



**STATE PROCUREMENT OFFICE**  
**NOTICE OF REQUEST FOR EXEMPTION**  
**FROM HRS CHAPTER 103D**

11 AUG -8 P4:30

STATE PROCUREMENT OFFICE  
 STATE OF HAWAII

**TO:** Chief Procurement Officer  
**FROM:** Department of Agriculture  
Name of Requesting Department  
**SUBJECT:** Request for Exemption

Pursuant to HRS §103D-102(b)(4) and HAR Chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods, services or construction.  
 Sponsorship of The Hawaii Food & Wine Festival in the amount of \$40,000, on behalf of the Hawaii Agricultural Foundation, a 501(c) 3 organization, whose mission is to promote the long-term viability of agriculture and farming in Hawaii is the purpose of this request. The theme of the festival is sustaining Hawaii's future by raising public consciousness about the importance of local farming and food security and greater self-sufficiency to be promoted in 3 events over a 3 day period. The festival will showcase 30 internationally acclaimed chefs and is considered so significant an event, it was selected via a competitive process and awarded \$125,000 in cash support by the Hawaii Tourism Authority. It would not be practicable or advantageous for the department to sponsor another food and wine festival because this event, with a budget of \$1,591,800 can send the "Buy Local, It Matters" and "Seal of Quality" message in a manner that is aligned with the marketing branch that would be difficult for the department to match with the resources available.

2. Vendor/Contractor Name :	The Hawaii Agricultural Foundation	3. Amount of Request:
		\$ 40,000

4. Term of Contract:	From: <del>8/1/2011</del> To: <del>11/15/2011</del> 9/29/11 10/1/11 <i>for storm</i>	5. Prior Exemption Reference No.:
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6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:  
 This event supports the mission of the department with an event that has participation from local, domestic and international chefs, using venues of three different hotel chains, (Waikiki Edition, Halekulani, Hilton Hawaiian Beach Resort & Spa), with a host committee that has statewide representation; the event was selected by the Hawaii Tourism Authority and has a budget of \$1,591,800. Sponsorship will include funds that will offset food costs of the locally produced food products and will be used by the chefs for the main attractions of the event, preparation for which is to begin in August, allowing time for the chefs to create the best dishes possible using local produce and products. The event will benefit the Hawaii Agricultural Foundation and the Kapiolani Community College Culinary Institute of the Pacific, both organizations that promote the "Buy Local, It Matters" campaign and the "Seals of Quality" program in a manner aligned with the marketing branch. The well-respected committee co-chairs and their ability to attract the caliber of chefs, secure participation by vendors, and statewide support, are points that make it not practicable or advantageous for the department to procure by competitive means. (Continued on attached page).

7. In selecting the vendor/contractor, explain in detail, the process the department will utilize to maximize fair and open competition:  
 The vendor/contractor was considered based on the strength and scope of their proposal, the value of the outreach to the agricultural community to support the department's mission to re-establish agriculture as essential to the well-being of our island society, the beneficiaries of the event -- the farmers, Hawaii Agricultural Foundation and the Kapiolani Community College Culinary Institute of the Pacific, both organizations that promote the "Buy Local, It Matters" campaign and "Seals of Quality" program, the statewide support shown by the Hawaii Tourism Authority, and the commitment to the event by securing funding in the amount of \$1,591,800 in cash and in-kind. Time was a factor in the selection as the department decided to consider funding in FY2012. The Chairperson was presented with the proposal, which, after review, was forwarded to the Deputy for consideration. Both Chair and Deputy found the proposal to merit sponsorship and under the time constraints, is presenting this proposal to be funded as an exemption based on its strength and scope and the vendor's commitment to the event.

8. Identify the primary individual(s) who is knowledgeable about this request, who will conduct and manage this process and has completed mandatory training. ( Type over "example" and delete cells not used)

Name of Department Personnel	Division/Agency	Phone Number	e-mail address
Chairperson Russell Kokubun	HDOA	973-9550	russell.s.kokubun@hawaii.gov
Deputy James Nakatani	HDOA	973-9553	james.nakatani@hawaii.gov
Sharon Hurd	HDOA	973-9465	sharon.k.hurd@hawaii.gov

9. The department shall ensure adherence to applicable administrative and statutory requirements, and all requirements, approvals, and internal controls for this request are the responsibility of the department.

*I certify that the information provided above is, to the best of my knowledge, true and correct.*

  
 Department Head Signature

8/2/11  
 Date

**For Chief Procurement Officer Use Only**

Date Notice Posted 8/9/11

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven calendar days or as otherwise allowed from date notice posted to:

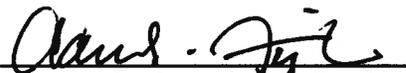
Chief Procurement Officer  
 State Procurement Office P.O.  
 Box 119 Honolulu, Hawaii  
 96810-0119

10. Chief Procurement Officer (CPO) Comments:

Due to time constraints, this one time approval is granted. All future awards/sponsorships are to be issued via a public solicitation. The department shall issue annually or as appropriate a solicitation pursuant to HRS section 103D-303, competitive sealed proposals/request for proposals (RFP). The RFP shall disclose the department's intention for seeking proposals, including a description of the performance or benefit required, scope or parameters of the service/activity, terms and conditions, requirements of such sponsorships, estimated funding, criteria/evaluation factors, etc.

This approval is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply and award is required to be posted on the Awards Reporting System.

Approved     Disapproved     No Action Required

  
 Chief Procurement Officer Signature    8/17/2011    Date

**6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:**

This event supports the mission of the department with an event that has participation from local, domestic and international chefs, using venues of three different hotel chains, (Waikiki Edition, Halekulani, Hilton Hawaiian Beach Resort & Spa), with a host committee that has statewide representation; the event was selected by the Hawaii Tourism Authority and has a budget of \$1,591,800. Sponsorship will include funds that will offset food costs of the locally produced food products and will be used by the chefs for the main attractions of the event, preparation for which is to begin in August, allowing time for the chefs to create the best dishes possible using local produce and products. The event will benefit the Hawaii Agricultural Foundation and the Kapiolani Community College Culinary Institute of the Pacific, both organizations that promote the "Buy Local, It Matters" campaign and the "Seals of Quality" program in a manner aligned with the marketing branch. The well-respected committee co-chairs and their ability to attract the caliber of chefs, secure participation by vendors, and statewide support, are points that make it not practicable or advantageous for the department to procure by competitive means.

The selection process was affected by the department's decision I May 2011 to sponsor this event that promoted both marketing campaigns. The proposal was not in time to be considered in Fiscal Year 2011 and time constraints have become a factor. The festival will span over three days, starting September 29, 2011 and continuing on September 30<sup>th</sup> and October 1<sup>st</sup>. Time is a factor in the purchase of the local products to allow the chefs to create the best dishes possible. The vendor is able to begin to purchase of products upon approval of this request, with the understanding the funding may not be received in August, when the chefs will begin to create the dishes.

The department then considered if we could conduct a similar food and wine festival event and if other events would be as effective in promoting the "Buy Local, It Matter" and "Seal of Quality" messages and determined that this proposal, that included wide promotion and recognition, purchase of the local products to be featured by local, domestic and internationally renown chefs, merited sponsorship.



# HAWAII FOOD & WINE FESTIVAL

## HAWAII FOOD & WINE FESTIVAL - SUSTAINING HAWAII'S FUTURE

To re-establish agriculture as essential to the well-being of our island society by rejuvenating the economy, protecting important resources and gaining greater self-sufficiency in food production and energy development.

*Russell S. Kokubun, Chairperson, Board of Agriculture*

The overarching theme of the Hawai'i Food and Wine Festival is sustaining Hawaii's future by significantly raising public consciousness about the importance of local farming and agriculture and reinforcing the importance of food security and greater self-sufficiency in our Islands.

The Festival will bring key stakeholders together, connecting the farmers, chefs and the community, to raise awareness about the need to support local agriculture and to learn from each other. Farmers will have an opportunity to assess demand for what they grow and learn about how chefs can utilize their products. They will also have an opportunity to market their produce direct to the consumer and to chefs for global export. Chefs will have an opportunity to utilize and learn about Hawaii's locally grown produce and will have an opportunity to learn about our farming practices and our island culture. For the consumer, they will learn more about the importance of buying local and supporting our agricultural industry. They will also have an opportunity to learn about different produce and products available in our islands and taste them through the dishes created by the chefs.

### **Festival Events – Main Attractions**

The Festival's opening event, *Streets of Asia: Morimoto and Friends*, will be hosted by The Waikiki EDITION and feature an Asian street fare-theme with chefs from Singapore, Korea, Canada, the U.S. and Hawai'i. On our second evening, the *Halekulani Master Chefs Gala Dinner* will bring together the world's most acclaimed chefs and restaurants from Japan, Australia, the U.S. and Hawai'i. For our finale, a grand tasting at the Hilton Hawaiian Beach Resort & Spa, *From Mauka to Makai: Hawai'i's Sustainable Future*, will take you back to old Hawai'i where the ahupua'a, an interdependent system, provided everything necessary for survival. Chefs at the grand tasting are the best known for their commitment to sustainable practices, using the freshest, locally-grown products and bringing them as direct as possible from farm to table. We expect to involve more than 30 farmers and will be inviting them to be part of the program. We will also host a free public event two weeks prior to the event, "A Farmers' Market Extravaganza" at KCC with cooking demonstrations by two chefs paired with local farmers.

### **Value of the Food & Wine Festival to Hawaii and the Agricultural Industry**

Hundreds of food and wine festivals are held in the U.S. and throughout the world each year with culinary travel being a major growing segment of the tourism industry. Food and Wine Festivals have become destination events driving thousands of foodies, wine enthusiasts and food professionals to learn about and experience regional cuisine. Nearly every major destination has an annual food event. Some of the best examples are:

- Aspen Food and Wine Festival, now in its 28<sup>th</sup> year
- South Beach Wine and Food Festival, now in its 10<sup>th</sup> year
- Pebble Beach Food and Wine Festival, now in its 3<sup>rd</sup> year.



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Internationally, Abu Dhabi, Melbourne, Bangkok and Shanghai have been host to major World Food Festivals.

To illustrate the potential of a culinary destination event, The Food Network South Beach Wine and Food Festival has grown from a small one-day event ten years ago to a national, start-studded, four day destination event showcasing the talents of the world's most renowned wine and spirit producers, chefs and culinary personalities. In 2008 and 2009, it attracted more than 50,000 and earned over \$1 billion in media impressions. In addition, it has raised over \$10 million for the Florida International University (FIU) School of Hospitality and Tourism Management Teaching Restaurant and the Southern Wine and Spirits Management Center. In 2010, the Festival raised over \$2.2 million alone.

The Hawai'i Food and Wine Festival would provide the local community and tourists from around the world with an opportunity to experience the culinary creations of internationally acclaimed celebrity chefs. It would be an opportunity for them to learn first-hand how locally sourced produce can be used in a variety of culinary techniques, styles and traditions, including the traditions of the Hawaiians. The Farmers' Market event, which is free to the public, will showcase celebrity chefs working side-by-side with local farmers. It is a way that will connect both the farmer and chef to the community.

The Festival will also create an annual opportunity for farmers to market their produce and products for export, inspire them to become more innovative and connect with the chefs and consumers who buy their products. **It also supports our Governor's "A New Day" platform - promotes food security by encouraging the community to buy local and supporting entrepreneurial farming and jobs, inspiring agricultural innovation and creating dialogue, planning and shared commitment.**

**FARMERS, SMALL BUSINESSES, CULINARY STUDENTS, HAWAIIAN COMMUNITY  
LOCAL /INTERNATIONAL ENTERTAINERS**

The Festival will engage many participants from the community- farmers, small businesses, Hawaiian community, culinary students.

**Partners Involved in the Project**

The Hawai'i Food & Wine Festival is currently developing partnerships with a number of organizations and individuals. The following is a current list committed to the project:

- Hawaii Tourism Authority
- Hawaiian Airlines
- Food & Wine
- American Express
- The Waikiki Edition
- Halekulani
- Hilton Hawaiian Village Resort and Spa
- HVCB
- OVB



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- Kapi`olani Community College, Culinary Institute of the Pacific
- Southern Wine and Spirits
- Anheuser Busch
- Ruth Integrated Marketing: Edelman Public Relations
- Kamehameha Schools
- Enterprise Rent-a-Car
- Sub-Zero / Wolf
- 88 Tees
- Chef Works

**Project Sustainability**

The Food & Wine Festival will be sustainable over time. It is expected that there will be growth in ticket sales and sponsorship and will begin to incorporate additional event and revenue opportunities such as increasing partnerships with hotels, a golf tournament and sales of logo product and items. A portion of the proceeds (net of expenses and reserves for operating costs for the following year) from the Festival will benefit the Hawaii Agricultural Foundation and the Culinary Institute of the Pacific.

**Measures and Outcomes**

Number of participants expected to participate in one or more events:

Festival – 9,850 (The Waikiki EDITION – 1,000, Halekulani – 250, Hilton Hawaiian Village – 1,300, Hotel Daytime Events – 300, Farmers’ Market – 7,000)

Number of farmers participating in the event: 40+

**BENEFITS FOR HAWAII STATE DEPARTMENT OF AGRICULTURE**

The purpose of the Hawaii Food and Wine Festival is directly aligned with the Department of Agriculture’s mission to re-establish agriculture as essential to the well-being of our island society by rejuvenating the economy, protecting important resource, and gaining greater self-sufficiency in food production and energy development.

The Festival will promote the Department of Agriculture’s “Seals of Quality” program which promotes the best of Hawaii’s locally grown produce and products and its “Buy Local, It Matters” campaign.

The Department of Agriculture (DOA) will be named as a platinum sponsor of the event. Sponsor benefits will include:

DOA and Seal of Quality name and logo included in all advertising and promotional efforts including television, print, radio, website and social media campaigns.

DOA named as a major sponsor of the event in all press releases

DOA name and logo recognition in all collateral, banners, program handbills

DOA recognition at all events and activities

DOA ad and letter from HTA in event printed program

Opportunity for HTA to use the event in pre and post-arrival promotional campaigns

Reserved seating for 10 at the Grand Finale



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- 2 Reserved Seats to the First Annual Masters Series
- 4 Tickets to the Streets of Asia Morimoto and Friends

**THE HAWAII AGRICULTURAL FOUNDATION BUDGET AND REQUEST**

The Hawaii Agricultural Foundation is requesting that the Department of Agriculture support the Hawaii Food and Wine Festival with a \$40,000 sponsorship. Funds will be used to off-set actual food costs, locally sourced produce and products, that will be used by the chefs for the main attractions. With the Festival being only 2 months away, a commitment of funding at this time is necessary so that the chefs are able to begin creating the best dishes possible using our local produce and products. A signed agreement will be sufficient to begin to procure products (with an understanding that actual funding may not be received until after the Festival date).

The overall budget for the Festival is \$1,895,800 with expenses estimated at \$1,591,800. A portion of the net revenue generated will benefit the Hawai'i Agricultural Foundation (\$80,000) and the Culinary Institute of the Pacific (\$80,000). The remaining funds will be applied to the 2012 Festival which will be expanded to other properties on Oahu and on the neighbor islands.

The attached budget provides details on revenue and expenses and identifies the Festival's major sponsors including The Hawai'i Tourism Authority, Hawaiian Airlines, Food & Wine Magazine, American Express, Southern Wine & Spirits, Anheuser Busch, Ruth: Edelman Integrated Marketing, Kamehameha Schools and Sub-Zero Wolf.

The Hawai'i Agricultural Foundation is a 501 (c) 3 nonprofit organization whose mission is to promote the long-term viability and increase awareness and appreciation of agriculture and farming in Hawai'i through research, education, training, partnerships and public outreach. The Foundation's program priorities include: Technical Assistance and Farmer Educational Outreach, "Ag in the Classroom," Branding and Public Awareness and Promoting Sustainability and Food Security.



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July 25, 2011

Mr. Russell Kokubun  
Office of the Chairperson  
Hawaii State Department of Agriculture  
1428 S. King Street  
Honolulu, HI 96814

Aloha Chairman Kokubun,

I am writing to request the Hawaii State Department of Agriculture's sponsorship of \$40,000 for the first annual Hawai'i Food & Wine Festival ~ "Taste our love for the land." The Festival is a project of the Hawaii Agricultural Foundation, a 501 (c) 3 nonprofit organization, whose mission is to promote the long-term viability of agriculture and farming in Hawaii through research, education, training, partnerships and public outreach.

The overarching theme of the Hawai'i Food and Wine Festival is sustaining Hawaii's future by significantly raising public consciousness about the importance of local farming and agriculture and reinforcing the importance of food security and greater self-sufficiency in our Islands. It directly aligns with the Department of Agriculture's mission - to re-establish agriculture as essential to the well-being of our island society by rejuvenating the economy, protecting important resources and gaining greater self-sufficiency in food production and energy development. The Festival also supports the efforts of the Department's "Buy Local, It Matters" campaign and the "Seals of Quality" program.

Showcasing 30 internationally acclaimed master chefs, culinary personalities and wine and spirit producers, led by two of Hawaii's own James Beard award-winning chefs Roy Yamaguchi and Alan Wong, the Festival will span over three days on September 29, 30 and October 1, 2011. The Festival will feature innovative dishes, each prepared to showcase Hawai'i's enviable bounty of locally-sourced produce, seafood, beef, poultry and other ingredients. Along with the food, both farmers and chefs will be highlighted at each of the events. By bringing farmers and chefs together, residents will have an opportunity to "know their farmer and also know their food" so that they will make informed decisions when buying food. In addition, the Festival will also support the DOA's Market Development and "Seals of Quality" program by introducing the chefs to the highest quality produce and products in our Islands.

The Festival's opening event, *Streets of Asia: Morimoto and Friends*, will be hosted by The Waikiki EDITION and will feature an Asian street fare-theme with chefs from Singapore, Korea, Canada, the U.S. and Hawai'i. On our second evening, the *Halekulani Master Chefs Gala Dinner* will bring together the world's most acclaimed chefs and restaurants from Japan, Australia, the U.S. and Hawai'i. For our finale, a grand tasting at the Hilton Hawaiian Beach Resort & Spa, *From Mauka to Makai: Hawai'i's Sustainable Future*, will take you back to old Hawai'i where the ahupua'a, an interdependent system, provided everything necessary for survival. Chefs at the grand tasting are the best known for their commitment to sustainable practices, using the freshest, locally-grown products and bringing them as direct as possible from farm to table. We expect to involve more than 30 farmers and will be inviting them to be part of the program. We will also host a free public event two weeks prior to the event, "A Farmers' Market Extravaganza" at KCC with cooking demonstrations by two chefs paired with local farmers.

**Festival Co-chairs**

Roy Yamaguchi  
Alan Wong

**Host Committee**

William Anonsen  
Jean Ariyoshi  
Sharon Brown  
Robin Campaniano  
Stanford Carr  
David Charles  
Meredith Ching  
Walter Dods  
Dawn Farm-Ramsey  
Gerard Gibson  
Gerald Glennon  
Douglas Goto  
Frank Haas  
Mufi Hannemann  
Michelle Ho  
David Hulihee  
Robert Ichikawa  
Carole Kai  
Micah Kane  
Alana Kobayashi  
Mike Kobayashi  
Duane Kurisu  
Linda Lingle  
Warren Luke  
Lynn Madden  
Edison Miyawaki  
Shaun Mukai  
Conrad Nonaka  
Fred Perlak  
Kelvin Ro  
Mike Rock  
Warren Shon  
Nate Smith  
Dennis Teranishi  
Mark Teruya  
Cha Thompson  
Joyce Tomonari  
Larry Tseu  
Sharon Twigg-Smith  
Jenai Wall  
Molly Watanabe  
Sharon Weiner  
Betty Wo  
Adam Wong

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**Festival Co-chairs**

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Walter Dods  
Dawn Farm-Ramsey  
Gerard Gibson  
Gerald Glennon  
Douglas Goto  
Frank Haas  
Mufi Hannemann  
Michelle Ho  
David Hulihee  
Robert Ichikawa  
Carole Kai  
Micah Kane  
Alana Kobayashi  
Mike Kobayashi  
Duane Kurisu  
Linda Lingle  
Warren Luke  
Lynn Madden  
Edison Miyawaki  
Shaun Mukai  
Conrad Nonaka  
Fred Perlak  
Kelvin Ro  
Mike Rock  
Warren Shon  
Nate Smith  
Dennis Teranishi  
Mark Teruya  
Cha Thompson  
Joyce Tomonari  
Larry Tseu  
Sharon Twigg-Smith  
Jenai Wall  
Molly Watanabe  
Sharon Weiner  
Betty Wo  
Adam Wong

The overall cost of the Festival is \$1,591,800 with revenue budgeted at \$1,895,800. A portion of the net revenue of \$160,000 generated will benefit the Hawai'i Agricultural Foundation and the Culinary Institute of the Pacific. The attached budget outlines the Festival's major sponsors including The Hawai'i Tourism Authority, Hawaiian Airlines, Food & Wine Magazine, American Express, Southern Wine & Spirits, Anheuser Busch, Ruth: Edelman Integrated Marketing, Kamehameha Schools and Sub-Zero Wolf.

Any additional revenue exceeding the \$160,000 will be allocated to the 2012 Festival to expand the Festival beyond Waikiki and to our neighbor islands. The Foundation has a signed agreement with the Hawaii Tourism Authority for the next three years to organize and grow the Festival.

Thank you very much for your support and consideration. Should you have any questions, please do not hesitate to call Denise Hayashi, 386-2538.

Mahalo!

Dean Okimoto

*Chairman of the Board, Hawaii Agricultural Foundation*

<u>2011 Overall Sponsor/Foundation Revenue</u>	<b>2011 - 2012 HFWF Budget</b>		<b>Total</b>		
	<u>Cash</u>	<u>In-Kind</u>			
Hawaii Tourism Authority	\$125,000		\$125,000		
Food & Wine Magazine		\$100,000	\$100,000		
Hawaiian Airlines		\$156,500	\$156,500		
Southern Wine & Spirits	\$10,000	\$100,000	\$110,000		
Ruth Integrated Marketing: Edelman Worldwide		\$200,000	\$200,000		
The Waikiki EDITION		\$56,933	\$56,933		
Halekulani	\$10,000	\$56,933	\$66,933		
Hilton Hawaiian Village	\$10,000	\$66,934	\$76,934		
Star-Advertiser	\$10,000	\$50,000	\$60,000		
aio group		\$65,000	\$65,000		
Anheiser Busch	\$20,000	\$10,000	\$30,000		
HVCB		\$30,000	\$30,000		
OVB		\$20,000	\$20,000		
Hawaii State Department of Agriculture	\$40,000		\$40,000		
American Express	\$12,500	\$5,000	\$17,500		
Kamehameha Schools		\$25,000	\$25,000		
Enterprise Rent-A-Car		\$5,000	\$5,000		
Sub-Zero	\$10,000	\$40,000	\$50,000		
88 Tees	\$5,000	\$5,000	\$10,000		
Donations from Farmers		\$25,000			
Volunteers		\$10,000			
<b>Waikiki Edition</b>					
\$3,000 @ 4 (Bottle Service)	\$12,000		\$12,000		
\$2,000 @ 7 (Bottle Service)	\$14,000		\$14,000		
\$200 @ 500 pax	\$100,000		\$100,000		
<b>Halekulani</b>					
22 @ \$10,000	\$220,000		\$220,000		
<b>Hilton</b>					
1 @ \$10,000	\$10,000		\$10,000		
20 @ \$5,000	\$100,000		\$100,000		
80 @ \$2,000	\$160,000		\$160,000		
<b>Cash/In-Kind Grand Total</b>	<b>\$868,500</b>	<b>\$1,027,300</b>	<b>\$1,895,800</b>		
<b>Grand Total</b>					

2011 Overall Expenses	2011 - 2012 HFWF Budget		Total		
	Cash	In-Kind			
<b>Administration</b>					
Coordination Fee (3)	\$70,000		\$70,000		
<b>Operations</b>					
Chefs Honorarium - \$1,000 (18 nonlocal)	\$18,000		\$18,000		
Chefs Honorarium - \$500 (12 local)	\$6,000		\$6,000		
<b>Travel</b>					
15 Chefs @ \$4,000		\$60,000	\$60,000		
4 Chefs from Asia @ \$8,000		\$32,000	\$32,000		
30 Prep @ \$1,750	\$9,000	\$43,500	\$52,500		
8 Prep from Asia @ \$2,500	\$4,800	\$15,200	\$20,000		
4 Winemakers/Sommeliers @ \$1,750	\$1,200	\$5,800	\$7,000		
Change Fees/Other Contingency	\$50,000				
<b>Hotel</b>					
19 Chefs @ \$600 @ 4 nights + other inkind		\$45,600	\$45,600		
38 Prep @ \$200 @ 4 nights		\$30,400	\$30,400		
6 Winemakers @ \$200 @4 nights		\$4,800	\$4,800		
Ground Transportation		\$5,000	\$5,000		
Meals for Chefs	\$25,000		\$25,000		
Kamehameha Schools Taste of Heeia		\$25,000			
Beverage		\$110,000			
Edition Expense	\$50,000	\$30,000			
Halekulani	\$70,000	\$30,000	\$100,000		
Hilton	\$70,000	\$40,000			
Food Cost	\$100,000	\$25,000			
Two Full Kitchens (auction item)		\$40,000			
Event Entertainment	\$10,000		\$10,000		
Décor/Signage	\$10,000		\$10,000		
Postage	\$1,000		\$1,000		
Photographer (3 days)	\$5,000		\$5,000		
Volunteers	\$7,500	\$10,000	\$17,500		
T-Shirts		\$5,000	\$5,000		
Farmers' Market Food Demos Event (2000 pax)	\$2,000		\$2,000		
Advertising/Public Relations/Branding	\$7,000	\$200,000	\$207,000		
Advertising		\$245,000	\$245,000		
Web-Design/Mgmt (Building Website and Mgmt	\$8,000		\$8,000		
Printing Collateral	\$20,000	\$25,000	\$45,000		
Other Advertising Services	\$20,000				
<b>Cash/In-Kind Expenses</b>	<b>\$564,500</b>	<b>\$1,027,300</b>	<b>\$1,591,800</b>		
	Page 2				
<b>OVERALL TOTAL EXPENSES</b>			<b>\$1,591,800</b>		
<b>NET REVENUE</b>			<b>\$304,000</b>		

PE-12-017K

2011 - 2012 HFWF Budget

7/29/2011

Operating Reserve for 2012

Beneficiaries

Hawaii Farm Bureau Foundation for Agriculture

\$80,000

KCC Culinary Institute of the Pacific

\$80,000

Contribution to Community

160,000

Funding for 2012 Event

144,000

PE.12.017K