

House District _____

Senate District _____

**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:

Legal Name of Requesting Organization or Individual: Hawaii Fashion Incubator LLC

Db/a: _____

Street Address: 1050 Ala Moana Blvd, Honolulu, HI 96813

Mailing Address:
1465 Mokuna Place, Honolulu, HI 96816

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name MELISSA WHITE

Title Partner

Phone # 808-226-1480

Fax # _____

e-mail melissa@hawaiifashion.org

3. TYPE OF BUSINESS ENTITY:

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

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

Hifi requests funding to support the creation and execution of Hawaii Fashion Month (HFM), an official month of events to support and promote all aspects of Hawaii's fashion industry. The event will promote economic development, stimulate demand for locally designed fashion, build a creative industry, promote tourism and export, raise the profile of Hawaii as an international fashion destination, and increase job opportunities in the fashion industry.

4. FEDERAL TAX ID #: _____

5. STATE TAX ID #: _____

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2014: \$ 270,000

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 \$ 10,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

MELISSA WHITE, PARTNER
NAME & TITLE

1/30/2013
DATE SIGNED

The community will be invited to submit events for the HFM calendar that showcase aspects of Hawai'i's fashion industry. Existing events (e.g., First Friday, Art After Dark, LUX at the Trump, HIFF) may participate by implementing a fashion theme or showcase. In addition, several "HFM Signature Events" will be created, including an opening event, a trade show to showcase designers from across the State, the Governor's Fashion Awards, and a closing event.

HFM is a public/private initiative that is driven by participation and input from industry stakeholders. Hifi is leading the coordination of HFM with support from Senator Will Espero and the State Department of Business, Economic Development, and Tourism. In the fall of 2012, Hifi hosted a series of exploratory meetings to bring together fashion industry stakeholders, engage participation, and collect input. The meetings were attended by over 100 stakeholders representing major landowners, retailers, museums, universities, non-profits, media, designers, photographers, the beauty industry, and more. Broad support for HFM was evident, indicating that the time is right for the industry to come together and create an event that elevates Hawai'i fashion. Governor Neil Abercrombie expressed his support of the initiative and issued a proclamation in December 2012 declaring October 2013 the first Hawai'i Fashion Month.

Stakeholders have identified the following goals and objectives for Hawai'i Fashion Month:

- Create a world-class annual event to showcase and promote all aspects of Hawai'i's fashion industry
- Achieve broad participation from retailers, landowners, manufacturers, designers, galleries, museums, and educational institutions.
- Raise the profile and visibility of Hawai'i as a fashion destination;
- Promote and elevate Hawai'i fashion as an internationally recognized and valued brand
- Increase manufacturing, wholesale, retail, and export opportunities for Hawai'i fashion companies;
- Connect local fashion companies with national and international buyers and media outlets
- Increase access to resources and education within the fashion industry;
- Build community and collaboration within the industry and between fashion and other sectors (education, arts, tourism, etc.);
- Showcase Hawai'i's fashion history through exhibits and educational speakers;
- Attract national and international media and celebrities to Hawai'i; and
- Raise awareness among the general public about Hawai'i fashion and its legacy.

With the resources to develop a strong brand for HFM, develop it as a high-profile initiative, and document it for the future with meaningful media (film, web, etc.), we are confident in our ability to lead the effort to establish a world-class event that meets the stated objectives.

3. State the public purpose and need to be served;

The Hawai'i Department of Business, Economic Development, and Tourism (DBEDT) has long emphasized the need for increased marketing, business development, networking, and capacity building to ensure the survival and growth of Hawai'i's creative industries over the long-term. Fashion is an industry with a tremendous talent base, opportunities along the entire production cycle from design and manufacturing to export, an enduring legacy, and excellent potential for interfacing with important sectors such as tourism, retail, and the arts. By creating an event to promote Hawai'i's fashion industry, HFM will contribute to the development of creative industry.

Hawai'i's fashion industry has a rich history and an enduring legacy. In the 1960's and 1970's, small garment manufacturers proliferated here, the State provided funding and support to promote the local

industry through trade shows and events such as the Governor's Fashion Awards, and the Hawai'i Fashion Guild successfully rallied government and community support for the industry. The City and County of Honolulu passed a resolution establishing "Aloha Fridays" to encourage Aloha wear in the workplace and inspire pride in Hawai'i-made fashion. This initiative spawned the concept of "Casual Fridays" and spread nationwide. By the mid-1990's the Hawai'i Fashion Guild had dissolved and many of the small manufacturers had gone, yet Aloha wear had already infiltrated fashion consciousness the world over and remains powerful today.

Today fashion in Hawai'i is experiencing a resurgence of talent and interest. Hawai'i's latest crop of fashion talent is already well on its way to international acclaim compared to just 5 years ago. A handful of successful young designers have already crossed national borders and achieved substantial success (e.g., Fighting Eel, Muumuu Heaven, LeTarte Swimwear, Pualani Swimwear). Hawai'i has produced three *Project Runway* contestants, one of whom, Andy South, advanced to be a top 3 finalist and showed a collection at New York Fashion Week. The University of Hawai'i(UH) system supports two University-level fashion programs on Oahu, and there are thousands of aspiring and emerging fashion professionals, from designers and seamstresses to makeup artists, photographers, stylists, and models. The fashion media has grown exponentially to include new print and online outlets, some of which attract international celebrities. The world's love affair with Hawaiian lifestyle and culture is a powerful brand association that gives rise to tremendous potential within the fashion industry and adds value to products that are designed and made locally.

Fashion is a creative industry that can be exported and can support job creation along the entire production cycle (e.g., patternmakers, seamstresses, factory production workers, photographers, stylists, PR/marketing, retail, and more). It engages many sectors of the economy, from manufacturing and production to wholesale, retail, and the arts. HFM will generate exposure, visibility, and sales to showcase Hawai'i's fashion talent and support a thriving fashion industry well into the future. These include galvanizing the local industry; building a strong fan base; increasing access to national and global markets; creating experiential internships, training, and job opportunities to support the industry; utilizing media and strategic partnerships to increase exposure; developing a process for identifying and nurturing top talent; and furthering initiatives such as the creation of a Honolulu Fashion District.

HFM also has the potential to boost tourism from key markets by raising the profile of Hawai'i as an international fashion destination. Hawai'i is already a retail destination, and by establishing a respected "brand" of homegrown Hawai'i fashion, more of those tourist dollars will stay in the local economy. By creating an event that promotes all aspects of Hawai'i's fashion industry, there is the potential to increase job opportunities and support fashion tourism in Hawai'i. The promise of working in an exciting fashion center will also help retain more talented graduates from Hawai'i's university-level fashion programs.

4. Describe the target population to be served; and

HFM will benefit fashion professionals across many disciplines, as well as provide enrichment, entertainment, and education for the general public.

Hifi's network includes approximately 3,000 members of the local fashion community, from designers and retailers to stylists, models, photographers, media, and students. While there is little data available specific to the fashion industry in Hawai'i, U.S. Census and State Data Book provides a sense of the impact that retail, wholesale, and manufacturing of apparel and accessories have on the local economy. Taking into account the ancillary services required for fashion design and production, the actual economic impact of fashion on Hawai'i's economy is much greater.

The 2007 Economic Census documented 1,359 local clothing and accessories retail businesses in Hawai'i with more than \$2 billion in annual sales and more than 12,200 employees. Wholesale apparel, piece

goods, and notions are sold in 117 businesses with \$180 million in annual sales and nearly 1,000 employees. 57 apparel manufacturing establishments employ approximately 450 people (Hawai'i State Data Book 2011).

The University of Hawai'i system has two fashion degree programs with over 200 enrolled students and about 70 graduates annually, with enrollment growing. Finally, Hawai'i has one of the largest collections of garments, textiles, and related artifacts in an American university, the UH Costume Collection, housed by the University of Hawai'i at Mānoa.

5. Describe the geographic coverage.

HFM will encompass the entire State of Hawai'i. While HFM Signature events will be concentrated on Oahu, Hifi is working with satellite members on neighbor islands to promote HFM and create featured events during the month. Marketing and promotions will have a statewide reach, and events such as the HFM Trade Show will be aimed at showcasing talent from throughout the State. HFM is working with multi-national sponsors and strategic partners to explore promotional avenues for HFM outside of Hawai'i as well.

II. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request.

1. Describe the scope of work, tasks and responsibilities;

HFM will be an official month that is designated by the State of Hawai'i to promote all aspects of Hawai'i's fashion industry. In December 2012, Governor Neil Abercrombie proclaimed October 2013 as the first annual Hawai'i Fashion Month and named Hifi as the architects of the initiative. Hawai'i Fashion Month will be established as a branded "umbrella" over approved fashion-related events occurring during the month of October. The scope of Hawai'i Fashion Month lies in establishing a world-class event that is attended by international media and buyers and promoted widely within and outside the state.

Several "Signature" HFM events will be produced, including an opening and closing event, a local fashion trade show, industry networking and VIP events, and the Governor's Fashion Awards, among others. The community will be invited to submit events for inclusion in the official HFM Calendar, which will be moderated by the HFM Steering Committee. Official HFM Events will be promoted as part of HFM and permitted to utilize the HFM logo and marketing collateral.

Brand development, marketing, and promotions will be key to the effort, as will securing of high-profile sponsors, event venues, and celebrities to attract media and drive attendance. Hifi will leverage its strategic partnerships wherever possible in the marketing, funding, and production of HFM. Hifi's ongoing relationships with companies such as Neiman Marcus, Nordstrom, Ward Centers, Ala Moana Center, Kamehameha Schools, Hawaiian Airlines, and DFS Galleria will provide a basis for potential sponsorships and HFM event venues. Hifi also maintains contacts associated with national organizations such as Gen Art and New York Fashion Week.

Hifi Partners Toby Portner and Melissa White will serve as the lead Project Managers for HFM. Hifi will act as the legal entity that owns the intellectual property, applies for and administers funds, coordinates

and oversees planning, provides insurance coverage, and assumes responsibility for the final product. Hifi has assembled a Steering Committee to oversee the HFM planning effort and provide expertise and direction to the Sub-committees. Steering Committee members include:

Laurie Akau – General Manager, Luxury Row
 Senator Will Espero, Hawai'i State Senate Ways & Means Committee
 Echo Gu – Producer, LUX VIP Events
 Aly Ishikuni – Owner, Art & Flea
 Katie Kaanapu – Senior Marketing Manager, Ward Centers
 Paul Klink – Owner, LUX VIP Events
 Dennis Ling – Administrator, DBEDT Strategic Industries Division
 Malie Moran – Owner, Hawai'i RED
 Maida Montemayor – Owner, Collins & 8th
 Lynne O'Neill – NY Fashion Week Event producer
 Paula Rath - Journalist, PaulaRath.com
 Andrew Reilly – Professor, UH Manoa Apparel Product Design & Merchandising
 Georja Skinner – Director, DBEDT Creative Industries
 Eva Laird Smith – Executive Director, State Foundation on Culture and Arts
 Amanda Stevens - Public Relations & Communications Manager, Goodwill Industries
 Sarah Tenney – VP Marketing, Communications, & Development, Goodwill Industries
 Mark Tsuda - CEO, Surf Line Hawai'i (Jams World)
 Brie Thalmann - Fashion Editor, HONOLULU Magazine
 Christi Young – Marketing Manager, HONOLULU Magazine

Bios for select Steering Committee members are provided at the end of this section.

HFM Sub-committees will execute the planning and production of HFM under the direction of Hifi and the Steering Committee. A brief description and scope for each Sub-committee follows.

- **Branding, Marketing, and PR:** Develop brand identity, collateral, and communications to promote HFM to the media and general public. Coordinate hiring and oversight of marketing and PR professionals, execute PR, social media, and advertising campaigns.
- **Sponsorship and Fundraising:** Prepare and administer HFM Budget. Identify sources of funding, in-kind donations, and monetary sponsorships. Prepare sponsor levels and benefit packages. Prepare applications for funding, secure major sponsors and event-specific sponsors, oversee donation drives. Coordinate volunteer recruitment, training, and reporting.
- **Events:** Coordinate official HFM Calendar. Accept and review event proposals, provide support & liaison for event coordinators, furnish agreements to event producers and provide oversight, designate lead coordinators and support official HFM Signature events.
- **Ambassador:** Reach out to neighbor islands, mainland and international media and celebrities to coordinate promotional appearances and events. Coordinate logistical details and host visiting speakers, media, and special guests. Secure MC's for Signature events. Promote HFM at international events such as Japan International Fashion Fair and New York Fashion Week.
- **Arts and Culture:** Work with local museums and galleries to coordinate fashion-related exhibits and events.
- **Education:** Plan educational events (panel discussions, presentations, workshops, tours, etc). Secure speakers and instructors, work with Ambassador Committee to host and provide logistical support.

HFM Steering Committee Bios

Laurie Akau (S), RPA is General Manager of CBRE, Inc., overseeing Luxury Row at 2100 Kalakaua Avenue, a 100,000 square-foot luxury retail property in Waikiki. She currently serves as board member for The Waikiki Improvement Association and The Waikiki Building Improvement District Association. Ms. Akau has been with CBRE for five years and was previously employed by A&B Properties, Inc. for thirteen years as Manager-Property Management, overseeing asset management of Oahu commercial real estate portfolio during a period of substantial company growth. She received the President's Award in 2000 and 2003. Ms. Akau holds a BBA from the University of Hawai'i School of Business School at Manoa and completed graduate courses in business at Hawai'i Pacific University.

Katie Ka'anapu is an accomplished marketing professional with more than 10 years of experience. Ka'anapu is currently the senior marketing manager at Ward Centers and is responsible for strategic planning and execution for the property's marketing efforts, leasing assistance, revenue generation, retailer relations and sales production as well as results measurement. Ka'anapu most recently worked at General Growth Properties in their Strategic Partnerships division where she maximized revenue generation at several major shopping centers across the state. Prior, she worked at Ala Moana Center, spending five years in their Marketing division and overseeing the conception and execution of events and promotions at the world's largest outdoor shopping center.

Paul Leo Klink has made Hawai'i home since 1985. As Chairman Emeritus of the top-10 advertising agency Aloha Direct, he has been selecting models and actresses and judging pageants for over 25 years. In retirement, Mr. Klink orchestrates LUX at The Trump, a monthly cocktail party that puts the FUN into FUNdraising. As part of LUX events, Mr. Klink facilitates runway shows for various world-famous designers, fine jewelry stores and boutiques. Mr. Klink is well known locally as the author of the words "Live Aloha" and sits on the board of the Live Aloha organization which is designed to rejuvenate the aloha spirit. Most recently, Paul accepted the position as President of The Aloha Foundation, an organization whose sole purpose is to focus on spreading the Aloha Spirit throughout the world with projects in the Middle East, Asia, Europe and US mainland.

Lynne Hanzawa O'Neill was born in Hawai'i and holds a successful career in the competitive New York fashion industry, specializing in the niche field of fashion show production. She produces an average of 15 shows during America's leading fashion event, New York Fashion Week, as well as events for magazines and retailers; events with the Rolling Stones and Usher for Best Buy; fashion show consulting for CW's Gossip Girl, Bravo's the Fashion Show and Sex and the City: The Movie. O'Neill was the inspiration for Margaret Cho's character in HBO's Sex and the City episode, The Real Me. O'Neill is on the boards of the following non-profit organizations: Advisory Board, Hawai'i Fashion Incubator; Director At-Large, Japanese Cultural Center of Hawai'i; Board of Directors, Honolulu Fukushima Kenjin Kai. Even though her work has taken her far from Hawai'i, O'Neill still resides part-time in the islands.

Malie Moran is the founder of Hawai'i RED LLC, a blog and event production company focused on connecting with a local and international community that is passionate about creativity and style in Hawai'i, defining a distinct "Hawai'i Style," and supporting creativity and style leaders in these islands. Malie has worked with high-end venues Statewide including Ala Moana Center, Grand Hyatt Maui, Trump Hotel Waikiki, and the Waikiki Edition to coordinate events and appearances with international celebrities including Project Runway stars Mondo Guerra and Casanova Carletto, fashion blogger Facehunter (Ivan Rodic), Japanese designer Ryota Shiga, and jewelry designer Bliss Lau. Malie is a regular guest lecturer and contributor to the University of Hawaii's APDM program, assisting with mentorship and production of the annual student fashion show.

Maida Montemayor is the owner of Collins + 8th, an upscale Men's and Women's boutique in Honolulu since July 2011. Collins + 8th was voted Best Locally Owned Boutique for HONOLULU Magazine 2012; Mentioned in Modern Luxury Hawai'i Best of the Islands 2012 Issue for Best Threads: and nominated and selected as Retail Merchants of Hawai'i Ho'okela Finalist for Best New Retail Business of the Year 2012. Maida has produced and coordinated several photo shoots and in-store fashion shows since the shop's opening. She worked at Mercedes-Benz Fashion Week in Maimi in July 2010 and attended Fashion Weeks in Miami and New York in 2012. Montemayor has collaborated with Hawai'i designers on Women's Ready-to-Wear pieces and jewelry, made for sale exclusively in Collins + 8th and featured in national and international publications, including LUCKY Magazine and GLITTER magazine.

Paula Rath, former fashion and fitness writer for The Honolulu Advertiser, is now a freelance writer with a website and blog, PaulaRath.com. Also trained as a fashion designer, Rath creates wearable art, as well as fine art in a variety of media. Rath is on the Advisory Committee for Hifi and was one of the organization's mentors and first members. She established Hawai'i's Fashion Forum in 1997, a mentoring group that met for more than 12 years and helped many emerging fashion designers, stylists and others in the fashion industry. Rath is an active member of the Palama Settlement board. She has also served with other Hawai'i non-profits, including Hawai'i Heart Association, American Diabetes Association Hawai'i Chapter, past president of PRSA's Hawai'i Chapter and Academy of the Pacific.

Dr. Andrew Reilly is an associate professor in Apparel Product Design and Merchandising at the University of Hawai'i, Mānoa. He teaches classes related to the fashion industry, fashion museum management, fashion show production, and social-psychology of dress and appearance. He chaired the 2012 meeting of the International Textile and Apparel Association in Honolulu, HI. He has edited two books on fashion, published 18 research articles, made 30 research presentations, is principal editor of Critical Studies in Men's Fashion, has curated three fashion exhibitions, and has received grants from the Institute of Museum and Library Services and from the U.S. Department of Agriculture (HATCH).

Amanda Stevens is an experienced professional writer, event producer and public relations consultant. She has been in the non-profit sector for more than 12 years and has extensive experience working in television, radio, print and online publication. Amanda has a passion for fashion writing and fashion show production and is honored to be a HIFI member and part of the team that is helping to move Hawai'i fashion forward.

Sarah Tenney is Vice President of Marketing Communications & Development at Goodwill Industries of Hawai'i, Inc. and Adjunct Professor at the Chaminade University Nonprofit MBA Program. She is a professional, executive manager and certified fundraiser with substantial non-profit and for-profit business experience and broad experience in all aspects of executive level revenue program development. Sarah's prior positions include Vice President of Development for the Battleship Missouri Memorial and Director of Sales & Business Development for HONBLUE.

Mark Tsuda, CEO for Surf Line Hawai'i, Ltd. (dba Jams World), has more than 25 years of progressively responsible experience directing team members in North America, Hawai'i, Guam, Saipan, Japan, Fiji, French Polynesia and Jamaica in the hotel, luxury resort spa, garment manufacturing and retail store industries. Mark has directed these groups through start-up, turn-around and growth. Mark has spent 15 years as a chief executive officer and vice president in these industries. Among his significant previous positions, Mark served as Vice President, Spa Operations, for Blackstone Real Estate Advisors (Golden Door/LXR Spas) and Regional Vice President, The Pacific, for Steiner Leisure (Mandara Spas), both publicly traded companies on the NYSE. Mark Tsuda holds a Bachelor of Business Administration degree from the University of Hawai'i at Mānoa in Travel Industry Management.

2. The applicant shall provide a projected annual timeline for accomplishing the results or outcomes of the service;

October 2013 will be the first Hawai'i Fashion Month. Planning for HFM has been underway since October 2012, and will occur cyclically on an annual basis as described below.

- November-December: Prepare budget, establish Steering Committee and sub-committees; create fact sheets and key sponsor packages, identify/contact potential major sponsors, Post-event evaluation & reporting (starting in November 2014, after the first HFM event)
 - January-February: Secure major sponsors and partners; Develop/deploy branding, website, marketing collateral; Commence Signature Event planning, Execute service contracts
 - March-April: Accept event submissions; Finalize event calendar; Reserve venues; Secure speakers and special guests
 - May-June: Continue sponsor recruitment, Event planning (signature events, arts/cultural exhibits, etc.); Coordinate arts & culture events; Finalize educational event programs,
 - July-August: Finalize travel arrangements for guests and speakers; Volunteer recruitment and training; Launch media/advertising campaigns; Commence ticket sales;
 - September-October: Public appearances; Final event coordination; Mobilize volunteers; Event execution, Data collection
3. The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

Hifi has established reporting requirements and protocols for the Steering Committee and Sub-Committees to ensure consistent and effective communication and oversight during the planning process. All meeting notes attendance, progress, and action items are being compiled via a shared web platform accessible to the planning group. Hifi and Steering Committee members are tasked with tracking critical path items and ensuring they are completed on schedule and within budget. The planning process was designed to include built-in feedback loops to allow evaluation and self-correction as needed to facilitate the process. Hifi maintains a master schedule and contact list and sends regular communications and updates to the planning group so that the planning process is well-documented and transparent.

During the event itself, Hifi will designate volunteers to monitor events for attendance, professionalism, compliance with contractual conditions, and other metrics to be defined (see examples in the following section). Results will be reported back to Hifi and the Steering Committee, and feedback from event producers and attendees will help to inform successes and areas for improvement. The goal is to create a world-class event that draws increasing exposure, tourism, revenue, and attendance each year, with 2013 as a baseline.

4. The applicant shall list the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of

appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

Leading up to the event, Hifi and the Steering Committee will define metrics for measuring effectiveness and establish methods for collecting data. Metrics may include, but not be limited to:

- Number of events submitted for consideration;
- Number of official and un-official events held during HFM;
- Number of businesses participating;
- Diversity of businesses, target markets, product types;
- Sponsorship dollars raised;
- In-kind sponsorships;
- Number of volunteers recruited and trained;
- Volume of ticket sales;
- Media coverage;
- Web and social media analytics;
- Attendance at events by residents and visitors;
- Visibility of HFM brand and collateral at events;
- Sales generated for local businesses during events;
- Numbers and types of fashion professionals employed or contracted;
- Satisfaction of participants with the quality of events, workshops, exhibits, etc.
- Neighbor island participation;
- Attendance by national and international media and celebrities
- Tourism metrics (number of visitors, dollars spent, etc)
- Profit-loss, projected vs. actual budget

III. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2014.

The requested grant will provide support for planning and production of the first annual Hawaii Fashion Month in 2013, as well as funds to continue the planning effort for HFM 2014. This is reflected in the quarterly funding requests below, with the Q1 distribution covering costs related to HFM 2013, and the Q2-Q4 distributions covering costs related to HFM 2014.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$178,000	\$10,000	\$72,000	\$10,000	\$270,000

3. The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2014.

In addition to the State funding requested via this grant, Hifi has identified several possible sources of funds to perpetuate HFM:

- Sponsorships & Affiliates: In-kind and monetary support from corporate sponsors including hotels, airlines, banks, fashion companies, landowners, food/beverage, entertainment, and other businesses. Affiliate partners may provide discounted or pro bono services to support HFM.
- Hifi Operating Budget: Hifi will apply existing facilities, equipment, utilities, insurance, and supplies at its disposal to support HFM planning and production.
- Event Revenue: HFM will generate revenue from sources including (but not limited to) event tickets, merchandise, auctions, and vendor participation fees.

The budget provides the estimated value that each of these funding sources may contribute to HFM.

4. The applicant shall provide a listing of all state and federal tax credits that have been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Not applicable.

IV. Experience and Capability

A. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Hifi is currently (and for the last six years) the premier organization dedicated to supporting and promoting Hawai'i's fashion industry. As a neutral party that provides resources and builds community within the local industry, Hifi was identified by the State of Hawai'i and key industry stakeholders as the appropriate entity to lead the planning effort related to Hawai'i Fashion Month. Hifi is led by partners Toby Portner and Melissa May White, along with an advisory board of more than 20 professionals from the fashion industry, media, business, government, and non-profit sectors. Many of these Advisory Board members also serve on the HFM Steering Committee. The following sections list Hifi's key accomplishments and relevant projects, followed by bios for the Hifi Partners, and a table identifying the Hifi Advisory Board.

Key Accomplishments

Since its inception, Hifi has grown a network of more than 3,000 fashion professionals and supporters. Key accomplishments include:

- Established Hawai'i's first physical fashion incubator, the Hifi COOP at Ward Warehouse, featuring equipment, workspace, classroom and event space, photography studio, and retail.

- Formed strategic partnerships and sponsorships with government, business, and non-profit entities, including DBEDT, Neiman Marcus, Ala Moana Center, University of Hawai'i, 8 Inc., Goodwill, Kamehameha Schools, Hawai'ian Airlines, and Howard Hughes Corporation.
- Produced marketing and PR campaigns that garnered favorable coverage in nearly every major media outlet in the state of Hawai'i.
- Showcased hundreds of fashion professionals via Hifi events, including pop-up retail stores, fashion shows, panel discussions, networking events, classes, and workshops.
- Coordinated three public exhibitions of the UH historic Costume Collection that drew over 8,000 attendees.
- Cultivated alliances with legislators to support fashion industry, including Governor Neil Abercrombie, First Lady Nancie Caraway, and Senator Will Espero.

Highlights among the dozens of high-profile events that Hifi has hosted or produced include:

- *Hifi at Japan International Fashion Fair, January 2013 & July 2012.* Secured sponsorship from State of Hawai'i DBEDT and Hawaiian Airlines to send delegates to Japan's largest fashion trade show to represent the work of 14 Hawai'i designers. Provided Japanese speaking sales representation, booth space, professional merchandising, export training, promotional support, and trade show coaching for all participants.
- *Hifi at Goodwill Goes Glam!, March-August 2012.* This special event highlighted Goodwill Industries of Hawai'i's mission to help people with employment barriers to reach their full potential and become self-sufficient. Hifi hosted volunteer recruitment events and planning meetings, provided a staging area for fashion show, and hosted a demonstration sewing/alterations/re-working booth at the event.
- *Hifi COOP Grand Opening, March 2012.* Coordinated the grand opening of the Hifi COOP at Ward Warehouse, featuring a Hawaiian blessing by Ramsay Taum. Secured appearances by Governor Neil Abercrombie and Dr. Nancie Caraway.
- *Project Runway Reunion in Hawai'i, April 2011.* Hifi sponsored and provided event support for a reunion of Project Runway Season 8 celebrities Mondo Guerra, Andy South, Christopher Collins, and Michael Drummond.
- *Pop-up Fashion Incubator at Ala Moana Center, March 2011.* Coordinated 25 events within a 10-day period. Worked with architecture firm 8 Inc. to convert an old McDonald's retail space into a fashion incubator with retail shop, event/classroom space, A/V, and custom lighting/signage. Secured sponsors including Yelp!, Ala Moana Center, Saab, and Nordstrom.
- *Fifty Years of Fashion in Hawai'i, Ala Moana Center, August 2009.* Worked with Ala Moana center to curate, merchandise, promote, and staff an exhibit of historic garments from the UH Costume Collection. The exhibit drew over 7,500 visitors.
- *Green Style on the Big Isle, April 2009.* Hifi's second neighbor island "Green Style" event in Kona featured a weekend of events to build bridges between Oahu and Big Island fashion communities, including an industry networking event, panel discussion, fashion show, and an "Ecomarket" with more than 15 local vendors.

Partner Bios

Toby Portner is a Partner of Hawai'i Fashion Incubator. In Hifi's six years, Toby has brought together members of the fashion community to share resources, collaborate on projects and help others to turn ideas into action. Toby has served 10 years with the Hawai'i Department of Education. Her duties include planning supplements to educational services for disadvantaged and low-achieving students,

conducting needs assessments and strategic plans, and facilitating consensus. She holds a bachelor's degree in Elementary Education and a Master of Public Health, both from the University of Michigan.

Melissa White is a Partner of the Hawai'i Fashion Incubator and Managing Partner of Lumen Solar. After obtaining her Master's from UH in 2003, she worked in the environmental sector obtaining permits and preparing environmental compliance documents for high profile private companies, government agencies, and public utilities. She has over 7 years of business development and administration experience, and performs the primary marketing and PR roles for each of her businesses. She is accustomed to preparing budgets and proposals, performing market analysis, implementing logistics, administering customer service, and forming strategic partnerships.

Toby and Melissa each bring a personal interest in fashion combined with their respective professional skills, building structure and support to the local community and growing industry.

Hifi Advisory Board

Name	Title	Organization
Ann Chung	Director	City & County of Honolulu Economic Development Office
Carol D'Angelo	Designer	Ecolicious
Kathryn Ka'anapu	Marketing Director	Ward Centers
Alyson Helwagen	Editor	Lei Chic/Pacific Basin Communications
Dale Hope	Designer/Author	Aloha shirt expert, former designer of Kahala Sportswear
Nadine Kam	Fashion Journalist	Honolulu Star Advertiser
Josh Levinson	Principal	Three Point Consulting
Hugette Montesinos	Editor	Disfunkshion Magazine
Malie Moran	Editor	Hawai'i RED Style
Joy Nagaue	Associate Professor	Honolulu Community College Fashion Technology Program
Lynne O'Neill	NYFW Fashion Show & Event Producer	Hula, Inc., New York, NY
Carol Pregill	President	Retail Merchants of Hawai'i
Melisa Preus	Leasing Manager, Ward Centers	Howard Hughes Corporation
Paula Rath	Fashion Journalist	Paularath.com
Andrew Reilly	Associate Professor	University of Hawai'i Apparel Product Design and Merchandising Program
Danielle Scherman	Founder	Social Wahines
Andy South	Designer	Andy South Designs
Sarah Tenney	VP Marketing, Communications, & Development	Goodwill Industries of Hawai'i
Mark Tsuda	CEO	Surf Line Hawai'i (JamsWorld)

B. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities. Also describe how the facilities meet ADA requirements, as applicable.

Hifi leases an approximately 1,800 square foot facility, the Hifi COOP at Ward Warehouse, where much of the planning to date has occurred. The space is equipped with a meeting area, utilities, and basic supplies and equipment, and the space features elevator access and ample parking. Members of the HFM Steering Committee also have access to many facilities suitable for conducting meetings and events. Among them, Howard Hughes Corporation has offered use of Ward's facilities to meet a variety of needs. All facilities utilized will meet ADA requirements, as applicable.

V. Personnel: Project Organization and Staffing**A. Proposed Staffing, Staff Qualifications, Supervision and Training**

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

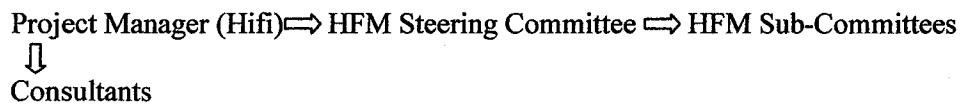
Hifi anticipates allocating a significant portion of its organizational capacity to the Project Management of HFM, supplemented by outside contract work for specialized tasks (e.g., web designer, PR consultant, etc.), interns, and volunteer labor committed by members of the Steering Committee and Sub-Committees. Qualifications for Hifi and the Steering Committee are provided herein. Contractors for specific tasks will be selected via RFP and Steering Committee approval. Key roles include:

- **Project Manager (Hifi):** Leads planning effort, applies for/administers funding, executes contracts, tracks budget and tasks, provides meeting facilities, secures event venues, procures insurance, report to the Steering Committee and assumes responsibility for the final product.
- **Steering Committee:** The volunteer Steering Committee oversees the HFM planning effort and provides expertise and direction to the Sub-committees.
- **Sub-Committees:** Volunteer sub-committees execute planning tasks and deliverables and coordinate with contractors, reporting regularly to the Steering Committee.
- **Development Coordinator Consultant -** Point person under project managers to update calendar, coordinate with Sub-committees and contractors on deadlines and deliverables, provide event support, and assist with data collection and quality control.
- **PR/Media Outreach Consultant –** Coordinates media outreach, prepares press releases and media kits, oversees social media campaigns, coordinates interviews and news appearances

- Branding, Marketing and Web Consultant – Leads development of logo, website, collateral, advertisements, mobile app, video production
- Volunteer Coordinator Consultant – Plans and executes volunteer recruitment, training, deployment, reporting and management
- Event Production Consultant – Aids in planning and execution of HFM signature events, including logistics, security, equipment rental, staffing, venue coordination, staging, talent recruitment, and more.
- International Promotions Consultant – Coordinates media campaigns to national and international media, secures special guests, speakers, and celebrity appearances. Provides travel planning and logistical support, host services for special visitors, markets and promotes HFM at key international events.

B. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organizational chart that illustrates the placement of this request.



VI. Other

A. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

Not applicable.

B. Licensure or Accreditation

Specify any special qualifications, including but not limited to licensure or accreditation that applicant possesses relevant to this request.

Hifi is the registered owner of the Hawai'i Fashion Month trade name and related web domains.

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

Applicant: Hawaii Fashion Incubator

BUDGET CATEGORIES	Total State Funds Requested (a)	Sponsorships (b)	Hifi Operating (c)	Revenue (d)
A. PERSONNEL COST				
1. Salaries				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST				
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island		5,000	0	0
2. Insurance	5,000		2,000	
3. Lease/Rental of Equipment		5,000		5,000
4. Lease/Rental of Space		10,000	12,000	
5. Staff Training				
6. Supplies		3,000	2,000	
7. Telecommunication			1,000	
8. Utilities			3,000	
9. Contracts - Project Managers (2)	75,000			
10. Contract - Development Coordinator	30,000			
11. Contract - PR/Media Coordinator	20,000			
12. Contract - Branding/Marketing/Web Development	30,000			
13. Contract - Volunteer Coordinator	10,000			
14. Advertising	20,000	20,000		
15. Marketing Collateral (printing, signage)	10,000	10,000		
16. Contract - International Promotions, speaker/VIP recruitment	20,000	10,000		
17. Visiting speaker/guest accommodations	0	10,000	0	0
18. Contract - Event production & logistics	50,000	50,000	0	0
19. Entertainment	0	15,000	0	10,000
20. Food/beverage	0		0	20,000
21	0			
22	0			
TOTAL OTHER CURRENT EXPENSES	270,000	138,000	20,000	35,000
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	270,000	138,000	20,000	35,000
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	270,000	Melissa White	808-226-1480	
(b) Sponsorships (in kind/monetary)	138,000			Phone
(c) Hifi Operating Budget	20,000			1/30/2013
(d) Revenue (Ticket sales, etc)	35,000			Date
TOTAL BUDGET	463,000	Melissa White, Managing Partner, Hifi Name and Title (Please type or print)		

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: Hawaii Fashion Incubator

Period: July 1, 2013 to June 30, 2014.

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

Not applicable.

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

Not applicable.

BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: Hawaii Fashion Incubator

Period: July 1, 2013 to June 30, 2014

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2011-2012	FY: 2012-2013	FY:2013-2014	FY:2013-2014	FY:2014-2015	FY:2015-2016
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS:						
Not Applicable						

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS AND SUBSIDIES PURSUANT TO
CHAPTER 42F, HAWAII 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, Hawaii 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, Hawaii 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, Hawaii 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, Hawaii 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.

Hawaii Fashion Incubator

(Typed Name of Individual or Organization)


(Signature)

1/30/2013

(Date)

Melissa White

(Typed Name)

Partner

(Title)