

House District Waikiki

Senate District Waikiki

THE TWENTY-SEVENTH LEGISLATURE
APPLICATION FOR GRANTS & SUBSIDIES
CHAPTER 42F, HAWAII REVISED STATUTES

Log No:

For Legislature's Use Only

Type of Grant or Subsidy Request:

GRANT REQUEST – OPERATING

GRANT REQUEST – CAPITAL

SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN):

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):

1. APPLICANT INFORMATION:

Gilad Productions, Ltd.

Dbas: Bodies In Motion

1833 Kalakaua Avenue, Suite 904

Honolulu, Hawaii 96815

Mailing address: Same

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name ROB HEARN

TITLE PRODUCER/DIRECTOR

Phone # 808-927-8623

Fax # 808-955-8161

e-mail hawaiihearn@hotmail.com

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION
- FOR PROFIT CORPORATION
- LIMITED LIABILITY COMPANY
- SOLE PROPRIETORSHIP/INDIVIDUAL

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

THIS IS A ONE-TIME REQUEST FOR PARTIAL FUNDING OF 10 NEW 30TH ANNIVERSARY EPISODES OF GILAD'S FITNESS TV SHOW 'BODIES IN MOTION'.

4. FEDERAL TAX ID #:

5. STATE TAX ID #:

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2014: \$ 50,000

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)
- EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$0
 FEDERAL \$0
 COUNTY \$0
 PRIVATE/OTHER \$80,000

GILAD JANKLOWICZ, PRESIDENT
NAME & TITLE

JANUARY 30, 2013
DATE SIGNED

Application for Grants and Subsidies

I. Background and Summary

1. Applicant's background – Gilad Productions Ltd. was Incorporated in the State of Hawaii on January 13th 1983 for the purpose of producing and distributing television fitness shows and home exercise instructional videos. To date the show has aired in more than 80 countries world-wide and nationally across the United States. This year marks the 30th anniversary of our TV show. The show features Gilad Janklowicz, a Hawaii resident, as host and executive producer of the show.

2. Goals and objectives – Discovery Fit & Health cable network has contracted us to produce 10 new 30th anniversary episodes and offered \$55,000 to be used for the production of these shows. We need to raise \$50,000 more to complete the production. Along with the completion of these shows comes a contractual commitment from Discovery Fit & Health to run 'Bodies In Motion' on the air for 3 more years (until September of 2016) with additional option years. Failure to complete these episodes would mean that our contract to air 'Bodies In Motion' would expire in April 2014. Our goal is to keep 'Bodies In Motion on the air.

3. 'Bodies in Motion' is recorded in Hawaii and features the most beautifully scenic locations that Hawaii has to offer. In essence, each episode plays like a half hour promotional video for Hawaii tourism. In addition to the exposure Hawaii receives from the show itself Gilad Productions, Ltd is offering a sponsorship package to the state in exchange for the backing. This sponsorship package includes a. A. :10 sec. billboard that can serve as a direct response ad. B. In-show mentions and C. Credit acknowledgement in the credit roll. According to the Discovery sales department, the monetary value of this sponsorship package exceeds the amount of funding we are requesting from you for this project..

4. Our target market consists of motivated fitness minded and health conscious people. Traditionally our viewers are about 70% female ages 25+ and 30% male 25+. Demographic information from Discovery Fit & Health tells us the bulk of our viewers are middle income plus.

5. 'Bodies In Motion' airs on two national networks in the USA, Discovery Fit & Health, which reaches more than 50 million homes, and JLTV which reaches an estimated 42 million homes. 'Bodies In Motion' can be seen in all 50 states. It also airs in numerous foreign countries such as Australia, China, Mexico, Central America, the Caribbean, and several Far East and European countries.

II. Service Summary and Outcomes

1. Scope of work – Gilad Productions, Ltd will complete all the tasks necessary to produce 10 new episodes of ‘Bodies In Motion’ for Discovery Fit & Health. These tasks include writing, casting, choreographing and rehearsing the new episodes. Gilad and Rob Hearn are the producers of the show. Production tasks include assembling a local crew, creating new music, determining locations for the shoot, scheduling the production shoot days, and editing the material to Discovery Communications specifications.

2. Gilad Productions is already in the process of doing the pre-production work and will continue in this phase through June, 2013. We will be shooting these new episodes in the month of July, 2013. We will be doing the post-production in the first 3 weeks of August, 2013. We will be delivering these episodes to Discovery Fit & Health at the end of August to begin airing Monday, September 2, 2013.

3. Gilad Productions, Ltd. has been producing episodes of ‘Bodies In Motion’ for 30 years. The show is well known for its high standards and quality of production. The show has won several awards including ‘Best Fitness Show’, ‘The People’s Choice Award’ and a ‘Telly Award’ for ‘Outstanding Television Program and Work’. Since we are producing these shows for Discovery Communications we must abide by their technical standards which are known to be some of the highest in the industry. Each show is viewed and scrutinized by their production team insuring the highest possible quality. Our goal is to make the new episodes a showcase of our abilities.

4. Gilad Productions, Ltd. will follow the measures of effectiveness of the State agency through which the funds are appropriated. We will attend all meetings required, file all financial reports and economic evaluations and submit samples of advertising and promotional efforts.

III. Financial

1. We are submitting our actual production budget and then summarizing the budget on the form supplied by the State. See the pages immediately following.

2. We will be borrowing the up-front production funds from the Bank of Hawaii and spending all of it during the months of July and August, 2013. We would like to recoup the money and pay off our loan as soon as possible but we are willing to accept quarterly payments if required by the State.

3. Our contract with Discovery Communications will net us \$55,000 upon completion and delivery of the shows. We are asking the State for funds to cover part of the production expenses. We are finalizing an agreement with Hawaiian Airlines to cover airfare to fly talent in from the mainland. Other than these agreements we are not seeking any other sources for funding.

4. Gilad Productions has been granted no federal tax credits in the last three years. This is a list of all Hawaii State tax credits:

HRS 235-7.3 High Technology Business Investment Credit

2011 \$20,000 excluded from income

2010 \$19,500 excluded from income

2009 \$22,000 excluded from income

5. Financial summary – Gilad Productions, Ltd. is asking for \$50,000 from the state to help fund the production of the new episodes of ‘Bodies In Motion’. This will ensure that our broadcast contract will be extended for 3 more years until September, 2016. Discovery Communications has already committed \$55,000 to the project and in addition, Gilad Productions, Ltd. is investing \$25,000 and any other expenses that might occur.

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2013 to June 30, 2014)

Applicant: Gilad Productions, Ltd

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Project Amount (b)	(c)	(d)
A. PERSONNEL COST				
1. Salaries		53,550		
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST		53,550		
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island				
2. Insurance		2,750		
3. Lease/Rental of Equipment		34,400		
4. Lease/Rental of Space		720		
5. Staff Training				
6. Supplies		7,100		
7. Telecommunication				
8. Utilities				
9. Hotel rooms		6,400		
10. Editing		11,375		
11. Miscellaneous		3,280		
12. Shipping		300		
13. Services		7,000		
14. Original Music		3,000		
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES		76,325		
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)		129,875		
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	50,000	ROBERT R. HEARN 808-927-8623		
(b) Discovery Communications	55,000	Name (Please type or print) Phone		
(c) Gilad Productions Ltd	24,875	[REDACTED] 1/29/13		
(d)		Signature of Authorized Official Date		
TOTAL BUDGET	129,875	GILAD JANKLOWICZ PRESIDENT		
		Name and Title (Please type or print)		

Gilad Productions, Ltd. Project Budget

Description	Quant	Time	Rate	Amount	Sub-Total	Total
Production Personnel						
EXECUTIVE PRODUCER				\$7,000.00		
PRODUCER/DIRECTOR				\$5,000.00		
LINE PRODUCER				\$2,000.00		
PRODUCTION COORDINATOR		PROJECT		\$4,000.00		
STAGE MANAGER		2	400	\$800.00		
PRODUCTION ASSISTANT				\$3,000.00		
ACCOUNTANT						
SET DECORATOR	1	3	400	1,200.00		
				TOTAL	\$23,000.00	
Series Development						
Talent						
		DAYS				
GILAD		2	750	\$1,500.00		
OTHER TALENT	7	2	400	\$5,600.00		
OTHER TALENT REHERSAL	7	8	50	\$2,800.00		
HOTEL ROOMS	4	8	200	\$6,400.00		
PER DIEM		32	40	\$1,280.00		
					\$17,580.00	
Wardrobe/Hair/Make-up						
		DAYS				
WARDROBE DESIGNER		3	500	\$1,500.00		
WARDROBE ALLOWANCE				\$2,500.00		
HAIR/MAKE-UP PERSON	1	3	500	\$1,500.00		
					\$5,500.00	
Remote Truck and Crew						
		DAYS				
TRUCK WITH SWITCHER	1	2	3,000	\$6,000.00		
CAMERAS	4	2	900	\$7,200.00		
RECORD MACHINES	5	2	600	\$6,000.00		
PA SYSTEM/AUDIO SYSTEM	1	2	200	\$400.00		
WIRELESS MICS	2	2	100	\$400.00		
GRIP/LIGHTING PKG	1	2	3,500	\$7,000.00		
GENERATOR	1	2	1,000	\$2,000.00		
STEADY CAM	1	2	1,200	\$2,400.00		
HARD DRIVES FOR RECORDING	5	2	150	\$1,500.00		
CREW	13	2	500	\$13,000.00		
JIB ARM	1	2	1,500	\$3,000.00		
					\$48,900.00	
Single camera shoot days						
INCLUDES CAMERA, CAM OP		1	2,500.00	\$2,500.00		
WIRELESS MIC, GRIP, TECH						
SMALL LIGHT KIT					\$2,500.00	
				PAGE TOTAL	\$97,480.00	

IV. Experience and Capability

A. Necessary Skills and Experience – Gilad Productions, Ltd. has produced approximately 500 fitness shows over the last 30 years with the same personnel in the managerial positions.

B. Facilities - This project does not require the use of public facilities.

V. Personnel: Project Organization and Staffing

A. Proposed Staffing, Qualifications, Supervision and Training

There are 3 principal staff members that come together each time we have gone into production for the last 30 years. Gilad Janklowicz, President of Gilad Productions, Ltd develops the shows and serves as the Executive Producer, producer, writer, music director, choreographer and on-camera host.

Rob Hearn serves as a Producer and the Director. Rob and Gilad are responsible for personnel on the set on remote shoot days. Rob and Gilad also oversee each edit session.

Ray Battaglia serves as the Chief Engineer in charge of assembling the correct equipment and personnel to record the shows and adhere to Discovery Communications technical specifications.

All other personnel are locally hired specialists. The production community is small. Everybody has worked with everybody else on numerous projects and there is no guess work involved as to the capabilities of each individual.

B. Organization – Described above

VI. Other

A. Litigation – Gilad Productions Ltd. is not involved in any litigation.

B. Licensure and Accreditation – No licensing or accreditation is required for this kind of work. Quality of performance is based solely on experience.

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS AND SUBSIDIES PURSUANT TO
CHAPTER 42F, HAWAI'I REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant or subsidy.

- 2) The applicant meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.

- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawai'i Revised Statutes, for grants or subsidies used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant or subsidy used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Gilad Productions, Ltd
(Typed Name of Individual or Organization)

(Signature)

1/30/13
(Date)

Gilad Janklowicz
(Typed Name)

President
(Title)