



# COUNTY OF HAWAI'I

QUALIFICATION TO PROVIDER  
PROFESSIONAL SERVICES

JUNE 16, 2025

# Expression of Interest



June 16, 2025

Ms. Kehaulani M. Costa, Administrator  
Housing and Community Development  
County of Hawai'i  
1990 Kino'ole Street, Suite 102  
Hilo, HI 96720  
Email: ohcdporfserv@hawaiicounty.gov

RE: Letter of Interest to Provide Professional Services for (HRS 103D-304) the fiscal year 2025-2026

Aloha Ms. Costa,

We would like to express our interest in providing the following services to the Housing and Community Development, County of Hawai'i:

- OH.1 Community Planning (Community Engagement, Strategic Planning)

Our firm information is to follow:

- |    |                             |  |
|----|-----------------------------|--|
| 1. | Firm Name:                  | DTL Limited Liability Company (dba DTL LLC)        |
| 2. | Contact Name:               | Mālia Ka'aihue, Principal                          |
| 3. | Telephone number:           | 808-593-3048                                       |
|    | Email:                      | malia@dtlhawaii.com                                |
|    | Address:                    | 725 Kapi'olani Boulevard, C402, Honolulu, HI 96813 |
| 4. | Age of Firm:                | 13, established in 2012                            |
| 5. | Average # of Employees:     | 5  |
| 6. | Federal Tax I.D. Number:    | 46-0947925   |
| 7. | Hawai'i General Excise Tax: | GE-147-589-9392-01                                 |

We believe our overall team brings the necessary skills, strength, and expertise needed to ensure the success of your projects.

Respectfully Submitted,

Mālia Ka'aihue,  
President – Principal Strategy

# Our Methodology

## Mo'ō Methodology

We frame our practice within a Hawaiian sense of place, because to know a place is to know its environment, its people, and its culture across time. The place sits at the intersection of Hawai'i's past and future, the physical and cultural. Understanding it gives way to opportunities, obstacles, and points of convergence. We know that with each client, the best way forward is a matter of orientation; where you come from, where you are, and where you are going. If strategy is a process of repositioning, we believe that success requires the alignment of a client's genealogy, journey, stories, and values. In this proposal, we have organized our deliverables into four key sections: Mo'okū'auhau (Genealogy), Mo'olelo (Stories), Mo'oka'i (Journeys), and Mo'owaiwai (Values).

### MO'OKŪ'AUHAU

#### Genealogy

We start each project at its source, using cultural and historical research to trace its lineage from origin to outcome, ensuring informed decisions that optimize results and minimize risks.

### MO'OLELO

#### Stories

Navigation is both science and art. We use expertise, observation, and intuition to guide the journey, adapting as needed. Listening to the stories of a place and its people reveals the path forward, while sharing fosters inclusion, trust, and continuity.

### MO'OKA'I

#### Journeys

We craft visuals, messaging, and promotions that tell the story of a shared future. Every journey is part of a larger narrative, and at the heart of every client's story is change.

### MO'OWAIWAI

#### Values

We help you uncover your core values, enabling you to share them effectively through your work. In Hawai'i's increasingly complex business landscape, understanding why you excel—beyond what you do or make—is key to navigating change and staying competitive.

# About DTL

DTL (pronounced detail) is a group of multidisciplinary professionals that engage a collaborative approach drawing from our diverse backgrounds and experiences to produce comprehensive services for our clients. We are sought out for our wide expertise and explicit attention to details providing value beyond our client's expectations.

DTL is a Hawai'i based strategy studio that has built a respected reputation within our community as a creative interpreter of culture through planning and design. DTL's understanding and knowledge of Hawai'i's sensibilities and sensitivities has resulted in significant successes in facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

## STRATEGY

Positioning  
Training  
Coaching  
Executive Placement  
Entitlements

## DESIGN

Branding  
Graphic Design  
Content Development  
Web/Mobile Development  
Environmental Graphics

## PLANNING

Community Engagement  
Cultural Integration  
Placemaking  
Events  
Cultural Programming

## COMMUNICATIONS

Public Relations  
Crisis Management  
Media Relations & Training  
Social Media  
Translations

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### office

725 Kapi'olani Blvd.,  
Suite C400  
Honolulu, Hawai'i  
USA 96813

(808) 593.3030 PH

[dtlstudio.com](http://dtlstudio.com)

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founded 2015

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staff 12 Employees  
(average over past 5 years)

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partners Mālia Ka'aihue Ph.D.  
*President*

Jason Antonio  
*Vice President*

Adam Wong  
*Vice President*

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### point of contact

Mālia Ka'aihue  
(808) 593-3048  
[malia@dtlhawaii.com](mailto:malia@dtlhawaii.com)

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Our Team



# Mālia Ka'aihue PhD

## Principal, Strategy

Through her work at DTL as Principal overseeing Strategy, Mālia develops and executes strategic methods for community and corporate planning that are culturally appropriate, environmentally minded, and relevant for our clients. Mālia uses her dynamic expertise in Hawaiian history, politics, and language combined with her experience in government, community and business relations to provide critical thought around deploying cultural and community methods to solve modern day industry challenges.

Mālia is a graduate of the University of Hawai'i (UH) where she earned a Bachelor of Arts in both Hawaiian Studies and Hawaiian Language and a Master of Arts in Political Science. Mālia was an 'Ōiwi Doctoral Fellow and completed her Doctor of Philosophy in Political Science specializing in Indigenous Politics. Following her graduation, she spent eight years teaching at several UH campuses and served as the Director of Native Hawaiian Career and Technical Education at Leeward Community College. She was recruited by the Office of Hawaiian Affairs to assist in leading their newly established research division and was soon promoted to Chief Knowledge Officer. Mālia is also the founding editor of MANA Magazine and continues to serve on its advisory board. In April 2013, she was added to an elite list of female leaders as one of Pacific Business News' Women to Watch.

### education

University of Hawai'i at Mānoa  
 PhD Political Science, 2010  
 MA Political Science, 2005  
 BA Hawaiian Studies & Hawaiian Language, 2003

### affiliations

Council for Native Hawaiian Advancement  
 Board Member, 2019-2020

Ka Honua Momona  
 Board member, 2016-Present

Omidyar Fellows  
 2016-2017 Cohort V

Pacific Century Fellows  
 2016 Cohort

Reach the Runway  
 Founding Board member, 2016

Native Hawaiian Legal Corporation  
 Board member, 2015-Present

Nā Kama Kai  
 Founding Board member, 2008-Present

'Ōiwi Akamai Fellow  
 2008

DTL Foundation  
 Vice-President, Director  
 2023-Present

### awards

Hawaii Business Magazine Awards  
 2019 20 for the Next 20

Pacific Business News  
 2017 PBN Industry Leader  
 2019 25 Women Owned Businesses  
 2016 40 under 40  
 2013 Women to Watch

### selected projects

- |  |  |
|--|--|
| Center for Hawaiian Music & Dance                          | Kamehameha Schools<br>Mō'ili'ili Gateway Center      |
| City & County of Honolulu<br>Kāpālama Canal Revitalization | Kupōpolo Heiau<br>Restoration Master Plan            |
| Energize Kākou: Hawai'i State Energy Office                | Līlia Waikīkī  |
| International Market Place                                 | Mākena Golf & Beach Club                             |
| Kamehameha Schools Hawai'i<br>'Ōiwi Edge Summit            | NextEra Energy                                       |
| Kamehameha Schools<br>Hawai'i Campus Strategic Planning    | Office of Hawaiian Affairs<br>Kūkaniloko Master Plan |
| Kamehameha Schools<br>Maui Campus Strategic Planning       | Office of Hawaiian Affairs<br>Kaka'ako Makai         |
| Kamehameha Schools<br>Kapālama Campus Leadership Workshop  | The Eddie Aikau Big Wave Invitational                |
| Kamehameha Schools<br>'Ohana Engagement                    | Wahi Pana: Storied Places                            |
| Kamehameha Schools<br>Community Engagement & Outreach      | Ward Villages  |



# Jason Antonio

## Principal, Design

A Hilo native, Jason is the VP of Branding for DTL. Jason has 20 years of experience producing graphics for industries in both the private and public sectors. His experience includes environmental graphics and signage, publishing reports, and designing marketing collateral (print, websites and videos). He is also experienced in two-dimensional and three-dimensional rendering of plans and image illustrations. Unique to his skill set is his expertise in informational and presentational graphics for Architecture, Engineering and Construction (AEC) documentation, as well as its planning and permitting process. Jason leverages his experience gained from different disciplines to find innovative solutions that meet the unique challenges of each project.

### education

University of Hawai'i at Mānoa  
BFA Graphic Design, 2001

### affiliations

Board Member, 2017-Present  
RiseHI

Native Hawaiian Chamber of  
Commerce  
Member, 2014-Present

Historic Hawai'i Foundation  
Member, 2012-Present

AIGA Honolulu Chapter  
Member, 2010-Present

DTL Foundation  
Vice-President, Director  
2023-Present

### selected projects

- |   |   |
|---|---|
| Datahouse / 'ike Family of Companies            | Mauna Kea Beach Resort  |
| 'Ekahi Health System                            | Turtle Bay Resort   |
| Energize Kākou: Hawai'i State Energy Office     | Native Hawaiian Education Council                             |
| First Foundation Bank                           | NextEra Energy  |
| Hanalei Plantation Resort                       | Office of Hawaiian Affairs<br>Kaka'ako Makai                  |
| Hilo Municipal Golf Clubhouse                   | Outrigger Waikīkī Beach Resort                                |
| Luana Townhomes at Honua Kai                    | Pāhoa Park Expansion  |
| International Market Place                      | Pearl at Kalauao  |
| Kamehameha Schools Marketing                    | RiseHI  |
| Honolulu Rail Transit Project                   | Sheraton Waikīkī<br>Redevelopment Plan                        |
| Kupōpolo Heiau Restoration<br>Master Plan       | SALT @ Our Kaka'ako   |
| Līlia Waikīkī                                   | University of Hawai'i at Hilo<br>College of Hawaiian Language |
| Leilani's On the Beach                          | Wahi Pana: Storied Places                                     |
| Maui Brewing Co.- Waikīkī, Kihei,<br>and Kailua | Young Brothers  |



# Jacob Aki

## Communications

Jacob Aki is a seasoned political and communications professional with nearly a decade of experience in government relations, electoral campaign management, and community engagement. As the founder of Kaiwi'ula Strategies, he collaborated with high-profile clients such as U.S. Congresswoman Jill Tokuda, Kamehameha Schools, and the Office of Hawaiian Affairs. Jacob's expertise includes public affairs, crisis management, and digital media strategy, cultivated through his tenure as Chief of Staff and Director of Communications for the Hawai'i State Senate. Currently serving as Public Affairs Manager for Alaska Airlines, he represents the airline in state and local government affairs while fostering community connections. Jacob is an active member of organizations dedicated to Native Hawaiian advancement.

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### education

The George Washington University  
Master's in Political Management, 2019

University of Hawai'i at Mānoa  
Bachelor's in Hawaiian Studies, 2016

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### affiliations

Democratic Party of Hawai'i  
Active Member

Association of Hawaiian Civic Clubs  
Active Member

Hale O Nā Ali'i O Hawai'i  
Active Member

Council for Native Hawaiian Advancement  
Active Member

Native Hawaiian Chamber of Commerce  
Active Member

Pā Ku'i A Lua  
Active Member

'Ahahui 'Ōlelo Hawai'i  
Active Member

Kamehameha Schools Alumni Association  
Active Member

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### selected projects

Actions of Aloha

Hawaiian Community Assets

'Āina Archaeology

Kapa'akea at Mō'ili'ili

Dawson/Hawaiian Native Corporation

Nā Kama Kai

Energize Kākou: Hawai'i State Energy Office

Outrigger Waikīkī Beach Resort

The Foundation for Global Sports Development

'Ōuli Farms

Kamehameha Schools Marketing

Palama Settlement

Hawai'i Visitors & Convention Bureau

Sidewinder Films

Wahi Pana: Storied Places

Waikīkī Historic Trail




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#### education

University of Hawai'i at Mānoa  
BA in 'Ōlelo Hawai'i, 2023

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# Kahanu Palencia-Cuban

## Research, Content Development

A proud advocate for the perpetuation of Hawaiian language and culture, Kahanu Cuban is a fluent speaker of 'ōlelo Hawai'i with experience in program development, cultural education, and content creation. Kahanu has served as a Kumu at Pūnana Leo o Mānoa and held roles with the Council for Native Hawaiian Advancement and Kanaeokana, where he managed grants, supported youth development initiatives, and curated Hawaiian language content. His work spans social media strategy, event planning, and teaching Hawaiian navigation and hula. Kahanu's commitment to empowering Hawai'i's youth and honoring cultural values is evident in his versatile contributions to community and education.

#### selected projects

Actions of Aloha	Kapa'akea at Mō'ili'ili
'Āina Archaeology	Nā Kama Kai
Dawson/Hawaiian Native Corporation	Outrigger Waikīkī Beach Resort
Energize Kākou: Hawai'i State Energy Office	'Ōuli Farms
The Foundation for Global Sports Development	Palama Settlement
Hawai'i Visitors & Convention Bureau	Sidewinder Films
Hawaiian Community Assets	Wahi Pana: Storied Places
	Waikīkī Historic Trail



# Lane Maki

## Project Manager / Account Lead

Lane Maki is a dynamic professional with expertise in fashion styling, cultural education, and event coordination. Fluent in ‘ōlelo Hawai‘i, Lane combines creative acumen with a strong foundation in Hawaiian cultural practices as a long-time hula dancer and active participant in the Merrie Monarch Festival. Currently an Executive Assistant and Junior Stylist at PANCI Style, Lane oversees production logistics for fashion and media projects. In addition, as a part-time teacher at Kula Kaiapuni ‘o Ānuenue, Lane integrates Hawaiian language instruction with personalized support for student development. Lane’s dedication to creativity, education, and cultural preservation defines her diverse skill set and professional journey.

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### education

University of Hawai‘i at Mānoa  
 Bachelor of Science in Fashion  
 Design and Merchandising,  
 Summa Cum Laude, 2022

University of Hawai‘i at Mānoa  
 Bachelor of Arts in Hawaiian  
 Studies: Hālau o Laka, Summa  
 Cum Laude, 2022

University of Hawai‘i at Mānoa  
 Minor in Hawaiian Language,  
 2022

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### selected projects

- |  |                                |
|--|--------------------------------|
| Actions of Aloha                             | Kamehameha Schools Marketing   |
| ‘Āina Archaeology                            | Nā Kama Kai                    |
| Dawson/Hawaiian Native Corporation           | Outrigger Waikiki Beach Resort |
| Energize Kākou: Hawai‘i State Energy Office  | ‘Ōuli Farms                    |
| The Foundation for Global Sports Development | Palama Settlement              |
| Hawai‘i Visitors & Convention Bureau         | Sidewinder Films               |
| Hilo Aloha                                   | Wahi Pana: Storied Places      |

Certificate of Insurance  
& Certificate of Vendor  
Compliance



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

06/03/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Atlas Insurance Agency, Inc. 201 Merchant Street Suite 1100 Honolulu HI 96813		<b>CONTACT NAME:</b> Karen Hong <b>PHONE (A/C, No, Ext):</b> (808) 533-3222 <b>FAX (A/C, No):</b> (808) 533-8777 <b>E-MAIL ADDRESS:</b>	
		<b>INSURER(S) AFFORDING COVERAGE</b>	
		<b>INSURER A:</b> RLI Insurance	
		<b>INSURER B:</b> *Hiscox Insurance Company Inc	
		<b>INSURER C:</b> *Broker: NMF Insurance Inc.	
		<b>INSURER D:</b>	
		<b>INSURER E:</b>	
		<b>INSURER F:</b>	
<b>INSURED</b> DTL, LLC 725 Kapiolani Blvd., Suite C402 Honolulu HI 96813		<b>NAIC #</b> 10200	

**COVERAGES****CERTIFICATE NUMBER:** 24-25 CCG23**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			PMB0001651	10/12/2024	10/12/2025	EACH OCCURRENCE	\$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ Included
							GENERAL AGGREGATE	\$ 4,000,000
							PRODUCTS - COMP/OP AGG	\$ 4,000,000
								\$
A	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			PMA0001043	10/12/2024	10/12/2025	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
A	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			PME0001074	10/12/2024	10/12/2025	EACH OCCURRENCE	\$ 2,000,000
							AGGREGATE	\$ 2,000,000
								\$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			PMW0001162	10/12/2024	10/12/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	
							E.L. EACH ACCIDENT	\$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000
B	Professional Liability			*P100.072.073.4	01/29/2024	01/29/2025	Each Claim	\$2,000,000
							Aggregate	\$2,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES** (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Proof of insurance certificate provided for coverages indicated.

**CERTIFICATE HOLDER****CANCELLATION**

DTL, LLC 725 Kapiolani Blvd. Suite C402 Honolulu HI 96813	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 

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STATE OF HAWAII  
STATE PROCUREMENT OFFICE

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

**Vendor Name:** DTL LIMITED LIABILITY COMPANY

**DBA/Trade Name:** DTL, LLC

**Issue Date:** 06/04/2025

**Status:** **Compliant**

Hawaii Tax#: w47571255-01  
New Hawaii Tax#: GE-1475899392-01  
FEIN/SSN#: XX-XXX7925  
UI#: XXXXXX7058  
DCCA FILE#: 98955

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

Relevant Experience



# Relevant Experience



James Campbell, Esq.



Mrs. Campbell (Abigail Kuathelani Maipinapina) with children Alice, Royalist, Abigail, and Ethel



Campbell Residence at Honolulu



In 2007, the James Campbell Company succeeded the Estate of James Campbell, a 107-year-old private trust that was the legacy of one of Hawai'i's foremost business pioneers. The Estate played a pivotal role in Hawai'i's history, from the growth of sugar plantations to the development of the City of Kapolei.

James Campbell Company LLC has two operating divisions: Real Estate Investment Management (REIM) and Kapolei Properties Division (KPD). REIM manages the Company's portfolio of high-quality income-producing real estate assets in 12 states and Washington, D.C. KPD is focused on the developable and leasable property in and around the City of Kapolei on the island of O'ahu, as well as on economic development and job creation in the Kapolei Region.

## Project Name

### The Cove at Ko Olina

## Start/End Dates

2024 - Present

## Client

Cove Campbell Kobayashi, LLC  
Kevin Penn, President & CEO, James Campbell Co  
1001 Kamokila Boulevard, Suite 200, Kapolei, HI 96707-2014  
(808) 674-6674, kevin.penn@jamescampbell.com

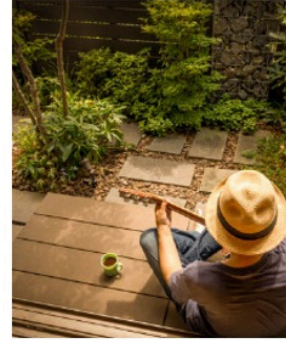
## Services Provided

- Strategic Planning/Management
- Community Outreach
- Cultural Programming

DTL partnered with Cove Campbell Kobayashi LLC to lead community engagement and cultural integration efforts for the redevelopment of The Cove at Ko Olina. To ensure the project honors the voices and cultural heritage of the 'Ewa and Wai'anae moku, DTL conducted community outreach and knowledge leader interviews to ensure that the project respects and integrates the community's voices and cultural heritage of the 'Ewa & Wai'anae moku while meeting the project goals and timeline.



## Relevant Experience



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### Project Name

**‘Ōuli Farms**

### Start/End Dates

2023-Present

### Client

‘Ōuli Farms

Joe Root, Founding Partner

[jroot@oulifarms.com](mailto:jroot@oulifarms.com)

### Services Provided

Project Planning/Management

Cultural Research/Interpretation/Concepting

Entitlements/Approvals

Branding

Graphic Design

Communications

Community Outreach

Cultural Programming

The ‘Ōuli Farms project on Hawai‘i Island aims to create a culturally rich, sustainable living community offering affordable, eco-friendly housing. DTL was contracted to lead planning, cultural research, branding, entitlements, communications, community outreach, and cultural programming, blending heritage with modern sustainability to strengthen community well-being.

# Relevant Experience



## Project Name

**Wahi Pana: Storied Places**

## Start/End Dates

2024-Present

## Client

Mayor's Office of Culture and the Arts  
 Marion Cadora, Interim Executive Director  
 550 S King St #102, Honolulu, HI 96813  
 (808) 768-6622

## Services Provided

- Project Planning/Management
- Brand Identity
- Marketing & Communications Plan
- Website Development
- Social Media Strategy
- Onsite Signage Design
- Event Planning

Wahi Pana, Storied Places is a temporary public art project by the City and County of Honolulu's Mayor's Office of Culture and the Arts, awarded a Bloomberg Philanthropies Public Art Challenge grant. Launching in February 2025, it will showcase art installations across O'ahu that highlight Native Hawaiian mo'olelo (stories) tied to each site.

## Relevant Experience



WAIMEA VALLEY

HI'IPAKA LLC



### Project Name

## Strategic Planning

### Start/End Dates

August 2023 - December 2023

### Client

Waimea Valley, Hi'ipaka, LLC  
 Richard Pezzulo, Executive Director  
 59-864 Kamehameha Hwy, Haleiwa, HI 96712  
 (808) 638-7766, rpezzulo@waimeavalley.net

### Services Provided

Strategic Planning/Management  
 Community Outreach

DTL supported Waimea Valley by working with staff, vendors, and the community—through meetings and an online survey—to identify strategic goals and priorities for the next 5 to 10 years in alignment with its mission, vision, and operations. This work included facilitating a strategic planning session, producing a planning document, and conducting a Hawaiian history workshop to deepen cultural understanding.



## Relevant Experience



### Project Name

## Palama Settlement Campus Master Plan

### Start/End Dates

March 2024 - December 2024

### Client

Palama Settlement

Sam Aiona, Executive Director

810 N. Vineyard Boulevard, Honolulu, HI 96817

(808) 848-2500, saiona@palamasettlement.org

### Services Provided

Strategic Planning/Management

Community Outreach

As part of WCIT Architecture's design and master planning for Palama Settlement's renovation, DTL led community outreach and messaging efforts, gathering input on community needs through thought leader interviews, focus group sessions, and a community meeting.

# Client List

Established in 2012, DTL has had the privilege of serving clients from a broad array of industries.

- Alexander & Baldwin
- Amemiya For Mayor
- Chartwells
- City & County of Honolulu
- Daniel K. Inouye Institute
- DataHouse
- Ekahi Health System
- Elite Parking
- First Foundation Bank
- Hawai'i Authority for Rapid Transit
- Hawai'i Chamber of Commerce
- Hawai'i Community Foundation
- Hawai'i State Art Museum
- Hawai'i State Hospital
- Hawai'i State Energy Office
- Hawai'i Tourism Authority
- Howard Hughes Corporation
- 'ike
- INPEACE
- Kamehameha Schools
- Ledcor
- Lendlease
- Makai Ocean Engineering
- Maui Brewing Co.
- Mauna Kea Resort
- Michaels Development
- Nā Kama Kai
- Napali Brewing Co.
- Native Hawaiian Education Council
- NextEra Energy
- O'ahu Metropolitan Planning Organization
- Office of Hawaiian Affairs
- Pacific Beach Hotel
- Prince Hotels Hawaii
- Royal Hawaiian Center
- Seven Signatures
- State of Hawai'i Department of Agriculture
- State of Hawai'i Department of Health
- State of Hawai'i Department of Land & Natural Resources
- Street Grindz
- The Eddie Aikau Foundation
- Taubman
- TS Restaurants
- Turtle Bay Resort
- Young Brothers



# Why DTL

**To us, Hawai'i is the piko.** We've built a respected reputation within our community as a creative interpreter of culture through planning and design. Our deep understanding and knowledge of Hawai'i's sensibilities and sensitivities have resulted in successfully facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

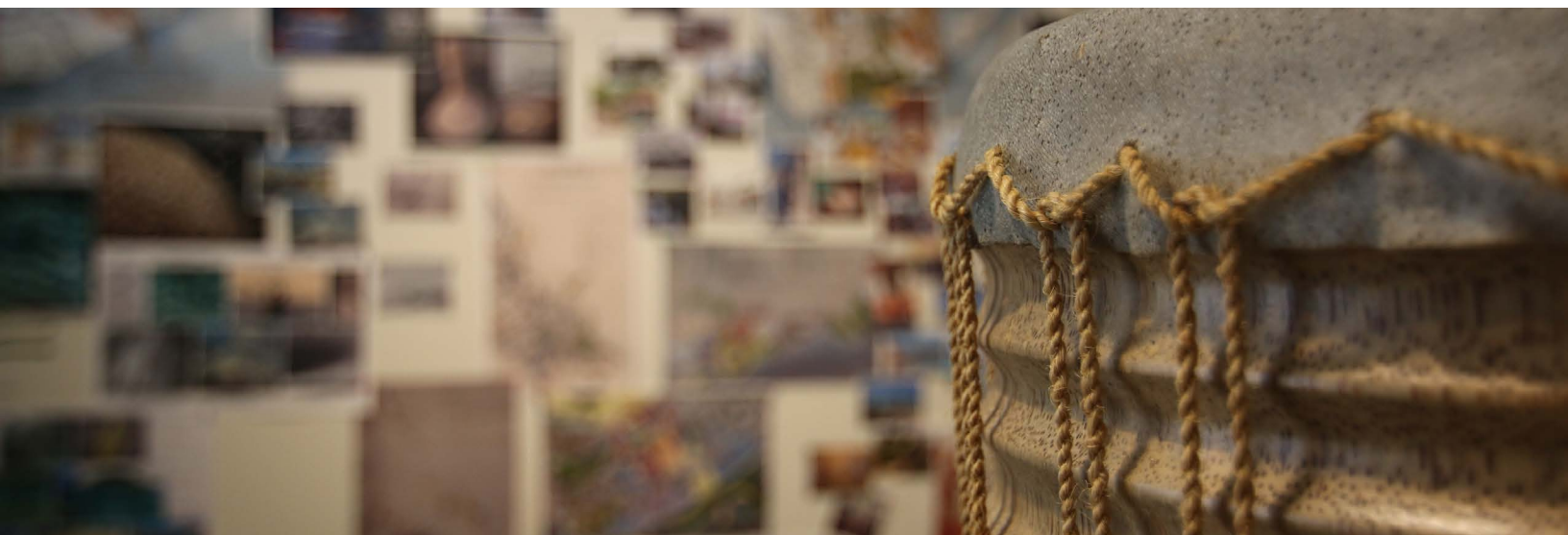
**We create meaningful messaging.** Our first step in any creative effort is research, a lot of it. This allows us to cut through the noise and focus our creative efforts on ideas that mean something. This means we can develop meaningful messaging that hits the mark sooner. We create value when design is rooted in ideas that are both authentic and true.

**Our work gets attention and gets results.** We are experienced in developing solutions for a broad variety of clients, including: large corporations, economic development agencies, non-profit organizations, environmental programs, the technology community, higher education institutions, entrepreneurs, and the architectural and arts industry.

**We're efficient.** By offering Strategy, Creative, & Communications services under one roof, we offer our clients a unique synergy generating great designs that are on brand, on message and on time.

**Our dedication goes beyond our paying clients.** Our partners are part of the community and non-profit organizations that share our same values of positively impacting our community. We're dedicated to improving the business, cultural and entertainment sectors for both "paying" and pro bono clients.

**Our clients are satisfied.** Please feel free to contact our list of clients directly, many of which are repeat clients.





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