

House District All
Senate District All

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):

DCCA

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

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:

Hawaii Public Television Foundation

Dbas: PBS Hawaii

Street Address: 2350 Dole Street, Honolulu, HI 96822

Mailing Address: 2350 Dole Street, Honolulu, HI 96822

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name LESLIE WILCOX

Title President and CEO

Phone # 808-372-6055

Fax # 808-973-1090

e-mail lwilcox@pbshawaii.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:

PHASE 2 OF CAPITAL CAMPAIGN FOR A NEW HOME FOR PBS HAWAII

4. FEDERAL TAX ID #: [REDACTED]

5. STATE TAX ID #: [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2014: \$ 2,000,000

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 \$4,000,000

FEDERAL \$ _____

COUNTY \$ _____

PRIVATE/OTHER \$11,000,000

TYPE NAME & _____

LESLIE WILCOX, PRESIDENT AND CEO
NAME & TITLE

1/30/13
DATE SIGNED

Application for Grants and Subsidies

I. Background and Summary

1. A brief description of the applicant's background.

The mission of PBS Hawaii is to advance learning and discovery through storytelling that profoundly touches people's lives. We bring the world to Hawaii and Hawaii to the world. Since our founding in 1965 as ETV (Educational TV), PBS Hawaii has been housed on the University of Hawaii Manoa campus. Over the years, we evolved to KHET, a state agency and part of the national broadcasting system and now to PBS Hawaii, a non profit community-based public television station serving all of Hawaii. Through unparalleled national programming such as *Downton Abbey*, *Great Performances* and *NOVA*, and beloved local shows like *Leahey & Leahey*, *Long Story Short*, and *HIKI NŌ*, PBS Hawaii has been informing, engaging and enriching our community for over four decades.

2. The goals and objectives related to the request.

Because the University of Hawaii needs the space we are now occupying for its growing programs, our lease is expiring. We have already made a debt-free purchase of an ideal new property on Sand Island Access Road where the old KHNL/KFVE Newsplex once stood. We are engaged in our first new building campaign to pay for the renovation of this site. At this gateway to Sand Island, on the most visible corner of Nimitz highway, PBS Hawaii will build a new two-story media complex which incorporates Hawaiian cultural elements and "green" energy-efficient technology. Building on top of the existing framework also lowers the cost of the renovation. The goal of this request is to seek funding which would be used for the demolition, construction, renovations, purchase and installation of necessary equipment and furnishings, landscaping and other related costs at the Sand Island Access Road facility.

3. The public purpose and need to be served.

PBS Hawaii is the state's only public television station, with a mandate to serve the public rather than commercial demands. As a station that is dedicated to helping individuals maximize their potential we are 1) a forum for civil discourse, filling gaps in local news to keep our community better informed; 2) a venue for creativity, experimentation and diverse cultural experiences, and 3) a welcoming place for voices that may otherwise be unheard. We offer extraordinary fare that touches and enriches the hearts, minds, and lives of our viewers. Our national and international broadcasts bring the world to Hawaii, while our local programs share Hawaii with the world.

A new permanent home will allow us to better serve the public by helping us accelerate our necessary transformation from a one-way educational broadcaster, into an interactive media organization that can deeply engage with communities on every island. We will be able to expand our learning initiatives such as *HIKI NŌ*, produce more quality local programs to share

with PBS' growing global audience, and embrace new forms of media to enhance our relationship with viewers.

4. Describe the target population to be served.

From *Sesame Street*, to *Masterpiece Classic*, from HIKI NŌ to *Na Mele*, PBS Hawaii is committed to programming and projects that are inclusive of, and give voice to, the state's diverse island community, from *keiki* to *kupuna*.

Although most households in the state of Hawaii subscribe to local cable services, a significant segment of the community includes seniors on fixed incomes, the economically disadvantaged that cannot afford cable services, and residents who live in rural areas that are not serviced by cable companies. These individuals depend on receiving signals with an antenna. By providing both antenna and cable signals, PBS Hawaii is able to reach more than 400,000 households in Hawaii. Our programming is also carried on cable and satellite television and online on our website – reaching a global audience.

HIKI NŌ allows PBS Hawaii to work directly with the state's public, private and charter middle and high schools as well. There are currently 80 schools from all the main Hawaiian Islands participating in HIKI NŌ, 31 of which are Title I.

5. Describe the geographic coverage.

PBS Hawaii is a statewide organization. Because the station services areas that are not profitable for commercial enterprises, PBS Hawaii has the largest broadcast footprint of any other television broadcaster. Because PBS Hawaii boosted broadband delivery of its programs online, the station is able to reach more audiences in more places than ever before, from Anaheim to New York, and from Europe and Asia. And, though a partnership with Pacific Islanders in Communications, PBS Hawaii is distributing a series of Pacific cultural programs to public television stations across the country. Carried under the new brand, Pacific Heartbeat, programs have included Keola Beamer: *Mālama Ko Aloha (Keep Your Love)* that reached 85% of the nation's PBS viewers.

II. Service Summary and Outcomes

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

A \$2 million grant-in-aid will be used for construction, purchase and installation of necessary equipment and furnishings, and other related costs at the Sand Island Access Road facility. PBS Hawaii's Board of Directors will be responsible for the capital improvement project. A project manager will also ensure that the project is completed on time and on budget.

2. Provide a projected annual timeline for accomplishing the results or outcomes of the service.

February 2013 – November 2013: Construction Design and Document Phase
 January 2014: Start of Demolition
 April 2014 – September 2015: Construction

3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results.

To ensure the building design meets the station’s unique needs, we have hired a respected, local architectural firm. Taking the input gathered from staff, board and stakeholders, the architect designed a dynamic space that incorporates the wide variety of services that PBS Hawaii wants to continue to provide to the community as well as allowing ample room to grow into a gathering place.

PBS Hawaii will go through a bid process to select a licensed contractor. A project manager will oversee construction. Evaluation of the construction project will be reviewed on an on-going basis by the Facilities Committee of PBS Hawaii’s Board of Directors and progress reports will be made to the full board of PBS Hawaii.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency).

If awarded, PBS Hawaii shall provide reports to the State listing additional funds secured to match the grant-in-aid funds. Progress will be measured against a timeline for Phase 2 and updates will be provided to the State on the project once the renovation is underway.

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.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
		\$2,000,000		\$2,000,000

- 3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2014.**

Local and Mainland Foundations \$3,000,000

- 4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years, and 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

PBS Hawaii Facilities Committee

Under the leadership of Board Chair, Robert Alm, and President and CEO, Leslie Wilcox, a Facilities Committee was convened that includes members of the PBS Hawaii Board of Directors and other community leaders with expertise in general contracting, development and building supplies and manufacturing.

Beth Lum, Capital Campaign Consultant

Beth joined Creative Fundraising Associates, Inc. in 1995 and currently serves as Executive Vice President. As a fundraising consultant, she has helped to secure over \$125 million for various non-profit organizations in Hawaii over the past sixteen years. For the past two years, Beth has also taught the fund development module for the *Kapiolani Community College Not for Profit Management Program* and serves as an instructor for the Weinberg Fellows and Castle Colleagues Programs. She currently serves as second vice president of the Ronald McDonald House Charities of Hawaii board, was past board president of Moiliili Community Center and continues to serve on their board.

B. Facilities

Currently, PBS Hawaii leases its facilities from the University of Hawaii. The lease expires in 2014 at which time the University will be moving its own scholastic programs into PBS Hawaii space. PBS Hawaii has already purchased property at the corner of Nimitz Highway and Sand Island Access Road for its new home. This site previously housed KHNL/KFVE's Newsplex. PBS Hawaii will use the existing framework as a base for the new building, lowering the cost of the renovation. The new facility will be designed to be ADA compliant and accessible to the public.

V. Personnel: Project Organization and Staffing

A. Proposed Staffing, Staff Qualifications, Supervision and Training

Proposed staffing for the new PBS Hawaii home will remain the same. PBS Hawaii's 22 member board consisting of leaders from the community will be responsible for ensuring proper implementation of the capital campaign, along with President and CEO Leslie Wilcox.

Key PBS Hawaii Staff

Leslie Wilcox, President and CEO

Leslie's journalistic experience spans 34 years and includes newspaper and broadcast work. She has held many roles in Hawaii's television newsrooms including anchor of top-rated newscasts, assistant news director, executive morning news producer, show producer, reporter, and documentary-maker. Seeing so many social problems up-close as a regular field reporter, Leslie co-founded the highly successful major charity drive, the Lokahi Giving Project, which, since 1985, has been helping to meet the needs of the most deserving families and individuals in Hawaii. Leslie took the helm of PBS Hawaii in 2007, a job which allowed her to combine her love of storytelling, lifelong learning and working for the public interest. Under her leadership the station has been adding value – new learning-based children's programming, new local programming, and new international perspectives through public broadcasters in Asia and Europe. Leslie's also spearheaded the launch of HIKI NŌ, the Nation's First Statewide Student News Network. In this collaboration between PBS Hawaii and Hawaii's public, private and charter schools, student-produced news stories are aired on PBS Hawaii's broadcast and web platforms. This thriving community-building enterprise and far-reaching showcase for student achievement is now considered a prime jewel of PBS Hawaii and serves as an example of a transformative school-community partnership, with media and education working together to create a better future for Hawaii's children.

Robert Pennybacker, Executive Producer, Learning Initiatives

Robert began his career as a producer-director at Hawaii's CBS affiliate (later to become Promotion Manager for that station), and moved to the NBC affiliate in 1994 as its Director of Marketing. In 2001 he left the FOX station to start his own production and marketing firm— Pennybacker Creative, LLC. Under that banner he has written approximately twelve television documentaries and has written, produced, and directed award-winning marketing videos, commercials, and PSAs. For the last five years Robert was Vice President of Creative Services at PBS Hawaii, overseeing all of the station's local productions. He is now the Executive Producer, Learning Initiatives, a new division at PBS Hawaii which reflects the importance of the organization's groundbreaking educational work in the community. In this position, he will be responsible for the management and evolution of HIKI NŌ.

B. Organization Chart

See attached.

VI. Other

A. Litigation

PBS Hawaii is not a party to any pending litigation.

B. Licensure or Accreditation

PBS Hawaii is a member of the Public Broadcasting Service and is licensed by the Federal Communications Commission (FCC).

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

Applicant: **PBS Hawaii**

BUDGET CATEGORIES	Total State Funds Requested (a)	Private Funding (b)	Foundations (c)	2011, 2012 GIA (d)
A. PERSONNEL COST				
1. Salaries	0	0	0	0
2. Payroll Taxes & Assessments	0	0	0	0
3. Fringe Benefits	0	0	0	0
TOTAL PERSONNEL COST	0	0	0	0
B. OTHER CURRENT EXPENSES	0	0	0	0
1. Airfare, Inter-Island	0	0	0	0
2. Insurance	0	0	0	0
3. Lease/Rental of Equipment	0	0	0	0
4. Lease/Rental of Space	0	0	0	0
5. Staff Training	0	0	0	0
6. Supplies	0	0	0	0
7. Telecommunication	0	0	0	0
8. Utilities	0	0	0	0
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	0	0	0	0
C. EQUIPMENT PURCHASES	0	0	0	0
D. MOTOR VEHICLE PURCHASES	0	0	0	0
E. CAPITAL	4,000,000	12,000,000	10,000,000	4,000,000
TOTAL (A+B+C+D+E)				
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	2,000,000	Leslie Wilcox	808-372-6055	
(b) Private Funding	14,000,000	Name [REDACTED]	Phone	
© Foundations	10,000,000		Jan 30, 2013	
(d) 2011, 2012 GIA Funding	4,000,000	Signature of Authorized Official	Date	
TOTAL BUDGET	30,000,000	Leslie Wilcox, President and CEO Name and Title (Please type or print)		

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: **PBS Hawaii**

Period: July 1, 2013 to June 30, 2014

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Not Applicable				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: **PBS Hawaii**

Period: July 1, 2013 to June 30, 2014

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

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

**BUDGET JUSTIFICATION
CAPITAL PROJECT DETAILS**

Applicant: **PBS Hawaii**

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	OTHER 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	0	0		0	\$2,000,000.00	0
LAND ACQUISITION	\$5,200,000.00	0	0	0	0	0
DESIGN	\$1,000,000.00	0	0	0	0	0
CONSTRUCTION	\$9,241,500.00	\$3,000,000.00	\$2,000,000.00	\$5,558,500.00	0	0
EQUIPMENT	0	0	0	0	0	0
TOTAL:	\$15,441,500.00	\$3,000,000.00	\$2,000,000.00	\$5,558,500.00	\$2,000,000.00	0
JUSTIFICATION/COMMENT A large portion of the technology and equipment will be built into constuction/renovation costs and will occur concurrently.						

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

The undersigned authorized representative of the applicant certifies the following:

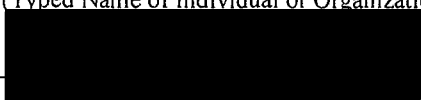
- 1) The applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to Section 42F-103, Hawaii'i Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities 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, Hawaii'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, Hawaii'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, Hawaii'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.

Leslie Wilcox
(Typed Name of Individual or Organization)


1/30/13
(Date)

Leslie Wilcox
(Typed Name)

President and CEO, PBS Hawaii
(Title)

