

## 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

FRIENDS OF KA LEO HAWAII MEDIA

was incorporated under the laws of Hawaii on 09/22/2016 ; 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 12, 2023

Director of Commerce and Consumer Affairs

## 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

KUUHAKU PARK, PRESIDENT

PRINT NAME AND TITLE

JANUARY 14, 2023

DATE

# 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, 2022.

See attached Certificate of Good Standing.

### **2. Declaration Statement**

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

See attached Declaration Statement.

### **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](#).

Friends of Ka Leo Hawaii Media will use a grant from State Grant-in-Aid funds for a public purpose as described below in section ***II. Background and Summary, Question 3*** by supporting the Malama Aina Pono Hawaii (M.A.P Hawaii) Phase I efforts to establish revenue-making opportunities via the international entertainment industry through creation of a website platform that connects prospective film projects with landowners throughout Hawaii. The initial rollout will target distinct trust lands of the Department of Hawaiian Home Lands (DHHL), with revenues directly benefiting native Hawaiian beneficiaries.

## **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;

The Friends of Ka Leo Hawaii Media was initially established as an informal hui of Native Hawaiians and Hawaiian language speakers that came together to increase the

vitality, growth, and survival of the Hawaiian language through supporting the use of language outside of the classroom in mainstream media. In response to the lack of a dedicated media outlet for Hawaiian language, The Friends of Ka Leo Hawaii Media was incorporated as a 501(c)(3) to seek funding to create a radio station with 24/7 Hawaiian language programming in September 2016. As a nonprofit organization, Friends of Ka Leo Hawaii Media is sponsoring the State GIA request from M.A.P. Hawaii (Malama Aina Pono Hawaii), a comprehensive program designed to create revenue-making opportunities via the international entertainment industry. Making use of our industry relationships and in-depth knowledge of best practices, this custom-designed program is built from the ground up, deploying state-of-the-art technologies through scalable data infrastructure and an intuitive web platform. From the day the M.A.P. Hawaii program goes "live," a precedent will be set in how the domestic and international entertainment/advertising industries work, and operate, in Hawaii.

2. The goals and objectives related to the request;

The overall goal of this project is to move toward a more robust local entertainment industry where intellectual property is regionally owned and created. Major objectives include the following:

1. Custom-design a holistic database, web-based platform and multi-system interface of diverse land asset cataloging, storytelling and job training/placement using M.A.P. Hawaii's use of industry relationships, in-depth knowledge of best practices and state-of-the-art technologies.
2. Rollout program based on initial run of distinct DHHL locations.
3. Create momentum with diversity and continual growth of potential film location offerings, establishing DHHL and the program as a force in the industry.

3. The public purpose and need to be served;

The global effects of COVID on our families and businesses have been staggering, with projections expected to impact Hawaii for years. While the Film/Television/Advertising industry was not immune, Hawaii experienced a sizeable increase in inquiries to film in the State. As nations went into lockdown, populations showed renewed interest in entertainment, with Netflix, Amazon, Disney and other providers exhibiting impressive growth through the pandemic. The global desire for entertainment shows no signs of declining, creating a greater need to produce more content. With the ongoing threat from more infectious COVID variants, DHHL properties present the unique combination of diverse filming locations, lower incidence of COVID, and remoteness, allowing for 'safe' filming and the ability to 'lock down' sets, all of which are attractive to the industry.

The movie industry, in particular, offers boundless opportunities for short-term location agreements which can generate immediate and significant revenue for clients like DHHL. For example, Kualoa Ranch has been the location for scores of television shows, commercials and major movies over the years such as Jurassic Park and King Kong, securing hundreds of thousands of dollars in location fees from partnerships. In

the future, we anticipate a continual shift toward more private locations as media look for sets that can be locked down to ensure greater controlled environments, with the State film tax credit a lure to larger productions. Location revenue can be generated through film location rentals, base camp and staging rentals, office and studio space rentals, prep spaces for construction, set building, wardrobe and props, to name a few.

4. Describe the target population to be served; and

The target population to be served as part of Phase I are DHHL's constituency, who will have enhanced opportunities to become part of a local workforce across multiple aspects of the film industry, including working on set, catering, building and transportation. Revenues generated from use of trust lands will also directly benefit the approximately 28,000 native Hawaiian beneficiaries on the DHHL waiting list.

5. Describe the geographic coverage.

Phase I will initially target distinct DHHL locations throughout the State, but the overall impact will be nationwide and internationally through the entertainment/advertising industry. The diversity and continual growth of potential film location offerings will create a 'buzz' and establish DHHL and the program as a force in the industry.

### **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;

The M.A.P. Hawaii database, web platform and multi-system interface is developed in-house and based on intimate knowledge of the industry, with a web infrastructure that reflects the depth and importance of the history and diversity of the Hawaiian Lands. The Database allows for an immense amount of information to be collected (e.g., topography, flora & fauna, plot size, access, utilities, GPS coordinates, locations type, associated history & stories, use permissions, etc), categorized, tagged and made accessible via a self-learning custom search engine. The database system hierarchy is designed to accommodate additional or replacement data as the needs of the program expand - automating changes within its websites and indexes. Data access is restricted and shared on an approved basis with entertainment/advertising clients.

The content collection (photo/video/data) tasks range across the various legs of the program. Concurrent with these efforts, we will create and build the M.A.P. Hawaii database and web platforms, establishing workflows with our internal and external teams, to conduct business efficiently and effectively with the media industry. The Phase I build-out "Start-Up, Infrastructure/Content Build and Program Review" will encompass the following:

### **Start-Up**

1. Web Technology Systems Research and Review
2. Identify with DHHL Diverse Initial Location Callouts

### **Infrastructure & Content Creation**

1. Web Platform Creation
2. Location Content Cataloging

### **Program Overview, Evaluation Activities – Review and Analysis of Completed Program Build**

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

Upon receiving the Notice to Proceed, Friends of Ka Leo Hawaii Media in partnership with M.A.P. Hawaii will immediately draw down funds, with Phase I project completion slated for 9-12 months.

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

Phase I Buildout encompasses the following benchmarks to evaluate progress toward completion:

### **Start-Up**

- Define scope of work for each of the web and database platforms
- Internal research and alternate locations recommendation
- Training staff on templates and workflows
- Introductions to Land Manager

### **Infrastructure & Content Creation**

- Hosting and Domain Setups, Sitemaps, Architecture, Wireframes
- Database Construction and Integration
- Front and Back End Development
- Site Quality Testing: Cross-Browser Testing; Tablet Testing; Mobile Testing
- Logistics (Flights, Cars, Hotel, Mapping); Create Production Schedules
- On-Site Photography, Video, Drone, Factsheet (2-3 x Locations Per Day w/ 4 Man Teams)
- Off-Site Digital Asset Processing: Rename and Organize Individual Location Data; Edit Photo, Video, Drone Assets
- Upload/Update imagery and Location fact sheet data to Database
- Finalize Specific Location Website Layout; Input K.S. Land Description
- Create individual pricing and usage structure for each location

### **Program Overview, Evaluation Activities**

- M.A.P. Hawaii Finalization

- Internal M.A.P. Review, assessment and analysis of completed program build
  - M.A.P. Hawaii Overview Presentation
  - M.A.P. Hawaii Program Activation
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.

Friends of Ka Leo Hawaii Media will report quarterly progress to the State regarding status of the build-out, including Start-Up, Infrastructure/Content Creation and Program Overview, Evaluation and Activation.

**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 (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)

See attached Budget forms.

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2024.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$125,000	\$125,000	\$125,000	\$125,000	\$500,000

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2024.

Friends of Ka Leo Hawaii Media will seek additional funding from private philanthropic sources in 2023 to complete funding for Phase I of this project.



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 2024 for program funding.

Not applicable.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2022.

The balance of Friends of Ka Leo Hawaii Media's unrestricted current assets as of December 31, 2022 is \$66,000.

## **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.

While Friends of Ka Leo Hawaii Media is a relatively new organization, its founders and directors are not new to this type of request. The Board and project managers have over 80 years of combined experience in a variety of endeavors. All are leaders in the Hawaiian community, and many have extensive background in other areas. From a successful business owner, a former Hawaii State Senator, local media expert, to directors of non-profit projects throughout the State, this organization's members have the ability and knowledge to successfully implement and complete this incredibly important project.

### **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.

The organization is currently using office space in Honolulu, donated as an in-kind contribution. As there is no permanent organizational staff, the Friends of Ka Leo Hawaii Media have no current plans to secure additional facilities.

## **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.

See Section IV. Subsection A. that details the qualifications and experience the organization has in order to comply with the requirements for successful completion of this project.

The Board of Directors determine and set the strategic goals of the organization, as well as make all final decisions in regard to implementation of those goals. In accordance with the 501(c)(3) statutes, the Board has a fiduciary responsibility to oversee all expenditures made for, or by, the organization as a whole. **John Aeto** serves as the **Project Manager**, responsible for carrying out the goals of the organization as determined by the Board. John is responsible for all phases of this project including, but not limited to project implementation, overseeing/reporting progress to the Board and ensuring all required legal and statutory requirements are fulfilled until the completion of the project.

Prior to establishing The Kālainmoku Group, John was President of Hiki No Consulting specializing in Government, Community and Media Affairs. He has also been the General Manager of VRE Hawaii, a locally owned Hawaii Broadcast Company. John has been in the Media and Broadcast industry for over 23 years and has held several key management positions in Honolulu.

### **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 Organization 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.

This does not apply as Friends of Ka Leo Hawaii Media have no paid staff, due to the belief that all funds secured should be used for the benefit of its constituency.

## **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 2023-24 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2023-24, but
- (b) Not received by the applicant thereafter.

This is a one-time grant request to the State for a specific stated purpose. As such, no additional funding is required if the grant is fully funded.

**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; and
- 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.
- 4) The use of grant-in-aid funding complies with all provisions of the Constitution of the State of Hawaii (for example, pursuant to Article X, section 1, of the Constitution, the State cannot provide "... public funds ... for the support or benefit of any sectarian or nonsectarian private educational institution...").

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.

Friends of Ka Leo Hawaii Media  
(Typed Name of Individual or Organization)

  
(Signature) January 14, 2023  
(Date)

Kuuhaku Park  
(Typed Name) President  
(Title)





## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2023 to June 30, 2024

Applicant: Friends of Ka Leo Hawaii Media

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

**JUSTIFICATION/COMMENTS:**

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

**JUSTIFICATION/COMMENTS:**

# BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2023 to June 30, 2024

Applicant: Friends of Ka Leo Hawaii Media

FUNDING AMOUNT REQUESTED - NOT APPLICABLE						
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: 2021-2022	FY: 2022-2023	FY:2023-2024	FY:2023-2024	FY:2024-2025	FY:2025-2026
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS:</b>						



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

Applicant: Friends of Ka Leo Hawaii Media

Contracts Total: -

	<b>CONTRACT DESCRIPTION</b>	<b>EFFECTIVE DATES</b>	<b>AGENCY</b>	<b>GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)</b>	<b>CONTRACT VALUE</b>
1	Not Applicable				
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**Friends of Ka Leo Hawaii Media  
Organizational Chart  
2023**

