue and request contract to sign with vendor	Dorothy Holmes	Not Started
Legal to review contract & terms & sign	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with vendor	Enny Tran	Not Started
Select lighting vendor and request contract to sign with vendor	Dorothy Holmes	Not Started
Legal to review contract & terms	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with lighting vendor	Enny Tran	Not Started
Select lighting vendor and request contract to sign with vendor	Dorothy Holmes	Not Started
Legal to review contract & terms	Adrienne Sanchez-Nguyen	Not Started
Pay deposit with vendor	Enny Tran	Not Started
Create Googledoc for performers to sign up and select which workshop date they want to attend to make their costumes and send	Enny Tran	Not Started

Send out reminder email #1 re: costume workshop with list of supplies, time, etc.	Enny Tran	Not Started
Send out reminder email #2 re: costume workshop with list of supplies, time, etc.	Enny Tran	Not Started
Send out reminder email #3 re: costume workshop with list of supplies, time, etc.	Enny Tran	Not Started
Send out reminder email #4 re: costume workshop with list of supplies, time, etc.	Enny Tran	Not Started
Send out reminder email #5 re: costume workshop with list of supplies, time, etc.	Enny Tran	Not Started
Send out invitations for in person and Zoom meeting on stakeholders calendars up to mid September	Enny Tran	Not Started
Send out invitations for in person and Zoom meeting on stakeholders calendars mid September to week b/f event	Enny Tran	Not Started
Send out email reminder #1 on dress rehearsal details-time/date, what to expect etc (see template)	Enny Tran	Not Started
Send out email reminder #2 on dress rehearsal details-time/date, what to expect etc (see template)	Enny Tran	Not Started
Email sheet music to all drummers/ukele performers as confirmation	Enny Tran	Not Started
1. Gather list of "non-live" songs/music in program.	Enny Tran	Not Started
2. Ensure they are all in the same format.		
3. Share them with emcee or DJ to ensure they can play successfully		
Partner with marketing to print test program	Enny Tran	Not Started
1. Send out email reminder to all vendors on time & place to set up with contact list (mic check, stage build time, rehearsal)	Enny Tran	Not Started
2. Text reminder to all vendors on time & place and tell them to check emails.		
3. Same for all performers along with their specific costume list		
1. Take pictures of program with performers, vendors' contributions, attendees, etc. to submit for grant reimbursement	Enny Tran	Not Started
1. Partner with parents and performers to keep transition and costume changes on time.	Enny Tran	Not Started
2. Distribute any last minute costume changes/alterations on day of event.		
3. Keep program on schedule according to agenda		
4. Assist emcee where needed		
1. Allocate remainder of invoice payment for each vendor by envelope or by whatever means of payment vendor requests.	Enny Tran	Not Started
2. Put in envelope to deliver at end of performance		
Rally all performers and their families to help clean up the venue alongside the cleaning crew	Enny Tran	Not Started
1. Submit all pictures with supporting invoices to city of Alameda for reimbursement purposes.	Enny Tran	Not Started



1. Ensure city of Alameda does not have competing events on 10.26.25	Jones Lam	Not Started
2. Ensure city of Alameda does not have events that may create heavy vehicle congestion on 10.26.25		
3. Ensure city of Alameda does not have events that may preclude limited public transportation or foot traffic on 10.26.25		
*To date as of 03.17.25, checked on city of Alameda's website calendar that there are no conflicting events occurring on that date. Check that no other Polynesian events are not occurring on 10.26.25	Jones Lam	Not Started
*To date as of 03.17.25, there does not seem to be any Bay Area Polynesian events that conflict with this planned event.		
1. Review artist "must have" requirements	Jones Lam	Not Started
2. Review artist "nice to have" options		
3. Stack rank which ones are most important to the event (Submitted by Creative, marketing & operational reps)		
Emphasis on budget		
Request for sample submissions from artists	Jones Lam	Not Started
Confirm graphic artist selection and involve operations to review	Jones Lam	Not Started
1. Request artist provide the poster in different format and pixel for	Jones Lam	Not Started
A. Postcard		
B. Social media posting		
C. Email campaign		
D. EventBrite posting		
E. Alameda Post announcement graphic		
F. City of Alameda Events & Activities webpage announcement graphic		
G. Banner for performance		
H. Posters to be hung around area of performance		
1. Contact administrator to submit ho'ike performance information onto website	Jones Lam	Not Started
2. Include graphic		
3. Include link to HM website		
1. Complete URL information	Jones Lam	Not Started
2. Link to HM updated webpage with event		
1. Create program on EventBrite	Jones Lam	Not Started
2. Link to HM updated webpage with event		
1. Go onto Canva to update graphic webpage and publish	Jones Lam	Not Started
2. Link all announcements (City of Alameda, Alameda Post, EventBrite and more marketing outlets onto HM webpage)		
1. Collect email addresses of other Bay Area halau for marketing	Jones Lam	Not Started
2. Via email, send our marketing email campaign of event to the halau		
2a. Request if they can share their contact list with HM.		
2b. If not, request if they can market and distribute our event to their members and inform them of our event on the following dates:		
A. 9/6		
B. 10/4		
C. 10/11		
D. 10/18		
E. 10/22		

<p>1. Utilize constant contact to mass email campaign to members on following dates and set up email reminders internally.</p> <ul style="list-style-type: none"> A. 8/16 B. 8/30 C. 9/6 D. 9/20 E. 10/4 F. 10/11 G. 10/15 H. 10/18 I. 10/22 	Jones Lam	Not Started
<p>1. Inquire about free or discounted advertising slots of event</p>	Jones Lam	Completed
<p>1. Provide content, graphic for local halaus to upload on their social feeds</p> <p>2. Request they post on following dates:</p> <ul style="list-style-type: none"> A. 9/6 B. 10/4 C. 10/11 D. 10/18 E. 10/22 	Jones Lam	Completed
<p>1. Provide content, graphic for local halaus to upload on their social feeds</p> <ul style="list-style-type: none"> A. 8/16 B. 8/30 - Post with dance content C. 9/6 D. 9/20 - Post with dance content E. 10/4 - Post with dance content F. 10/11- Post with dance content G. 10/15 through 10/25 (EVERYDAY) Post with dance content 	Jones Lam	Completed

% Complete	Health	Start Date	End Date	Duration
0%	Green	02/03/25	05/15/25	101
0%	Green	02/03/25	05/30/25	116
0%	Green	02/03/25	06/27/25	144
0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/25/25	172
0%	Green	02/03/25	08/22/25	200
0%	Green	02/03/25	07/25/25	172
0%	Green	02/03/25	08/08/25	186
0%	Green	02/03/25	08/15/25	193
0%	Green	02/03/25	08/15/25	193

0%	Green	02/03/25	10/13/25	252
0%	Green	02/03/25	10/20/25	259
0%	Green	02/03/25	10/22/2025	261
0%	Green	02/03/25	10/22/2025	261
0%	Green	02/03/25	10/22/2025	261
0%	Green	02/03/25	10/25/2025	264

100%	Green	02/03/25	06/13/25	130
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25%	Green	02/03/25	06/13/25	130
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	Green	02/03/25	06/13/25	130
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10%

0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/25/25	
0%				172

0%	Green	02/03/25	08/08/25	186
0%	Green	02/03/25	08/15/25	193

0%	Green	02/03/25	08/29/25	207
0%	Green	02/03/25	07/04/25	151
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	07/11/25	158
0%	Green	02/03/25	08/08/25	186
0%	Green	02/03/25	08/11/25	189
0%	Green	02/03/25	08/11/25	189
0%	Green	02/03/25	08/15/25	193

0%	Green	02/03/25	08/25/25	203
0%	Green	02/03/25	09/10/25	219
0%	Green	02/03/25	09/17/25	226
0%	Green	02/03/25	09/24/25	233
0%	Green	02/03/25	10/01/25	240
0%	Green	02/03/25	09/19/25	228
0%	Green	02/03/25	10/17/25	256
0%	Green	02/03/25	10/10/25	249
0%	Green	02/03/25	10/17/25	256
0%	Green	02/03/25	10/17/25	256
0%	Green	02/03/25	10/20/25	259
0%	Green	02/03/25	10/20/25	259
0%	Green	02/03/25	10/24/25	263
0%	Green	02/03/25	10/25/25	264
0%	Green	02/03/25	10/25/25	264
0%	Green	02/03/25	10/25/25	264
0%	Green	02/03/25	10/25/25	264
0%	Green	02/03/25	10/31/25	270



0%	Green	02/03/25	10/20/25	259
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0%	Green	02/03/25	10/20/25	259
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0%	Green	02/03/25	07/04/25	151
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0%	Green	02/03/25	7/14/2025	161
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0%	Green	02/03/25	7/20/2025	167
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0%	Green	02/03/25	8/15/2025	193
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0%	Green	02/03/25	8/20/2025	198
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0%	Green	02/03/25	8/20/2025	198
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0%	Green	02/03/25	8/20/2025	198
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0%	Green	02/03/25	8/20/2025	198
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0%	Green	02/03/25	8/1/2025	179
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0%	Green	02/03/25	8/16/2025	194
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100%	Green	02/03/25	8/16/2025	194
100%	Green	02/03/25	9/1/2025	210

100%	Green	02/03/25	9/1/2025	210
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Halau Makana - October 2025 Event

Feedback

Timeline

Filter

Assigned To

Months

Format rules

2025

Mar

Apr

May

Assigned To:
Uncategorized

Hana Hou

Creative

Untitled

Communicate to all HM dancers on event date and save the date

Identify top 2 vendors for drummers via web

Visit drummer(s)

Select drummer

Select emcee

Announce date of event to performers

Set sign up reminder #1

Outline skeleton performance by dance

Identify costume by performances

Notify dancers of required costume by set

Identify workshop dates

Calendar dress rehearsal

Set sign up reminder #2

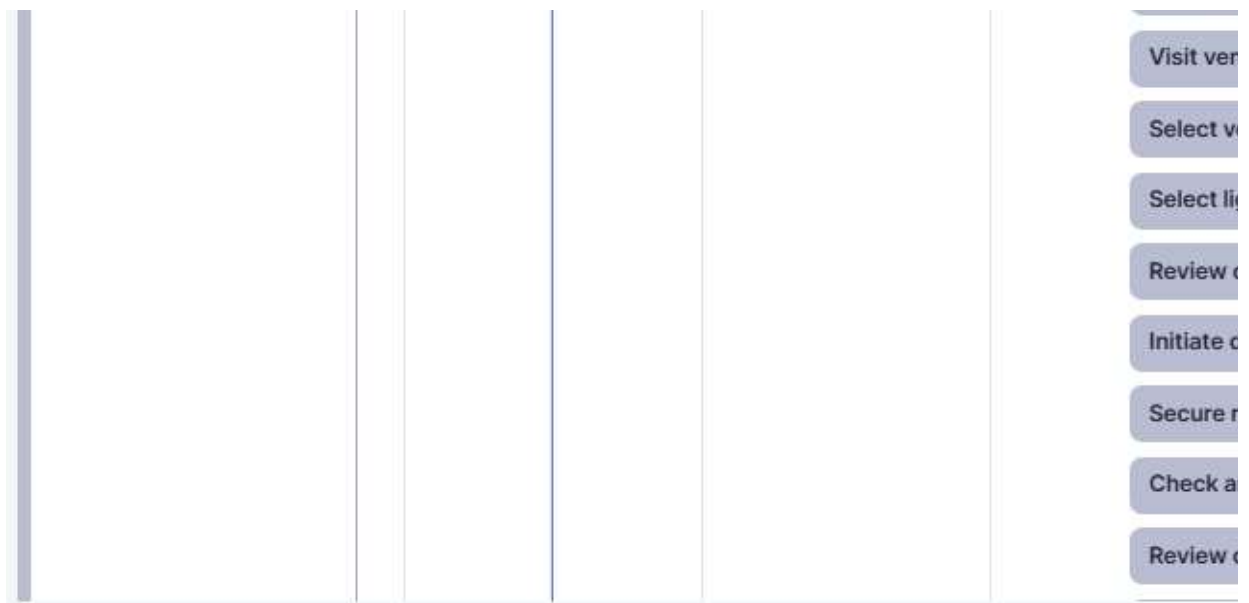
Operations

Initiate c

Untitled

Commun

Identify



Halau Makana - October 2025 Event

Feedback

Board

Filter

Lane Options

Separate cards

Comfortable

Status: Uncategorized (5)

Not Started

Communicate to all HM dancers on event date and save the date

1.1

Announce the halau's ho'ike performance for the city of ...

LC Lani Cid

50%

0%

02/03/25

05/15/25

Identify top 2 vendors for drummers via web

1.2

1. Review drummer "must have" requirements...

LC Lani Cid

50%

In Progress (3)

Hana Hou

J jonesylam@yahoo.com

3%

02/03/25

10/28/25

Communication Plan

2.2

Develop a strategy to keep stakeholders informed and ...

DH Dorothy Holmes

50%

25%

05/16/25

06/13/25

50%

0%



02/03/25

05/30/25

Visit drummer(s)

1.3

Visit onsite performance of drummers for their work



Lani Cid

50%

0%



02/03/25

06/27/25

Select drummer

1.4

Select drummer and request contract to sign with vendor



Lani Cid

0%



02/03/25

07/04/25

Identify top 2 venues via web

2.3

1. Review venue "must have" requirements...



Dorothy Holmes

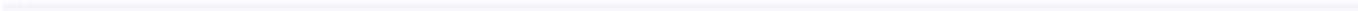
10%

10%



05/16/25

06/13/25



Jun Jul Aug Sep Oct



1



deposit with drummer

Communication Plan

top 2 venues via web

venue		
venue		
ighting vendor		
contract for venue		
deposit with venue		
required insurance for venue		
nd secure any business permits		
contract for drummer		

e ▾

Format rules

Complete (3)

Calculate Budget

2.1

Estimate project costs, allocating resources to ensure financial ...

DH

Dorothy Holmes

25%

100%

05/16/25

08/08/25

Check if conflicting events in Alameda

3.1

Check Alameda city calendar to see if there are conflicting city ...

ET

Enny Tran

25%

100%



10/17/25

10/28/25

**Check if other halaus will have
events in month of October 2025**

3.2

As of 03.17.25 - N/A Need to
check in periodically

 Enny Tran

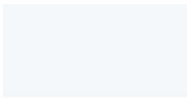
25%

0%



10/17/25

10/28/25



Oct



▼ Marketing

Create page i

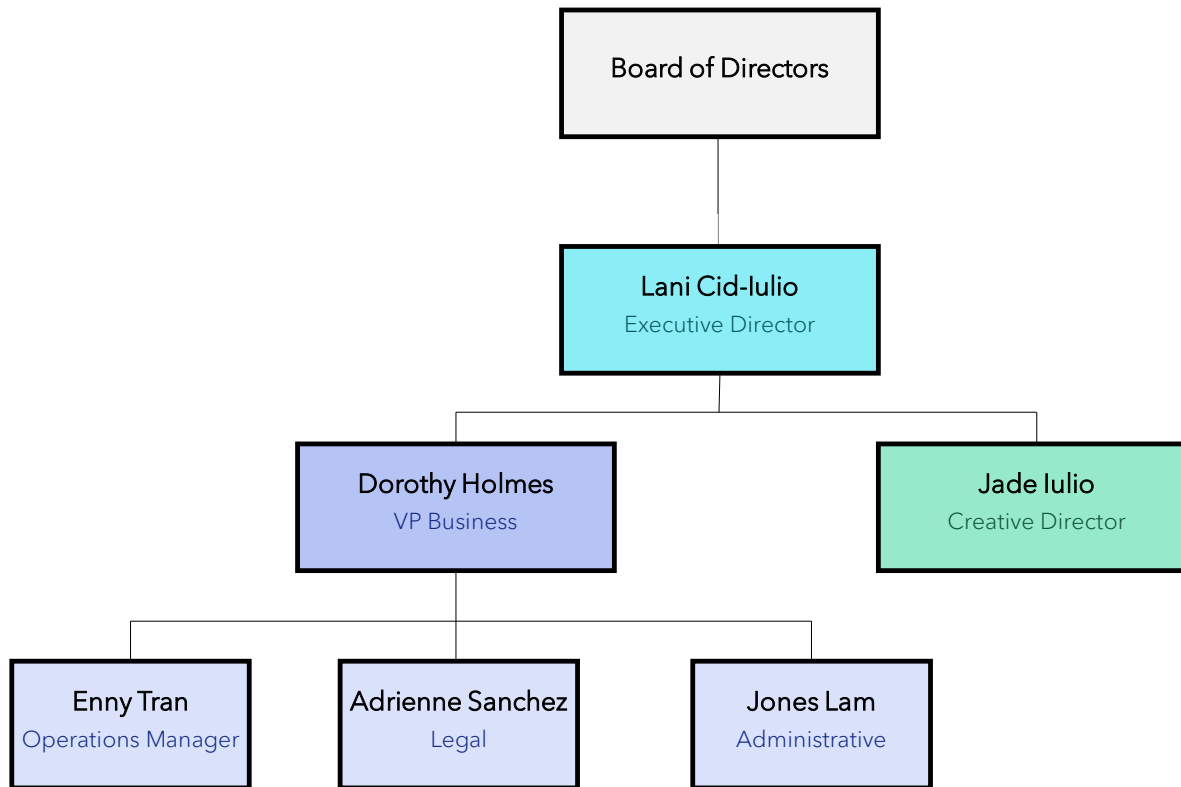
Check if conf

Check if othe



Halau Makana

Organization chart



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUN 19 2017

HALAU MAKANA POLYNESIAN CULTURAL
ARTS CENTER
1122 LINCOLN AVE
ALAMEDA, CA 94501-2324

Employer Identification Number:

81-3835759

DLN:

26053563002667

Contact Person:

CUSTOMER SERVICE

ID# 31954

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

509(a) (2)

Form 990/990-EZ/990-N Required:

Yes

Effective Date of Exemption:

May 12, 2016

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

HALAU MAKANA POLYNESIAN CULTURAL

Sincerely,

Stephen a. martin

Director, Exempt Organizations
Rulings and Agreements

*rec'd @ hālan
Fri, 6/23/17*

Letter 947