2018

Kalaheo Art Space

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Kalaheo
Art
Space
Executive Summary

On Oahu, our local art scene is seeing a renaissance of sorts when it comes to contemporary art practices mixed with local flavor. Kaka’ako area is a great example of this. Kaka’ako and China Town on the island of Oahu are new venues and outlets of contemporary theories and methods of showcasing art and the new generations both social and economic ideologies that have been adapted for island life.

While all of this is happening, there still isn’t a place where creatives on Isle can go to create, collaborate and grow their artistry all in one permanent place. More often than not, these new establishments are using makeshift areas and or any available space to hold events, gather for creating art or celebrating what they’ve accomplished in this community. That’s where we come in.

What We Do
We provide studio space and rental equipment such as lights and camera housing and film and art supplies by our proposed partner Treehouse.

Mission
Our mission is to provide an outlet for our creative community that enables new forms of culture to flourish for all of the Aina Ohana and creates exposure of local artistry within the world market.
Kalaheo Art Space will house a dark room, work spaces and classes for artists of all ages and levels. We will have monthly programming, special events and showcasing local talent.

The space itself will be a converted house on farmland located on the east side of the island close to the beach. It will be open to the general public and membership programs as well as eventually housing artists in residence. In partnership with our communities existing residency programs on all islands, there will also be a store where pieces from local artists whose message we believe in will be featured.

Exposure is important for us. Not only for our establishment but also for the community that we are entering and the members that have put so much time and effort into their work.
• One Time Photo Studio $25/hr
Use the space for the day! Lights and one time seamless provided. Change of background colour $4 each switch. Come 15 minutes ahead of reservation for equipment check out and space inspection

• Seven day pass w/ workspace $125
Perfect for freelance work that includes four hours of studio time followed by a designated workspace for the rest of the week to get all your work completed. Two supply requests are required. Two free seamless changes. That can include film, paper, printing supplies and even storage space

• Monthly Studio Use Only $275
Priority studio bookings, more equipment offered as well as production partnerships with local companies and supplies, access to a network of professional artists and designers

• Monthly w/ workspace $375
24/7 access to a dedicated space, a full suite of printing equipment and machinery, as well as production partnerships with local companies supplies, access to a network of professional artists and designers.

• Annual Studio Use $850
First priority studio bookings, exclusive off site shooting / equipment possibilities 24/7 access to a dedicated space, a full suite of printing equipment, as well as production partnerships with local companies and supplies, access to a network of professional artists and designers. Exclusive access to KALAHEO events

• Annual w/ Workspace $1500
First priority studio bookings, exclusive off site shooting possibilities 24/7 access to a dedicated space, a full suite of printing equipment, as well as production partnerships with local companies and supplies, access to a network of professional artists and designers. Exclusive access to KALAHEO events
An exciting key point in our programming will be our simple to use app designed by local UX and graphic designers from the University of Hawaii Manoa.

It will create a seamless transition from planning your activities to whatever you may need to finish the project.

On the application itself you can book your studio at home, see the price list of services provided, choose what music to play through our sound system, request supplies, and reserve equipment so that when you arrive, our artists can get straight to work!

Membership opportunities such as an in-app credit program for ordering supplies for your studio time, therefore making it easier for artists to write off expenses in their taxes.

Monthly invoices and payment options will also be on the app as well as a contact list that features all of our members with their websites in hopes to further the creative dialogue and enable collaborative creativity in a variety of ways.
Millenials Increase Creative Industries

Marketing of our membership program and all of its options will be key. It sets us apart from other foundations and businesses in our field because we offer them everything they need to be creative.

We must successfully carry out the message that all of what we offer is not hard to do but fun and easy for all to try and succeed at. Show our investors what we do for our patrons and make that price point for both one time use and memberships attractive and understandable.

The U.S. Census Bureau’s statistics from the American Community Survey 2013 was the first time this demographic has earned salaries above the national average.

The data shows the median earnings of young adults has fallen nationally since 2010.

Hawaii has kept steady over the same period of time in comparison. This is a clear example of why Kaka’ako is now booming with creativity and new, young local businesses. They’re taking risks.

In Hawaii, young adults can afford our membership program at a higher rate than other places. The cost of living is higher for most and for the creative industries. Luckily for Kalaheo Art Space, we recognize that and find ways to provide and add to the community.
Social media is still not an essential part of how businesses run and operate in the same way as mainland counterparts. Hawaii, while taking a less immersive approach in everyday life is still affected by this new necessity but in a less corporate sense.

The islands and industry is small enough where word of mouth and physical marketing becomes a more effective tool in most cases than a massive social media strategy. Only recently can we see a positive noticeable response from in-app and online marketing strategies. All of which is still less effective than physical methods.

From 2011 to 2015 we see a 19.4% increase in creative industry jobs come in second place to education and healthcare careers. This provides the proof that the arts and creative minds in this demographic exist. With numbers like what we see, the business we’re creating here will absolutely have a place within the local market. It tells us that the potential and talent exists.

Hawaii is diverse and so are the artists. A specific algorithm for what our target demographic can be is not something that can be pinned down. We can, however, clearly identify the area of this community that needs us. We can say that this is beneficial mostly to the millennial market.

Kalaheo Art Space would like to not only connect with the millennials and related demographics but also older and more locally established artist in the community. We’re not here to create a new scene entirely. Rather our purpose is to encourage and provide permanency to what’s already here and longevity to what we can create in the future. Being apart of local monthly events that millenials and creative people go will be very beneficial. These are mostly creative industry fairs such as First Friday in China Town, Pow Wow Hawaii and even Hawaii Fashion Month that will also increase business.
Operations Director

- Overseeing all operational activities for Kalaheo Art Space
- Identifying opportunities to streamline business processes and systems
- Defining performance management for operational success
- Reporting to the board on operation activities towards business goals and meeting mission statement
- Finding ways to increase day to day efficiency
- Working alongside other members of the Kalaheo Art Space
- Overseeing all aspects of day to day management of the operations team
- Researching opportunities for cost savings across Kalaheo Art Space
- Staying up to date with technological changes within the industry
- Directing all operational activities

Membership / Development

- Major Gifts / Project Support
- Membership Programs
- Biannual Appeals
- Annual Benefit / Fundraising Events
- Coordinates membership and fundraising events
- Prospect research, and corporate and institutional partnerships
- Goal is to raise funds for the full range of Kalaheo Art Space’s activities, exhibitions, public programs, collection

Exhibitions and Collections Director

- Making sure all projects are completed on schedule and within budget.
- Contributing to creating efficient exhibition installation schedule and manages vendors during installation
- Developing and using Computer-based methods throughout the design process.
- Organizing inventory records and managing design elements stored offsite (aka bring on local freelance designers for show cards and marketing)
- Maintaining electronic archive with design drawings, technical specifications as well as a materials and furnishings inventory.
- In all design, ensures adherence to conservation requirements, accessibility guidelines, and

Accountant
(outsourced)
Kalaheo Art Space

Positions

Education / Programming

• Internship Program – professional training in the fields of magazine and book publishing, editorial, marketing and design, communications, not-for-profit, and exhibition management, development and arts education. Preference goes to art and business students of the University of Hawaii school system.
• Assist with developing content for a quarterly education newsletter
• Coordinate group visits and educational tours
• Assist with drafting educational materials, which include: learning guides, tour materials, exhibition resources, and procedure packets for work scholars.
• Contribute to the research of a strategic, targeted contact list for the department’s various programs
• Maintain all customer service e-mail accounts (Education, internships, school shows, and future book awards from future in-house publishing)
• Help with the promotion of educational programming in partnership with Treehouse
• Draft contracts, schedules, and other administrative documents
• Organize/purchase materials for classes and workshops
• Organize and maintain the “Resources” page online.

Sales Room Manager

Help to maintain a high level of visual standards.
• Passionate about customer experience and environment.
• Consistent “can-do” attitude.
• Willing to take on additional projects.
• Maintains a consistent presence on the sales floor.
• Development of stock handling and processing procedures.

Fundraising Director

• Develop a fundraising strategy in collaboration with the Director, vendor, and sponsors.

• Manage a portfolio of existing and new foundation donors, creating opportunities to engage new foundation donors.

• Directing the financial strategy of Kalaheo Art Space, financial forecasting all revenues and expenditures, the custody of assets, and the investment of funds.

• Managing the development and implementation of the annual budget is a key role.

• Create a financial analysis of all organizational operations.

• Handling accounts payables, accounts receivables, and royalties.

• Study, analyze, and report on trends to create opportunities for the growth of Kalaheo Art Space. Assuring the highest standards of financial management and GAAP practices with a particular sensitivity to the needs of a 501(c)(3) corporation.
Board of Trustees

Our board of trustees has the power and influence to get out there and bring in both patronage and trust from other on isle foundations. Leadership and governance are important. Board members for us will include those who share our mission values such as prominent members of local businesses, local government figures, lawyers who are passionate about the work we do as well as artists from our local community so that we may understand what our customers need on every level of our foundation.

Supporting local institutions that give back to our islands is rooted deep within the Hawaiian islands. Starting with the Hawaiian Monarchy, we see the spirit of Queens Emma, Liliuokalani, Kapiolani, and even King Kalakaua every day within our modern society. Many local philanthropists such as the Bishop and Atherton families lead by example for how important foundations like ours is to be around. The sense of community is strong and carrying out that “kuleana” or duty, starts at the top.

Directors and Curators

Our directors and curators play such a vital role in all of this. They find the talent and broadcast their work for the world to see. With every show comes publicity and behind all of that is a team who cares deeply for local talent put the artists and work in the best light possible. By putting together amazing shows, they’ll land that publicity each time. Creators are just as important as the artists themselves. They shape and mold the observation you’ll have of each piece. This is crucial for success.

Interns are key. Currently, they pos everything they see, share visuals that they like and with that comes a large sum of free publicity. If we give interns the tools and experience to keep our industry afloat, then we can reach our goal of longevity and security of our foundation. With more members and contributions from our customers comes great recognition within our community and thereafter leading to becoming a player in the markets abroad.

Every time an artist uses our facilities in any way, they take with them a good experience of being able to create something. In time our reputation grows within the artists’ community and we build a sense of trust and responsibility for them.
Hawaiian Airlines

A great investor we have is Hawaiian Airlines. With outlets of exposure, we can appeal to visitors and be seen by so many different types of people and demographics. “Hana Hou!” is their in-flight magazine. A local art talent column with a mention of Kalaheo Art Space in each featured article would be so perfect. “Hana Hou!” reached a record 11.5M passengers in the last quarter of 2017. With this type of exposure, our mission to showcase local artistry to the world would be met in its entirety. This also shows passengers and investors that they care deeply about our Aina. This holds in good favor with locals here in Hawaii. Hawaiian Airlines is favored here due to mass employment opportunities. They have about 100,000 employees and 98% of those people come from or live within our state, meaning it is a company that Hawaii trusts.

Spam

Residents on isle have the highest per capita consumption in the United States. The perception in the islands is very different from the mainland. This makes spam a perfect sponsor for our space. Spam is trusted because of what it has done for our families for so many years. It is a trusted brand and above all dependable.
This is why the company will make not only a good sponsor financially but also for gaining the trust and respect from our local community. The Spam company has a museum in Austin, Minnesota. While it is not a 501(C)3, it is free to enter. With the museum attendance, a partnership with Kalaheo Art Space is perfect.
We plan to hold annual contests where local artists incorporate the Spam product in whatever way they desire, in whatever medium they wish, and with a final deadline at the Hawaii Food and Wine Festival. This can also help the Spam company when it comes to how it interacts and gets involved with our community.

Treehouse Art Supply

Treehouse is a gigantic port of entry into this community. It has really set the tone and style for events and networking within the new art scene on Oahu. Currently, they send out the film to California. This creates a longer wait time and definitely higher than the ideal price for something that in New York would cost two or three dollars within a day. Kalaheo Art Space has a large selling point of having it’s own dark room and printing set up.
Treehouse can use it for their classes, the Hawaii Community College students can benefit from the studio space to shoot as well as developing their film. For non members who just want film developed and printed or put on a file, we can do that as well. Contact sheet and the works!

Nella Media Group

We must successfully carry out the message that all of what we offer is not overwhelming but fun and easy for all to be successful with. Show them what we do for our patrons and make that price point for both one time use and memberships attractive and understandable. Nella Media Group is a contemporary and new media publicity company within the islands.
With most of its content being cloud based, their costs are low and therefor, so are their fees. NMG is here to help promote and create innovative marketing technique for independent creatives. They also have award winning publications that feature their clients and local artistry within the local art world. Flux Magazine in Hawaii is a periodical as well as Lei. With their assistance in marketing and ad development, we should see a strong trust between our clients and Kalaheo Art Space.
Start and Learn

- Hawaiian Airlines and Spam are our main investors. Starting with a combined 3M as capital.
- Community outreach and initial marketing will be huge and crucial at this first step.
- The first year is really about the internal operations of the building.
- Learning what our patrons need in terms of services.

Partner Up

- Local foundations and philanthropic families come into play as a whole.
- The foundations we’ve chosen and who have agreed to work with us all have missions and core values that line up with what we are trying to do and accomplish.
- Educational programs will be in full swing.
- Check off a multitude of qualifying prerequisite of grants and financial agreements that we have with these local institutions.
- Less funding from main investors is required.
- More support from surrounding foundations and family grants.
- Higher membership and use of customer services.
- Revenue from the gallery sales.
- Special project exhibitions start.

Programming

- Partnership with the university has gone into play.
- Producing revenue for both studio and studio and equipment use as well as state accreditation needed for students of both high school and colleges for internships.
- Exhibition room as a rental space for any events.
- Required funding from our main investors is no longer needed at the same dollar amount.
- Show investors that Kalaheo is now a fully functional machine and worth their investment as a successful business venture

Expand Ventures

- A well-oiled machine in context to operations.
- The annual gala will be picking up more of a profit than we have seen before and will continue to do so from now on.
- A good next step such as a magazine takes a lot of work and trust in both the foundation and our patrons’ loyalty to what we are here to do for them.
- Considerations and provisional research for expanding property.
- *Big Island campus for science / biology work partnered with science / space programs on isle. aka Mauna Kea
One of the largest parts of our mission is to “to provide an outlet for our creative community that enables new forms of culture to flourish for all of the Aina Ohana and creates exposure of local artistry within the art world and market.”

The biggest goal we have is making sure our artists make it to any recognized venues and platforms. There is so potential within the islands and it’s going to take a lot of work. One way we can begin that process is by working on the local level and strengthening what is already there. We can do that by our programs and integration with the art world in the Pacific. With the established communities that have been spearheading this art scene and whoever joins along the way, Kalaheo Art Space can spread the passion for the arts to all the people in Hawaii. Once we have their trust and blessing, we can continue to push forward our artists using the social media and news, forums and periodicals abroad and assisting with group shows in many different parts of the country.

Local news at five and six PM in the islands is such an important part of everyday life. Eventually, Kalaheo Art Space can sponsor a weekly segment where an artist or event can be featured. Just like the rule with social media is to “just keep posting”, with our sponsored news segment we will just keep sharing.

YEAR 1
Hawaiian Airlines and Spam are our main investors. Starting with a combined 3M as capitol should not only provide the space but show our partnered supplies stores and educational programming outlets that we mean business and that Kalaheo Art Space will be around for a long time Community outreach and initial marketing is huge and crucial at this first step.
The first year is really about internal building. After initial operations and what we offer, learning what our patrons need in terms of services

YEAR 2
Local foundations and philanthropic families come into play as a whole within our second year of operation. The foundations we’ve chosen and who have agreed to work with us all have missions and core values that line up with what we are trying to do and accomplish.
Educational programs will be in full swing therefor check off a multitude of qualifying prerequisites of grants and financial agreements that we have with these local institutions.
Less funding from main investors are required now because we have more support from surrounding foundations and family grants, higher membership and use of customer services as well as revenue from the gallery sales.

YEAR 3
Educational programming is in full swing! Not only do we now have self run programs but now our partnership with the university has gone into play. Producing revenue for both studio and studio and equipment use as well as state accreditation needed for students of both high school and colleges for internships. Year three also gives way to using our exhibition room as a rental space for any events including those that might not have to do directly with the art world. Considering the new developments going into play, the required funding from our main investors is no longer needed at the same dollar amount. This should show them that Kalaheo is now a fully functional machine and worth their investment as a successful business venture.

YEAR 4
In our fourth year, things stay pretty solid as an operation. We focus on planning ahead for what will soon become a new publication venture.
By our fourth year Kalaheo Art Space is a pretty solid and stable part of the local art world. So much so that our annual gala will be picking up more of a profit than we have seen before and will continue to do so from now on.
Year four might not have big gains for us but planning out a good next step such as a magazine takes a lot of work and trust in both the foundation and our patrons.
# Four Year Plan

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## Projected Costs

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Personal photos of David Hanlon