

House District: 26

Senate District: 12

THE TWENTY-NINTH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES

Log No:

For Legislature's Use Only

Type of Grant Request:

GRANT REQUEST -- OPERATING

GRANT REQUEST -- CAPITAL

"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.

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

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): DEPT. OF BUSINESS, ECON. DEV. & TOURISM

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): BEDI44 STATEWIDE PLANNING & COORDINATION

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization:
Pacific Islanders in Communication

Dba: Same.

Street Address: 615 Pi'ikoi Street, Suite1504
Honolulu, HI 96814

Mailing Address: Same.

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name: Leanne Ferrer

Title: Executive Director

Phone No.: (808) 591-0659

Fax No.: (808) 591-1114

E-mail: lferrer@piccom.org

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION INCORPORATED IN HAWAII
- FOR PROFIT CORPORATION INCORPORATED IN HAWAII
- LIMITED LIABILITY COMPANY
- SOLE PROPRIETORSHIP/INDIVIDUAL
- OTHER

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

Hawaii Film, Television & Online Media Capacity Development

4. FEDERAL TAX ID #: [REDACTED]

5. STATE TAX ID #: [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2016: \$ 275,000

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	\$
FEDERAL	\$
COUNTY	\$
PRIVATE/OTHER	\$ 110,000

NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

[REDACTED SIGNATURE]

LEANNE FERRER, EXECUTIVE DIRECTOR

1/20/17



RECEIVED

1/20/17 [Signature]

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 Islanders in Communication (hereinafter, PIC) is a 501c(3) not-for-profit organization that was first established in Honolulu in 1991 as a national media arts corporation. Its mission is to support, advance, and develop Pacific Island media content and talent that results in a deeper understanding of Pacific Island history, culture, and contemporary challenges. In keeping with the mission, PIC helps the stories of Pacific Islanders to reach audiences worldwide through its funding of documentary films, national broadcast on PBS stations, digital storytelling, training of filmmakers, and community and educational screenings.

PIC is a member of the National Minority Consortia (NMC), a nationwide organization which collectively addresses the need for programming that reflects America's growing ethnic and cultural diversity. PIC has 24 years of experience in developing and offering programs to assist Native Hawaiians and other Pacific Islanders in film, television and new media production. It incorporates Pacific Islander perspectives and values into the media content and core functions of the organization. PIC is keenly aware of the balance between ensuring cultural authenticity and creating a marketable product.

To that effect, PIC hosted the Hawaiian Media Makers Conference, a series of events that was held between 2014 and 2016, and which brought together the Native Hawaiian media making community and key stakeholders, with the following stated goals:

- Creating a venue for Native Hawaiian media makers to collaborate and share best practices for engaging culturally accurate content;
- Working together to establish guidelines and protocols for doing work in a culturally appropriate way when filming, producing or creating media content here in Hawaii; and,
- Collaborating with community members and stakeholders to promote the industry as a whole and capture larger opportunities to bring back to Hawaii.

PIC reached approximately 3,500 individuals through these events directly and with network outreach, it's anticipated that we can expand that reach to 20,000 individuals and organizations from Hawaii, the Pacific, and the U.S. continent. We have also reached out to a number of key stakeholder groups outside of Hawaii to determine the opportunity for their or their members' meaningful participation in the coalition.

Over the course of the last 10 years, PIC has:

- Awarded approximately \$5.5 million toward productions;
- Funded approximately 70 hours of national public television programming;
- Screened films at over 150 community events worldwide, with over 55,000 people in attendance; and
- Provided training to more than 400 emerging filmmakers.

A few examples of programs made possible through PIC funding are: "Kumu Hina," "Language Matters," "Standing on Sacred Ground," "Act of War" and "Then There Were None." Further, over the past year PIC has provided 17.5 hours of documentaries and "educational entertainment" that showcased Pacific Islanders on national PBS stations. Five of those hours are attributed to our series "Pacific Heartbeat," which is now in its fifth season and broadcasts to over 85% of US television households, over 250 million households nationwide.

2. The goals and objectives related to the request.

The State's film and television industry has enjoyed a long and productive existence, with the Hawaiian Islands serving as backdrop for numerous feature films and television series over the decades. However, there is a serious need for Hawai'i to establish and increase a robust local presence in this industry, one which can ensure that outside productions from companies in Asia and North America continue to be executed in our state using local firms and talent. One area where local filmmakers and media producers can have an immediate impact is the further development of local programming for public television.

With its emphasis on strategic partnerships, PIC is ideally suited for this particular task, particularly in a state, which lacks a film and television trade association to advocate effectively for this industry from a local perspective. Two of PIC's strategic goals are to:

- Increase locally-produced public television programming by 20%; and
- Produce and establish consistent digital content to online platforms and increase the digital audience by 5% annually.

One of PIC's two immediate objectives, as it relates to this request, is to establish a Hawai'i Media Consortium (HMC), which can then actively assist local filmmakers and producers in their quest to develop quality programming and digital content, by:

- Facilitating their training and education in both the technical and business aspects of the industry;
- Identifying significant film and media projects which can provide opportunities for local filmmakers and media specialists to partner strategically with one another in order to be effectively considered for media projects alongside their counterparts elsewhere; particularly on those projects which have a local focus and orientation; and,
- Becoming an effective advocate for the Hawai'i film and television industry in matters of public policy development and establishment of mutually beneficial relationships with media counterparts outside of Hawai'i.

PIC's second objective as it relates to this request is to diversify its revenue stream by identifying, pursuing and obtaining other potential sources of funding, which may ultimately include underwriting, merchandise sales and targeted service fees. For many years now, PIC has been dependent upon the Corporation for Public Broadcasting (CPB) as a primary source of revenue. Given the present composition of the current U.S. Congress and the somewhat less

than favorable attitude which many in its leadership harbor toward public television, it is imperative that we not wait until the proverbial shoe drops before we act, but instead address this situation proactively before it ever reaches the point of crisis.

3. The public purpose and need to be served.

The motion picture and television industry in Hawai'i is responsible for 6,500 jobs statewide, which in turn provides some \$233 million in wages. That local economic activity is driven by more than 2,600 people that are directly employed in the motion picture and television industry – including 1,255 production-related employees – and the nearly 400 industry-related businesses throughout the state. Further, the industry cultivates local talent and careers by bringing interns in from local colleges so more Hawaiians develop the skills necessary to earn their livelihood in various industry-related fields.

Given its geographic challenges and small producing community, PIC considers it vital to view itself as a node in the larger filmmaking and content community in the Pacific Islands. PIC works directly with producers and grantees to hone proposals, organize their projects and approaches to filmmaking and develop plans for finding funding. There exists a wealth of talent in the State, and it's in residents' interests to actualize and further develop it as part of the overall effort to diversify the islands' economy.

PIC recognizes the challenges of training and professional development for its producer community, and provides a steady source of support and feedback and leverages the network of filmmakers effectively not just for connection but for professional development. The Hawaiian Media Makers Conference is highly valued among content creators in the Pacific Islander community as an opportunity for mutual support, gathering ideas and trading experiences and skill sets, and its success reflects the need for greater opportunities in work, capacity and partnering.

Most certainly, there exists tremendous potential in Hawai'i for the development of larger media projects. Indeed, while federal agencies and clients nationwide put projects worth millions of dollars out to bid, the State has thus far failed to significantly attract this lucrative source of business and tax revenue, because individual resident media firms and companies presently lack capacity to compete effectively with larger and more established firms from the U.S. mainland.

However, when partnered appropriately with one another, Hawaiian media firms can alter the present dynamic to entice and secure a much larger share of these projects. Joint venture programs have demonstrated that significant successes are possible when industry players combine talents and resources to pursue larger media projects, thus expanding the potential market rather than fighting over limited opportunities. The HMC will help to identify opportunities to attract more lucrative media projects to the islands, by matching and coordinating the efforts of partners with the relevant capacity in conjunction with federal contracting agencies. The goal here is to attract revenue to Hawai'i, and ensure that it stays here.

PIC works closely with the Hawai'i State Film Office, and considers that relationship vitally important. State Film Commissioner Donne Dawson noted in the 2015 NMC Annual Report that "PIC helps people develop skills where they've fallen short – bring their proposal up to speed, organize their project, find the right funding. We don't have any meaningful means of supporting filmmakers in Hawai'i outside of PIC."

4. Describe the target population to be served.

PIC serves the media arts community throughout the State of Hawai'i. The creative aspect of this community is comprised of filmmakers, documentarians, playwrights, journalists, screenwriters, illustrators and animators, and writers. There are also those who labor on the technical side behind the scenes and cameras, but whose work is no less vital to the success of any project.

While we give preference to Native Hawaiian and Pacific Islanders and seek to increase their numbers in local media, we would note that 55% of PIC's production work is done by non-Pacific Islanders. While our primary goal here is to focus on telling the stories of Pacific Islanders, it is also important that we further facilitate the ability of members of the Pacific Islander community to chronicle and tell those stories themselves, whenever and wherever possible.

Further, PIC has ties with numerous organizations throughout the Pacific region and the continental United States, which can be brought to Hawai'i to assist with workforce development. Again, the goal here is to keep our target population here in Hawai'i in order to further develop the local media industry, so that qualified professionals don't have to leave the islands to seek work.

5. Describe the geographic coverage.

PIC is based in Honolulu and serves the residents of the entire State of Hawai'i. Further, it provides a platform for Pacific Islanders from throughout the region to tell their stories.

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.

PIC's Hawaii Media Consortium will focus on the following key deliverables:

- Hire a Training Program Director
- Hire a Project Coordinator
- Develop and Commence technical and business training programs for media makers, leveraging existing partnership and industry relationships.
- Provide small business support initiatives through partnering with various small business and entrepreneurship resources, such as U.S. Small Business Administration and its affiliated Small Business Development Centers, to provide local media makers with the knowledge base necessary to successfully run a small business.
- Coordinate joint venture opportunities and proposals to attract larger projects to Hawaii businesses, where local media makers are partnering to execute work, build the industry capacity, and bring revenue into the State of Hawai'i
- Identify proposal opportunities (through federal searches, partnering with HIPTAC, SBA, Delegation, and national media firms); build partnerships with federal contractors and technical film/media firms to execute the work.

Additionally, PIC will begin to develop and implement a comprehensive fund development program, including provisions for a planned giving and endowment program at some point in the future, to provide for the continued sustainability of its operations and programs, create a long-term financial base to ensure fiscal stability, and mitigate any inordinate reliance upon government support or annual fundraising drives.

To that effect, PIC retains some internal capacity and has identified some potential partners who possess expertise in this field, so that fundraising, which can train and assist us in the implementation of comprehensive fund development program as an integral part of PIC's organizational routine, so that current funding can be effectively administered while new monies are continuously raised.

Specific benchmarks for PIC's effort to diversity its revenue stream will be:

- a. Recruitment and hiring of qualified management personnel;
- b. Development and enhancement of PIC's website to include the Hawaii Media Consortium and its related activities;
- c. Completion of a marketing and feasibility study to identify resources that may be currently available to PIC, and provide a blueprint for the PIC Board of Directors and staff to successfully organize and conduct an annual campaign;
- d. Recruitment and training of a volunteer fundraising committee;

- e. Training and education of PIC board of directors and staff, so that all fully understand their own fiduciary responsibilities with regards to fundraising activities; and
- f. Development of collateral materials for PIC's annual campaign.

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

PIC Timeline: Hawaii Media Consortium and Capacity Development		
Task or Item	Date Commenced	Date Completed
HMC – Recruit and Hire Training Program Director	August 1, 2017	September 15, 2017
HMC – Recruit and Hire Project Coordinator (contract)	September 1, 2017	October 15, 2018
HMC – Website Development	September 1, 2017	December 31, 2017
HMC – Develop Tech. & Business Training Programs	September 16, 2017	December 31, 2017
HMC – Identification of Proposal Opportunities	November 1, 2017	Ongoing
HMC – Commence Training for Media Makers	January 2, 2018	Ongoing
PIC – Fundraising Marketing Study (contract)	September 1, 2017	November 30, 2017
PIC – Recruitment of Fundraising Committee	December 15, 2017	January 15, 2018
PIC – Development of Fundraising Collateral Materials	February 1, 2018	April 1, 2018
PIC – Hawaiian Media Makers Series	January 2, 2018	Ongoing

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

PIC's strategic plan has been identified by the 2015 NMC Annual Report as a best practice, and further described as "thorough, aligned to mission and (most importantly) actionable. PIC has taken the essential next step of developing a detailed tactical plan, with deliverables tracked along a timeline for each fiscal year. This practice is important for two reasons: 1) it makes reporting a cleaner process across all factors; 2) most importantly, it helps the organization focus on tasks that impact the overall strategic goal."

PIC's financial reporting was also identified in that report as another best practice: "PIC does an exemplary job of maintaining accurate, up to date financial reporting. PIC uses QuickBooks and has set up clear, uniform budgeting and accounting categories, which helps with deriving actionable financial reports. This makes not only for better reporting to CPB but for better decision-making on the ground. PIC's operational and administrative processes suggest opportunities for common approaches to budgeting and accounting, as well as best practices for building effective strategic plans."

The development process will be tracked on a weekly, monthly and quarterly basis, and also at the completion of each designated phase of the contract. The Project Director will be

responsible for the oversight of all development-related processes – which will include contract procurement, timelines, and cost and fiscal management – and will work with the architect and lender to ensure that the project will be completed in a timely manner and according to prior specifications. The Project Director will be overseen by PIC Executive Director Leanne Ferrer, and any material deviations from the stated plan must be reported to and approved by the PIC Board of Directors.

PIC further possesses an in-house capacity to assess program demographics such as quality control, client satisfaction, rates of participation, and age and ethnicity, and provide the rigorous analysis necessary to ascertain current and prospective need and provide definitive direction for PIC programs. Quality-control specialists, particularly those who've worked in events planning and Pacific Islander communities, will be consulted as necessary to assist in the further interpretation and evaluation of all data and information collected through program exit evaluation forms, client satisfaction surveys, and select person-to-person interviews for purposes of statistical sampling.

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.**

The table below includes impact indicators and project measurements, which can assist in determining whether the goals of the HMC are being met. If the funding level is approved at an amount lower than the request, PIC is able to discuss with the expending agency which measurements should be adjusted. Additionally, most goals are able to be separated out and may be prioritized if necessary to meet an approved funding level.

Goal	Impact Indicator	Measurable
Hire a Training Program Director	Staff or team member with skill set and capacity on board and trained	Training Program Director in place during first quarter
Hire a Project Coordinator	Staff or team member with skill set and capacity on board and trained	Project Coordinator in place during first quarter
Media training component: Develop and Commence technical and business training programs for media makers, leveraging existing partnership and industry relationships.	Number of training programs held or offered Number of media makers reached Increase capacity of media makers	12 monthly training programs offered during year 2 of the project 50 media makers participate in training programs Exit surveys and follow-up

	Number of skilled partners engaged in training programs	demonstrate that at least 75% of participants indicate expanding their skill or knowledge base related to their media work 10 community partners engaged in providing support and training to media makers
Business training component: Provide small business support initiatives through partnering with various small business and entrepreneurship resources, such as U.S. Small Business Administration and its affiliated Small Business Development Centers, to provide local media makers with the knowledge base necessary to successfully run a small business.	Number of training programs held or offered Number of media makers reached Increase back-office organization Number of skilled partners engaged in training programs	12 monthly training programs offered during year 2 of the project 50 media makers participate in training programs 25 media makers are provided individualized assistance with their accounting, business planning, or other administrative support needs 10 community partners engaged in providing support and training to media makers
Industry development: Coordinate joint venture opportunities and proposals to attract larger projects to Hawaii businesses, where local media makers are partnering to execute work, build the industry capacity, and bring revenue into the State of Hawai'i.	Number of contracts and RFPs identified for joint-venture opportunities Number of joint-venture collaboratives are formed	Identify 10 opportunities for joint venturing in each year of the contract Form 2 joint venture groups each year
Industry development: Identify proposal opportunities (through federal searches, partnering with HIPTAC, SBA, Delegation, and national media firms); build partnerships with federal contractors and technical film/media firms to execute the work.	Number of bids and proposals submitted and/or assisted Total value of contracts attempted	Respond to 3 opportunities each year Submit proposals totaling \$10M across 2 years

<p>Capacity development: Development of PIC's internal capacity and revenue streams so as to ensure the organization can remain and increase its role as a support entity to Hawai'i's media making industry.</p>	<p>Completion of a marketing and feasibility study to diversify revenue based upon core competencies and existing support networks</p> <p>Develop fundraising tools and support packages</p>	<p>Final study and training on implementation completed by year 1</p> <p>Increase web presence and information on engagement including fundraising materials</p> <p>Establish a volunteer fundraising committee</p> <p>Provide BOD training to train on their fundraising responsibilities</p>
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III. Financial

Budget

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

Please see attached forms. Specifically, PIC is requesting GIA funds for the following:

(a) Personnel:

- \$40,000 for the position of Training Program Coordinator
- \$60,000 for the Position of Project Director
- \$10,000 for Payroll Taxes and Assessments
- \$29,000 for Fringe Benefits

(b) Other Expenses

- \$ 3,000 for interisland travel (Estimated)
- \$ 7,000 for rental of venue space for events
- \$20,000 for staff technical training
- \$30,000 for a marketing and feasibility study relating to PIC fund development and diversification
- \$ 6,000 for the development and printing of collateral materials for a prospective PIC annual campaign
- \$50,000 for project identification and development
- \$20,000 for event programming

Additionally, PIC will seek funding from federal and private sources in the areas of website development (\$20,000), supplies and materials for marketing (\$10,000), and organizational fundraising / capacity building (\$50,000).

- The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2018.**

Q1: July 1 – Sept. 30, 2017	Q2: Oct. 1 – Dec. 31, 2017	Q3: Jan. 1 – Mar 31, 2018	Q4: Apr. 1 – June 30, 2018	TOTAL: FY 2017-18
\$ 50,000	\$ 75,000	\$ 75,000	\$ 75,000	\$275,000

- The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2018.**

In addition to any financial support received through the State GIA program, PIC will further seek financial support and participation from the Office of Hawaiian Affairs, as well as from federal government agencies and from private foundations and corporations, both here in Hawai'i and on the U.S. mainland. Please note that actual amounts to be requested will depend in large part upon the information provided in all ensuing requests for proposals (RFP) issued by

private foundations and state / local government, and in notices of funding availability (NOFA) from relevant federal agencies.

- 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.**

Not applicable. As PIC is a 501c(3) not-for-profit organization, it is neither in receipt nor possession of any state or federal tax credits.

- 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.**

For many years, PIC has a contract with the Centers for Public Broadcasting (CPB), which provides the organization with \$1.3 million in annual revenues. Further, PIC has received a \$35,000 grant from the National Endowment for the Arts, and \$50,000 grant from the Hawaii Tourism Authority.

- 6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2016.**

PIC has \$359,038 in unrestricted current assets.

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.

PIC Executive Director Leanne Ferrer currently manages a staff of four with an annual operating budget of \$1.3 million in federal funds. A Native Hawaiian filmmaker herself, she is a past PIC funded producer, and has developed and maintained strong relationships with Native Hawaiian media makers. Her community engagement as the president of Board of Directors of Hawaii Women in Filmmaking and a founding Board member of Makouila, a Hawaiian language non-profit, further extend her Native Hawaiian community-based network. She further enjoys a formidable reputation within the system as a strong networker, someone who builds and maintains relationships at the station level – an essential component for this organization.

PIC received the HTA Kukulu Ola - Living Hawaiian Culture Program Grant in 2013 for \$30,000 to create the Hawaiian Media Makers Series and start the development of the Hawaiian Media Protocol Book. The project outcome was the delivery of the first ever Hawaiian Media Makers Conference at Ala Moana Hotel on October 29, 2014. Over 175 media makers were in attendance for a day filled with enriching dialogue, networking, and strong relationship building. The conference was an invaluable opportunity that brought together the media industry from throughout the State and exceedingly met each of the overall project goals.

- 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.

PIC's office has five personal office spaces, a kitchen, and a conference room that fits up to ten people comfortably. Further, the building offers a conference room for a small fee that fits up to 60 people, and PIC has partner organizations that can offer us space for 60 – 100 people to meet.

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.

PIC Executive Director Leanne Ferrer will be responsible for project oversight. She will lead the planning and project management, delegating key deliverables, and ensuring appropriate follow up and interim evaluation. She will hire a project director to support its execution. Her background is discussed in Section IV.

Rebecca Soon, Chief Operating Officer for Solutions Pacific, has been a longtime consultant in Hawaii, and has worked on various projects with state and county governments, specializing in the empowerment of local communities through small business and community-based economic development programs. In 2011, she was instrumental in assisting the State Historic Preservation Division in the Department of Land and Natural Resources maintain its federal accreditation, after the National Park Service had identified several key compliance issues which had rendered the Division as a "high-risk grantee." She served as the first Executive Director of the Native Hawaiian Organizations Association, a trade association of Native Hawaiian owned federal contractors, and has worked in the area of contract development and joint venture programing for a decade.

Donald Koelper has over 10 years of experience as a grant writer and fundraising consultant in the not-for-profit community in Hawai'i and California. As lead consultant for the Moloka'i Community Health Center, he raised over \$6 million from federal, state and private sources to finance the purchase and renovation of the former Pau Hana Inn, to which the health center relocated upon completion in 2013. Additionally, Mr. Koelper has worked with various non-profit organizations in Hawaii and the U.S. mainland to successfully develop and increase their capital development capacity, such as Hale Kipa, Inc., Pohai Nani Good Samaritan; Shriners Hospital – Honolulu; La'i'opua 2020 (Kailua-Kona); Naismith Legacy Foundation (Charlotte, NC); Metro Basketball Assoiation (Detroit, MI), Pasadena Playhouse (Pasadena, CA).

- 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.

Pacific Islanders in Communications is comprised of the following personnel:

- **Leanne Ferrer**, Executive Director
- **Cheryl Hirasa**, Director of Program Development & Content Strategy
- **Jade Villanueva**, Operations Manager
- **Maluhia Kaimikaua**, Management & Events Coordinator
- **Remington Kawood**, Communications Coordinator

- **Ianeta Le'i**, Program Coordinator
- HMC Project Director (to be determined)
- HMC Training Program Coordinator (to be determined)

PIC's organizational chart is attached.

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.

1. **Leanne Ferrer**, Executive Director - \$92,000
2. **Cheryl Hirasa**, Director of Program Development & Content Strategy - \$66,800
3. **Jade Villanueva**, Operations Manager - \$54,000

VI. Other

- A. **Litigation:** The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgment. If applicable, please explain.

Neither PIC nor any of its partners is involved in any pending litigation at present.

- 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.

As a 501c(3) not-for-profit organization, PIC is presently in good standing with both the State of Hawai'i and the federal government.

- 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 I, of the State Constitution for the relevance of this question.

Any funds awarded to PIC by the State of Hawai'i per this application request will expended with respect to the spirit of Article X of the State Constitution, and will not be used for the support or benefit of a private educational institution, sectarian or non-sectarian.

- D. **Future Sustainability Plan:** The applicant shall provide a plan for sustaining after fiscal year 2017-18 the activity funded by the grant if the grant of this application is received by the applicant for fiscal year 2017-18, but not received by the applicant thereafter.

As stated prior on page 1, it is PIC's intent to establish a comprehensive and integrated capital development strategy, which enjoys a diverse base of revenues and is not dependent upon any one source for its primary funding. To that effect, PIC will increase marketing, public relations and fundraising opportunities through the integration of existing and developed resources, initiate a training program for lay and professional leadership, so that they can implement and sustain a comprehensive financial resource development strategy that will engage PIC personnel, board members and key volunteers in the fundraising process; and develop a campaign structure for implementing the various fundraising campaigns through a coordinated and integrated approach.

- 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, 2016.

PIC's COGS is attached.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2017 to June 30, 2019

Applicant: Pacific Islanders in Communication

BUDGET CATEGORIES	State Funds Requested (a)	Federal Funds Requested (b)	County Funds Requested (c)	Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	100,000	30,000		
2. Payroll Taxes & Assessments	10,000			
3. Fringe Benefits	29,000			
TOTAL PERSONNEL COST	139,000	30,000		
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	5,000			
2. Insurance				
3. Lease/Rental of Equipment				
4. Lease/Rental of Venue Space	5,000			
5. Staff Technical Training	20,000			
6. Supplies & Materials				10,000
7. Website Development		20,000		
8. Utilities				
9. Fund Development Marketing Study	30,000			50,000
10. Fund Dev. Collateral Materials	6,000			
11. Project Identification & Development	50,000			
12. Event Programming	20,000			
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	136,000	20,000		60,000
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	275,000	50,000		60,000
SOURCES OF FUNDING		Budget Prepared By:		
(a) State Funds Requested	275,000	Leanne Ferrer	(808) 226-1666	
(b) Federal Funds Requested	50,000	Name (Please type or print)		
(c) County Funds Requested		Jan. 19, 2017		
(d) Other Funds Requested	60,000	Signature of Authorized Official		
TOTAL BUDGET	385,000	Leanne Ferrer, Exec. Director		
		Name and Title (Please type or print)		

GOVERNMENT CONTRACTS AND / OR GRANTS

Applicant: Pacific Islanders in Communication

Contracts Total: 1,385,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Corporation for Public Broadcasting	06/01/2015 - 05-31-2017	Nat'l Endowment for the Arts	U.S.	1,300,000
2	National Endowment for the Arts	06/01/2015 - 05/31/2017	Same.	U.S.	35,000
3	Hawaii Tourism Authority	01/01/2016 - 12/31/2016	State of Hawaii	U.S.	50,000
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**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS 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 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 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, 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 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 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 Islanders in Communication
(Typed Name of Individual or Organization)


(Signature)

January 19, 2017
(Date)

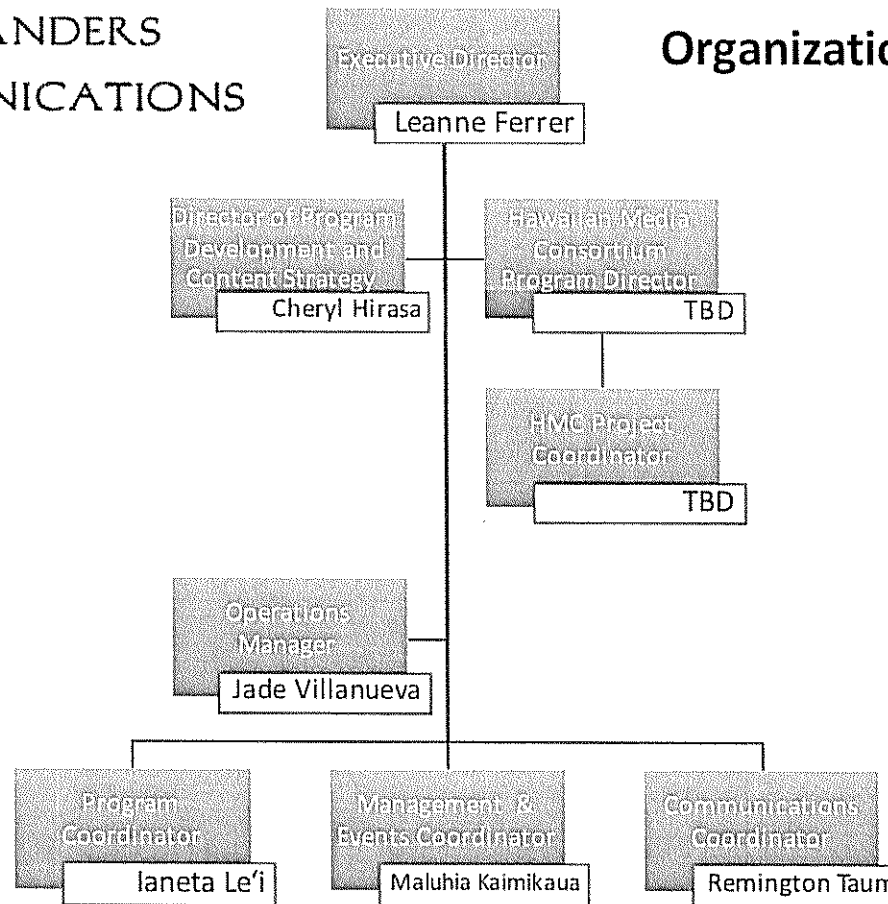
LEANNE FERRER
(Typed Name)

Executive Director
(Title)



PACIFIC ISLANDERS
IN COMMUNICATIONS

Organizational Chart





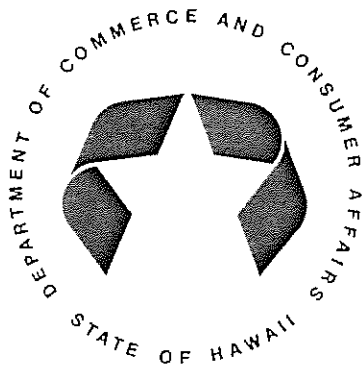
Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

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

PACIFIC ISLANDERS IN COMMUNICATIONS

was incorporated under the laws of Hawaii on 12/17/1991 ;
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 18, 2017

Catherine P. Owaiki Colton

Director of Commerce and Consumer Affairs