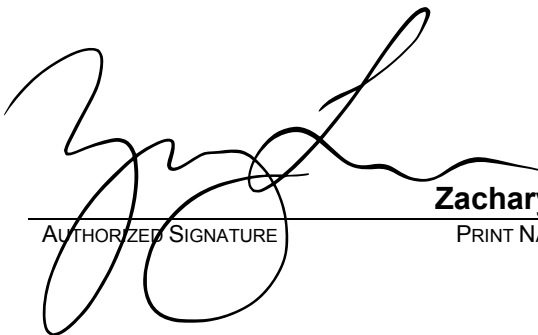


Application Submittal Checklist

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) Hawaii Compliance Express Certificate (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



Zachary Lum, Executive Director

1/17/24

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

DATE

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

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Dba:

Kāhuli Leo Le'a

Amount of State Funds Requested: \$ 747,736

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

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

Amount of Other Funds Available:

State: \$ 0

Federal: \$ 0

County: \$ 0

Private/Other: \$ 0

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

\$ 75,000

Unrestricted Assets:

\$ 000

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:

P.O. Box 6024

City:

Kaneohe

State:

HI

Zip:

96744

Contact Person for Matters Involving this Application

Name:
Zachary Lum

Title:
Executive Director

Email:
zack@kahulileolea.org

Phone:
808-391-1064

Federal Tax ID#:

██████████

State Tax ID#

██████████



Zachary Lum, Executive Director

1/17/24

Authorized Signature

Name and Title

Date Signed

Application for Grants

I. Certification

1. Certificate of Good Standing



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 (DCCA).

Vendor Name: KAHULI LEO LE`A

Issue Date: 01/17/2024

Status: **Compliant**

Hawaii Tax#:

New Hawaii Tax#:

FEIN/SSN#: XX-XXX8571

UI#: No record

DCCA FILE#: 313719

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	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	A status determination has not yet been made
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

2. Declaration Statement

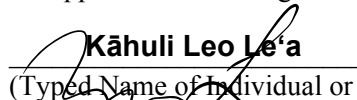
**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISIED STATUTES**

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.



(Typed Name of Individual or Organization)

(Signature) 1/17/24
(Date)

Zachary Lum **Executive Director**

(Typed Name) (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 \$747,736. 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 product¹. With the drastic downturn in tourism and entertainment industries after 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. ².

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 remains high³, especially as the islands are focusing on the water contamination issues, e.g. Red Hill, and the aftermath of the Maui fire.

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).

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

² 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/>

³ The Hawai‘i Tourism Authority Resident Sentiment Survey 2020, Omnitrak Group

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 2021-2023⁴.

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, downturn in tourism, or another economic disaster to which Hawai‘i is susceptible. 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.

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 boosting their earning power and that of Hawai‘i Creative Industry. KLL will provide this service through an online 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

⁴ 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/>

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 uploading their content to MELE by Technical Assistant Specialist.

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, PM, and Technical Assistance Specialist 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. Project Coordinator will provide all logistical and coordination support to the project throughout the duration of the project.

Quality Assurance/Evaluation

The project will track 1) the number of Creators served, and 2) the impressions for Creators on MELE via social media campaigns.

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, and
2. 1 million impressions for Creators on MELE via social media campaign throughout the term of the grant.

At the end of the project, MELE will be populated with Hawai'i-based digital content (music, videos, livestreams, etc.) and other creative content, for the purposes of promoting Hawai'i-based Creators.

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 2025

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$200,000	\$200,000	\$200,000	\$147,736	\$747,736

3. Listing of all other sources of funding that they are seeking for the fiscal year 2025

KLL is planning to apply for U.S.DHHS/Administration for Native Americans 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 2025 for program funding

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

2023-2024:

- State GIA - \$75,000 (2023-2024)

6. Balance of the unrestricted assets as of December 2023
\$0

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 \$1,5 mil 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 Līlīehua, 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 0.2 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 0.2 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 21 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 0.2 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 1.0 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

Technical Assistance Specialist (TAS) will be 0.5 FTE at \$60,000 annual salary. TAS will work closely with Creators to provide them with technical assistance to develop their presence on MELE. TAS's responsibility will include engaging with Creative Industry members ("Creators") who will upload their content (films, music, and live event broadcasts) on the MELE platform in order to equip Creators with strategies to utilize MELE to their benefit.

Huliali 'Ōpio, Project Coordinator will be 0.5 FTE at \$60,000 annual salary. Project Coordinator will be responsible for project coordination, scheduling, and relationships 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 Lady Bandit Studio, Hawai'i Creators, and Oiwitv, as described in detail below.

Lady Bandit Studio (LBS) specializes in web development, specifically user experience and user interface development, and leads a team of developers with whom KLL has worked over since the beginning of 2023. Collectively, the LBS team brings

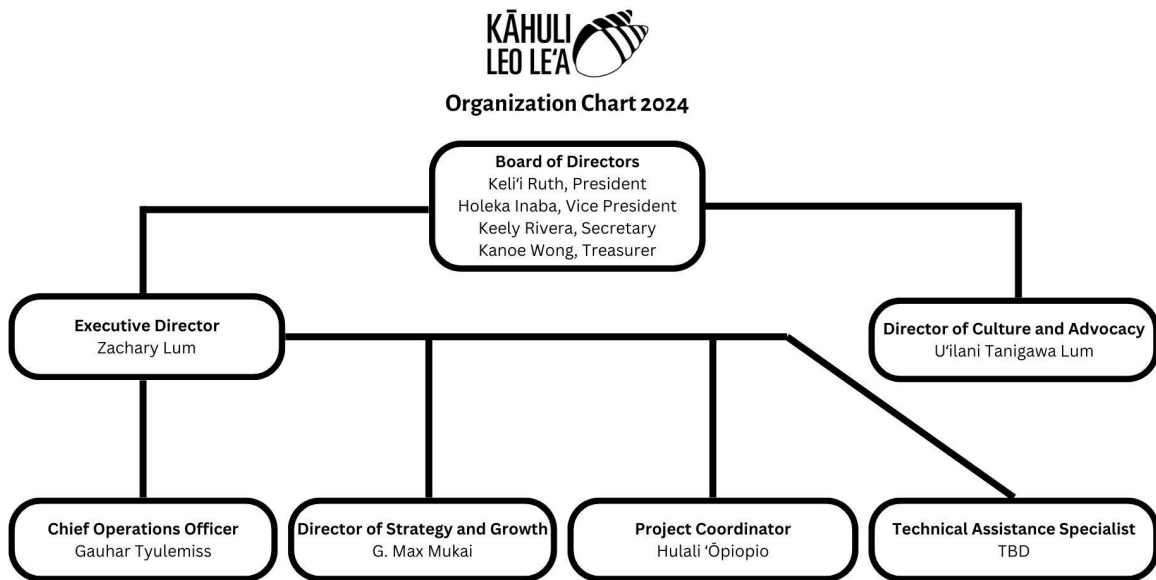
decades of experience in web-enabled enterprises, which will support both creative artists and end-user experiences and customer services in the virtual environment. LBS will manage the expenses related to the maintenance of the digital platform, including finances, storage space, customer service, IT maintenance, etc.

Kāhuli Leo Le‘a will engage 100 Creative Industry members ("**Creators**") who will upload their content (films, music, and live event broadcasts) on the MELE platform. Each Creator will receive an initial stipend of \$1,000 which will provide them the economic resources to engage in the process of content upload and technical assistance that KLL will provide. Individual stipends meet industry standards for Creator income, based on the time and resources necessary to engage with the MELE platform.

OiwiTV is a well-established, Hawai‘i-based, multi-media company, specializing in social media management. OiwiTV will create and maintain the web and social media posts and collateral, collect info on interactions and viewership, and provide necessary behind-the-scenes support for all web and social media presence.

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 will support the overall implementation of this project. Technical Assistance Specialist will support Creators in populating the platform and other technical issues.



3. Compensation

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

- Executive Director - \$126,000
- Chief Operations Officer - \$126,000
- 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 2024-2025 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, 2025-2026.

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	215,200
3. Fringe Benefits - the organizational fringe benefits are at 30% on the salaries	\$215,200 x 30% = \$64,560
TOTAL PERSONNEL COST	279,760

OTHER CURRENT EXPENSES

<p>1. Web Development (Contractor) Lady Bandit Studio (LBS) specializes in web development, specifically user experience and user interface development, and leads a team of developers with whom KLL has worked over since the beginning of 2023. Collectively, the LBS team brings decades of experience in web-enabled enterprises, which will support both creative artists and end-user experiences and customer services in the virtual environment. LBS will manage the expenses related to the maintenance of the digital platform, including finances, storage space, customer service, IT maintenance, etc.</p>	<p>\$250/hour x 1000 hours a year = \$250,000</p>
<p>2. Creative Industry Stipends Kāhuli Leo Le'a will provide stipends to 100 Creative Industry members ("Creators") who will upload their content (films, music and live event broadcasts) on the MELE platform. Each Creator will receive an initial stipend of \$1,000 which will provide them the economic resources to engage the process of content upload and technical assistance that KLL will provide. Individual stipends meet industry standards for Creator income, based on the time and resources necessary to engage with the MELE platform.</p>	<p>\$1,000 x 100 Creators = \$100,000</p>
<p>3. Social Media Contractor Oiwitv is a well-established, Hawai'i-based, multi-media company, specializing in social media management. Oiwitv will create and maintain the web and social media posts and collateral, collect info on interactions and viewership, and provide necessary behind-the-scenes support for all web and social media presence.</p>	<p>\$3,750/month x 12 months = \$45,000</p>
<p>4. Supplies include one laptop (\$2,500) for Technical Assistance Specialist and usual consumable office supplies like paper, stamps, etc. For 6 staff (\$2,500) for 1 year.</p>	<p>5,000</p>

5. Indirect rate 10%

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.

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 & 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 & subscriptions, taxes and licenses, and other costs incurred in carrying out program management and administrative activities.

67,976

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES Period: July 1, 2024 to June 30, 2025

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	126000	126000	20.00%	\$ 25,200.00
COO/Grants Management	126000	126000	20.00%	\$ 25,200.00
Project Manager	84000	84000	100.00%	\$ 84,000.00
Director of Culture and Advocacy	104000	104000	20.00%	\$ 20,800.00
Project Coordinator	60000	60000	50.00%	\$ 30,000.00
Technical Assistance Specialist	60000	60000	50.00%	\$ 30,000.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				215,200.00

JUSTIFICATION/COMMENTS:

Executive Director/Project Director, 0.20 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, 0.20 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 1.0 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

Director of Culture and Advocacy, 0.20 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.

Technical Assistance Specialist will be 0.5 FTE at \$60,000 annual salary. TAS will work closely with Creators to provide them with technical assistance to develop their presence on MELE. TAS's responsibility will include engaging with Creative Industry members ("Creators") who will upload their content (films, music, and live event broadcasts) on the MELE platform in order to equip Creators with strategies to utilize MELE to their benefit.

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES Period: July 1, 2024 to June 30, 2025

Applicant: Kāhuli Leo Le'a

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
n/a			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

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

JUSTIFICATION/COMMENTS:

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS Period: July 1, 2024 to June 30, 2025

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: 2022-2023	FY: 2023-2024	FY:2024-2025	FY:2024-2025	FY:2025-2026	FY:2026-2027
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: Kāhuli Leo Le'a

Contracts Total: 75,000

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	State GIA	07/2023-06/2024	DBET	State	75,000
2					
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5					
6					
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