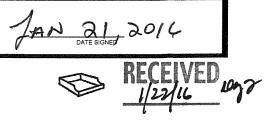
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APPLICATIO	ON FOR GRANTS	Log No:
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Type of Grant Request:	•	
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X_GRANT REQUEST OPERATING	GRANT REQUEST – CAPITAL	
"Grant" means an award of state funds by the legislature, by an appropria permit the community to benefit from those activities	ition to a specified recipient, to support the activi	ties of the recipient and
"Recipient" means any organization or person receiving a grant.		
STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF	F UNKNOWN):	
STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):		
APPLICANT INFORMATION: Legal Name of Requesting Organization or Individual:	2. CONTACT PERSON FOR MATTERS INVOLVING	G THIS APPLICATION:
Pacific Historic Parks	Name Ray L'HEUREUX	
Dba:	Title President & C.E.O, Pacific Historic Parks	<u>s</u>
Street Address: 94-1187 Ka Uka Blvd. Waipahu, HI 96797	Phone # 808-954-8710	
Mailing Address: Same	Fax # <u>808-485-2766</u>	-
	E-mail rlheureux@pacifichistoricparks.org	
3. TYPE OF BUSINESS ENTITY:	6. DESCRIPTIVE TITLE OF APPLICANT'S REQUE	ST:
X Non Profit Corporation Incorporated in Hawaii For Profit Corporation Incorporated in Hawaii Limited Liability Company Sole Proprietorship/Individual OTHER	PROGRAM SUPPORT FOR THE PLANNING AND EXEC COMMEMORATION OF THE ATTACK ON PEARL HARI	CUTION OF THE 75TH
4. FEDERAL TAX ID #: 5. STATE TAX ID #:	7. AMOUNT OF STATE FUNDS REQUESTED:	
5. STATE TAX ID #.	FISCAL YEAR 2017: \$ \$200,000	
X EXISTING SERVICE (PRESENTLY IN OPERATION) AT THE TIME OF STATE FEDITION STATE OF S	MOUNT BY SOURCES OF FUNDS AVAILABLE F THIS REQUEST: ITE \$0 DERAL \$0 JINTY \$0 VATE/OTHER \$125,000	

RAY L'HEUREUX, PRESIDENT & CEO
NAME & TITLE



Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

1. A brief description of the applicant's background

Pacific Historic Parks (PHP) is the non-profit entity founded in support of the Arizona Memorial. As the lead organization within the Pearl Harbor Historic partners group, PHP represents the coordinated vision of the Pearl Harbor partners (Arizona Memorial, the USS Bowfin, the USS Battleship Missouri, and Pacific Aviation Museum Pearl Harbor) and the other Honolulu organizations brought together by Admiral Thomas Fargo, the Governor appointed chairman of a committee recruited to build public / private partnerships for the purpose of coordinating the 75th commemoration of the attack on Pearl Harbor. Included are: the Historic site partners, all key stakeholders including Governmental, Military, National Park Service Pearl Harbor, business, tourism and marketing leadership. It is in the best interest of the State of Hawaii that this historic commemoration be guided by and focused on local and state interests as the foundation for a commemoration that will garner national and international participation. The Governor's office has appointed a liaison to ensure the highest level coordination between government and the private sector.

2. The goals and objectives related to the request;

Funding is sought to orchestrate and manage both the oversight and execution of the official State commemoration of the 75th anniversary of the attack on Pearl Harbor.

PHP, as facilitator of the Commemoration Committee Event Sub-committee, will help initiate and coordinate programming that will stimulate education, awareness, and participation in the form of both local and visitor audiences, not only during the commemoration month of December 2016, but throughout the year preceding and following. Programming will bring new focus to the consideration of Honolulu as a significant destination, aligned with the growing concept of "Historic Tourism." As seen at battlefield sites around the world, such commemorations promote continued and expanding annual pilgrimages by veterans, families, and citizens who understand the importance of these historic

markers. Regardless of whether travelers are able to get to Hawaii during the commemoration week, the concept of ensuring that they do get to Pearl Harbor at some point will be strongly communicated. Commemoration literature, media engagement, educational programming, and exhibit opportunities will broaden the impact.

Lodging, travel, and experiential opportunities will be developed to facilitate visitor planning, tying all facets of our education, historic, and tourism communities together. The goal, while messaging "come when you can" to those unable to attend that week, is to create a week of opportunity for visitors to experience the historic elements of our community. The Commemoration Committee will also work to elevate the importance of this historic event amongst all governmental and business constituencies.

3. The public purpose and need to be served

The Pacific Historic Parks area, encompassing the Arizona Memorial, USS Battleship Missouri, The Oklahoma, The Utah, USS Bowfin, Pacific Aviation Museum Pearl Harbor, and the runway area are hallowed grounds, the location of a pivotal point in American and world history. The Pearl Harbor attack marked the emergence of the values and character that have become synonymous with our 'Greatest Generation,' traits that continue to define American culture. The 75th Commemoration is our opportunity to establish the significance and impact of Pearl Harbor, long term, and to establish Pearl Harbor as the key site on American soil honoring the "Greatest Generation," and these foundational elements of our culture. The 75th Commemoration provides the mechanism by which we might elevate the impact of this historic site, promoting individual and group tours and experiences at the national and international level. The prominence of the site will continue long past the commemoration year to distinguish this as an American battlefield, a destination for historic tourism.

4. Describe the target population to be served and

The 75th commemoration plan will include events, programs and activities to appeal to diverse populations, local, national and international. Age appropriate programs will be developed by all participating historic sites and educational partners ensuring the needs and preferences of individuals, families, and groups can be met. Veterans organizations, veterans and families, political leadership, education groups, museum groups, corporate travelers, individuals, families, and tour groups will find opportunity within the Official Commemoration Plan.

5. Describe the geographic coverage

Commemoration programming will impact the entire State with particular focus on Oahu historic sites. The communication will focus on making the trip to

Hawaii to participate in some way – providing value to all areas. Virtual participation will also be facilitated.

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. The applicant shall:

1. Describe the scope of work, tasks and responsibilities

The Governor of Hawaii has commissioned a Blue Ribbon Leadership Committee (see attached Proclamation), chaired by Admiral Tom Fargo, to orchestrate and manage a formal commemoration of the 75th anniversary of the attack on Pearl Harbor. With participation from the Pearl Harbor historic partners, military, government and business leaders, the committee is organized into 5 functioning sub-committees that coordinate, initiate, and recommended strategies into an empowered executive committee. The sub-committees include Events, Marketing, Travel/Logistics, Government Coordination, and Finance.

Though many of the activities included in the state commemoration will be orchestrated and managed by sponsoring groups, Commemoration Committee leadership will bring these offerings together, creating the higher view of impact, honoring a theme and process for event endorsement, and marketing these efforts to ensure success. Executive staff to carry out the day-to-day will be retained and committee members will act as adjunct staff, both supporting and initiating required action. Communication will be ongoing with the numerous local and mainland organizations such as the American Legion, Veterans of Foreign Wars, Disabled American Veterans and others

Key to the success of this project is the development of:

- Strategic planning bringing all elements of a major commemoration forward
- Consensus building allowing for swift action
- Marketing and public relations effectiveness expertise to support communications, participation, product development, social buzz and exposure
- Understanding of the stated theme (attached)
- Networking strength.

Tasks:

- 1. Strategic marketing and communications to elevate the commemoration to national/international stature
- 2. Orchestrated/executed "announcement" plan appraising the state and nation of the role and intent of the Commemoration Committee

- 3. De-confliction of efforts ensuring recognition of the role and stature of the State Commemoration Committee as the "official endorser" of commemoration events
- 4. Establishment of the brand
- 5. Coordination with national and international participants' staffs, arrangements with numerous veterans groups planning to participate
- 6. Celebrity and guest management
- 7. Event calendar coordination, review and support identification and separation of all events that will be sponsored by other groups and those that are envisioned as part of the commemoration planning team
- 8. Serving as liaison for all events to be sponsored by the Commemoration Committee itself
- 9. Review of proposals /selection of vendors to help orchestrate activities as approved
- 10. Management / coordination of logistics to include transportation, security, protocol, production teams, private vendors, crowd control, facilities support.
- 2. Provide a projected annual timeline for accomplishing the results or outcomes of the service

January – March 2016

Planning Period

- Secure Governor's Proclamation see attached
- Formalize operational structure
- Identify theme and logo
- Hire executive staff/outsourced execution team
- Launch website
- Develop calendar of primary anchor events and programs
- Initiate Government action, extending appropriate invitations to national and international leaders
- Build travel and experiential packages.

April – June

Develop and launch marketing plan

- Initiate publicity plan
- Launch effective online communication plan
- Engage all ancillary participants
- Build out event schedule to incorporate private sector, public sector, military, and other constituent engagement
- Solidify sponsor value and support
- Develop products/merchandising plan
- Continue search for notable participation Government leaders, celebrities, veterans, educators
- Lock in and orchestrate guest handling:

- o Travel
- o Hotels
- o Chaperones as required
- o Tours
- Lock in all required venues
- Amplify local and state support
- As possible, launch ticket/tour/travel sales.

July - October

Infrastructure and Logistic Development

- Engage all appropriate agencies to manage:
 - o Public movement
 - Special guest movement
 - o Protocol requirements
 - o Safety and security issues
 - o Transportation planning
- Update calendar of events and programs
- Broadly promote the experience
- Prepare venues
- Create signage
- Ensure traffic flow.

November – December

Execute the Plan

- Hire required logistics staffing
- Ensure equipment/venue/support requirements in place
- Develop/print catalog or public "souvenir" program
- Test drive the plan.
- 3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results

Evaluation and assessment will be on-going and a function of the execution team. Taking into account the procedures and plans used to manage the 50th commemoration of the attack on Pearl Harbor, execution efforts will evaluate and match up requirements to ensure nothing has been overlooked. Tracking of the following systems will be in place:

- Web traffic
- Online and ticket source sales
- Executive Committee reports on readiness
- Monthly calendar review to eliminate redundancies and scheduling conflicts, filling in service and program gaps, maximizing participation of invited guests
- Press review tracking of coverage, exposure, and opportunities
- Revenue merchandising, sponsorship, ticket sales, tourism reports.

4. 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.

Key measures of success will include the following:

- Local, national and international public relations impact
- Website analytics
- Online sales merchandise, tickets, tours
- Tourism indicators: travel and lodging reports
- Tour company packaging relevant monitoring of historic tourism packaging related to 2016 and beyond
- Invited guest acceptance
 - o Presidential
 - o Congressional participation
 - o International leadership
 - o Government/military leadership
 - Celebrity impact
 - o Veteran engagement.

III. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.

Itemized budget for the commemoration is attached. GIA request is for \$200,000 to help underwrite the requirements of execution. Return on investment will be reported through taxes, visitor impact, tourism impact short and long term.

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2017.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$100,000	\$100,000			\$200,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2017.

HTA - \$500,000 Pearl Harbor Historic Partners - \$125,000 Corporate Contributions, sponsorship and product sales - \$275,000

4. The applicant shall provide a listing of all state and federal tax credits it has 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.

None

5. The applicant shall provide a listing of all federal, state, and county government contracts and grants it has been and will be receiving for program funding.

None received to date; application for HTA grant has been submitted.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2015.

Balance as of December 31, 2015 - \$125,000.

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.

• Please see the Blue Ribbon Committee Roster below

A. Honorary Co-Chairmen Governor David Y. Ige Governor State	of Hawaii Pacific Command
Governor David Y. Ige Governor State	
	Pacific Command
ADM Harry B. Harris, Jr. Commander U. S.	
B. Leadership	
ADM Tom Fargo, USN (Ret.) - Chair Former Commander U. S.	Pacific Command
Steve Colon - Vice Chair President Hunt	Companies, Hawaii Region
C.Committee Members	
MGen Joe Logan Adjutant General State	of Hawaii/DOD
George Szigeti President/CEO Hawa	ii Tourism Authority
Neil Sheehan Chairman Pacifi	c Historic Parks
Tim Guard Chairman USS I	Missouri Memorial

RADM Gus Gustavson, USN (Ret.)	Chairman	USS Bowfin Submarine Memorial
ADM R. J. Zlatoper, USN (Ret.)	Chairman	Pacific Aviation Museum Pearl Harbor
Mufi Hannemann	President/CEO	Hawaii Lodging and Tourism Assn
David Carey	President/CEO	Outrigger Enterprises Group
Rick Blangiardi	SrVP/General Mgr	KGMB9
Mark Dunkerley	President/CEO	Hawaiian Airlines
Donna Tanoue	Vice Chairman	Bank of Hawaii
Sherry Menor-McNamara	President/CEO	Chamber of Commerce Hawaii
John Monahan	President/CEO	Hawaii Visitor & Convention
		Bureau
Chris Tatum	Area Vice President	Marriott International, Inc.
Kelly Sanders	General Manager	Starwood Waikiki
Roy Amemiya	Managing Director	City & County of Honolulu
Dennis Francis	President/Publisher	Honolulu Star Advertiser
Clint Churchill	Trustee	Estate of James Campbell
Thomas Lee	Military Liaison	Office of the Governor
D.Liaison Members		
LtGen Tony Crutchfield	Deputy Commander	U. S. Pacific Command
RDML John V. Fuller	Commander	Navy Region Hawaii
Jacqueline Ashwell	Superintendent	NPS Valor In The Pacific (USS Arizona)

 Outsourced execution team secured – MC&A, referenced as the best source for leadership in the execution of a multi-faceted commemoration of this scope.

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.

Facilities are not required for the execution of this project

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.

Please see response to Section IV-A. Necessary Skills and Experience:

- Blue Ribbon Committee Roster
- MC&A has been secured as the execution team

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 organization chart that illustrates the placement of this request.

Please see attached Committee Structure.

C. Compensation

The applicant shall provide the annual salaries paid by the applicant to the three highest paid officers, directors, or employees of the organization by position..

All Committee leaders have volunteered their services. There will be no staffing expenses.

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.

Pacific Historic Parks has no pending litigation nor outstanding judgments.

B. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

Not Applicable.

C. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see Article X, Section 1, of the State Constitution for the relevance of this question.

Not applicable.

D. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2016-17 the activity funded by the grant if the grant of this application is:

- (1) Received by the applicant for fiscal year 2016-17, but
- (2) Not received by the applicant thereafter.

Not Applicable – the 75th commemoration effort will conclude December 2016.

E. Certificate of Good Standing (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2015.

Attached is a Certificate of Good Standing, dated after December 1, 2015.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2016 to June 30, 2017

App licant: Pacific Historic Parks

В	JDGET	Total State	Total Federal	Total County	Total Private/Other
	ATEGORIES	Funds Requested	Funds Requested		Funds Requested
		(a)	(b)	(c)	(d)
A. F	PERSONNEL COST				
I	1. Salaries				
	Payroll Taxes & Assessments				
	Fringe Benefits				
1	OTAL PERSONNEL COST				
В. С	OTHER CURRENT EXPENSES				
l _	Airfare, Inter-Island				
	2. Insurance				
] _3	Lease/Rental of Equipment				
1 _	4. Lease/Rental of Space				
•	5. Staff Training				
	3. Supplies				
	7. Telecommunication				
	B. Utilities				
	. Marketing and communications	25,000			25,000
	Website development/management	50,000			
. –	1 Advertising design/placement	25,000			225,000
	2 Signage/banners/collatarel				50,000
	3 Product development/production				100,000
	4 Facilities				100,000
	5 Protocol support/guest handling				100,000
	6 Security/traffic management 7 Permits/insurance				100,000 50,000
	8 Commemoration management	100,000			100,000
	9 Graphic design	100,000			50,000
2					50,000
_		***************************************			
7	OTAL OTHER CURRENT EXPENSES	200,000			900,000
C. E	QUIPMENT PURCHASES				
	IOTOR VEHICLE PURCHASES				
	APITAL				
	AL (A+B+C+D+E)	200,000			900,000
			Budget Prepared I	≾y:	
i	RCES OF FUNDING				
(a	a) Total State Funds Requested	200,000	RAY LITEL	IREUX 80	
(t	o) Total Federal Funds Requeste	d	Name (Please type or/h	rint)	Phone
	c) Total County Funds Requested			1.	21.1/2
(d		900,000	S	<u>E</u>	Date
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1014	AL DUDGET	1,100,000	name and little (Please	type or print)	

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES Period: July 1, 2016 to June 30, 2017

Applicant: Pacific Historic Parks

JUSTIFICATION/COMMENTS:	TOTAL:			ler i											Not Applicable	POSITION TITLE
																FULL TIME EQUIVALENT
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BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2016 to June 30, 2017

Applicant:	
Pacific Historic Parks	

4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4			Not Applicable TOTAL: JUSTIFICATION/COMMENTS:
TOTAL TOTAL COST BUDGETED	COST PER	NO. OF	DESCRIPTION EQUIPMENT

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

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2016 to June 30, 2017

Applicant: Pacific Historic Parks	NOT AP	NOT APPLICABLE:	Not a Capital project	oject		
	FUNDIN	FUNDING AMOUNT REQUESTED	QUESTED			
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS	S OF FUNDS PRIOR YEARS	STATE FUNDS	OF	FUNDING REQUIRED IN	EQUIRED IN
	FY: 2014-2015	FY: 2015-2016	FY:2016-2017	FY:2016-2017	FY:2017-2018	FY:2018-2019
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS AND / OR GRANTS

Appplicant: Pacific Historic Parks

Contracts Total: o

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw /	CONTRACT VALUE
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DECLARATION STATEMENT OF APPLICANTS FOR GRANTS 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 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 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 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.
- 2) If the applicant is an organization, 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 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 used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant 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 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.

Pacific Historic Parks

	Organization)	
		1.21.//
		(Date) PRESIDENT/CEO Executive Director
Ray L'Heureux		Executive Director
(Typed Name)		(Title)

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Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that

PACIFIC HISTORIC PARKS

was incorporated under the laws of Hawaii on 09/21/1979; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 21, 2016



Director of Commerce and Consumer Affairs



k.