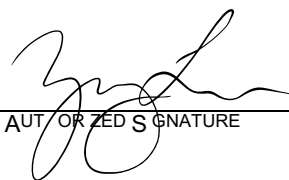


## Application Submittal Checklist

*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
  - b.  Personnel salaries and wages
  - c.  Equipment and motor vehicles
  - d.  Capital project details
  - e.  Government contracts, grants, and grants in aid
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing



Zachary Lum, Executive Director

January 19, 2023

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

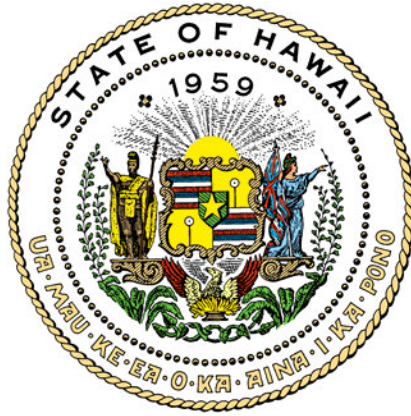
DATE



**Application for Grants**

**I. Certification – Please attach immediately after cover page**

**1. Certificate of Good Standing**



## 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

KĀHULI LEO LE`A

was incorporated under the laws of Hawaii on 11/13/2019 ; 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 17, 2023

Director of Commerce and Consumer Affairs

**2. Declaration Statement**

**DECLARATION STATEMENT OF  
APPLICANTS FOR GRANTS PURSUANT TO  
CHAPTER 42F, HAWAI'I REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawai'i Revised Statutes:
  - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
  - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
  - c) Agrees not to use state funds for entertainment or lobbying activities; and
  - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
  - a) Is incorporated under the laws of the State; and
  - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided; and
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
  - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
  - b) Has a governing board whose members have no material conflict of interest and serve without compensation.
- 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, Hawai'i Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

**Kāhuli Leo Le‘a**

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

\_\_\_\_\_  
(Signature)

**Zachary Lum**

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

**Jan 11, 2023**

\_\_\_\_\_  
(Date)

**Executive Director**

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

### 3. **Public Purpose**

Kāhuli Leo Le‘a, a Native Hawaiian-managed and serving non-profit organization, proposes a 1-year project to increase the economic resiliency of the creative sector across the state of Hawai‘i. For this project, Kāhuli Leo Le‘a is requesting \$324,180. The grant will be used for a public purpose, pursuant to Section 42F-102, Hawaii Revised Statutes.

## **II. Background and Summary**

### **Background**

Established in 2019, Kāhuli Leo Le‘a is a 501(c)3 Native Hawaiian-managed and serving non-profit organization, aimed at catalyzing aloha ‘āina through the education, composition, presentation of mele, and other cultural practices. Kāhuli Leo Le‘a (KLL) serves various levels of community, from Hawaiian cultural practitioners, educators, and students, in Hawai‘i and within diasporic communities; to a global community interested and engaged in Hawaiian culture and practices.

### **Project Goal**

The project will increase the economic resiliency of the Creative Industry across the state of Hawai‘i.

### **Project Purpose/Need Served:**

The creative sector in Hawai‘i represents 53,464 jobs and brings \$4.2 billion in the gross domestic product<sup>1</sup>. With the closure and drastic downturn in tourism and entertainment industries due to the COVID pandemic, Hawai‘i Creators (those who produce creative content, including music, film, and other digital media) were left with limited avenues for income, which, in turn, negatively impacted all other related and supporting professions – music and video production, apparel/fashion, arts, food, etc.<sup>2</sup>.

During the COVID shutdown and restriction phases (2020-2022), tourism decreased by at least 60%<sup>3</sup>. Even with the return of tourism, it is clear that the Hawai‘i economy can not depend on it. Moreover, the residents of Hawai‘i do not wish to depend on it. The negative attitude toward tourism among residents has reached and remains at an all-time high<sup>4</sup>, especially due to the wasteful use of resources<sup>5</sup>, like water,

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<sup>1</sup> Hawai‘i’s Creative Industries, Update Report 2020. Department of Business, Economic Development and Tourism

<sup>2</sup> McNarie, A. D. (2020, April 26). Artists are trying to survive in this tiny Big Island Town. Honolulu Civil Beat. <https://www.civilbeat.org/2020/04/artists-are-trying-to-survive-in-this-tiny-big-island-town/>

<sup>3</sup> The 2020 Annual Visitor Research. 2020, Hawai‘i Tourism Authority.

<sup>4</sup> The Hawai‘i Tourism Authority Resident Sentiment Survey 2020, Omnitrak Group

<sup>5</sup> Yerton, S. (2021, November 16). Report: Hotels used large amounts of power and water during shutdown. Honolulu Civil Beat. <https://www.civilbeat.org/2021/11/report-hotels-used-large-amounts-of-power-and-water-during-shutdown/>

and consistent non-compliance with COVID measures of social distancing and mask wearing by tourists<sup>6</sup>.

Hospitality and Tourism, as it is known right now, is unsustainable, destructive to the islands, and extracts tourism revenue out of Hawai'i. The state of Hawai'i is at a sobering point, where the current tourism governance model is no longer viable due to diminishing economic contribution. That realization is reflected in how Hospitality and Tourism is planned to be managed by two state agencies: the Hawai'i Tourism Authority (HTA) and the State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT).

However, HTA admitted that re-imagining Hospitality and Tourism will take a very long time in order to undo decades of damage done by the tourism industry to the islands and the relationship with Native Hawaiians and residents. Their rebranding campaign is planned for several years and will cost about \$30 million annually in 2021-2023<sup>7</sup>. The DBEDT has not yet officially confirmed any timeline or work plan after the failed tourism contract bidding process of 2021-2022<sup>8</sup>. It means that the Creative Industry, which historically has been dependent on and tied to tourism, needs to pivot and imagine the future without Tourism and Hospitality.

In light of the current situation and the current condition of the Hawai'i Creative Industry, KLL proposes an economic development project for Hawai'i's Creative Industry. The project features a developed streaming platform, MELE, which will allow Creators to transition into a Hawai'i-based, digital space that provides flexibility and resilience to any economic downturn or natural disaster, such as the COVID pandemic. The project will provide technical skills training for all Creators to fully utilize the platform and increase their active and passive income.

KLL's project addresses the needs of the Creative Industries by utilizing MELE to support the growth of Hawai'i economy without depending only on tourism. People worldwide will be able to stream Hawai'i's creative content, allowing them to experience Hawai'i and spend money without ever traveling. A majority of MELE's revenue, generated through the platform, will go back to the Creators.

The project is feasible and achievable within the proposed timeframe and budget. It actually goes to the root of the current issues of the local economy and provides a new approach toward developing the local economy, but in a much more culturally-appropriate, equitable, and sustainable way.

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<sup>6</sup> Guardian News and Media. (2020, April 20). 'it's beyond frustrating': Tensions peak as Hawaii locals urge tourists to stay out. The Guardian. <https://www.theguardian.com/us-news/2020/apr/20/hawaii-coronavirus-covid-19-tourists>

<sup>7</sup> Yerton, S. (2022, January 19). Hawaii tourism officials are seeking 'mindful, respectful and high-value travelers'. Honolulu Civil Beat. <https://www.civilbeat.org/2022/01/hawaii-tourism-officials-are-seeking-mindful-respectful-and-high-value-travelers/>

<sup>8</sup> Yerton, S. (2022, December 13). Hawaii tourism marketing chief hopes for new mainland contract by March. Honolulu Civil Beat. <https://www.civilbeat.org/2022/12/hawaii-tourism-marketing-chief-hopes-for-new-mainland-contract-by-march/>



**Target Population:**

The proposed project will specifically focus on the Hawai‘i’s Creative Industry, especially musicians, singers, songwriters, and performing artists.

**Geographic Coverage:**

The project covers the Creators/Creative Industry across the state of Hawai‘i.

**III. Service Summary and Outcomes**

**Scope of Work**

The project will amplify the economic sustainability of the Hawai‘i Creative Industry. The team will work with Hawai‘i’s music Creators (artists, producers, and publishers of music) to increase their exposure/presence and expand their audience—for the purposes of receiving more royalties, thus, boosting their earning power and that of Hawai‘i Creative Industry. KLL will provide this service through an online, self-service platform – MELE – designed specifically to serve the unique needs of Hawai‘i’s Creators through a regenerative economic approach.

Right now, Hawai‘i’s music is hard to locate under the classification of “World” on Spotify, Apple Music, Pandora, and other digital music platforms. Therefore, these platforms do not provide equitable income to Hawai‘i’s Creators. MELE will specifically host Hawai‘i’s various genres of music, providing access to recordings/performances and related lyrics, translations, and place-based knowledge. Deploying new technology with Hawai‘i recordings, highly valued and sought after worldwide, will lead to re-imagining the Creative Industry with Creators at its center.

The long-term goal and the end result will include the economic resilience of Hawai‘i’s Creators via MELE, a well-respected, global hub providing digital music and educational content from Hawai‘i (via downloads, streaming), effectively creating an online library for Hawai‘i’s Creator community and international audiences.

**Timeline**

Executive Director (ED) and Project Manager (PM) will conduct outreach to Creators in Quarter 1 and conduct several webinars on MELE and the platform’s capacity and features. The project anticipates that Creators will sign up throughout the project period (Quarter 1 through Quarter 4).

In Quarters 2 through 4, once Creators sign up for the project, they will receive technical assistance in creating a Master Music Catalog (a listing of all their recordings registered with major music royalty platforms: ASCAP, BMI, Sound Exchange, etc.). The Master Music Catalog accounts for all the Creators’ published music titles and the registration of each music title to available royalty streams within the three primary registration categories: songwriter/composer, mechanical, and public performance.

PM will also provide support and consulting on digital presence, brand management, royalties, and cash flow from online streaming. PM, with the contractors, will support the Creators in establishing their digital presence and profiles, a personalized web page, complete with a recording catalog, performance schedule, contact information, and merchandise store. The Director of Culture and Advocacy will

provide technical assistance on intellectual property and rights, especially as they apply to online presence and Indigenous/Native rights to cultural expression. Project Coordinator will facilitate all processes, meetings, and activities throughout the project.

During the same time (Quarter 1-4), ED and PM will work with the contractors to grow the capacity of MELE to support Creators and their content. Currently, MELE is built and has the initial infrastructure required to start providing these services. However, MELE needs to be expanded and tested in order to accommodate the anticipated volume of Creators, their content, and the traffic of users. After a year of working with Creators, MELE will incorporate their feedback in order to create a self-service onboarding process, so that Creators can upload their materials themselves and manage their real-time data analysis and revenue.

The COO will provide grants, finance and contract management, and compliance support throughout the project period (Quarters 1-4). At the end of the project, ED, PM, and COO will submit financial and programmatic reports.

### **Quality Assurance/Evaluation**

The project will track 1) the number of Creators served, 2) the type and number of technical assistance Creators needed (business, social media, technical/onboarding, etc.); and 3) the number of songs registered and uploaded to MELE, which will be evidenced in the Master Music Catalogs of Creators.

Project Director, Project Manager, and COO/Grant Manager will use the project narrative, timeline, and budget to discuss the project implementation and its outputs and outcomes in order to monitor the implementation. The staff meets weekly; therefore, monitoring happens frequently, so that any corrections can be implemented fast, if needed.

Real-time monitoring of the key metrics will provide KLL with the necessary data to evaluate the project's progress and trajectory for success. Additionally, these key metrics will also provide data that will inform KLL of any need to redirect project strategy in a way that achieves the project goals.

### **Measures of Effectiveness**

At the end of 12 months, the team will have the following measures of effectiveness:

1. KLL will onboard 100 Creators onto MELE.
2. Creators will have 500 songs registered with specific music royalty platforms (as documented on Master Music Catalogs).

At the end of the project, MELE will be populated with Hawai'i music and other creative content and be ready for marketing campaigns to welcome subscribers.

## **IV. Financial**

### **Budget**

#### **1. Budget Forms**

KLL is attaching only applicable budget forms:

- a. Budget request by the source of funds
- b. Personnel salaries and wages

- c. Equipment and motor vehicles - nothing requested/\$0
- d. Capital project details - nothing requested/\$0
- e. Government contracts, grants, and grants in aid

**2. Anticipated quarterly funding requests for the fiscal year 2024**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$100,000	\$100,000	\$63,590	\$63,590	\$324,180

**3. Listing of all other sources of funding that they are seeking for the fiscal year 2024**

KLL is planning to apply for U.S.DHHS/Administration for Native Americans - Language Maintenance and Preservation grant opportunity. However, it is a very specific funding opportunity, and doesn't cover the same scope of work as the proposed project.

**4. Listing of all state and federal tax credits**

KLL doesn't and will not have any state or federal tax credits.

**5. Listing of all contracts, grants, and grants in aid within the prior three years and will be receiving for fiscal year 2024 for program funding**

Closed:

2020

- Hawaiian Airlines - May Day sponsorship \$50,000
- HTA - May Day sponsorship \$50,000
- Walmart - May Day sponsorship \$10,000
- Matson - May Day sponsorship \$10,000
- Culture and Arts Relief and Recovery Fund - \$10,000
- Hawaii Council for the Humanities - \$20,000

2021

- Hawaii Council for the Humanities - \$10,000
- Hawaiian Airlines - May Day sponsorship \$50,000
- HTA - May Day sponsorship \$50,000
- Kanaeokana - May Day sponsorship - \$30,000
- Walmart - May Day sponsorship - \$5,000
- Council for Native Hawaiian Advancement - May Day Sponsorship - \$5,000
- Mayor's Office on Culture and the Arts - May Day sponsorship - \$5,000
- Kanile‘a ‘Ukulele - May Day sponsorship - \$2,000
- Kamehameha Schools contract - \$180,000 (2021 - 2022)
- Institute for Museum and Library Services - \$100,000 (2021 - 2022)
- State Foundation on Culture and the Arts - \$15,000 American Rescue Plan Recovery Grant
- First Nations Development Institute's Native Youth and Culture Fund - \$25,000 (2021 - 2022)

2022

- HTA Kukulu Ola - contract - \$50,000
- HTA Community Enrichment Program - \$50,000
- Hawaiian Airlines May Day sponsorship - \$50,000

Active:

- U.S. Department of Health and Human Services/Administration for Native Americans - \$1,200,000 (2021 - 2024)

**6. Balance of the unrestricted assets as of December 2022**  
\$7,000

**V. Experience and Capability**

**1. Necessary Skills and Experience**

Even though KLL was founded in 2019, the organization isn't new to the Creative Industry; the staff came with decades of experience, accolades, and an established reputation. Over the last three years, KLL engaged in several projects that built our capacity and knowledge of the economic side of the Creative Industry.

Since 2019 KLL has been producing the annual May Day concert, one of the largest cultural and historical events in Hawai'i. Since 2020 May Day has also been a virtual event. In 2022, it was viewed by about 3 million people, of which about 400,000 were in-state, and 800,000 were out-of-state. The rest were international viewers. In a time of economic hardship, this event has provided visibility and exposure to the Creators while also bringing a needed source of income.

In 2021, KLL received a \$1.2 mil. federal award from the U.S. DHHS/Administration for Native Americans/ Social and Economic Development Strategies to address the socio-economic needs of Native Hawaiian musicians. The project is providing them with the tools to access royalty revenue streams and boost their digital marketing performance; creating opportunities to record new songs and expand their audiences and, therefore, their earning potential; and, most importantly, capturing their income through all major streaming platforms (Apple Music, Spotify, and Pandora Radio, etc.)

In 2020, seeing how COVID was impacting the Creative community, KLL started building MELE, a streaming platform, dedicated to Hawai'i culture, language, and arts, for which it had already received seed funding from the Hawai'i Tourism Authority.

Since 2019 KLL has also managed over \$780,000 in private, state, and federal contracts and awards from the Institute of Museum and Library Services, the First Nations Development Institute, Hawaiian Airlines, Kamehameha Schools, the Hawai'i Tourism Authority, Walmart, Matson Navigation, Hawai'i Council for the Humanities, Kanaeokana, Council for Native Hawaiian Advancement, the Mayor's Office on Culture and the Arts, the State Foundation on Culture and the Arts, etc. All contracts and awards have been in full compliance, and achieving objectives and milestones on time and within the budget.

In 2022 alone, KLL supported the mentorship of 10 emerging haku mele (composers of Hawaiian songs), produced 24 sound and video recordings, and invested \$400,000+ towards practitioners of mele (Hawaiian language songs). KLL amplified the mele practitioners through social media and TV content, reaching over 2.5 million unique users and making 50 million social media impressions within 1 year.

The previously funded projects allowed KLL to grow from small to more complex multi-year awards and events and to create a network of businesses, artists, cultural practitioners, educational organizations, non-profits, and sponsors, that supports our work on the issue of economic growth of the Creative Industry in Hawai‘i. KLL is a trusted and capable organization in the creative community.

Overall, the organization has the necessary skills, knowledge, experience, and resources in order to deliver the proposed project.

## **2. Facilities**

The proposed project doesn't require any facilities. However, KLL has developed MELE, the digital platform to be used for this project.

## **VI. Personnel: Project Organization and Staffing**

### **1. Proposed Staffing, Staff Qualifications, Supervision and Training**

**Zachary Alaka‘i Lum, Chief Executive Officer and Co-Founder**, is a lifetime student, educator, and practitioner of mele Hawai‘i. A graduate of Kamehameha Schools Kapālama and a current Ph.D. student in Political Science at the University of Hawai‘i at Mānoa. He is the former director of choral music at the Kamehameha Schools Kapālama campus, where he promoted the value of mele in education and as a powerful tool for self-efficacy. He is a Grammy-nominated, 21-time Nā Hōkū Hanohano award-winning producer, musician, and mele practitioner. In addition to his work with the group Keauhou, he has produced albums—including *Kūha‘o Maunakea* (2019), *Lei Nāhonoapi‘ilani: Nā Mele Hou* (2020), *Huliāmahi, Vol. 1* (2020), *Kāwili* (2021), *Mele Ho‘opulapula Vol. 1* (2021)—as well as live and virtual events aimed at education through mele, including Hawaiian Airlines May Day and Mele Huliāmahi. He belongs to Hālau Nā Kamalei o Līlīlehua, a hula school under the direction of Kumu Hula Robert Uluwehionāpuaikawēkiuokalani Cazimero. Zachary is driven by his passion to promote mele and aloha ‘āina as a means of composing lāhui.

He will be Project Director at 0.15 FTE on the project. The PD will conduct management, monitoring, planning, and coordination of staff, resources, tasks, and activities necessary to administer, manage, report, and complete the grant successfully. He will be responsible for monitoring progress and maintaining oversight of program reporting, staff, partners, and finances. He will be responsible for the overall creative, operational, and financial oversight of the project, supervision of the program and operational staff, high-level partnerships with community partners, and delivering the project on time and within the budget.

**U‘ilani Tanigawa Lum, Director of Culture and Advocacy, Co-Founder**, is a licensed attorney and graduate of the William S. Richardson School of Law with certificates in

Native Hawaiian Law and Environmental Law. She is a graduate of Kamehameha Schools Maui and the University of Hawai'i at Mānoa's Hawai'inuiākea School of Hawaiian Knowledge, where she earned a Bachelor's degree and Master's degree in Hawaiian Studies. U'i first began law school as an Evening Part-Time student while working as a Trustee Aide at the Office of Hawaiian Affairs. As a law student, she was a Research Assistant for the Environmental Law Program, a Staff Editor for the Asian-Pacific Law and Policy Journal, and an extern with the U.S. Department of Interior's Office of Native Hawaiian Relations. She is currently a Post-Juris Doctor Fellow at Ka Huli Ao Center for Excellence in Native Hawaiian Law, the Secretary of Hawai'i Land Trust (HILT), and a board member of Maui United Way.

She will be 0.10 FTE on the project. She will contribute unique knowledge, skills, and practical application of both Western and Hawaiian legal and ethical frameworks around intellectual rights as they apply to the rights of Indigenous peoples to hold, safeguard, produce, and derive income from their traditional cultural expressions, knowledge, and heritage. As we move both traditional and contemporary music, songs, and Creators on the platform, her expertise as a lawyer in Native Hawaiian Law and her standing/relationships in the creative community as a hula practitioner make her a key staff.

**Gauhar Tursun-Kyzy Tyulemiss, Chief Operations Officer**, holds a MA in Education and a professional certificate in Project Management. She has 20 years of experience in grants, project, compliance, and operational management. As Senior Grants Manager at the University of Washington, she managed a portfolio of multi-million, multi-year federally-funded grants (Russia, Mozambique, East Timor, Sudan, Cote D'Ivoire, Columbia, etc.). She also worked as a Contracting Officer's Representative at Tripler Army Medical Hospital/U.S. Department of Defense. In the last seven years, she helped establish several localized social enterprises in Hawai'i and the Marshall Islands, which resulted in job creation and retention and the economic sustainability of Indigenous start-ups. Since 2010, she has brought in over \$32 million in funding to support initiatives on workforce development and apprenticeship, Native Hawaiian education, housing, environmental stewardship, agriculture & aquaculture, and community development in Hawai'i and Pasifika.

She will be 0.15 FTE on the project and will be responsible for grant and financial management and compliance, support the programmatic team, and supervise all operations/admin staff - Lawyer and Project Coordinator.

**G. Maxwell Mukai, Director of Growth and Strategy**, finds his passion at the intersection of Hawaiian culture and economic development. He is a graduate of Kamehameha Schools Kapālama, with a Bachelor's degree in Business Administration and a Master of Business Administration degree from Pepperdine University. He has served in various positions in high-impact organizations such as Kamehameha Schools, Office of Hawaiian Affairs, and more recently, as the Program Manager of Kūhana, a business development program for Native Hawaiian business owners presented by the Council for Native Hawaiian Advancement. Max's expertise in business development drives Kāhuli Leo Le'a's programming that enhances the economic sustainability of cultural practitioners and Hawai'i's Creative Industries at large.

He will be Project Manager at 0.5 FTE on the project and will be responsible for overall project management and implementation of the MELE. His responsibilities include:

- Manages the project delivery to ensure adherence to the budget, schedule, and scope of the project,
- Oversees the design and development of MELE by contractors.
- Sets and tracks project milestones; manages project objectives, technologies, systems, information specifications, and timeline,
- Determines and oversees consistent testing, evaluation, and troubleshooting of all products in all stages of completion,
- Ensures public interface usability and market fit. Conducts business analysis and product testing to ensure that MELE fits the needs of the Creators and future subscribers in order to bring the app to the market condition, and
- Works closely with Creators to provide them with business consulting to develop their presence online and support their income.

**Project Coordinator** will be 0.5 FTE at \$60,000 annual salary. Project Coordinator will be responsible for project coordination, scheduling, and relationship with all Creators, partners, suppliers, and contractors. Project Coordinator will schedule all events and activities, collect necessary information, and support the project team.

The project will contract with Howe Marketing and GoHoku.

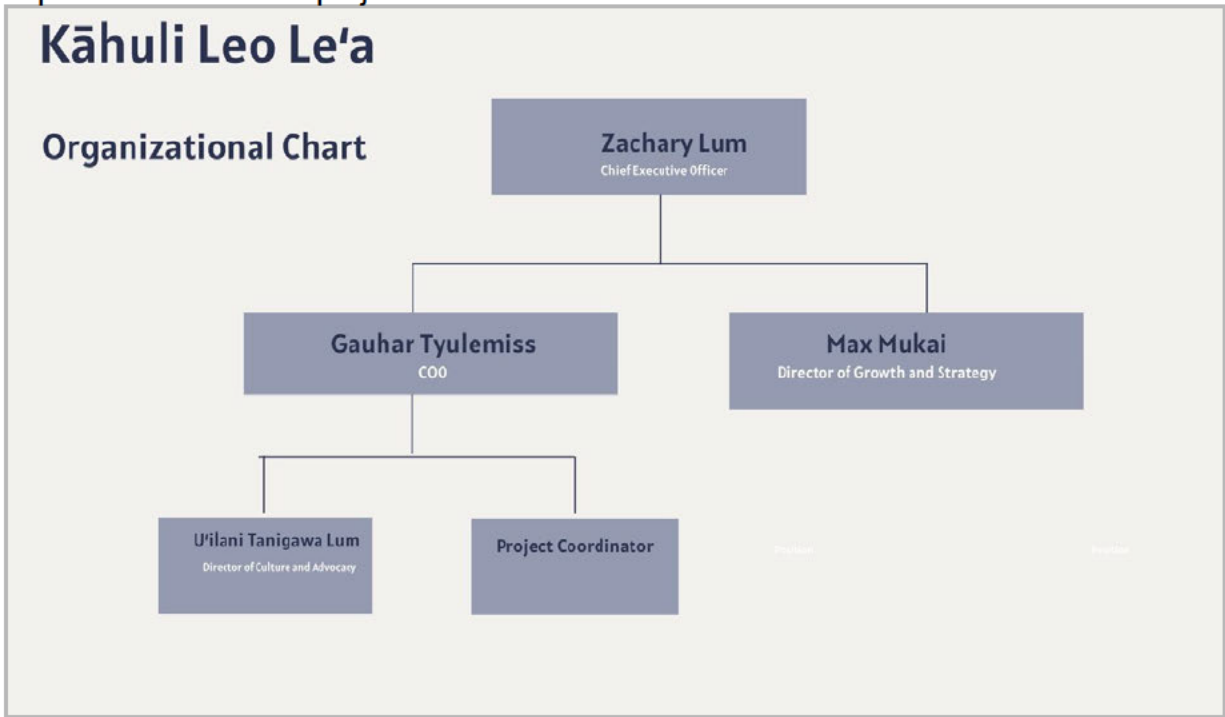
**Howe Marketing** specializes in e-commerce start-up and management, digital media sales, product development, compliance and testing requirements, online business strategy, and product launch. They bring decades of experience in web-enabled enterprises, which will support both creative artists and end-user experiences and customer services in the virtual environment.

They will provide music royalty technical assistance and work closely with Creators to integrate their music, videos, notes, and merchandise onto the platform and capture their analytics. HM will also provide the necessary reporting metrics that will determine artist royalty payments, inclusive of the programmatic expenses related to the maintenance of the digital platform, including finances, storage space, customer service, IT maintenance, etc.

**Gohoku.com** is an established contractor, who has already created the skeleton of MELE for this project. This contractor was competitively selected in 2021. As a local tech company with an international reach, Gohoku provides digital/online support to such companies as Island Heritage and Aloha Hula Supply. Currently, they are finishing the work on MELE; the estimated finish date is March 2023, funded by the Hawai'i Tourism Authority. That development will allow KLL to start the proposed project with the IT structure and foundation, not from scratch, and move into populating the platform right away. They will provide regular maintenance and technical support to the platform.

**2. Organization Chart**

Zachary Lum, Executive Director, will serve as Project Director. Gauhar Tyulemiss, COO, will perform grants management duties on the project. U'ilani Tanigawa Lum, Director of Culture and Advocacy, will provide legal and compliance support to the creators. Max Mukai, Director of Growth and Strategy, will be Project Manager on this project. Project Coordinator (TBD) will support the overall implementation of this project.



**3. Compensation**

Below are the three highest paid officers (calculated at 1.0 FTE) of the organization:

- Executive Director - \$120,000
- Chief Operations Officer - \$120,000
- Director of Culture and Advocacy - \$100,000

**VII. Other**

**1. Litigation**

There is no outstanding and/or pending litigation or judgment.

**2. Licensure or Accreditation**

No licensing or accreditation is required for the proposed project. KLL and its partners have all the necessary skills and experience to implement the project.



**3. Private Educational Institutions**

KLL is not a private educational institution. The grant will not support or benefit a sectarian or non-sectarian private educational institution.

**4. Future Sustainability Plan**

KLL has developed a business plan. After the project is funded in 2023-2024 and populates the platform with Creators and their recordings, KLL will conduct a marketing campaign to attract subscribers. According to KLL market research, there is a total serviceable market of 1.5 million users worldwide. The subscription model will be able to generate income, approximately \$500,000 in subscription fees/revenue, in the first year after the project ends, 2024-2025.

However, to achieve that, the project needs the initial investment, like this grant, to onboard Creators onto MELE in order to strengthen the earning power of MELE on behalf of its Creators.

KLL will also continue to apply for funding and seek investments in order to support the platform (maintenance and upgrades) and leverage resources with the community and partners.



**PERSONNEL COST**

1. Salaries - Please see the breakdown of the salaries in the Personnel salaries and wages spreadsheet	116,000
3. Fringe Benefits - the organizational fringe benefits are at 30% on the salaries	\$116,000 x 30% = \$34,800
<b>TOTAL PERSONNEL COST</b>	<b>\$ 150,800</b>

**OTHER CURRENT EXPENSES**

1. Howe Marketing (Contractor)	
Howe Marketing specializes in e-commerce start-up and management, digital media sales, product development, compliance and testing requirements, online business strategy, and product launch. They bring decades of experience in web-enabled enterprises, which will support both creative artists and end-user experiences and customer services in the virtual environment. They will provide music royalty technical assistance and work closely with Creators to integrate their music, videos, notes, and merchandise onto the platform and capture their analytics. HM will also provide the necessary reporting metrics that will determine artist royalty payments, inclusive of the programmatic expenses related to the maintenance of the digital platform, including finances, storage space, customer service, IT maintenance, etc.	\$125/hour x 400 hours a year = \$50,000
2. GoHoku (Contractor)	
Gohoku.com is an established contractor, who has already created the skeleton of MELE for this project. This contractor was competitively selected in 2021. As a local tech company with an international reach, Gohoku provides digital/online support to such companies as Island Heritage and Aloha Hula Supply. Currently, they are finishing the work on MELE; the estimated finish date is March 2023, funded by the Hawai'i Tourism Authority. That development will allow KLL to start the proposed project with the IT structure and foundation, not from scratch, and move into populating the platform right away. They will provide the regular maintenance and technical support to the platform.	\$200/hour x 500 = \$100,000
3. Office Supplies - include one laptop (\$1,800) for Project Coordinator and usual consumable office supplies like paper, stamps, etc. For 5 staff (\$1,200) for 1 year.	3,000

4. Indirect rate 10%	
<p>The organization currently has a 10% de minimus Indirect Rate with the federal government, and is required to have it on all grants, contracts, and awards under the federal rules and regulations. Per 2 CFR 200.1 "Modified Total Direct Cost (MTDC)" is calculated on all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward in excess of \$25,000.</p> <p>The indirect costs are costs, not directly associated with one program, but support the overall management and administration of the organization. The indirect costs are costs, not directly associated with one program, but support the overall management and administration of the organization. The indirect costs include accounting, audit, general liability and other required insurances, professional fees &amp; contract services, bank or other regulatory fees, payroll and human resources services; meetings, travel, conference, and other costs indirectly supporting the organization overall, depreciation and amortization, dues &amp; subscriptions, taxes and licenses, and other costs incurred in carrying out program management and administrative activities.</p>	
	20,380

**BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES** Period: July 1, 2023 to June 30, 2024

Applicant: Kāhuli Leo Le'a

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
ED/Project Director	\$120,000.00	\$120,000.00	15.00%	\$ 18,000.00
COO/Grants Management	\$120,000.00	\$120,000.00	15.00%	\$ 18,000.00
Project Manager	\$80,000.00	\$80,000.00	50.00%	\$ 40,000.00
Director of Culture and Advocacy (LEGAL)	\$100,000.00	\$100,000.00	10.00%	\$ 10,000.00
Project Coordinator	\$60,000.00	\$60,000.00	50.00%	\$ 30,000.00
<b>TOTAL:</b>				<b>116,000.00</b>

**JUSTIFICATION/COMMENTS:**

**Executive Director/Project Director, 0.15 FTE,** will conduct management, monitoring, planning, and coordination of staff, resources, tasks, and activities necessary to administer, manage, report, and complete the grant successfully. He will be responsible for monitoring progress and maintaining oversight of program reporting, staff, partners, and finances. He will be responsible for the overall creative, operational, and financial oversight of the project, supervision of the program and operational staff, high-level partnerships with community partners, and delivering the project on time and within the budget.

**Chief Operations Officer/Grants Manager, 0.15 FTE,** will be responsible for grant and financial management and compliance, support the programmatic team, and supervise all operations/admin staff - Lawyer and Project Coordinator.

**Project Manager, at 0.5 FTE on the project,** will be responsible for overall project management and implementation of the MELE. His responsibilities include:

- \*Manages the project delivery to ensure adherence to budget, schedule, and scope of project.
- \*Oversees the design and development of MELE by contractors.
- \*Sets and tracks project milestones: manages project objectives, technologies, systems, information specifications, and timeline.
- \*Determining and overseeing consistent testing, evaluation, and troubleshooting of all products in all stages of completion.
- \*Ensure public interface usability and market fit. Conducts business analysis and product testing to ensure that MELE fits the needs of the Creators and future subscribers in order to bring the app to the market condition, and
- \*Work closely with Creators to provide them with business consulting to develop their presence online and support their income.

**Director of Culture and Advocacy, 0.10 FTE,** will contribute unique knowledge, skills, and practical application of both Western and Hawaiian legal and ethical frameworks around intellectual rights as they apply to the rights of Indigenous peoples to hold, safeguard, produce, and derive income from their traditional cultural expressions, knowledge, and heritage. As we move both traditional and contemporary music, songs, and Creators on the platform, her expertise as a lawyer in Native Hawaiian Law will support the creators as they transition into digital space and work on MELE and multiple streaming platforms.

**Project Coordinator, 0.5 FTE,** will be responsible for project coordination, scheduling, and relationship with all Creators, partners, suppliers, and contractors. Project Coordinator will schedule all events and activities, collect necessary information, and support the project team.



BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS Period: July 1, 2023 to June 30, 2024

Applicant: Kāhuli Leo Le'a

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: 2021-2022	FY: 2022-2023			FY: 2023-2024	FY: 2024-2025
PLANS			n/a			
LAND ACQUISITION			n/a			
DESIGN			n/a			
CONSTRUCTION			n/a			
EQUIPMENT			n/a			
TOTAL:			n/a			
JUSTIFICATION/COMMENTS:						

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

Applicant: Kahuli Leo Le'a

Contracts Total:

400,000

CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kawai/ Maui County)	CONTRACT VALUE
1 Kani Kuaola: Amplifying Livelihoods in Mele	10/01/2022-09/30/2023	US. Department of Health & Human Services/Administration for Native Americans	U.S./Federal	\$ 400,000.00
2				
3				
4				
5				
6				