

Hualien Cloud Hub

Cloud Coffee "One-Week Store Manager Program"

Recruitment Guide

FY115 (2026)

Organizer: Hualien County Government

Executing Unit: You You Co., Ltd.

July, R.O.C. Year 115 (2026)

I. Purpose

This program is part of the "FY115 Hualien Cloud Hub Operations Promotion Plan." Through the "Cloud Coffee" space, we recruit "One-Week Store Managers" to be on-site, serving coffee to visitors during a fixed daily "exchange session." The goal is to foster interaction among digital nomads, local communities, and visitors, deepen the community connections of Hualien Cloud Hub, and run the space through storytelling — shaping Hualien's brand image as an internationally digital-nomad-friendly city.

II. Organizing Units

- (1) Organizer: Hualien County Government
- (2) Executing Unit: You You Co., Ltd.

III. Recruitment Target and Eligibility

(1) Recruitment target: Members of the public interested in coffee, community exchange, local culture, or the digital nomad lifestyle, who are willing to serve as the Cloud Hub's "Exchange Host / Space Guide" during the event period.

(2) Eligibility requirements:

- 1. Applicants must be at least 18 years old. This program is open to international digital nomads holding a valid Taiwan residency (visa) status, or to Taiwanese nationals.
 - 2. Have at least one skill, talent, interest, or story to share with others (any field is welcome).
 - 3. Willing to participate in Cloud Hub community exchange activities, cooperate with documentation (photos, short interviews, etc.), and submit a reflection on the outcomes after the event.
 - 4. Applicants able to participate for at least 2 days are preferred.
- (3) This program welcomes participants from all fields; applicants with coffee-brewing expertise or an interest in opening a coffee shop are especially welcome. The organizer will provide bar operation instructions and on-site staff assistance.
- (4) Recruitment:

1. Applications open on July 17 (Friday), 115 (2026), and close at 18:00 on July 31 (Friday).
2. The list of selected applicants will be announced on August 7 (Friday), 115 (2026).

(5) Event Schedule

1. Dates: August 17 (Monday) – August 23 (Sunday), 115 (2026)

**** Please indicate your available dates (at least 2 days) in the application form, to help arrange the Store Manager schedule****

2. Time: Daily from 13:30 to 16:30.

V. Role and Positioning of the Store Manager

(1) Definition: The Cloud Hub's "Exchange Host / Space Guide."

(2) Role positioning: The Store Manager is not a business operator or salesperson, but an "icebreaker" and "information hub" for the Cloud Coffee space, tasked with facilitating exchange and connection among visitors.

(3) Spirit of reciprocity: Visitors exchange "a business card," "a travel story," or "a piece of professional advice" with the Store Manager for a cup of coffee.

VI. Store Manager Benefits (Provided by the Organizer)

1. An exclusive on-site position and space setup at the Cloud Coffee bar for the week.
2. Unlimited coffee bean supply (beans selected by the Cloud Hub).
3. A feature interview and exposure on the Cloud Hub's social media.
4. A local living guide (Hualien map, recommended shops, etc.).
5. Bar operation instructions and on-site staff assistance.
6. Public liability insurance during the residency period (see "X. Support and Expenses").

VII. Store Manager Obligations

1. Be present for 2 hours each day during the "exchange session," brewing coffee at the bar for visitors and facilitating exchange.

2. Complete a daily "space wake-up" before the exchange session (turn on the coffee machine, change the day's theme signage).
3. Keep the bar and surrounding area clean, and restore it to its original condition after each exchange session.
4. Comply with this guide and the Cloud Hub's relevant rules and conventions.
5. Submit one written reflection after the residency ends (at least 800 words, with at least 3 photos attached).
6. Cooperate with the organizer's documentation of outcomes, including photography and a short interview (short video) after the residency ends; related materials may only be published with the organizer's consent.

VIII. Daily Workflow

To maintain order in the space and avoid any cash handling, the Store Manager's daily workflow is as follows:

Time	Item	Description
13:30	Space wake-up	Turn on the coffee machine, tidy the bar, change the day's theme signage (write today's exchange topic).
14:00–16:00	Golden exchange hours	Brew coffee at the bar for visitors; visitors pay nothing, instead exchanging a business card, travel story, or professional advice for coffee and conversation.
16:30	Wrap-up and documentation	Clean the bar, restore it to its original state, and leave a record of the day on the "Inspiration Guestbook / Skill Exchange Wall."

IX. Quota and Schedule

Item	Description	Notes
Number of positions	At least 1, up to 4	Selected on merit among qualified applicants
Application period	July 17 – July 31, 115 (2026)	
Announcement of results	August 7, 115 (2026) (Friday)	Announced on the Cloud Hub's official website
Event period	August 17 – August 23, 115 (2026)	Pre-selected dates

Exchange session	Daily 14:00–16:00	Space wake-up begins at 13:30
Fees	No costs to the participant	

X. Support and Expenses

- (1) Fees: This program is entirely free; selected participants bear no costs.
- (2) Nature of the program: This program is community-exchange in nature. No employment relationship is formed between the organizer and the Store Manager, and no wages, salary, or travel allowance will be paid.
- (3) Insurance: The organizer will purchase public liability insurance for selected Store Managers for the duration of their residency.
- (4) Meals, lodging, and transportation: This program does not provide accommodation; selected participants must arrange and cover their own meals, lodging, and transportation.
- (5) Coffee and supplies: Coffee beans and basic supplies needed at the bar will be provided by the executing unit.

XI. Required Application Documents

- 1. One completed application form (see Appendix 1, including three short-answer questions).
- 2. A copy of your National ID card (front and back, to verify residency/registration status in Taiwan and age 18+, and for insurance purposes).
- 3. (Optional) Work samples, links, or supporting materials demonstrating your skills (e.g., portfolio, social media, or blog links) — helpful for the selection process.

XII. How to Apply

- (1) Application method: Please complete the application form in Appendix 1 and email it along with the required documents to contact@hualien.cloud, with the subject line "115 One-Week Store Manager Program Application – [Your Name]."
- (2) Application period: From the date of announcement until 18:00, Wednesday, July 31, 115 (2026). Late applications will not be accepted; the program may close early once positions are filled.
- (3) Contact: Hualien Cloud Hub (On-site staff: Ms. Tsai; Phone: 03-835-0046).

XIII. Review and Selection Process

(1) Review method: A working group formed by the executing unit will conduct a written review, and may arrange a brief online interview if necessary. Scoring is out of 100 points; applicants scoring below 60 will not be selected. Review results will be announced upon the organizer's approval. Applications with missing materials that are not completed within the notified deadline will not be accepted.

(2) Scoring criteria and weighting:

Criterion	Description	Weight
Exchange topic planning	Concreteness, feasibility, and appeal of the proposed "themed exchange" idea	30%
Professional background and sharing ability	Skills, expertise, or experience, and ability to share and interact (coffee-brewing expertise or intent to open a coffee shop is a plus)	25%
Community interaction and icebreaking potential	Willingness and potential to facilitate visitor exchange, icebreaking, and community contribution	25%
Local connection and motivation	Interest in local Hualien culture, and motivation for participating in this program	20%

(3) Review results: The list of selected applicants will be announced on the official Hualien Cloud Hub website and social media, and applicants will be notified by email.

(4) Selected applicants must reply to confirm within 5 days of notification and sign the relevant documents (Appendix 2 and Appendix 3); failure to reply within the deadline will be treated as a waiver, and the position will be offered to a waitlisted applicant in order.

XIV. Notes for Selected Applicants

1. Attend a pre-residency briefing (may be held online) to understand bar operations, the daily workflow, and site rules.
2. Report on-site during the scheduled period; any changes must be coordinated with the organizer in advance.

3. Complete the submission of the residency reflection and cooperate with outcome documentation.

XV. Facilities and Site Information

- (1) Residency site: Cloud Coffee (1st floor, Hualien Cloud Hub).
- (2) Bar equipment: A grinder coffee machine, the Cloud Hub's selected beans, sharing cups, and other basic brewing equipment.
- (3) Interactive props: An Inspiration Guestbook and Skill Exchange Wall, for visitors who are unable to meet the Store Manager in person to leave messages and interact.
- (4) Public facilities: Shared workspace, Wi-Fi (500M/500M dedicated line), pantry, etc., to be used in accordance with the Cloud Hub's usage rules.

XVI. Store Manager Code of Conduct and Notes

- (1) This program does not involve monetary transactions; the Store Manager may not sell products or collect any fees during the residency.
- (2) Take care of the Hub's equipment; if equipment is damaged due to reasons attributable to the Store Manager, they are responsible for repair or compensation at cost.
- (3) Keep public areas clean, do not litter, and maintain an appropriate volume indoors.
- (4) The residency privilege may not be transferred or lent to others.
- (5) Pay attention to electrical safety; do not cook indoors or use open flames or high-power appliances.
- (6) Emergency contacts: Police 110, Fire/Ambulance 119.
- (7) For matters not covered herein, the relevant provisions of the Hualien Cloud Hub Residency Convention shall apply mutatis mutandis.

XVII. Likeness and Outcome Materials Authorization

The Store Manager agrees that the organizer may use the work outcomes, event photos, short interviews, and related materials from their residency period for this program's outcome report, official website, social media, and promotional activities; related materials will only be published with the organizer's consent (see Appendix 3 for details).

XVIII. Personal Data Protection

The organizer collects, processes, and uses applicants' personal data in accordance with the Personal Data Protection Act. Related notifications and consent procedures are detailed in Appendix 2.

Appendix 1 — Hualien Cloud Hub Cloud Coffee **"One-Week Store Manager Program" Application Form**

Name	
Gender	☐ Male ☐ Female ☐ Other
Date of Birth	Year Month Day
National ID Number	(for eligibility verification and insurance purposes)
Contact Phone	
Email	
Mailing Address	
Insurance Beneficiary	(Name / Relationship to Applicant)
Preferred Residency Dates	Within 8/17–8/23, 115 (2026) ☐ Full week ☐ Specific dates (at least 2 days): _____
Need Assistance with Bar Operations?	☐ Yes ☐ No
Short-Answer Questions (please answer briefly)	

1. Your area of expertise or personal qualities

**2. What topics would you like to share and discuss with others at the Cloud Hub?
(e.g., teach a skill, share work experience, lead a small activity)**

**3. What kind of exchange or collaboration opportunities do you hope to gain at the
Hualien Cloud Hub?**

(Optional) Portfolio / Social Media / Blog Link:

I have read this recruitment guide in full, confirm that the information provided is accurate, and agree to comply with all applicable rules.

Applicant's Signature:	Date (R.O.C.):	Year
Month Day		

Appendix 2 — Personal Data Collection Notice and Consent Form

To protect your rights, please read the following notice carefully:

1. Collecting agency: Hualien County Government (hereinafter "the County Government").
2. Purpose of collection: For the application review, contact and notification, insurance procedures, statistical analysis, and outcome promotion of the Hualien Cloud Hub Cloud Coffee "One-Week Store Manager Program," and related matters.
3. Categories of personal data: Name, gender, date of birth, National ID number, contact phone, email, mailing address, insurance beneficiary, etc.
4. Period of use: From the date of collection until the specific purpose no longer applies.
5. Region of use: Within the territory of the Republic of China.
6. Recipients and manner of use: The County Government and the executing unit will use the data in a reasonable manner within the scope of the purposes described above.
7. You may exercise the following rights under the Personal Data Protection Act: to inquire about or request to review your data; to request a copy; to request supplementation or correction; to request cessation of collection, processing, or use; and to request deletion.
8. You may freely choose whether to provide your personal data; however, if you decline to do so, the County Government will be unable to carry out the necessary review and insurance procedures.

I have read the above notice in full and agree to provide my personal data for the County Government's collection, processing, and use within the specific purposes stated above.

☐ Agree ☐ Disagree

Applicant's signature: _____ Date (R.O.C.): Year Month Day

Appendix 3 — Statement of Responsibility

I, the undersigned, _____ (hereinafter "the undersigned"), hereby apply to participate in the Hualien Cloud Hub Cloud Coffee "One-Week Store Manager Program" and affirm the following:

1. During the residency period, I will comply with this recruitment guide and the Cloud Hub's related rules; in the event of a violation, I accept that my eligibility may be terminated.
2. This program does not involve monetary transactions; I will not sell products or collect any fees during the residency period.
3. I will take care of the equipment and assets within the Hub; if any equipment is damaged due to reasons attributable to me, I will be responsible for repair or compensation at cost.
4. I will not transfer or lend my residency privilege to any third party.
5. I will restore the space used to its original condition at the end of my residency.
6. I agree that the organizer may use the work outcomes, event photos, short interviews, and my likeness from my residency period for this program's outcome report, official website, social media, and related promotional activities (to be published upon the organizer's consent).
7. All information provided in my application is true and accurate, with no false statements. Should any information prove untrue, or should I violate the statements above, I agree to bear full legal responsibility.

To:

Hualien County Government

Signed by: _____ (Signature)

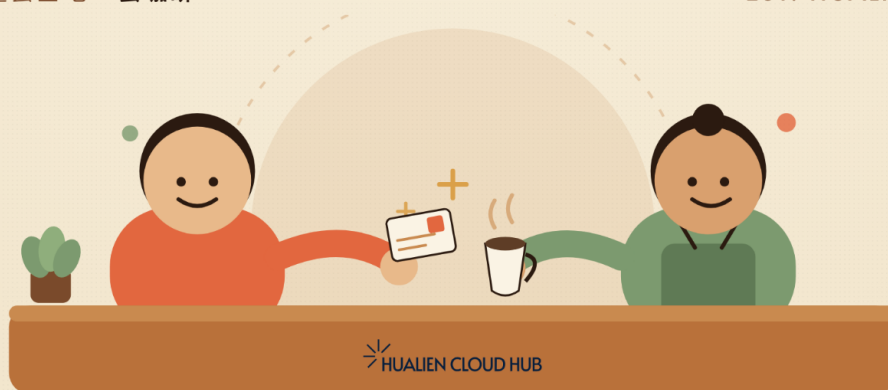
Date (R.O.C.): Year Month Day

Appendix 4 — Social Media Post Copy (For Promotion)

花蓮雲基地 · 雲咖啡

EST. HUALIEN

開放報名中



花蓮雲基地雲咖啡

一週店長。報名開跑

不賣咖啡，只交換故事

一張名片、一段旅行故事，或一個你的建議——
就能換一杯你在吧檯親手沖泡的咖啡。

活動期間
8/17-8/23
可選至少 2 日

交流時段
14:00-16:00
準備期間 13:30 起

招募對象
18+ 臺灣籍或合法居留遊牧者
錄取 1-4 名

提供
咖啡豆、冰塊等原物料
無需咖啡調理經驗

報名期間
115年7/17 (五) - 7/31 (五) 18:00
錄取公告 | 115年8月7日 (星期五)



報名信箱 **contact@hualien.cloud**

主旨：115年一週店長計畫報名-姓名

洽詢：花蓮雲基地 蔡小姐 03-835-0046

執行單位：遊遊股份有限公司

花蓮縣政府 廣告



掃碼報名

HUALIEN CLOUD HUB · Cloud Coffee

EST. HUALIEN

APPLICATIONS OPEN



HUALIEN CLOUD HUB · CLOUD COFFEE

ONE-WEEK STORE MANAGER

Now recruiting — the icebreaker who trades coffee for stories

A business card, a travel story, or a piece of advice —
trade it for a cup **you brew yourself** at the bar.



 **RESIDENCY**
Aug 17-23
choose 2+ days

 **DAILY HOURS**
2-4 PM
prep time from 1:30 PM

 **WHO**
18+, Taiwan or visa-holding nomads
1-4 selected

 **PROVIDED**
Beans, ice & other supplies
No coffee prep experience needed

APPLICATION WINDOW
Jul 17 – Jul 31, 2026 · 6:00 PM
Results announced | Fri, Aug 7, 2026



✉ Apply by email contact@hualien.cloud
Subject: 115 One-Week Store Manager Application – Your Name
Questions: Hualien Cloud Hub, Ms. Tsai, +886 3-835-0046

執行單位：悠遊股份有限公司

花蓮縣政府 廣告



SCAN TO APPLY

 Applications are now open — Hualien Cloud Hub's "One-Week Store Manager Program"!

At Cloud Coffee, we don't sell coffee. We trade stories. 

A business card, a travel story, or a piece of advice you'd give —

that's all it takes to earn a cup you brew yourself at the bar, and a real conversation with digital nomads, locals, and travelers passing through Hualien.

 Residency dates | Aug 17 (Mon) – Aug 23 (Sun), 2026 · choose at least 2 days to join

 Daily exchange hours | 2:00–4:00 PM (space wake-up from 1:30 PM)

 Who can apply | Age 18+ — Taiwan nationals, or international digital nomads with valid legal residency in Taiwan

 We provide | Unlimited coffee beans, your own bar space, social media feature, on-site insurance

 Cost | Completely free — no fees, ever

No barista experience required — just a story, skill, or interest worth sharing.

 Apply | Email your form and documents to contact@hualien.cloud

Subject: "115 One-Week Store Manager Program Application – Your Name"

 Application window | Fri, Jul 17 – Fri, Jul 31, 2026, 6:00 PM (Taiwan time), first come first served

 Results announced | Friday, Aug 7, 2026

Questions | Hualien Cloud Hub, Ms. Tsai, +886 3-835-0046

Hualien Cloud Hub is waiting for you to be our next One-Week Store Manager.

#HualienCountyGovernment #HualienCloudHub #CloudCoffee
#OneWeekStoreManager #Hualien #DigitalNomad #TaiwanTravel
#CommunityConnection #WorkFromHualien