

## 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

HAWAII INTERNATIONAL FILM FESTIVAL, INC.

was incorporated under the laws of Hawaii on 02/22/1990 ;  
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 14, 2020

Director of Commerce and Consumer Affairs

**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.

Hawaii International Film Festival

\_\_\_\_\_  
(Typed Name of Individual or Organization)

*Beckie Stocchetti*

(Signature)

Beckie Stocchetti

Jan 15, 2020

(Date)

Executive Director

\_\_\_\_\_  
(Typed Name)

\_\_\_\_\_  
(Title)



# HAWAII INTERNATIONAL FILM FESTIVAL

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This is to state that HIFF will use this grant for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes.

## **II. Background and Summary Hawaii'i International Film Festival**

### **A brief description and background of HIFF**

The Hawaii International Film Festival (HIFF) is dedicated to advancing understanding and cultural exchange among the peoples of Asia, the Pacific, and North America through the medium of film. HIFF began in 1981 as a project of the East-West Center at the University of Hawai'i (UH) Manoa campus. The first Festival presented 7 films from 6 countries to 5,000 people. During the next few years, rapidly growing demands led the Festival to expand to the neighbor islands and eventually to evolve into a statewide event spanning 11 days. HIFF continued to hold one Festival every fall until 1998, when it added a Spring Festival on the island of Oahu. In 2019, HIFF presented over 250 films from 33 countries, continuing our legacy to advance understanding and cultural exchange among the peoples of Asia, the Pacific and North America by presenting films from around the world. HIFF is proud to present annual educational programs to students across the state of Hawai'i, as well as Hawai'i's only free virtual reality exhibit, featuring the most innovative and cutting-edge technology from Asia and the Pacific.

Now entering its landmark 40th year, the Hawaii International Film Festival has earned the distinction of being the nation's primary source for the discovery and exhibition of Asian, Pacific, and Hawaii-made feature films, documentaries, and videos. HIFF's stature enables it to successfully compete for the rights to screen dozens of premieres from countries such as Korea, Japan, China, India, New Zealand, Australia, the Philippines, the European Union, and the United States.

HIFF is the only film festival in the United States that has been granted the privilege of presenting the Award for Best Asian Film from NETPAC (Network for the Promotion of Asian Cinema). Additionally, HIFF is the only American partner of the prestigious Shanghai International Film Festival (SIFF) in China and was the only foreign advisor to the 1<sup>st</sup> and 2<sup>nd</sup> Annual Beijing Film Festival. HIFF utilized its partnership and other significant contacts in China, particularly the Shanghai Media and Entertainment Group (SMEG), to start a student filmmaker exchange between the Academy for Creative Media (ACM) at the University of Hawai'i at Manoa and the Shanghai University School of Film and Television. Resulting films are screened at HIFF and at the annual SIFF, resulting in Hawai'i-made student films being screened in China before influential international audiences.

HIFF takes pride in presenting first features by new directors, critically acclaimed films from Sundance, Toronto, Berlin and Cannes, films that explore social issues, and works by indigenous filmmakers who value heritage and culture. In addition to offering film screenings, HIFF broadens its audiences understanding and appreciation of cinema by creating opportunities for them to meet delegates from around the world. Several hundred filmmakers, actors, critics, educators, and industry executives share their expertise and insights at seminars,



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special events, and post-screening discussions. The HIFF Jury, of renowned members of the international and Hawai'i-based film communities, select the winning films and the awarded recipients earn HIFF's highest honors.

HIFF's legacy has always been to both provide a forum for independent and international cinema to our local audiences, while also showcasing and supporting Hawai'i filmmakers. Hawai'i's filmmakers, in particular, have a special home at HIFF: the Festival hosts the world's only international forum dedicated to works made in Hawai'i. Several Hawai'i based films have been picked up for international and national distribution through their screenings at HIFF.

The Made in Hawaii awards further implement HIFF's mission to cultivate Hawaii-based filmmaking. By establishing our first MADE IN HAWAII competition in 2017, HIFF focused sharply on the powerful films being produced in our own backyard in order to showcase this generation of Hawaii filmmakers to the world. These films capture the multi-ethnic communities that are the foundation of what makes Hawaii one of the most diverse, desired, and layered places in the world.

Now in its fourth year, the HIFF Made-in-Hawaii program shines an international spotlight on Hawaii's creative entrepreneurs. The HIFF Made-In-Hawaii program is presented by the Hawaii Film Office. Since 2017, HIFF has been able to award nearly \$50,000 in cash prizes to local Hawaii filmmakers through juried awards. Made-in-Hawaii Filmmakers also receive other generous donations including free use of film trailers and camera packages. Each awarded filmmaker gives a short speech to all Awards Gala attendees and are presented with a special engraved crystal award. The Made-in-Hawaii program is featured in a special spotlight article in national and international press publications. We also highlighted these films across the islands of Hawaii, showcasing them on Kauai, Maui, and the Big Island, where audiences showed significant interest and appreciation for seeing themselves and their stories reflected on screen at the caliber of HIFF.

In 2018, in partnership with Hawaiian Airlines, HIFF launched our Made in Hawaii in-flight programming to celebrate and showcase Hawaiian filmmakers and locally produced short films. This rotating programming, curated by HIFF, has featured over 20 HIFF films from Hawai'i filmmakers over the past two years.

Our HIFF programming will continue to be available for free on over 120 Airlines flights across 22 destinations to all airline passengers in 2019. This partnership created a platform for local filmmakers to share the diverse stories of Hawaii with audiences across the globe. With such increased access to these films, a secondary goal of this in-flight initiative was to inspire and empower our talented community of local filmmakers to continue to create, innovate, and push the boundaries of what the Hawaii film industry has to offer. We saw evidence in the success of this in our 2018 Call for Entries process -- our Made-in-Hawaii film section nearly doubled its submissions in 2018. This program included extra spotlights for HIFF's presenting and major sponsors as well and promoted these culturally vital organizations to a much larger tourist demographic. In 2019 HIFF will continue to focus PR efforts towards building excitement and awareness of this in-flight programming.

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## The goals and objectives related to the HIFF FY 2021 Grant in Aid Application

HIFF networks with film festivals and industry professionals year-round and stays abreast of industry trends and best practices to bring the best global cinema to the community and to support the development of content creators in Hawaii and increase the reputation of Hawaii in the international marketplace. HIFF staff serves as jurors, speakers, and industry reps at renowned film festivals across the globe, promoting Hawaii and its content creators on an international scale.

HIFF also sustains strong relationships with Hawaii's filmmakers, media organizations, government, and educational institutions. HIFF has developed partnerships with a variety of Hawaii organizations including: Hawaiian Airlines (free in-flight programming of Hawaii-made films), DBEDT, Pacific Islanders in Communications (spotlighting Pacific Island film), Daniel K Inouye Institute (DKII student film competition), Hawaii Film Office (Made-in-Hawaii competition), State Film Commissions, Maui Arts and Cultural Center, HBF, Ward Village (free monthly screenings), Ohina (presenting locally produced films), 'Ulu'ulu Moving Image Archive, and with all colleges in Hawaii. These partnerships deepen HIFF's ability to serve our community in innovative and meaningful ways.

The population that the Festival serves is as diverse as the state as a whole. The HIFF community includes film enthusiasts of all ages. Approximately 90% of HIFF's audience members and program participants are Hawaii residents.

## The public purpose and need to be served

HIFF provides the sole international platform for Hawaii-based films/filmmakers, and the premiere venue for our community to view award-winning global cinema. All programs are presented on their cultural significance, artistic merit, and quality and are designed around community needs, determined through evidence-informed practices and past experience serving the community.

HIFF's Made in Hawai'i program showcases our unique and important way of life with authentic and entertaining stories. Catered to mid-career filmmakers, these films capture the multi-ethnic communities that are the foundation of what makes Hawai'i one of the most diverse and desired places in the world. The message is: Hawaii's stories are valuable and voices important. The Made-in-Hawaii program is showcased in various national, local, and international publications including Variety Magazine, Honolulu Magazine, Moviemaker Magazine, Hawaii News Now, and Good Morning Hawai'i.

HIFF is the only organization to give an unrestricted cash award to local filmmakers and is uniquely positioned to provide the international recognition, acclaim, and publicity to support them in taking the next career step by building audience, providing outreach, and connecting them to a larger global industry.

Demand for HIFF's services continues to present with attendance consistently growing, even seeing annual increase per screening. Education and Industry participation numbers have been increasing and requests

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from teachers currently outweigh our capacity to serve. Demand to present locally produced content continues to grow, with Made-in-Hawaii film submissions at an all time high - over 130 locally produced film submitted in 2018, 55 screened, 1 being the most attended, 1 winning the audience award!

Community support is seen through consistently positive feedback: please continue to present these programs for our students, filmmakers and community. HIFF's monthly screenings provide family-friendly content to 800+ people at no cost to ensure equal access to international media to all residents and visitors.

## Target population to be served

HIFF targets the following groups that are interested in the Festival for reasons that are academic, artistic, cultural, economic, or professional:

**National & International filmmakers and industry professionals, and related media** - Increases HIFF's international and national reputation as a premiere festival and increase awareness of Hawai'i as a destination for film projects and creative content endeavors.

**Tourists to Hawai'i** - To promote Hawai'i as a premiere tourist destination for arts and culture and to expand the patronage for locally made work to an international audience. Target countries include Australia, China, Japan, Korea, New Zealand, Taiwan, and USA.

**Local ethnic communities in Hawai'i** - This is in order to fulfill our mission to advance understanding and cultural exchange among the peoples of Asia, the Pacific, and North America through film, and engage the various communities that call Hawai'i home.

**Hawai'i based content creators, filmmakers, entrepreneurs, and technology innovators** - HIFF strives to be a platform for local talent and trailblazers and helps provide opportunities for creatives to compete and succeed on an international level.

**Students, Teachers & Professors ranging from K-12 through University** - We look to create opportunities for keiki of Hawai'i to share their voices and engage with industry professionals on an international scale. Showcasing student work increases the opportunities of local mediamakers and allows them to share their voices and visions with an international audience. Scholars and professors enhance our education programs and bring dynamically relevant conversations that enrich the film experience for viewers and lead to dynamic action on a variety of issues that affect our community.

**Government Officials** - We strive to reach international and local government officials to support their respective cultural initiatives, and to promote Hawai'i as a nurturing cultural space for various demographics in the region.

HIFF ensures we reach our target populations through various strategies. HIFF has continued our partnership with local marketing and branding firm, Middle Management, who helps develop new campaigns and

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messaging for both Spring and Fall Festivals. Middle Management's creative team will lead and create a memorable campaign for HIFF, reflecting our goals of attracting younger audiences with fresh/bright visuals while retaining our core audience with the HIFF brand equity we have built in the past. Through an iconic key visual campaign, HIFF will endeavor to shape a positive and futuristic image of Hawai'i to attract more moviegoers.

HIFF will market the 40th Annual Festival by executing community events leading up to the Festival in November. Throughout the summer, HIFF will work to build the Festival's membership base through various free premiere screenings of hit films during our monthly Cinema in the Park screenings in partnership with Ward Village. We also partner with the Queen Kapiolani Hotel to put on a Dive-In Pool Party and Movie night to continue to build brand equity with younger audience members. We will heavily publicize the upcoming Festival dates and the Fall Festival's key visual during these events using Ad Slides. These events help keep the HIFF name on the minds of the members of the public between Festivals and allows us to associate ourselves with reputable organizations like Howard Hughes and Queen Kapiolani Hotel.

The key visual campaign will be launched in July and advertisements using this image will be seen in various publications such as Modern Luxury Hawai'i, Flux Hawai'i, Honolulu Magazine, and others which have international and national distribution. From August - October 2020, HIFF will begin publicizing select film titles through the HIFF website, press releases through our PR Agency After Bruce, and through our media partners such as iHeartRadio and Hawai'i News Now. In early October, the entire film program will be announced at our HIFF Press Conference which has had international coverage in publications such as Variety Magazine.

In addition, the lineup is released in a free Program Guide (25,000+ copies), and are available across a multitude of Oahu locations such as Starbucks, Jambas and Zippy's. The Festival will deploy street teams to canvas the community with posters and postcards, especially focusing on getting the word out to communities about our ethnic programming (Spotlight on Japan, Spotlight on Korea, etc.) . During September/ October HIFF will also conduct media marketing via TV interviews, print, radio, and online media outlets.

For 2020, we will create digital content for our social media channels, website and eNews to engage in positive conversations with current and prospective HIFF members. In addition to posting videos, images and copy promoting our festival, we are currently looking to implement a HIFF Influencer Program. The premise of this program is to work with several local social media content creators to champion the HIFF brand and create a new avenue of exposure online.

Using valuable tools such as Google Analytics, HIFF is able to better target "centers of interest" from around the world and to better understand which programs draw the greatest attention. Data gathered throughout the year is consistently supporting HIFF's marketing strategy. HIFF will utilize this data, to plan in conjunction with After Bruce, to employ a multi-media campaign based off extensive research of our prior years results.

Our focus in 2020 expands on the success of recent exposure in international markets - particularly radio and print. In 2020 HIFF is continuing focus on increasing national and international exposure of our festival and Hawai'i through participation in film festivals and forums around the world by speaking on panels and

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meeting with distributors and filmmakers. These include: Sundance Film Festival (Salt Lake City Utah) Berlin Film Festival (Berlin, Germany) Cannes International Film Festival (Cannes, France) Udine Far East Film Festival (Udine, Italy) SXSW Film Festival (Austin, Texas) Toronto International Film Festival (Toronto, Canada) New York Asian Film Festival (New York, New York) Busan International Film Festival (Busan, South Korea) Hainan International Film Festival (Sanya, China) Singapore International Film Festival (Singapore).

## HIFF geographic coverage

HIFF plans to showcase the 40<sup>th</sup> anniversary Festival in the following places:

Oahu - Regal Dole Cannery Cinemas, Salt at Our Kaka'ako, Entrepreneurs Sandbox, Ward Village, Hawaii Theatre, Doris Duke Theater, WaiWai Collective (if available in 2020), approximately 30 schools across Oahu, additional locations TBD

Hawai'i Island - The Palace Theater (Hilo), Ke Ana La'ahana Public Charter School, Kua o ka Ia New Century Public Charter School, additional locations TBD

Maui - Maui Arts and Cultural Center, additional locations TBD

Kauai - Historic Waimea Theater, Chiefess Kamakahāhele Middle School, Kauai High School, additional locations TBD

Molokai - Molokai Public Library, additional locations TBD

Lanai - Lanai Public Library, additional locations TBD

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## III. Service Summary and Outcomes

### Scope of work, tasks and responsibilities

For the past 39 years HIFF has held an annual Fall Festival on Oahu, adding a Spring Showcase 22 years ago, formalized education programs in 2011, free monthly screenings in 2014, 'Made In Hawaii' films in-flight on Hawaiian Airlines in 2018, and Hawaii's first ever virtual reality exhibit in 2018.

The 40th Annual Hawaii International Film Festival will take place in November 2020 and will feature over 200 films from approximately 40 countries, as well as free workshops, seminars, panels, youth education programs and other events as part of HIFF's educational and industry programs. The main Festival will take place over 20 days in Honolulu, Hawai'i on the island of O'ahu, Hawai'i Island, Maui, Kaua'i, Molokai, and Lanai. HIFF40 will bring over 200 international delegates to Hawai'i, as well as revived partnerships with the DBEDT, Ohina, University of Hawai'i ACM, and the Daniel K Inouye Institute. These revitalized programs will bring increased opportunities for content creators in Hawai'i to learn skills and craft from experts in the industry while stimulating more Hawai'i-based production.

Building on our partnership with the Daniel K Inouye Institute, HIFF40 will engage students across the state during an election year to create short, internet-focused films based on civic engagement and what it means to campaign and hold an office, for cash awards, a special screening and luncheon/talk with a nationally-recognized star, and delegate badges for full access to HIFF.

HIFF Education + Industry Programs: HIFF40 will offer free programs including Guest Filmmaker Program (filmmakers host students in classroom visits), Cultural & Visual Literacy Program (free film screenings for schools), Student Showcase (free screenings of the best videos by Hawaii students), Filmmaker Q&A Program (post-screening discussions with filmmakers), and Talk Story Seminars, Master Classes, Filmmaker Labs (sessions with filmmakers, scholars and industry professionals). Based on previous participation levels, HIFF expects the following programs to serve approximately 10,000 persons.

HIFF VR Lounge: HIFF will build on the immense success of its VR and New Media exhibitions in 2020, adding free workshops for Hawaii's content creators, a focus on Pacific Island and Hawaii-made virtual reality projects, and special networking and professional development events. HIFF is the only organization in Hawaii bringing a free, pacific-focused exhibition revolving around virtual reality, augmented reality, and new media to the state of Hawai'i. The goal of this exhibit is to help familiarize and make accessible new technologies and modes of storytelling to Hawaii's communities. The goal is to bring the HIFF VR exhibit to all neighbor islands by 2020 and serve 5,000 participants. In 2019, the HIFF VR exhibit was open for four days on Oahu and served almost 1,000 participants.

Made-In-Hawaii Program: In 2020, HIFF endeavors to award \$20,000 to local Hawai'i filmmakers with the goal of supporting the continued production of authentic, entertaining stories from the pacific. We

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will continue our Hawaiian Airlines partnership, bringing local content for free in-flight to all HA flights, offering local filmmakers mileage in return to promote their professional development and content creation. For the past two years, HIFF has been networking with national and international film festivals, distribution companies, and television/streaming stations to negotiate bringing Hawaii filmmakers and films across the world to celebrate HIFF40. HIFF40 will also highlight Made In Hawaii and Pacific Showcase films, as well as hits from Asia and America, statewide where audiences show significant interest and appreciation for seeing themselves and their stories reflected on screen at the caliber of HIFF.

Year-round activities: HIFF40 will include our anticipated year-round events and screenings consisting of monthly free screenings with Ward Village, special member events and screenings, a Spring Showcase, Oscar viewing party, HIFF preview screenings, and more.

## Projected annual timeline for accomplishing the results or outcomes of the service

### **July 2020**

- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Secure film rights, lock festival program, secure international guests and jury members
- Sponsorship manager prospects for / renews sponsorships for 2020 Fall Festival
- Onboard interns, promote University Showcase and Student Showcase across islands
- 40th Anniversary Community Stakeholder Committee Meeting

### **August 2020**

- Student workshops in schools on Molokai and Lanai, building our presence on neighbor islands in advance of 40th Anniversary Events
- I HEART HIFF Month – multiple screenings promoting membership and upcoming events
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Marketing push begins: radio PSA's, magazine, internet content distributed
- Secure film rights, lock festival program, secure international guests and jury members
- Sponsorship manager prospects for / renews sponsorships for 2020 Fall Festival
- Onboard interns, promote University Showcase and Student Showcase across islands
- HIFF Board Meeting: Review financials, accomplishments, areas to improve, start table sales for HIFF award gala

### **September 2020**

- HIFF Staff and MiH filmmaker attend Toronto International Film Festival (Canada) for HIFF40 MiH film celebration of local content (pending)
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Deliver program guide materials to printer, hire and onboard seasonal event staff, secure event locations, schedule and coordinate with filmmakers and festival awardees
- Sponsorship manager prospects for / renews sponsorships for 2020 Fall Festival
- Event Coordinator finalizes details with event vendors, sends invites to attendees
- Mailing of program to all members/community organizations, Tickets on-sale, Website live.

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- Deliver program guide materials to printer, hire and onboard seasonal event staff, finalize event locations, schedule and coordinate with filmmakers and festival awardees.
- Volunteer scheduling begins
- HIFF Board Meeting: Review financials, accomplishments, areas to improve, overview of HIFF40/board badges

## October 2020

- HIFF 40th Annual Fall Festival press release -- promotion with media sponsors - radio/television/print Monthly Event: Courtyard Cinema program, community event, festival promotion
- HIFF Sneak Peek festival event for members only
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Sponsorship manager delivers programs and passes to sponsors; executes applicable sponsorship deliverables
- All Festival guests and delegates finalized/transportation + hospitality finalized
- Marketing push: television spots for Fall Festival
- Technical team quality checks and receives all film content  
Event Coordinator finalizes details with event vendors, sends invites to attendees
- Volunteer orientations executed
- HIFF Press Conference announcing international guests and program highlights at the Halekulani Hotel

## November 2020

- 40th Annual Hawaii International Film Festival all islands
- Sponsorship manager executes sponsorship deliverables
- Marketing push: television spots for Fall Festival
- VR exhibition, industry + education initiatives statewide

## December 2020

- Monthly Event: Courtyard Cinema program, community event, festival promotion
- HIFF Board Meeting: Review financials, accomplishments, areas to improve, review of 40th Anniversary activities
- HIFF Staff and MiH filmmaker attend Ehime International Film Festival (Japan) for HIFF40 MiH film celebration of local content
- HIFF Board Meeting: Review financials, accomplishments, areas to improve, review of 40th Anniversary budget/plans and presentation of Community Stakeholder Committee Meeting notes

## January 2021

- HIFF programming team attends Sundance Film Festival
- Marketing push: radio PSA's, magazine, internet content distributed for Oscar event
- HIFF admin complies annual report, grant reports, all end of year financial reports
- Sponsorship manager prospects for / renews sponsorships for 2021 Spring Showcase and/or 2021 Fall Festival

## February 2021

- HIFF Oscar Party at a venue in Honolulu
- HIFF programming team and MiH filmmakers attend Berlin International Film Festival

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- Sponsorship manager prospects for / renews sponsorships for 2021 Spring Showcase and/or 2021 Fall Festival
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- HIFF Board Meeting: Review financials, finalize annual budget, accomplishments, areas to improve, results review of Oscars event

## **March 2021**

- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Marketing push: radio PSA's, magazine, internet content distributed for Spring Showcase
- (possible) HIFF Staff and MiH filmmaker attend SXSW International Film Festival for HIFF MiH film celebration of local content
- Sponsorship manager prospects for / renews sponsorships for 2021 Spring Showcase and/or 2021 Fall Festival
- HIFF Board Meeting: Review financials, accomplishments, areas to improve – overview of Spring Showcase, board badges

## **April 2021**

- HIFF 24th Annual Spring Showcase
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Marketing push: television spots for Spring Showcase
- Sponsorship manager prospects for / renews sponsorships for 2021 Fall Festival

## **May 2021**

- HIFF programming team attends Cannes Film Festival
- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Sponsorship manager prospects for / renews sponsorships for 2021 Fall Festival
- HIFF Board Meeting: Review financials, accomplishments, areas to improve, Spring Showcase results review

## **June 2021**

- Monthly Event: Courtyard Cinema program, community event, festival promotion
- Sponsorship manager prospects for / renews sponsorships for 2020 Fall Festival
- Outreach to jury, special guests and special event attendees

## HIFF40 quality assurance and evaluation plans

Our community is the backbone of HIFF, engaging with over 200 volunteers each Festival edition, connecting with local filmmakers, community organizations, and audience - the Hawaii community informs every aspect of program implementation. HIFF has developed several methods for learning from the community and continues to improve its programs based on multiple levels of feedback. HIFF analyzes long-term trends and data for ongoing insights into the preferences of the community and continues to tailor the film program by honing in on preferences while maintaining a well-rounded program.

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Attendance figures from ticketing, and audience feedback surveys are used to assess how the community's demands and interests are evolving. This informs the film selection and program offerings for each year. Audience surveys are built-in to every activity and include general demographic data, targeted research questions, and program specific feedback intended for screening, educational, and program development. HIFF promotes feedback through our box office, website, speaking with staff, and a dedicated email.

HIFF Education and Industry programs are heavily surveyed by all participants, requesting both quantitative and qualitative information to improve these programs. After every Festival, staff and volunteers host a full-day discussion session on what worked well and how to improve. Staff also meets regularly with board members, sponsors, and program partners to discuss feedback and improvements to our programs.

HIFF seeks to achieve the following long-term impact through our programs:

1. Increased engagement with cinema and cultures from the Pacific/Asia. HIFF highlights Asian-Pacific cinema on a global scale, tailoring the film program to showcase significant representation of these cultures in cinema.  
Intended result: see stories from these traditionally minority cultures in America received with the same level of celebration as conventional Hollywood, positively affect the way people think about Asian-Pacific spaces and identities.  
Indicated by: increased attendance, programs, and demand/exposure for Asian-Pacific guests/ honorees.
2. A robust, sustaining content-creator community based in Hawaii. HIFF programs are designed to achieve specific outcomes of increased local creative content development, increased film and media industry educational and networking opportunities for Hawaii's students, and greater exposure for Hawaii-based content developers.  
Intended result: see long-term impact allowing individuals to source the skills, finances, and support needed to build media-based careers without having to leave Hawaii.  
Indicated by: larger Made In Hawaii film programs, continued in-flight partnership with Hawaiian Airlines, international press for Hawaii-made films, increased demand/breadth of both K-12 and University level education programs, strong community support for these programs.
3. Economic impact for Hawaii businesses and entrepreneurs. HIFF is committed to annually benefiting the local economy through overall economic impact via visitor spending, and by partnering with local vendors including marketing and PR firms, banks, theatres, restaurants, hotels and travel agencies. In 2019, HIFF showcased 57 local companies and utilized the services of at least 19 local companies and directly hired many local professionals.
  - a. Indicated by: Showcasing of local companies and utilizing the services of local companies; directly hiring local professionals, economic impact revenue measurements developed by State. HIFF has several sources our media metrics. We currently work with media monitoring software company, Meltwater, who provides us up to the minute

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# HAWAII INTERNATIONAL FILM FESTIVAL

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reporting on News (Editorial and Online) and Social Media analytics. We also work with PR and Marketing company, After Bruce, who provides post-Festival Press Coverage reports. Several other sources include Google Analytics (Online Traffic), Google Alerts, and Radio & TV partner recap invoices.

## Measure(s) of effectiveness that will be reported to the State agency

HIFF will report on all operational and annual achievements for HIFF40. This includes:

- A copy of the annual report outlining all events and statistics for the year
- Satisfaction survey results including: Percentage of attendees who are satisfied, Percentage who are likely to return to the project in the future
- Attendance results including: Number of on-island residents attending/participating in the Festival, Number of neighbor-island residents attending/participating in the Festival, Numbers of US mainland and international guests attending/participating in the Festival
- Education Survey Satisfaction from both students and teachers
- HIFF Industry Seminar & Workshop Program evaluations
- Mediabook outlining press reach
- All electronic data including website views, social media analytics, etc.

**Hawaii International Film Festival (HIFF)**

680 Iwilei Road, Suite 100 Honolulu, Hawaii 96817 | 808-792-1577 | [www.hiff.org](http://www.hiff.org)

## BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

Applicant: Hawai'i International Film Festival

| BUDGET CATEGORIES                                   | Total State Funds Requested<br>(a) | Total Federal Funds Requested<br>(b)              | Total County Funds Requested<br>(c) | Total Private/Other Funds Requested<br>(d) |
|---|------------------------------------|---|-------------------------------------|--|
| <b>A. PERSONNEL COST</b>                            |                                    |   |                                     |  |
| 1. Salaries   |                                    |   |                                     | 292,000                                    |
| 2. Payroll Taxes & Assessments                      |                                    |   |                                     | 24,000                                     |
| 3. Fringe Benefits (health insurance)               |                                    |   |                                     | 18,000                                     |
| <b>TOTAL PERSONNEL COST</b>                         |                                    |   |                                     | <b>334,000</b>                             |
| <b>B. OTHER CURRENT EXPENSES</b>                    |                                    |   |                                     |  |
| 1. Film screening fees, shipping                    | 10,000                             |   |                                     | 60,000                                     |
| 2. Site rentals - theaters                          | 10,000                             |   |                                     | 50,000                                     |
| 3. Guest travel, hospitality, lodging               |                                    |   |                                     | 20,000                                     |
| 4. Seasonal staff contracts                         |                                    |   |                                     | 95,000                                     |
| 5. Seasonal staff lodging, transpo, meals           |                                    |   |                                     | 20,000                                     |
| 6. Volunteer expenses                               | 2,500                              |   |                                     | 2,500                                      |
| 7. Education Program supplies, transportation       | 7,500                              |   |                                     | 7,500                                      |
| 8. Bank fees, international wire transfers          |                                    |   |                                     | 1,500                                      |
| 9. Board Expenses                                   |                                    |   |                                     | 1,500                                      |
| 10. Admin supplies, printing, postage, telecom      |                                    |   |                                     | 20,000                                     |
| 11. Office rent and maintenance                     |                                    |   |                                     | 20,000                                     |
| 12. Insurance                                       |                                    |   |                                     | 8,000                                      |
| 13. Admin conferences, transpo, travel              |                                    |   |                                     | 12,000                                     |
| 14. Publicity - advertising, PR services, promotion | 10,000                             |   |                                     | 20,000                                     |
| 15. Sponsorship/Devel supplies, printing, meetings  |                                    |   |                                     | 10,000                                     |
| 16. Special Event FnB, venue costs                  |                                    |   |                                     | 70,000                                     |
| 17. Membership expenses                             |                                    |   |                                     | 3,000                                      |
| 18. Marketing supplies, printing, program books     | 5,000                              |   |                                     | 35,000                                     |
| 19. Program travel, conferences, lodging            |                                    |   |                                     | 50,000                                     |
| 20. Program printing, postage, materials            | 5,000                              |   |                                     | 15,000                                     |
| <b>TOTAL OTHER CURRENT EXPENSES</b>                 | <b>50,000</b>                      |   |                                     | <b>521,000</b>                             |
| <b>C. EQUIPMENT PURCHASES</b>                       |                                    |   |                                     | <b>0</b>                                   |
| <b>D. MOTOR VEHICLE PURCHASES</b>                   |                                    |   |                                     | <b>0</b>                                   |
| <b>E. CAPITAL</b>                                   |                                    |   |                                     | <b>0</b>                                   |
| <b>TOTAL (A+B+C+D+E)</b>                            | <b>50,000</b>                      |   |                                     | <b>855,000</b>                             |
| <b>SOURCES OF FUNDING</b>                           |                                    | Budget Prepared By:                               |                                     |  |
| (a) Total State Funds Requested                     | 50,000                             | Name (Please type or print) _____ Phone _____     |                                     |  |
| (b) Total Federal Funds Requested                   | 0                                  | Signature of Authorized Official _____ Date _____ |                                     |  |
| (c) Total County Funds Requested                    | 0                                  |   |                                     |  |
| (d) Total Private/Other Funds Requested             |                                    |   |                                     |  |
| <b>TOTAL BUDGET</b>                                 | <b>50,000</b>                      | Name and Title (Please type or print) _____       |                                     |  |



## BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2020 to June 30, 2021

Applicant: Hawai'i International Film Festival

| POSITION TITLE           | FULL TIME EQUIVALENT | ANNUAL SALARY<br>A | % OF TIME ALLOCATED TO GRANT REQUEST<br>B | TOTAL STATE FUNDS REQUESTED<br>(A x B) |
|--------------------------|----------------------|--------------------|---|--|
| Executive Director       | Full time 100%       | \$75,000.00        |   | \$ -                                   |
| Programming Director     | Full time 100%       | \$50,000.00        |   | \$ -                                   |
| Director of Partnerships | Full time 100%       | \$45,000.00        |   | \$ -                                   |
| Education Manager        | Full time 100%       | \$42,000.00        |   | \$ -                                   |
| Festival Manager         | Part time 50%        | \$30,000.00        |   | \$ -                                   |
| Artistic Director        | Part time 50%        | \$30,000.00        |   | \$ -                                   |
| Volunteer Coordinator    | Part time 30%        | \$10,000.00        |   | \$ -                                   |
| Guest Services Director  | Part time 30%        | \$10,000.00        |   | \$ -                                   |
|                          |                      |                    |   | \$ -                                   |
| <b>TOTAL:</b>            |                      |                    |   |  |

**JUSTIFICATION/COMMENTS:**

While all salaried staff will work their full percentages on HIFF40, no funds from State will be used for this purpose. HIFF staff are essential in covering basic needs of the organization and allocated funding for their salaries come from earned revenue sources and donor support. Funds from state grants will be used to support operational, programmatic, and marketing functions for HIFF.

## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Hawai'i International Film Festival

| DESCRIPTION<br>EQUIPMENT       | NO. OF<br>ITEMS | COST PER<br>ITEM | TOTAL<br>COST | TOTAL<br>BUDGETED |
|--------------------------------|-----------------|------------------|---------------|-------------------|
| NOT APPLICABLE                 |                 |                  | \$ -          |                   |
|                                |                 |                  | \$ -          |                   |
|                                |                 |                  | \$ -          |                   |
|                                |                 |                  | \$ -          |                   |
|                                |                 |                  | \$ -          |                   |
| <b>TOTAL:</b>                  |                 |                  |               |                   |
| <b>JUSTIFICATION/COMMENTS:</b> |                 |                  |               |                   |

| DESCRIPTION<br>OF MOTOR VEHICLE | NO. OF<br>VEHICLES | COST PER<br>VEHICLE | TOTAL<br>COST | TOTAL<br>BUDGETED |
|---------------------------------|--------------------|---------------------|---------------|-------------------|
| NOT APPLICABLE                  |                    |                     | \$ -          |                   |
|                                 |                    |                     | \$ -          |                   |
|                                 |                    |                     | \$ -          |                   |
|                                 |                    |                     | \$ -          |                   |
|                                 |                    |                     | \$ -          |                   |
| <b>TOTAL:</b>                   |                    |                     |               |                   |
| <b>JUSTIFICATION/COMMENTS:</b>  |                    |                     |               |                   |



# BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: Hawai'i International Film Festival

**NOT APPLICABLE**

| FUNDING AMOUNT REQUESTED       |  |               |                       |                                  |                                      |               |
|--------------------------------|--|---------------|-----------------------|----------------------------------|--------------------------------------|---------------|
| 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: 2018-2019                                | FY: 2019-2020 | FY: 2020-2021         | FY: 2020-2021                    | FY: 2021-2022                        | FY: 2022-2023 |
| PLANS                          |  |               |                       |                                  |                                      |               |
| LAND ACQUISITION               |  |               |                       |                                  |                                      |               |
| DESIGN                         |  |               |                       |                                  |                                      |               |
| CONSTRUCTION                   |  |               |                       |                                  |                                      |               |
| EQUIPMENT                      |  |               |                       |                                  |                                      |               |
| <b>TOTAL:</b>                  |  |               |                       |                                  |                                      |               |
| <b>JUSTIFICATION/COMMENTS:</b> |  |               |                       |                                  |                                      |               |

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

Applicant: Hawaii International Film Festival

Contracts Total: 151,000

|    | <b>CONTRACT DESCRIPTION</b>             | <b>EFFECTIVE DATES</b> | <b>AGENCY</b>                       | <b>GOVERNMENT ENTITY</b><br>(U.S. / State / Haw / Hon / Kau / Mau) | <b>CONTRACT VALUE</b> |
|----|---|------------------------|-------------------------------------|--|-----------------------|
| 1  | National Endowment for the Arts Grant   | 01/2020 - 12/2020      | NEA                                 | US   | 20,000                |
| 2  | HCH Grant for Film For Thought program  | 01/2020 - 12/2020      | HI Council for the Humanities (NEH) | US   | 10,000                |
| 3  | HTA Community Enrichment Program        | 01/2020 - 04/30/2021   | Hawaii Tourism                      | State  | 105,000               |
| 4  | Creative Industries marketing (pending) | pending 2020           | DBEDT                               | State  | 6,000                 |
| 5  | Hawaii Film Office marketing (pending)  | pending 2020           | HFO                                 | State  | 10,000                |
| 6  |   |                        |                                     |  |                       |
| 7  |   |                        |                                     |  |                       |
| 8  |   |                        |                                     |  |                       |
| 9  |   |                        |                                     |  |                       |
| 10 |   |                        |                                     |  |                       |
| 11 |   |                        |                                     |  |                       |
| 12 |   |                        |                                     |  |                       |
| 13 |   |                        |                                     |  |                       |
| 14 |   |                        |                                     |  |                       |
| 15 |   |                        |                                     |  |                       |
| 16 |   |                        |                                     |  |                       |
| 17 |   |                        |                                     |  |                       |
| 18 |   |                        |                                     |  |                       |
| 19 |   |                        |                                     |  |                       |
| 20 |   |                        |                                     |  |                       |



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**Federal/State/Foreign/University Contracts: \$160,000**

National Endowment for the Arts (NEA)

Hawaii Tourism Authority

Hawaii Council for the Humanities

Korean Consulate General

DBEDT

Hawaii Film Office

University of Hawaii

Hawaii Pacific University

Hong Kong Economic and Tourism Office

Taiwan Academy

**Earned Revenue: \$385,000**

Fall Festival and Spring Showcase ticket and pass sales (\$250,000)

Event revenue (\$65,000)

Membership Dues (\$25,000)

Film Submission fees (\$45,000)

**Board and Individual Donations: \$40,000**

*Anticipated total revenue FY 2021: \$855,000*

*Anticipated revenue FY 2021 with Grant in Aid funding: \$905,000*

Listing of all state and federal tax credits granted within the prior three years. Listing of all state and federal tax credits applied for or anticipate applying for pertaining to any capital project, if applicable:

Outside of HIFF's federal 501(c)3 not-for-profit status, HIFF receives and plans to receive zero state and federal tax credits.

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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 2021 for program funding:

**Federal:**

National Endowment for the Arts: 2017- none, 2018 - \$15,000, 2019: \$20,000, 2020: \$20,000. Seeking \$20,000 for 2021.

Hawaii Council for the Humanities (NEH): 2017, 2018, 2019, 2020 - \$10,000 per year. Seeking \$10,000 in 2021.

**State:**

Hawaii Tourism Authority: 2017, 2018, 2019, 2020 - \$105,000 per year. Seeking \$105,000 in 2021.

DBEDT: HIFF engages in an annual marketing contract with Hawaii's DBEDT. 2017 – \$8,000, 2018 – \$5,000, 2019 - \$6,000. Seeking \$6,000 in 2020 and 2021.

Hawaii Film Office: HIFF engages in an annual marketing contract with the Hawaii Film Office. 2017, 2018, 2019 - \$10,000 per year. Seeking \$6,000 in 2020 and 2021.

**County:**

2017-2020, 2021 – none. HIFF receives no financial support from county. We do receive bus advertisements in a marketing trade with the Honolulu Film Office.

Balance of HIFF's unrestricted current assets as of December 31, 2019:

Cash net assets unrestricted: \$114,750

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## VII. Experience and Capability

### Necessary Skills and Experience

HIFF has longstanding annual operations and staffing that ensures its capabilities, skills, expertise and experience required to fulfill our expectations. The HIFF staff and board are both comprised of a healthy mix of dedication to the Festival. Staff are as longstanding as 20 years working with HIFF and adding new staff each year. Most core HIFF staff have worked with the organization for over a decade. HIFF Board of Directors also are a mix from longstanding supporters from the 1990's and newer supporters within the last three years. Please see HIFF39 annual report and Board of Directors list for more verification.

Core staff information:

#### ***Beckie Stocchetti, Executive Director***

Beckie Stocchetti rejoined the Hawaii International Film Festival (HIFF) team in 2017 as Executive Director, having initially worked with HIFF from 2009-2011 as a seasonal staff member, and then from 2014-2015 as HIFF's Director of Development. She returns to Hawaii from Chicago, where she held the position of Director of Independent and Local Film Initiatives at the Chicago Film Office. Prior to joining the Film Office, she was the Director of Engagement and Programs at the award-winning documentary production company Kartemquin Films, and worked as the Program Director at Chicago Filmmakers, a non-profit filmmaker service organization. Stocchetti specializes in program development for media arts non-profit organizations, as well as audience engagement and impact producing for documentary film. She has spearheaded multiple granting and program initiatives for emerging and minority filmmakers. She holds a degree in Cinema and Media Studies from the University of Chicago, and from 2009-2011 worked as the Assistant Curator of Film for the Doris Duke Theatre at the Honolulu Museum of Arts.

#### ***Anderson Le, Artistic Director***

Splitting his time between Los Angeles and Honolulu, Anderson Le has worked diligently for over 16 years in the global promotion of independent and world cinema as Director of Programming for the Hawaii International Film Festival (HIFF), now heading into its 38th year. In 2012 and 2013, Le also served as Artistic director for the Los Angeles Asian Pacific Film Festival, presenting the latest works of Asian American and Asian International cinema to audiences in Southern California. Le has served on juries for the Rotterdam Film Festival, the Puchon International Fantastic Film Festival, and the Singapore International Film Festival among others, as well as serving as a speaker and panelist at South By Southwest, and the Vietnam International Film Festival. Le is a co-founder of the pop culture blog YouOffendMeYouOffendMyFamily.com, and currently serves as programming consultant for Youtube's new Asian American network, the YOMYOMF Channel.

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## ***Anna Page, Director of Programming***

Anna Page joined the HIFF team in 2010 as an intern and then as the Grants & Education Coordinator in 2011. In 2012, Anna became the new Director of Program Development. In this role, Page acted as the Festival's grant writer and education coordinator, as well as a member of the programming team, and new program development leader. In 2014, Anna became Associate Director of Programming at the Festival, a leading member of the programming team, and was promoted to Director of Programming in 2016. Page holds a Master's Degree in Film Studies from the University of St Andrews in Scotland, and has also worked with the Los Angeles Asian Pacific Film Festival as Programming Coordinator. She is primarily interested in Asian cinema and wrote her Master's Thesis on contemporary Japanese film. Anna also holds a BA in Visual Media Communication from American University in Washington DC.

## ***Gianni Minga, Director of Partnerships***

Giancarlo "Gianni" Minga joined the HIFF team in 2018 as the Festival's Sponsorship and Marketing Manager. Born and raised in Honolulu, Hawaii, Gianni attended Roosevelt High School followed by the Shidler College of Business at the University of Hawaii at Manoa where he earned a Bachelors Degree in Marketing. He spent 4 years as an Event Manager with DAKM Enterprises Inc. During his tenure there, he oversaw operations and ticketing for ESPN Events such as The Hawai'i Bowl, Hawaiian Airlines Diamond Head Classic, Armed Forces Classic and Hawai'i Bowl Foundation events. He also works for the University of Hawai'i Athletics Department as a Video Board Engineer during games and events at the Stan Sheriff Center, Les Murakami Stadium and Rainbow Wahine Softball Stadium. In his spare time he enjoys photography and acting in community theater.

## ***Joshua Nye, Box Office Manager (part-time)***

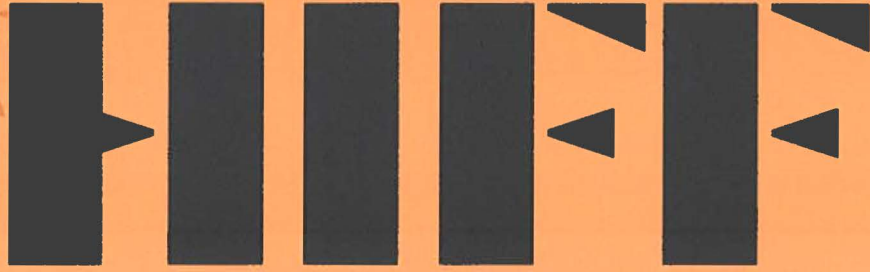
Joshua Nye joined the HIFF team in the summer of 2007 working with Honolulu Box Office as a ticketeer. In January 2008 he became the Membership Coordinator and Box Office Manager while working with Honolulu Box Office HIFF's ticketing company. In July of 2009 he became the Festival Manager, leaving Honolulu Box Office to build the organization of HIFF. Nye leads the box office team for both the Spring Showcase and the November Festival. Nye has worked at many festivals through the US including Seattle, Palm Springs, Portland, Seattle Gay and Lesbian, Honolulu Rainbow, and San Diego Film Festivals. Joshua attended the University of Washington and Skagit Valley College where he studied Business Management.

## **Facilities**

HIFF has longstanding relationships with all facilities needed to fulfill duties. We have a contract for our office space, theaters, hotels, airlines, and each additional venue we use for Festival and year-round activities. These relationships go back 40 years and are all on contract for HIFF40.

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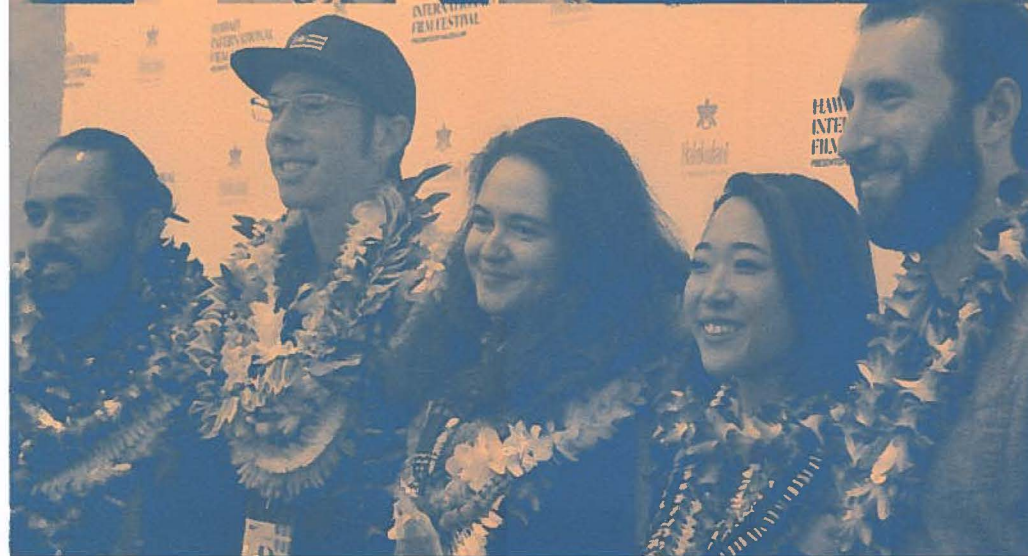


2019 ANNUAL REPORT

 @HIFF   @HIFFHAWAII





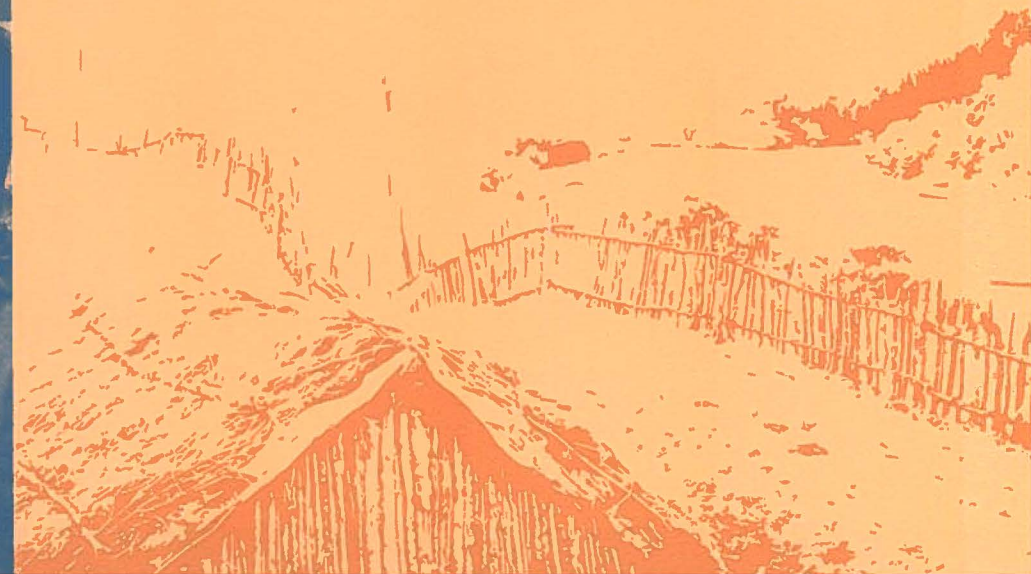


**HAWAII INTERNATIONAL FILM FESTIVAL**  
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## 2019 ANNUAL REPORT

Dedicated to the advancement of  
understanding and cultural exchange  
among the peoples of Asia,  
The Pacific, and North America  
through the medium of film.

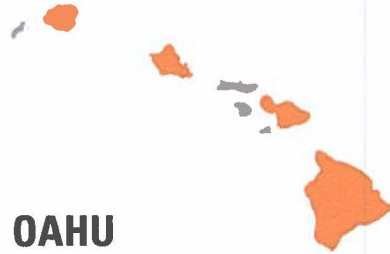




# 39<sup>th</sup> ANNIVERSARY

SPRING & FALL FESTIVALS

25 DAYS



## OAHU

### FALL FESTIVAL

November 7 - 17, 2019

### SPRING FESTIVAL

April 5 - 14, 2019

## BIG ISLAND, KAUAI & MAUI

### FALL FESTIVAL

November 21 - 24, 2019

### FREE MEMBER EVENTS

2 Screenings

August & October, 2019

### HOLLYWOOD, HI

Oscar's Viewing Party

February 2019

### CINEMA IN THE PARK

Free monthly screenings under the stars

February - December 2019

TOTAL ATTENDANCE

49,994

### COURTYARD CINEMA & MEMBER EVENTS

+ 13 FEATURES

### SPRING FESTIVAL

+ 31 FEATURES

### FALL FESTIVAL

+ 119 FEATURES

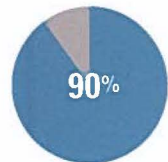
+ 95 SHORTS/VR FILMS

258 TOTAL FILMS

334 TOTAL SCREENINGS  
330 Public / 4 Private

33 COUNTRIES REPRESENTED

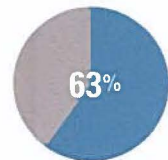
228 TOTAL DELEGATES



RATED HIFF GOOD OR EXCELLENT



ARE LIKELY TO ATTEND IN THE FUTURE



ATTENDED FOR 4+ YEARS

## PREMIERES



WORLD



UNITED STATES



INTERNATIONAL



HAWAI'I



NORTH AMERICA

90%

### OF FILMS

screened at HIFF were at least Hawai'i Premiere

50%

### OF ATTENDEES

have answered their primary reason for attending HIFF is to watch "Foreign" or "Non-mainstream" films

# 2019 FILM PROGRAMS

## 22 FILM SECTIONS

|                            |                           |
|----------------------------|---------------------------|
| American Indies            | New American Perspectives |
| Centerpiece Film           | Opening Night Film        |
| Closing Night Film         | Pacific Showcase          |
| Documentaries              | Premieres                 |
| European Showcase          | Southeast Asian Showcase  |
| Film For Thought           | Spotlight on China        |
| HIFF Extreme               | Spotlight on Hong Kong    |
| HIFF VR                    | Spotlight on India        |
| Kau Ka Hoku Award Nominees | Spotlight on Japan        |
| Made in Hawaii             | Spotlight on Korea        |
| Mixed Plate                | Spotlight on Taiwan       |

## 10 SHORTS PROGRAMS

|                                      |                                |
|--------------------------------------|--------------------------------|
| ACM UHM Night                        | Little Heroes Shorts           |
| Careful What You Pack Shorts         | Made In Hawaii Shorts          |
| Connecting The Dots Shorts           | Pacific Showcase Shorts        |
| Curveball Shorts                     | Shanghai Film Academy Showcase |
| Daniel K. Inouye Initiative Showcase | Student Showcase               |



# 2019 AWARDS

|  |   |
|--|---|
| HALEKULANI LIFETIME ACHIEVEMENT AWARD                            | JOHN WOO  |
| HALEKULANI CAREER ACHIEVEMENT AWARD                              | ELISABETH MOSS  |
| HALEKULANI MAVERICK AWARD  | RANDALL PARK  |
| PIC TRAILBLAZER AWARD  | STAN GRANT  |
| KAU KA HOKU AWARD<br>Presented by Hawaiian Airlines              | 37 SECONDS<br>Director: HIKARI                                      |
| MADE IN HAWAII FILM AWARD<br>Presented by the HAWAII FILM OFFICE | MOLOKAI BOUND<br>Director: Alika Maikau                             |
| HIFF BEST SHORT FILM AWARD (FICTION)                             | LILIU<br>Director:<br>Jeremiah Tauamiti                             |
| HIFF BEST SHORT FILM AWARD (NON-FICTION)                         | ST. LOUIS SUPERMAN<br>Directors:<br>Smriti Mundhra and<br>Sami Khan |
| NETPAC AWARD   | ANOTHER CHILD<br>Director:<br>Yoon Seok-Kim                         |
| HAWAII NEWS NOW AUDIENCE AWARD FOR<br>BEST NARRATIVE FEATURE     | YELLOW ROSE<br>Director: Diane Paragas                              |
| HAWAII NEWS NOW AUDIENCE AWARD FOR<br>BEST DOCUMENTARY FEATURE   | THE AUSTRALIAN<br>Director: Daniel Gordon                           |
| HAWAII NEWS NOW AUDIENCE AWARD FOR<br>BEST SHORT FILM            | THE PIT WHERE WE<br>WERE BORN<br>Director:<br>Alexander Bocchieri   |



# PRESS COVERAGE

## ONLINE READERSHIP

Total readership of online editorial sources

**4.3 BILLION**

## COVERAGE VIEWS

**5.5 MILLION**

## SOCIAL SHARES

**23.2K**

# HIFF VIRTUAL REALITY

In 2019 HIFF presented the sophomore year of the HIFF VR Program. This program was FREE to the public and took place over 5 days during the Fall Festival.

**5**  
DAYS

### HIFF VR LOUNGE

**Daily Location:**  
**SALT At Our Kaka'ako**  
November 8 - 11, 2019  
11:00AM - 8:00PM

### HIFF VIRTUAL CINEMA

**Daily Location:**  
**Entrepreneur's Sandbox**  
November 8 - 11, 2019  
11:00AM - 8:00PM

### ASIAN IN AMERICA VR DINNER

**Location: The Pig & The Lady**  
November 12, 2019  
6:00PM - 8:00PM



## 13 VR FILMS SCREENED

ABANDONEDTEMPLE  
AFTERIMAGE FORTOMORROW  
ASIAN IN AMERICA  
ASTEROIDS!  
BAYI GARDIYA  
BODYLESS  
CARRIBERRIE

COLLISIONS  
CROW: THE LEGEND  
FUTURE DREAMING  
INVASION!  
WILD IMMERSION  
YOUR SPIRITUAL TEMPLE SUCKS

**900**  
PARTICIPANTS





# EDUCATION PROGRAMS

## ATTENDANCE

|  |              |
|--|--------------|
| <p><b>GUEST FILMMAKER PROGRAM</b></p> <p>Professionals in the filmmaking industry volunteered to share their expertise with Hawaii's youth through classroom visits on O'ahu and Kaua'i</p> <ul style="list-style-type: none"> <li>Total Schools on O'ahu and Kaua'i: 14 Schools, 17 Classes</li> <li>Total Speakers: 16</li> </ul>  | <b>607</b>   |
| <p><b>CULTURAL &amp; VISUAL LITERACY PROGRAM</b></p> <p>Free theater screenings for intermediate to high school students featuring highly acclaimed films that bear cultural and/or educational significance</p> <ul style="list-style-type: none"> <li>Presented 3 feature programs: CHANGING THE GAME, RIDE YOUR WAVE, OCEAN QUEST WITH TURTLE ODYSSEY</li> <li>Total Screenings on Oahu: 3</li> <li>Total Schools in attendance: 17</li> </ul>  | <b>753</b>   |
| <p><b>STUDENT SHOWCASE</b></p> <p>Free screening of the best videos produced by students in grades K - 12 from Hawaii</p>  | <b>145</b>   |
| <p><b>DANIEL K. INOUE INITIATIVE SHOWCASE + LUNCHEON</b></p> <p>Free screening of the best civic engagement themed videos produced by students in grades 6 - 12 from Hawaii based on the principles and spirit of Daniel K. Inouye's civil rights message.</p>   | <b>175</b>   |
| <p><b>Q&amp;A DISCUSSION</b></p> <p>Post-screening question and answer discussions with filmmakers</p> <ul style="list-style-type: none"> <li>70 Discussions</li> </ul>  | <b>6,142</b> |
| <p><b>PANEL DISCUSSIONS AND SEMINARS</b></p> <p>Panels, seminars and extended post-screening sessions with filmmakers and scholars</p> <p>Discussions:</p> <ul style="list-style-type: none"> <li>HIFF Talks Cape Pitch Workshop</li> <li>HIFF Talks: New American Perspective</li> <li>HIFF Talks: Baobab Studios, John Kaizan Special Performance</li> <li>Many Hands Make Light Work: The Weavers of the Hawai'i State Capitol Tapestries</li> <li>Mauna Kea: Through the Kia'i Lens Screening &amp; Panel (3 screenings)</li> <li>THE KILLER with John Woo Master Class</li> <li>THE PERFECT CANDIDATE with Haifaa Al-Mansour Master Class</li> <li>Film For Thought Scholar Discussions (4 screenings)</li> </ul> | <b>1,243</b> |
| <b>TOTAL ATTENDANCE</b>  | <b>9,065</b> |

# SPONSORS

## PRESENTING SPONSOR

HALEKULANI

## MAJOR SPONSORS

Hawaii Tourism  
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Middle Management  
Regal Entertainment Group

## PREMIERE SPONSORS

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## FESTIVAL SPONSORS

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Hawaiian Pie Company  
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Honolulu Film Office  
Hula's Bar & Lei Stand  
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NMG Network  
Ohina Short Film Showcase  
The Orchid Lei Company  
Oshima Company CPA  
Paiko  
Queen Kapiolani Hotel  
Rae Huo Photography  
SALT at Our Kaka'ako  
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Taiwan Academy  
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UNIQLO  
Waiwai Collective  
Young's Market Company  
Zippy's

# SPONSORS

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## MEDIA SPONSORS

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|                     |                               |
|---------------------|-------------------------------|
| 93.9 The Beat       | KHVV News Radio               |
| AdWalls             | KITV 4                        |
| Flux Hawaii         | K-ROCK 101.5                  |
| Frolic Hawaii       | KSSK                          |
| Green Magazine      | Lei Magazine                  |
| Hawaii News Now     | Modern Luxury Hawaii Magazine |
| Hawaii Public Radio | NASH 107.5                    |
| HHawaii Media       | Nippon Golden Network         |
| Honolulu Civil Beat | Pacific Edge Magazine         |
| Honolulu Magazine   | Retro 97.1                    |
| i Heart Radio       | Star 101.9                    |
| IMDB Pro            | This Week Magazine            |
| Island 98.5         | Yelp                          |
| KBFD-TV             |                               |

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## COMMUNITY PARTNERS

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|             |              |
|-------------|--------------|
| Show & Tell | Ward Village |
|-------------|--------------|

## MAHALO

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THIS PROGRAM IS PRESENTED IN PART BY AN AWARD FROM THE NATIONAL ENDOWMENT FOR THE ARTS

Daniel K. Inouye Institute

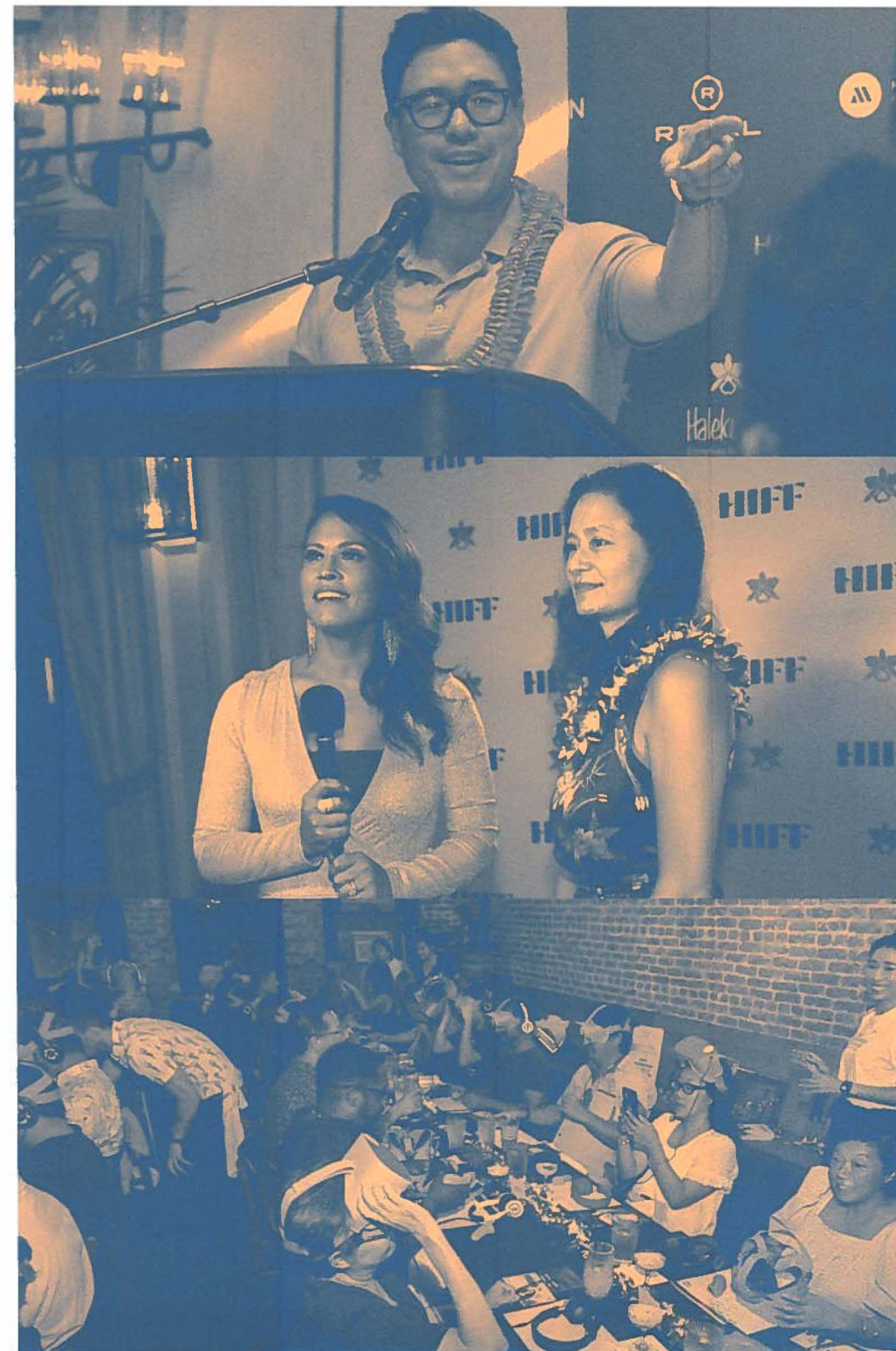
GN Wilcox Trust

Josie & Don Over Memorial Fund at the Hawaii Community Foundation

McInerney Foundation

Network for the Promotion of Asian Cinema (NETPAC)

'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i





**HIFF** HAWAII  
INTERNATIONAL  
FILM FESTIVAL 



# Hawaii International Film Festival

## Board of Directors as of Jan 15, 2020

**\*\*100% of Board Members actively participate in meetings and Festival fundraiser/annual activities.**

**Owen Ogawa, President**

**Elected 2004:**

Nippon Golden Network, V.P.  
2454 S. Beretania St. Suite 301  
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**Jeffrey A. Bell, Vice President**

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**Isoo (Dick) Oshima, Treasurer**

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**Wayne Miao, Recording Secretary**

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**Jason Cutinella**

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**Ricardo (Ric) Galindez**

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**Christina Hom**

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Stanley-Global Wealth Mgt  
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**Bryan Luke**

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**Brian Uy**

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mail: [itsuy@aol.com](mailto:itsuy@aol.com)

**Indru Watumull**

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**Howard J. Wolff**

**Elected 2016: Term Exp. 12/31/2018** President,

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# HAWAII INTERNATIONAL FILM FESTIVAL

PRESENTED BY HALEKULANI

## VI. Personnel: Project Organization and Staffing

### Proposed Staffing, Staff Qualifications, Supervision, and Training

HIFF is staffed year-round by 4 full-time (f/t) and 3 part-time (p/t) employees. With background and degrees in Film theory, film production, and Non-profit Management, Executive Director Beckie Stocchetti currently oversees the festival with the following staff: Artistic Director Anderson Le (p/t); Director of Programming Anna Page (f/t); Programming and Education Manager Jen May Pastores (f/t), Director of Partnerships Gianni Minga (f/t), Festival Manager Josh Nye (p/t), and Volunteer Coordinator Jenny Lee (p/t). Collectively our team has 55+ years of direct film industry experience. HIFF year-round staff prides itself on reflecting diversity and commitment to HIFF's legacy.

These staff members are assisted by more than 200 volunteers, approximately 10 interns, and approximately 35 independent contractors who are hired for the Spring and Fall Festival. The positions filled by these people include: Site Managers, Graphic Designers, Box Office Managers, a Hospitality team, an Education Coordinator, a VR New Media Programmer, a Special Events Staff, a Social Media Coordinator, a Jury Coordinator, Interpreters, a Technical Director, and tech team. HIFF strives to hire local, Hawai'i-based professionals, as well as embrace a staff and volunteer team that reflects the diversity of the organizations' identity.

Beckie works with the HIFF Board of Directors through quarterly meetings and regular monthly committee meetings including an Executive, Finance, Development, and Fundraising committee each comprised of appx. 3-5 individuals. Through these convenings, the HIFF board contributes strategy and financial oversight, advice, and partnership opportunities in addition to obligatory annual financial dues and fundraising goals. Elected and renewed annually, board members consist of a variety of expertise including financial managers, lawyers, film industry professionals, marketing and real estate professionals, and local community leaders.

### Organization Chart

#### **Executive Director**

Oversees all strategic and financial initiatives of organization; all staff, partner, and board relations

#### **Artistic Director**

Manages vision of Festival and programmatic relevance and growth, special guest acquisitions

Oversees VR coordinator, programming coordinator, and social media manager

#### **Director of Programming**

Manages booking of films for all Festival and year-round programming, manages educational programs

Oversees Volunteer coordinator, Education Manager, Neighbor island coordinators, and interns

**Hawaii International Film Festival (HIFF)**

680 Iwilei Road, Suite 100 Honolulu, Hawaii 96817 | 808-792-1577 | [www.hiff.org](http://www.hiff.org)

# HAWAII INTERNATIONAL FILM FESTIVAL

PRESENTED BY HALEKULANI

## **Partnerships Director**

Manages all sponsor and corporate contracts and contacts

Oversees events teams for Festivals and year-round events, press and marketing teams

## **Festival Manager**

Manages operations and logistics of Festival and HIFF membership program

Oversees operations and technical teams

## **Guest Services Director (seasonal)**

Manages all guest services (local, national, and international) including itineraries and travel logistics

Oversees Transportation teams and Delegate Coordinators, Jury coordinator and juries, translators

## Compensation

Executive Director: \$75,000

Director of Programming: \$50,000

Partnerships Director: \$45,000



# HAWAII INTERNATIONAL FILM FESTIVAL

PRESENTED BY HALEKULANI

## VII. Other

### Litigation

There is no known pending litigation to which HIFF is a party.

### Licensure or Accreditation

HIFF has all special qualification, licensure, or accreditations needed to execute all plans. There are no special qualifications relevant to this request.

### Private Educational Institutions

This grant will NOT be used to support or benefit a sectarian or non-sectarian private educational institution.

### Future Sustainability Plan

Over 39 years, HIFF has developed a financially sound portfolio with diversified funding sources from corporate, local, foreign, and national sources combined with earned revenue. Since HIFF's Executive Director transition in 2017, the goal for the Festival has been sustainability and a smarter Fall Festival. This meant a strategic analysis of our screenings and programs, and offering a tighter program that was more financially responsible and culturally relevant, while increasing audience attendance and satisfaction. We saw great success with this goal over the last three years. The Festival cut back our total screenings based on significant accumulated feedback from audiences that the Festival was overwhelming. In doing so, we were able to more tightly and strongly market individual offerings and the Festival as a whole. The results proved the effectiveness: we have seen a 35% increase *per screening* in audiences. This resulted in many more packed houses, and an overall increased excitement across all screenings at the Festival from audiences and filmmakers alike. As we move towards our 40th anniversary HIFF is focused on data driven decision making and creating a strong, multi-year, strategic plan.

As 2020 is a landmark anniversary year, HIFF is launching a major fundraising campaign to continue building a reserve for the organization that will be sustainable for years to come. HIFF's goal is also to raise additional funds to support our mission of advancing local content and bring Hawaii-made films and content creators to national and international venues.

# HAWAII INTERNATIONAL FILM FESTIVAL

PRESENTED BY HALEKULANI

HIFF has a carefully selected, dedicated staff that regularly goes above-and-beyond their duties, and we receive a huge amount of community support from volunteers, sponsors, community organizations, private foundations, and government agencies. With a marked increase financial revenue in sponsorship, grant, and foundation support since 2017 as a result of our Executive Director transition, HIFF is continuing to strengthen local and national partnerships that lead to highly impactful programs with a minimal amount of extra expense. We continue to capitalize on the increased support of foundations and strategic partnerships seen with groups such as DBEDT, Vilcek Foundation, Hilton Hawaii, Ohina, and Hawaiian Airlines, HIFF is able to increase the reach and effectiveness of our programmatic activity while strengthening our fundraising initiatives.

HIFF continues to be challenged by increased costs in many areas including venue costs, film screening fees, and vendor services, as well as the declining availability of funds for arts nonprofits. As specific examples, HIFF's major partner Regal Cinemas will be renovating and reducing seat capacity over the next two years. Rising airline and hotel costs present a consistent challenge to bring and house Festival guests. Rising bus costs have provided a new, unique challenge to continue to offer free screenings and guest speakers to Hawaii's students. To overcome these challenges, HIFF has restructured staff duties, operational and logistical elements of its programs, and board committees to more strategically and effectively gain and utilize support.

HIFF faces the same financial challenges as all arts and cultural non-profit organizations throughout Hawai'i. While most international film festivals of our scope receive the majority of their funding from government, HIFF receives only 15% from government sources, with the majority of that graciously coming from the Hawaii Tourism Authority. HIFF will continue to seek to increase tourism and economic development through Festival activities and outreach. As always, HIFF will seek to increase its income and lower its expenses. Additional cash and in-kind sponsorship are always a number one priority at HIFF. HIFF has sustained itself for the past 39 years and looks forward to an even better future, with more positive impact to Hawai'i.

**Hawaii International Film Festival (HIFF)**

680 Iwilei Road, Suite 100 Honolulu, Hawaii 96817 | 808-792-1577 | [www.hiff.org](http://www.hiff.org)

## Application Submittal Checklist

*The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.*

- X 1) Certificate of Good Standing (If the Applicant is an Organization)
- X 2) Declaration Statement
- X 3) Verify that grant shall be used for a public purpose
- X 4) Background and Summary
- X 5) Service Summary and Outcomes
- X 6) Budget
  - a) Budget request by source of funds ([Link](#))
  - b) Personnel salaries and wages ([Link](#))
  - c) Equipment and motor vehicles ([Link](#))
  - d) Capital project details ([Link](#))
  - e) Government contracts, grants, and grants in aid ([Link](#))
- X 7) Experience and Capability
- X 8) Personnel: Project Organization and Staffing



BECKIE STOCCHETTI, EXECUTIVE DIRECTOR

JAN 15, 2020

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

DATE