

**THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Db: Makauila, Inc.

Amount of State Funds Requested: \$ 240,650

Brief Description of Request (Please attach word document to back of page if extra space is needed):

1. To support the production of 24 episodes of 'Āha'i 'Ōlelo Ola, a current events media program, to further the revitalization and normalization of the Hawaiian language.
2. To support the development of a media training and internship program for college-age Hawaiian language speakers for careers in the creative industries

Amount of Other Funds Available:

State: \$ _____
Federal: \$ 300,000 (tentative)
County: \$ _____
Private/Other: \$ to be determined

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 0

Unrestricted Assets:

\$ 177,831

New Service (Presently Does Not Exist): Existing Service (Presently in Operation):

Type of Business Entity:

- 501(C)(3) Non Profit Corporation
 Other Non Profit
 Other

Mailing Address:

1839 Keeaumoku Street

City: Honolulu State: Hawaii Zip: 96822

Contact Person for Matters Involving this Application

Name:
Bryson Hoe

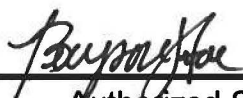
Title:
Executive Director

Email:
bryson@makauila.org

Phone:
808-536-8978

Federal Tax ID#:
[REDACTED]

State Tax ID#:
[REDACTED]



Authorized Signature

Bryson Hoe, Executive Director

Name and Title

1/16/2020

Date Signed

received DM

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.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 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](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing


AUTHORIZED SIGNATURE

Bryson Hoe, Executive Director
PRINT NAME AND TITLE

1/16/2020
DATE



**STATE OF HAWAII
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: **MAKAUILA, INC.**

DBA/Trade Name: **MAKAUILA, INC.**

Issue Date: **01/14/2020**

Status: **Compliant**

Hawaii Tax#: w11627187-01
New Hawaii Tax#: GE130776678401
FEIN/SSN#: XX-XXX4683
UI#: No record
DCCA FILE#: 229132

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	Exempt
LIR27	Hawaii 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, 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.

Makouila, Inc.
(Typed Name of Individual or Organization)


(Signature) 1/16/2020
(Date)

Bryson Hoc
(Typed Name) Executive Director
(Title)

Application for Grants

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

I. Certification – Please attach immediately after cover page

1. 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, 2019.

2. Declaration Statement

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

3. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes. ([Link](#))

II. 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:

Makauila, Inc. is a 501(c)3 non-profit organization with the mission of normalizing the Hawaiian language, culture, and perspective through the creation and distribution of high-quality multimedia content. Makauila engages in a variety of media platforms including television, web, and social media to reach targeted audiences of all ages across Hawai'i and the world. A key factor in Makauila's success is the strong partnerships with other community-serving organizations including the 'Aha Pūnana Leo, the University of Hawai'i (UH), Ka Haka 'Ula o Ke'elikōlani College of Hawaiian Language at UH-Hilo, and Kamehameha Schools. Makauila's staff of producers, writers, photographers, and editors includes Hawaiian language graduates, who have created a wide range of media content that has been distributed locally, nationally, and internationally.

2. The goals and objectives related to the request:

The overall goal is to further the revitalization and normalization of ‘ōlelo Hawai‘i to be a thriving language. A significant portion of efforts in the preceding four decades to bring Hawaiian back from the brink of extinction in the late 1970s has been focused in educational and classroom settings. These initiatives were successfully adapted from other international methods (e.g., the Kōhanga Reo preschools in New Zealand and the establishment of the Pūnana Leo preschools) to the point where systems and approaches in Hawai‘i are a model for other indigenous language communities in the United States and globally.

Another recognized component necessary for language normalization is media where ‘ōlelo Hawai‘i can be seen, heard, and used in a wide range of venues. Makauila’s proposal strives to meet this objective through the production of 24 episodes of ‘Āha‘i ‘Ōlelo Ola, a current events program covering issues that are timely and relevant to Hawai‘i’s communities with the intent of stimulating critical thinking through the Hawaiian language and from a Hawaiian perspective.

A second objective is to use the production of ‘Āha‘i ‘Ōlelo Ola as an internship opportunity for Hawaiian language students to gain hands-on media training to combine a strong cultural foundation with technical skills by actively engaging in story development, writing, filming, and editing. Makauila strongly believes that providing career pathways that values language fluency in the creative industries supports the growing number of Hawaiian language speaking graduates and their communities.

3. The public purpose and need to be served:

‘Ōlelo Hawai‘i became an official language of the State of Hawai‘i in 1978. There are currently 21 public Hawaiian immersion schools enrolling more than 2,000 children from kindergarten to high school. This number does not include students in preschool programs, charter or private schools, or post-secondary institutions studying Hawaiian language. Article X, Section 4 of the Hawai‘i Constitution imposes on the State a duty to provide for a Hawaiian education program in public schools that is reasonably calculated to revive the Hawaiian language. In the recent 2019 *Clarabal v. State* court case, the Hawai‘i State Supreme Court confirmed that the State was constitutionally required to make all reasonable efforts to provide access to Hawaiian immersion education.

Over the past three decades, the Hawaiian immersion and Hawaiian medium education schools have operated much like startup organizations being led by community leaders who saw the value and legality of a Hawaiian education, and who then created a solid philosophical foundation for academic success through the Hawaiian language and worldview. These trailblazers started with nothing and persevered through significant systemic, societal, and financial challenges and achieved successes despite not having anywhere near the same resources that other public schools and English language students have readily-available

for both the classroom and the home. Hawaiian education has a hundred years of catching up to do when it comes to educational resourcing, especially for Hawaiian language resources.

If the fundamental purpose of education is to create the leaders, thinkers, and workers needed for the future, then it is vital when thinking about and developing educational experiences and resources for students that we develop their critical thinking and analysis skills so that they can draw from the past to understand the present and plan for the future. The Hawaiian education movement is experimenting ways to do this in a modern context by returning to outdoor experiential learning environments, taking students out of the classroom and into lo'i (taro patch), loko i'a (fish pond), etc. as a means to contextualize learning in a cultural practice and environment. By creating culturally relevant learning environments and content, culture based educators have seen successes, however simply moving the student from inside a classroom into a lo'i is not enough. Educators have to stimulate metacognition within those environments, i.e. getting the students to critically think and relate that skill or knowledge in the lo'i, for example, to modern and future contexts and issues. If students are able to constantly critically analyze the situations they are experiencing, particularly from a culturally grounded perspective, then they will become the kind of leaders, thinkers, and workers needed for a thriving Hawai'i. With this kind of foundation and education, these students will undoubtedly understand who they are, where they are from, and the inherent responsibilities they have to those things.

As previously mentioned, Makauila is uniquely poised and positioned to identify and implement strategies for producing high-quality Hawaiian language content and curricula, due in part to its partners (specifically 'Aha Pūnana Leo) that have decades of experience in developing innovative strategies and approaches to Hawaiian education through the medium of Hawaiian language. As Makauila began to develop its skill set specific to television and video production, the initiative was inherently grounded in 'ōlelo Hawai'i and how to capitalize on the ubiquitous nature and power of media to further Hawaiian language acquisition and normalization. Fundamental to "normalization" is the ability to create content that impacts a broad audience and community, well beyond the core fluent Hawaiian speaking community.

The relevance of that unique skill set to this request is Makauila's ability to create content and curricula that will have a direct impact on the Hawaiian language immersion and Hawaiian medium education schools but also be substantially relevant and useful to speakers and learners of common Hawaiian language acquisition and use objectives. This is an important distinction to make because Immersion Schools and Hawaiian Medium education schools are perpetually challenged to find and acquire "external" - literally not created by the teachers and schools themselves - resources necessary to continued growth and efficacious advancement.

Makauila offers a solution to address this in a way that benefits all language speakers and learners across the board by focusing on the unique needs of Hawaiian language Immersion and Hawaiian Medium education schools, and then incorporating contextualization and packaging elements in a way that makes it beneficial for all learners, e.g. English subtitling, etc. Another important distinction is that this does not work as effectively in the opposite, i.e. creating content focused on the English dominant or bilingual target audience first and hoping that the benefit to the immersion subset will be similar.

4. Describe the target population to be served:

The primary target populations are Hawaiian language speakers (estimated at 25,000) and learners. This includes students currently enrolled in formal Hawaiian language programs, but also their families and social support networks. Teachers and educators can use the content to complement classroom lessons and demonstrate the growing number of speakers in different settings.

Another significant advantage of media is the ability to transcend geographic limitations and cater to the user's preference. The content can be accessed anywhere at anytime. Therefore, 'Āha'i 'Ōlelo Ola programs can appeal to those who have a familiarity and interest in Hawaiian language and culture and are at the beginning stages of fluency whether they are in Hawai'i or elsewhere.

5. Describe the geographic coverage:

Media products are distributed through three platforms that cater to both local Hawai'i residents and a global audience.

- On-Demand Television: Spectrum cable subscribers can access content on Digital Channel 326, which is an on-demand channel meaning users are able to select shows at their leisure. This is akin to Netflix or other streaming platforms, however there are no additional fees or charges to watch Makauila content.
- Online: 'Āha'i 'Ōlelo Ola episodes are published to www.oiwi.tv, which can be accessed anywhere in the world.
- Social Media: Platforms like Facebook and Instagram offer marketing opportunities to reach new audiences. 'Āha'i 'Ōlelo Ola segments can be edited for the optimal duration and formatted for these platforms.

III. 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:

PRODUCTION OF 'ĀHA'I 'ŌLELO OLA

Makauila has developed and refined a unique production workflow that reflects a high standard of authenticity and integrity to the Hawaiian language, culture, and community while also adhering to media industry standards. The completion of each of the episodes of 'Āha'i 'Ōlelo Ola can be divided into five sections: (1) pre-production, (2) production, (3) post-production, (4) distribution; and (5) data collection and evaluation. Each of the 24 episodes of 'Āha'i 'Ōlelo Ola will have a duration between 10-12 minutes, with Hawaiian language used as the primary language except in the case when an expert who cannot fluently speak Hawaiian is interviewed for their insight and credibility.

Pre-Production

Prior to any filming, the producer will research and identify key themes, storylines, potential interviewees, and overall approaches and video concepts, which they will pitch to the executive director. Once the storyline and video concept has been approved, the producer will arrange phone calls or meetings with the potential interviewees to gather and clarify information, and inquire about and schedule filming for interviews and events relevant to the story. Once all information gathering is completed and a schedule has been determined, the producer will develop a pre-write that outlines the structure of the entire video and develop on-camera interview questions.

Production

The production phase is when the producer and a photographer conduct and film interviews along with other important events and supplemental footage for the story.

Post-Production

Following the completion of production, the producer will create a draft script that includes interviews, video sequences, and any archival media that might be needed. Final approval of the script will be determined by the executive director. Once approval of this draft script is given, the editor will begin arranging the media into a rough cut. The producer will have an opportunity to provide feedback on the rough cut before the editor makes final changes and lays in graphical elements. A fine cut will then be reviewed by the executive director for quality control before it is distributed.

Distribution

Each episode of 'Āha'i 'Ōlelo Ola will be distributed through Spectrum Digital Channel 326, www.oivi.tv, and Facebook. Marketing and promotional activities on Facebook, Instagram, and Twitter prior to and following distribution will inform audiences about the episode's availability. Makauila will also cross promote with

partner organizations, including Hawaiian language immersion and medium schools, who may have an interest in the story.

Data Collection and Evaluations

Each of the distribution platforms have the ability to collect accurate analytics, including the number of viewers over time, geographical areas, and demographic information. As our target populations watch, interact, and engage with each of the episodes, we will have an opportunity to evaluate the impact of the content. A more detailed description of this process will be given in the quality assurance and evaluation section below.

MEDIA TRAINING INTERNSHIP PROGRAM

Makauila will offer a semester-long media training program for two interns in Fall 2020 and Spring 2021. Ideal internship candidates should have a medium to high level of Hawaiian language fluency, critical thinking and analytical skills, and interest in the fields of media, journalism, writing, and/or education. Makauila will recruit interns from the University of Hawai'i at Mānoa, Hawai'i Pacific University, Chaminade University, UH Community Colleges, and other educational institutions. Given the ambitious production schedule, interns will work alongside Makauila staff and take an active role in the development, writing, filming, and editing of 'Āha'i 'Ōlelo Ola segments.

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

See attached 'Āha'i 'Ōlelo Ola Production Timeline

To complete 24 episodes within a year, we will follow a staggered approach with multiple episodes at different stages of production. For example, in July 2020, episodes 1-3 will begin with pre-production and then production by August 2020. By the same month, episodes 4-6 will be in pre-production. The objective is also to spread out distribution throughout the 12 months.

Cohort 1 for the media training internship will be recruited in July 2020 and then run through December 2020. The second cohort will then be recruited by the end of 2020 to begin their program in January 2021.

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

We have internal measures of quality assurance with multiple individuals ensuring that different aspects of each episode from video quality, to narrative arc, to subtitle adhere to industry standards. The executive director is the final

measure of quality control as they will provide final say on whether or not the project is able to move on to the next phase of the workflow or if there are necessary changes that need to be made first.

In terms of evaluations for improvement, our social media platforms are an invaluable resource as they provide direct access to feedback from our target audience. We utilize applications that illustrate data and statistics related to the viewers and our comment section provides insightful narrative feedback of each episode. In addition, we are able to work with our partners in the networks of private and public schools along with stakeholders to get assessments of different episodes. It will then be the producer and the executive director's responsibility to ensure that these evaluations are used and incorporated into future episodes.

- 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.**

Objective: Create high quality, investigative news pieces primarily in the Hawaiian language on issues relevant and newsworthy to communities in Hawai'i in order to provide an important news resource for both the Hawaiian speaking and English speaking residents of Hawai'i.

Measure: Community views, engagement metrics, and narrative feedback

We will provide quarterly reports that include the progress of the request along with an assessment of the metrics, narrative feedback, and strategies for future improvement of the content.

IV. Financial

Budget

1. 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
 - d. Capital project details
 - e. Government contracts, grants, and grants in aid

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2021.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$73,363	\$55,762	\$55,763	\$55,762	\$240,650

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2021.

- Administration for Native Americans
- Kamehameha Schools
- Office of Hawaiian Affairs
- Hawai'i Tourism Authority

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Not applicable

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 2021 for program funding.

- DCCA - Hawaiian Language Video Content (2016-2019)
- HTA - Kūkūlu Ola Living Hawaiian Culture Program (2017)
- HTA - Kūkūlu Ola Living Hawaiian Culture Program (2017)

None of the preceding state contracts are for fiscal year 2021

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2019.

\$177,831

V. 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.

Makauila and its core staff are the leading experts in Hawaiian language video content production and distribution. Below are a few key milestones that demonstrate Makauila's experience and vested interest in producing multimedia products in the Hawaiian language from a uniquely Hawaiian perspective:

- 2008-2011: In collaboration with Kamehameha Schools, 'Āha Pūnana Leo, and KGMB, produced and aired 'Āha'i 'Ōlelo Ola, the first native language news program on a network affiliated television station (KGMB). From 2008 to 2011, 'Āha'i 'Ōlelo Ola aired over 1,400 stories and forty-six half-hour episodes on KGMB and Hawai'i News Now (HNN). In that time, 'Āha'i 'Ōlelo Ola earned high praise as a high-quality journalism product with a unique Native Hawaiian editorial perspective. Makauila received an international indigenous journalism award for its in-depth 'Āha'i 'Ōlelo Ola feature on the significance of water to the future of Hawai'i from cultural, historical, and sustainable perspectives. This feature was an example of the work that 'Āha'i 'Ōlelo Ola is known for with high-quality storytelling and imagery grounded in a strong Native Hawaiian editorial perspective.

Since 2011, Makauila has produced additional episodes of 'Āha'i 'Ōlelo Ola and similar storytelling on 'Ōiwi TV, including in-depth and balanced coverage. Below is a list of the topics covered:

- 'Ōlelo Hawai'i Capacity (2018)
This episode celebrated 2018 as it marked the 40 year anniversary of the Hawaiian language as an official language of the state of Hawai'i and examined the progress made by those in the language movement over the years.
- Papahānaumokuākea (2018)
In this episode of 'Āha'i 'Ōlelo Ola, various groups weighed in about the impacts of downsizing Papahānaumokuākea and Hawai'i's fishing industry's desire to promote proper management and conservation of this resource through utilization of the area.
- Ke Au o Ka Hula (2018)
This two-part Hawaiian language panel discussion filmed in front of a live audience and focused on topics surrounding the growth, evolution, and traditions of hula.
- 'Āhai 'Ōlelo Ola: Mauna Momentum: A Brief History (2017)
This two-part news and educational series explored the standoff between a group of Native Hawaiians determined to stop the construction of the Thirty Meter

Telescope and local law-enforcement unfolded atop Maunakea from 2014 to 2015.

These storytelling experiences and expertise are core competencies that Makauila will bring into this request in developing quality content and curricula to educate the Hawai'i public.

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.

Makauila is headquartered in Makiki, Hawai'i, in close proximity to the University of Hawai'i at Mānoa, downtown Honolulu, and other educational and community-serving organizations. Makauila's facility includes air-conditioned offices, edit bays, equipment storage areas, and other amenities for media production. Much of the proposed activities (e.g., filming) will occur outside of the office, and Makauila's central location provides for easy accessibility to areas throughout O'ahu.

VI. 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.

Title	Responsibilities	Expertise
Executive Director	Oversight and executive leadership of the production of the 'Āha'i 'Ōlelo Ola. Administration of fiscal management and reporting.	MBA, 11 years of media production experience, project management, and program evaluation Proficient in Hawaiian
Office Manager	Assist with fiscal management and reporting. Coordinate recruitment and scheduling for internship program.	10 years of office management experience
Producer	Lead the daily production of 'Āha'i 'Ōlelo Ola, including generation of story ideas and concepts.	Ph.D. candidate in Hawaiian language revitalization

	Responsible for all logistical aspects of the production and post-production phase including distribution of the final episodes.	7 years of media production experience Fluent in Hawaiian
Photographer	Record all interviews and b-roll for production of 'Āha'i 'Ōlelo Ola according to industry standards	4 years of media production experience Proficient in Hawaiian
Editor	Edit full episodes of 'Āha'i 'Ōlelo Ola and any marketing materials. Lead media management for long-term archiving.	15 years of media production experience in Hawai'i and Los Angeles Proficient in Hawaiian
Marketing & Content Manager	Lead the distribution of all 'Āha'i 'Ōlelo Ola products on multiple platforms. Provide analytical information about viewership and measurements.	3 years of media production experience Fluent in Hawaiian

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.

See attached Makauila organizational chart

3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

- Executive Director: \$75,000
- Editor: \$60,000
- Producer: \$50,000

VII. 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.

Not applicable

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.

Not applicable.

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. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

Not applicable

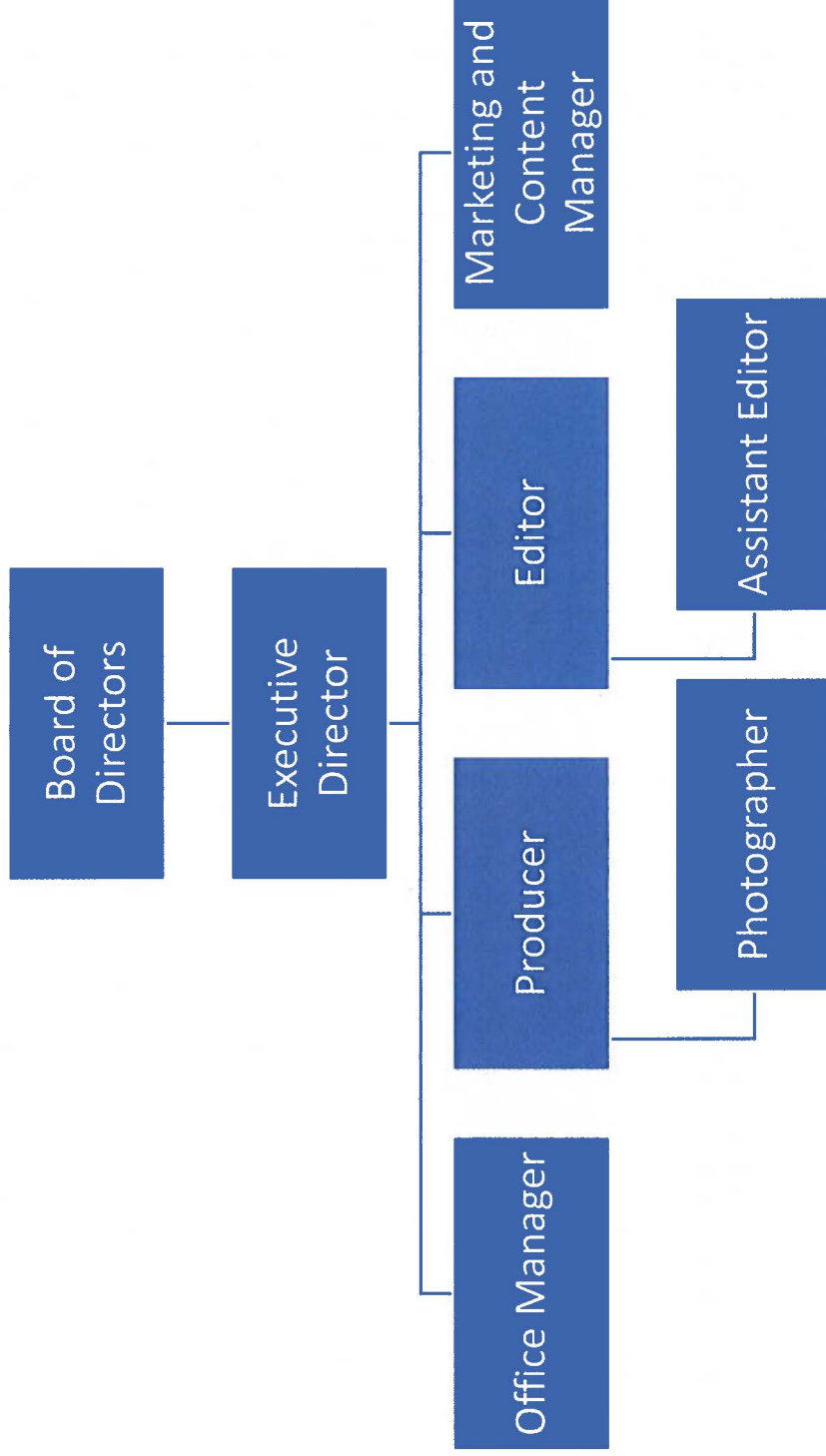
4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2020-21 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2020-21, but**
- (b) Not received by the applicant thereafter.**

Makauila will seek sponsorship and other funding sources with mission-aligned organizations for long-term support for the production of 'Āha'i 'Ōlelo Ola.

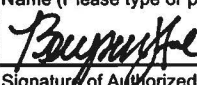
MAKAUILA, INC ORGANIZATIONAL CHART



BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

Applicant: Makauila, Inc.

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	159,050	200,000		
2. Payroll Taxes & Assessments				
3. Fringe Benefits	15,000	22,000		
TOTAL PERSONNEL COST	174,050	222,000		
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island		10,000		
2. Insurance		5,000		
3. Lease/Rental of Equipment		6,000		
4. Lease/Rental of Space	42,000	12,000		
5. Staff Training				
6. Supplies	5,000	5,000		
7. Telecommunication	2,000			
8. Utilities		10,000		
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	49,000	48,000		
C. EQUIPMENT PURCHASES	17,600	30,000		
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	240,650	300,000		
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	240,650	Bryson Hoe	808-536-8978	
(b) Total Federal Funds Requested	300,000	Name (Please type or print) Phone		
(c) Total County Funds Requested			1/16/2020 43,946	
(d) Total Private/Other Funds Requested		Signature of Authorized Official Date		
TOTAL BUDGET	540,650	Bryson Hoe Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2020 to June 30, 2021

Applicant: Makauila, Inc.

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Executive Director	1	\$75,000.00	15.00%	\$ 11,250.00
Office Manager	1	\$50,000.00	15.00%	\$ 7,500.00
Producer	1	\$50,000.00	100.00%	\$ 50,000.00
Editor	1	\$60,000.00	50.00%	\$ 30,000.00
Photographer	1	\$50,000.00	50.00%	\$ 25,000.00
Marketing and Content Manager	1	\$50,000.00	25.00%	\$ 12,500.00
Media Training Intern #1	0.5	\$5,700.00	100.00%	\$ 5,700.00
Media Training Intern #2	0.5	\$5,700.00	100.00%	\$ 5,700.00
Media Training Intern #3	0.5	\$5,700.00	100.00%	\$ 5,700.00
Media Training Intern #4	0.5	\$5,700.00	100.00%	\$ 5,700.00
				\$ -
TOTAL:				159,050.00
JUSTIFICATION/COMMENTS:				
Interns will be paid \$12/hour for a maximum of 19 hours/week for 25 weeks				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Makaula, Inc.

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
13-inch Apple MacBook Pro Laptop	2	\$2,000.00	\$ 4,000.00	
iMac Pro Computer	1	\$6,000.00	\$ 6,000.00	
Lacie 60TB Hard Drive	2	\$3,800.00	\$ 7,600.00	
TOTAL:	5		\$ 17,600.00	

JUSTIFICATION/COMMENTS:

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

JUSTIFICATION/COMMENTS:

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: Makauila, inc.

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						
TOTAL:						

JUSTIFICATION/COMMENTS:

None of the categories are applicable

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Makauila, Inc.

Contracts Total: \$ 1,040,000.00

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Hawaiian Language Video Content	12/26/16-12/31/19	DCCA	State	\$ 900,000.00
2	Kūkulu Ola Living Hawaiian Culture Program	end 8/31/17	HTA	State	\$ 90,000.00
3	Kūkulu Ola Living Hawaiian Culture Program	end 3/21/20	HTA	State	\$ 50,000.00
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