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Senate District(s)C	APPLICATION FOR GRANTS CHAPTER 42F, HAWAII REVISED STATUTES			Log No:	
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Type of Grant Request:					
GRANT REQUEST - OPERATIN	NG		☐ GRANT R	EQUEST	– CAPITAL
"Grant" means an award of state funds by t activities of the recipient and permit the cor "Recipient" means any organization or pers	mmunity to benefit fr	rom those		d recipie	nt, to support the
CT AT NOW AND THE ACTION DES APPROXIMENTAL	CONTROL OF A CONTROL OF A STATE ACCORDED	reirosanei).	<u> </u>		
STATE DEPARTMENT OR AGENCY RELATED TO THIS REQU STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):		KNOWNJ:			
1. APPLICANT INFORMATION:	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	. CONTAC	F PERSON FOR MATTERS	INVOLVIN	THIS APPLICATION:
Legal Name of Requesting Organization or	i i	,	Melanie Kos	:aka	
First Daughter MediaWorks, Inc.		lame	orientos sentre en esta como en	-	
Dba:			President, o	wner	
Street Address: 155 Kokololio Place, Hon. Hl. 96821	1		808 479-0703		
Mailing Address:	F	ax #			
same		E-mail	melaniekosaka@	me.com	***************************************
3. TYPE OF BUSINESS ENTITY:	A	NECEDIA	IIVE TITLE OF APPLICAN	r's deois	er transmission de la company de la comp
Non Profit Corporation Incorpora For Profit Corporation Incorpora Limited Liability Company Sole Proprietorship/Individual Other	TED IN HAWAII		TV channel capac	-	1
4. FEDERAL TAX ID#:	7.	. AMOUNT	OF STATE FUNDS REQUES	TED:	
5. STATE TAX ID#:	- Carlo	ISCAL YEA	ar 2019: \$ <u>296,500</u>	00	
8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:  NEW SERVICE (PRESENTLY DOES NOT EXIS  EXISTING SERVICE (PRESENTLY IN OPERATION OF PRESENTLY IN OPERATION OPERATION OPERATION OPERATION OPERATION OPERATION OPERATION OPERATION OP	ION) AT THE STATE FEDER COUNT	E TIME OF S RAL \$ TY \$			S AVAILABLE
	Melani	e A	osaka		1-19-208

Rev 11/21/17

### **Application for Grants**

Please check the box when item/section has been completed. 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;

First Daughter Mediaworks, Inc. is a Hawaii digital and interactive media company focused on creating and supporting community based storytelling opportunities that bridge 21st century media skills with Hawaii's unique ability to share and connect diverse cultures.

#### 2. The goals and objectives related to the request;

The goal is to create the Hawaii TV channel. A statewide TV channel with 24/7 programming for and about Hawaii and beyond. By aggregating content from local media makers, private and public organizations on one digital destination (Hawaii TV), a larger and more engaged audience is developed. This would be an interactive channel for online (web based) and mobile.

The objectives for this GIA are threefold:

- 1. **Infrastructure and capacity development**. Build and launch the Hawaii TV channel as an interactive, dynamic digital channel and mobile product.
- 2. Set a framework and process for content solicitation and submission to ensure long-term viability of the channel.
- 3. **Produce a 5 part-pilot video series** to serve as anchor content for initial Hawaii TV launch

#### 3. The public purpose and need to be served;

The digital divide continues to grow between small businesses, farmers, and organizations that have limited capacity to promote their stories (and products) and larger corporations. The December 2017 FCC repeal of net neutrality regulations widens this divide. The public purpose and need for the project are as follows:

1. Hawaii's economy is dependent on Hawaii brand awareness both internally (buy local, support for community based culture & arts orgs) and externally (tourism, value-added agricultural exports) outside of Hawaii. **Hawaii TV** would benefit the public by creating a unified destination to share stories about Hawaii by Hawaii. Previously, the barrier to creating a Hawaii channel was the cost of creating a broadcast facility. Technology removes those barriers. A Hawaii focused channel is feasible and serves a public purpose by creating a thriving hub for diverse community voices to share their stories, culture and history.

- 2. **Hawaii TV** supports capacity building for the Hawaii film industry by creating a dedicated 24/7 showcase for both student and professional media makers here.
- 3. Cultural fluency and the ability to connect diverse ethnicities is an enticement to corporations, particularly technology companies. **Hawaii TV** will showcase Hawaii as a modern hub with a work force population fluent in cross-border, cross-cultural communication.

#### 4. Describe the target population to be served; and

Agriculture, technology, food related industries, small business, and tourism stakeholders will be served and benefit from this project.

#### 5. Describe the geographic coverage.

Reach and access is global.

#### 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;

- 1. Plan, Design, Build a digital and mobile TV channel platform.
- 2. Content Creation and Aggregation design a framework for content submission and curation that ensures long term sustainability of Hawaii TV. Implement a process for private and public institutions to share their stories and monetize future content production and acquisition.
- 3. Production and completion of 5-part video series to seed the launch of the channel.

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

#### Phase I (4 weeks)

Planning, Discovery and Benchmarking

- Set measurable outcomes and data to ensure project meets public purpose outlined in section #3 of this application.
- Set a framework and benchmarks for evaluation.
- Set best practice protocols and procedures
- Design/Define the user experience and interface to meet developed sets of criteria Outcome: Schematics, wireframes and development based on developed criteria.

#### Phase II (16 to 20 weeks)

Build-out and coding of Hawaii TV digital and mobile platform

- Build-out of database and CMS
- Set-up of hosting and Web interface
- Build of web based platform
- Build of mobile platform

Outcome: beta version of platforms for user testing that will be evaluated and measured against benchmarking and outcome criteria developed in Phase I

#### Phase III (16 weeks)

Production and post of three (5) produced videos

- Script development (3 weeks)
- Production (4 weeks)
- Post, picture + sound, EFX (12 days)

Outcome: Delivery of 5 finished 10 to 15 minute video episodes for distribution on Hawaii channel

#### Phase IV (4 weeks)

Develop content aggregation processes and curation standards to allow for community participation by private and public organizations, professional and student media markers.

- Create features sets that allow for revenue generation by content producers to ensure long-term viability of project.
- Layout key action items needed to onboard and retain content producers
- Set-up ongoing documents to update and share key learnings

Outcome: How-to handbook for distribution to content producers outlining the procedures, opportunities for participation. A measured outcome would be participation by a diverse group of 15 to 20 content creators representing communities across the state.

Phase V (2 weeks + on-going site maintenance and programming)
Launch of Hawaii TV online and mobile platforms
Measured outcome: On-boarding of 15 to 20 content participants to allow for 12 months of programming.

- 3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and At each of the five (5) phases of project development, testing and evaluation reports aligned to the set of criteria, benchmarks, and expected outcomes developed in Phase I will be implemented and if necessary adjusted to ensure project stays on on track.
- 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 effectiveness of the project will be measured against the criteria and outcomes set in the Phase I planning process. Key accomplishments to measure achievements are:

- 1. Launch of Hawaii TV Channel
- 2. Participation by 15 to 20 content producers to allow for 12 months of programming
- 3. Tested revenue model for a 3 and 5 year plan to ensure sustainability of project.
- 4. Viewership of channel. Goal is 500K views and 100K unique users in first 3 months of channel post launch.

#### III. Financial

#### Budget

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

- a. Budget request by source of funds
- b. Personnel salaries and wages
- c. Equipment and motor vehicles Capital project details
- d. Government contracts, grants, and grants in aid

Attached

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2019.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
88,950	88,950	88,950	29,650	\$296,500.00

The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2019.

We are seeking \$200,000 in funding to cover marketing, promotions and business development costs.

- 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.

  N/A
- 5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2019 for program funding.

  See page 9 of application
- 6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2017. \$50,000

#### IV. Experience and Capability

#### 1. 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.

The skill set to launch the Hawaii TV project requires experience and corporate capacity in three key areas:

- 1. Content production and programming a successful track record of creating video content that engages Hawaii communities while concurrently attracting national and international audiences.
- 2. Experience building and managing digital web and mobile products with emphasis on educational and community based outreach.
- 3. Track record and experience creating private/public content partnerships for distribution to a global audience.

Our creative and technical team brings a high-level of expertise in creating, building and managing digital media projects including high traffic (over one billion page views per month) websites and mobile applications. Experience includes working with top tier digital brands: Google, Facebook, Time Warner, PBS, and Sony Pictures. Consumer lifestyle and travel brand experience includes media work for Kikkoman International, Sara Lee, and Gallo of Sonoma.

Proven track record of executing innovative content experiences and forward focused thinking strategies.

#### 2. 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.

No facilities are required

### V. Personnel: Project Organization and Staffing

#### 1. 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.

Melanie Kosaka - owner FDM

• Melanie Kosaka has produced more than 500 hours of television programming on food and cooking for PBS audiences across the U.S. and in 66 countries.

- Developed ShareYourTable.com an online project exploring Hawaii from seed to plate with tie-ins to The Honolulu Advertiser, HIDOA, Hawaii Seafood Council and Sub-Zero and Wolf/Hawaii.
- Programmed in partnership with Time Warner the nation's first locavore food channel CookSpace for Hawaii generating more than 250K interactive experiences within the first three months of launch.
- Created and managed the online based kids anti-obesity campaign "Get Healthy Now Hawaii" which brought together HIDOE, The American Diabetes Association and HIDOA.
- FDM's most recognized credits include *Hawaii Cooks with Roy Yamaguchi*, *Double Happiness*, and the 1999 James Beard winner for Best National Cooking Show, *The Kitchen Sessions with Charlie Trotter*.

#### Denise Yamaguchi - key project lead

- Denise is the co-founder the Hawaii Food and Wine Festival the premiere culinary
  destination event in the Pacific featuring more than 100 internationally acclaimed chefs,
  winemakers and exemplary brand sponsors. Spanning two weeks across Oahu, Maui, and
  the island of Hawaii, the festival gathers the world's top culinary talent from Asia, the
  U.S. and beyond.
- Denise is the executive director of Hawaii Agricultural Foundation.
- Served as the vice president of corporate and public affairs for Bishop Museum
- Director of community relations for NCL America

#### Tony Tung – Key project lead/developer

- 10 years experience as a creative lead for interactive campaigns for Google, YouTube Live, Facebook, Disney and Coca-Cola.
- Agency experience includes director roles at Crispin Porter and Hook Media.
- Client work in digital media for Wieden + Kennedy, Saatchi & Saatchi, and Deustch.

#### 2. 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.

Melanie Kosaka – project manager and content supervisor, will supervise

- Editorial team of 3 to 5 producers
- Image asset team of 4 to 5 videographers/still photographer

Tony Tung – creative director and product development lead, will

- UI and UE team
- Engineering team

Denise Yamaguchi - community development and outreach

- Development and Process of content curation and acquisition
- Community outreach and on-boarding of private, public, partnerships

#### 3. 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.

First Daughter Mediaworks has no employees, and one director who is paid a salary of \$50,000 to \$75,000 per year.

#### VI. Other

#### 1. 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.

N/A

#### 2. 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.

N/A

#### 3. 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.

N/A

#### 4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2018-19 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2018-19, but
- (b) Not received by the applicant thereafter.

This funding is requested to capacity build and launch the project. Part of the currently requested funds is to create a revenue generation model to fund continued expansions, maintenance, and marketing of the project from the private sector.

#### 5. 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, 2017.

Attached.

#### 6. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with Section 42F-103, Hawaii Revised Statutes.

Attached.

#### 7. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes. Yes, this grant will serve a public purpose and need. See section #3 of this application.

# **BUDGET REQUEST BY SOURCE OF FUNDS**

Period: July 1, 2018 to June 30, 2019

Appl

First Daughter MediaWorks, Inc.

В	UDGET	Total State	Total Federal	Total County	Total Private/Other
C	ATEGORIES	Funds Requested	Funds Requested	Funds Requested	Funds Requested
		(a)	(b)	(c)	(d)
Α.	PERSONNEL COST	diskitamentis			
STATES MAN	1. Salaries	0			0
orsenes	2. Payroli Taxes & Assessments	0			0
NAME OF THE OWNER, OWNE	3. Fringe Benefits	0			0
	TOTAL PERSONNEL COST	0			0
B.	OTHER CURRENT EXPENSES				
	Airfare, Inter-Island	9,000			
Para de la composition della c	2. Insurance	3,000			
economic and the second	3. Lease/Rental of Equipment (film prd.)	25,000			25,000
	4. Lease/Rental of Space	0			
NAME OF THE PERSON OF THE PERS	5. Staff Training	0			
71MC59203	6. Supplies	1,500			construction of the first of th
эмжж	7. Telecommunication	2,000			
	8. Utilities				
	9. Content Curator/Biz development				75,000
AND THE PROPERTY OF THE PROPER	10. Project Developer (12 months)	48,000			~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
ACCOUNT OF THE PERSON OF THE P	11. UX and UI design services	10,000			
A (CE)	12. Graphics motion and still	20,000			
	13. Content Design & Curation	48,000			
SACTORNICS	14. Engineering services	40,000			
**********	15 Community Outreach services	30,000			
	16. Quality Assurance (third party)	5,000			
	17. Editor	25,000			
	18. Director	30,000			
	19. Marketing and Promotions				75,000
	20. Mainland Travel				25,000
	TOTAL OTHER SUBSELE EVESTIONS	222 222	S S S S S S S S S S S S S S S S S S S		000 000
	TOTAL OTHER CURRENT EXPENSES	296,500			200,000
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	MOTOR VEHICLE PURCHASES	0			
	CAPITAL	0			
TO	ΓAL (A+B+C+D+E)	296,500			200,000
			Budget Prepared E	ly:	
SOURCES OF FUNDING					
1	(a) Total State Funds Requested	296,500			479-0703
	(b) Total Federal Funds Requested				Phone
					1-19-2018
	(c) Total County Funds Requested	200 000			Date
	(d) Total Private/Other Funds Requested	200,000			546
	West, 1971	8.	Melanie Kosaka, preside	nt	
TOT	TAL BUDGET	496,500	Name and Title (Please t	ype or print)	2002
		squesion22			
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#### **BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES**

Period: July 1, 2018 to June 30, 2019

Applicant: Frisr Daugther Mediaworks, Inc.

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	, % OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)	
N/A - NO SALARIES REQUESTED	delah kali kali kamuarararararararararan kan an an anarararararararararararararara			\$	***
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TOTAL:				0	00.0
JUSTIFICATION/COMMENTS:					

## **BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES**

Period: July 1, 2018 to June 30, 2019

Applicant: First Daughter MediaWorks, Inc.

JUSTIFICATION/COMMENTS:

DESCRIPTION EQUIPMENT	NO. OF	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
N/A no funds requested			\$	
	All the film of the state of th	THE PROPERTY OF THE PROPERTY O	\$	eman processor and a control of the
		and the second	\$ .	
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TOTAL:				
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DESCRIPTION	NO. OF	COST PER	TOTAL	
DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL	TOTAL BUDGETED
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	i	l	COST	}
	i	l	\$ ~	}
	i	l	\$ -	}

TOTAL:

### **BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS**

Period: July 1, 2018 to June 30, 2019

Applicant: First Daughter MediaWorks, Inc

TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2016-2017	FY: 2017-2018	FY:2018-2019	FY:2018-2019	FY:2019-2020	FY:2020-2021
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EQUIPMENT			MENCANDONICA PER PRINCIPA DE CONTROL DE CONT		- Alexandra de la companya de la com	THE RESIDENCE OF THE PROPERTY
TOTAL:	The state of the s					

## **GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID**

App First Daughter MediaWorks, Inc.

Contracts Total:

360,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Development of digital media public informamtion campaign	5/23/16	НТА	State of Hawaii	180,000
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30					180,000



# STATE OF HAWAN STATE PROCUREMENT OFFICE

#### **CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs

Vendor Name: FIRST DAUGHTER MEDIAWORKS, INC.

DBA/Trade Name: FIRST DAUGHTER MEDIAWORKS, INC.

Issue Date: 01/18/2018

Status: Compliant

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#:

UI#: No record DCCA FILE#: 109762

#### Status of Compliance for this Vendor on Issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawali Department of Labor & Industrial Relations	Compliant

#### Status Legend:

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	The entity is compliant with DLIR requirement
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

#### 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.

the applicant's knowledge.

First Daughter Media Works, Inc.

1-19-208

(Date)

Melanic Kosaka president

(Typed Name)

(Title)

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