



# 13th Annual Utah Pacific Island Heritage Month Kick-Off

Economic and Community Development

## Requester Information

**Legislator Name:** Harper, Wayne A.

**Created Date:** January 28th 2025

**Submitted Date:** January 28th 2025

## Section 1: Requester Details

### Description:

We are requesting funding to support the 13th Annual Utah Pacific Island Heritage Month Kick-Off, an event celebrating and sharing Utah's rich history of Pacific Islanders since the 1800s. This gathering provides an opportunity for attendees to learn about the cultural contributions and historical significance of Pacific Islanders in Utah. With 5,000-8,000 participants, it also supports local businesses from challenged neighborhoods, helping them expand their reach and grow their confidence as business owners of food, services, performing arts, and many other industries. The event builds community unity and highlights the interconnected histories that shape Utah today.

### Legislative designee contact information:

**Name:** Susi Feltch-Malohifo'ou

**Organization:** Pacific Island Knowledge 2 Action Resources (PIK2AR)

**Position:** Chief Development Officer/Co-Founder

## Section 2: Funding Information

### How will the appropriation be used?

Category		One-time	Ongoing
Personnel Services	2025:	\$0.00	\$15,000.00
	2026:	\$15,000.00	
In-State Travel	2025:	\$0.00	\$0.00
	2026:	\$0.00	
Out-of-State Travel	2025:	\$0.00	\$0.00
	2026:	\$0.00	



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Category	One-time	Ongoing
Supplies and Equipment	2025:	\$0.00
	2026:	\$20,000.00
Technology Purchases	2025:	\$0.00
	2026:	\$0.00
Infrastructure/Capital Investments	2025:	\$0.00
	2026:	\$0.00
Other Charges/Pass Thru	2025:	\$0.00
	2026:	\$15,000.00

## Expenditure Total

One-time 2025	One-time 2026	Ongoing 2026
\$0.00	\$50,000.00	\$50,000.00

## Funding Sources:

### General Fund

Amount Requested:

2025 (One-time)	\$0.00
2026 (One-time)	\$50,000.00
2026 (Ongoing)	\$50,000.00

## Revenue Total

One-time 2025	One-time 2026	Ongoing 2026
\$0.00	\$50,000.00	\$50,000.00

Is this a multi-year project?

Yes



**Is this project scalable if the Legislature does not fund the full requested amount?**

Yes

**A short explanation describing how the project might be scaled?**

This event could scale by expanding into a multi-day celebration with unique themes, such as cultural heritage workshops, a marquee rugby exhibition game featuring international teams paying the Utah Warriors Rugby Team and a music festival with Pacific Islander headliners like the Jets. Additional funding and partnerships would enable broader outreach, enhanced programming, and increased vendor participation, driving greater economic and cultural impact while maintaining free access to the main event.

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## Section 3: Agency Information

**Subjects:**

ARTS

Economy

**Agency:**

710 / Cultural and Community Engagement

**Type of entity to receive pass-through funding:**

Private Not for Profit

**Grant recipient**

No

**Requested Direct Award Grant Recipient**

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## Section 4: Performance Outcome Measurement



### **Who would benefit the most from this request (who is the target audience)?**

This event benefits everyone who attends by providing an opportunity to learn about Pacific Islander history in Utah while enjoying a free, fun, family-friendly educational experience. Attendees can explore Pacific Island foods, performing arts, businesses, and crafts, fostering community unity and cultural understanding. Free vaccinations and backpacks with school supplies further support a mi lies. Local businesses and resource providers benefit by expanding their customer base and increasing their income. With scaling, Utah's economy stands to gain through increased tourism and local spending, while concertgoers and rugby fans enjoy access to world-class performances and matches. Ultimately, this event strengthens community connections while celebrating Utah's rich cultural fabric.

### **What is this project or program intended to accomplish?**

The program aims to celebrate and share the rich history, heritage, and contributions of Pacific Islanders in Utah, fostering community unity and cultural understanding. It provides opportunities for attendees to learn about Pacific Islander traditions through food, performing arts, businesses, and crafts, while also offering essential services like free vaccinations and backpacks with school supplies. The program supports local businesses by expanding their customer base and income and connects resource providers with a community that is often hard to reach. Ultimately, it seeks to strengthen relationships across communities, promote economic growth, and establish a lasting platform to celebrate and preserve Pacific Islander culture in Utah.

### **How will the Legislature know whether the project or program achieved its intended purpose?**

The Legislature can measure the program's success through several key indicators: the number of attendees, which typically ranges from 5,000 to 8,000, demonstrating strong community engagement; the distribution of free services such as vaccinations and school supplies, highlighting the program's tangible support for families; and feedback from participants, businesses, and resource providers. Success can also be evaluated through the economic impact, including increased sales for local businesses, the expansion of resource providers™ reach, and tourism-related spending. Additionally, media coverage and social media engagement can provide qualitative insights into the program's cultural and community impact, ensuring transparency and accountability for its outcomes.



## **Section 5: Other Supporting Documents**

**Intent Language Documents**

**Previous Funding Documents**

**Full Time Employees**

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