House District _6 THE TV	VENTY-SEVENTH LEGISLATURE						
APPLICA	TION FOR GRANTS & SUBSIDIES R 42F, Hawaii Revised Statutes	Log No:					
Type or Grant or Subsidy Request:		For Legislature's Use Only					
X GRANT REQUEST – OPERATING GRA	NT REQUEST – CAPITAL SUBSIDY REQU	JEST					
"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.							
"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public "Recipient" means any organization or person receiving a grant or subsidy.							
STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LI	EAVE BLANK IF UNKNOWN):						
STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):	_						
1. APPLICANT INFORMATION:							
Legal Name of Requesting Organization or Individual: Pulam Heritage Preservation Council	a ia Kona 2. CONTACT PERSON FOR MATTERS INVOLVIN APPLICATION:	G THIS					
Dba: Pulama	Name TOMOE NIMORI						
Street Address:	Title <u>Vice President</u>						
Mailing Address: PO Box 398	Phone # <u>808-329-3058</u>						
Captain Cook, 96704	Fax # <u>None</u>						
	e-mail jnimori@hawaii.rr.com						
3. TYPE OF BUSINESS ENTITY: X☐ NON PROFIT CORPORATION ☐ FOR PROFIT CORPORATION ☐ LIMITED LIABILITY COMPANY ☐ SOLE PROPRIETORSHIP/INDIVIDUAL	6. DESCRIPTIVE TITLE OF APPLICANT'S REQUI SCENIC BYWAY BROCHURE OF THE MAMALAHOA						
	7. AMOUNT OF STATE FUNDS REQUESTED:						
4. FEDERAL TAX ID # 5. STATE TAX ID #	 FISCAL YEAR 2014: \$_6,750						
8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST: □ New Service (PRESENTLY DOES NOT EXIST) X□ EXISTING SERVICE (PRESENTLY IN OPERATION) Specify THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST: State \$_0_ Federal \$_0_ Country \$_0_ Private/Other \$_1,500							
TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:	TOMOE NIMORI VICE PRESIDENT	28/13					
AUTHORIZED SIGNATURE	NAME & TITLE	DATE SIGNED					

Applicant

Pulama ia Kona Heritage Preservation Council

I. Background and Summary

- <u>Description of background</u>; In 1998, Pulama Ia Kona Heritage Preservation Council (Pulama) was formed with the volunteer leadership of fourteen Kona residents from the business, arts, farming, service, non-profit, and retirement sectors to: to preserve, protect, and enhance the special qualities of historic Kona. Pulama is a 501 (c) (3) borganization. In 2009, Pulama served as sponsor of the Mamalahoa Kona Heritage Corridor which was designated the first State Scenic Byway in Hawaii. This Scenic Byway is a ten mile segment of Mamalahoa Highway referred to as County Route 180. The Northern Boundary is the intersection of State Route 190 (Palani Rd.) and County Route 180 (Mamalahoa Highway). The Southern Boundary is the intersection of State Route 11 (Kuakini Hwy) and County Route 180 (Mamalahoa).
- 2. Goals and objectives:

<u>Goal</u>: Educate and inform residents and visitors about the history, culture, and the environment of the Mamalahoa Kona Heritage Corridor.

Objectives:

- Print a Scenic Byway Brochure that describes the Mamalahoa Kona Heritage Corridor. (Attachment A and B)
- Disseminate Brochures at key locations on Hawaii Island. (Attachment C)
- 3. Public purpose and need to be served:

<u>Public purpose:</u> Provide value to future economic growth rather than seek "business development just for business development's sake". The existing businesses along the Scenic Byway, Mamalahoa Kona Heritage Corridor, will benefit from a steadier, more reliable and organized traffic flow of visitors based on information dissemination resulting from this project.

<u>Need:</u> Provide accurate historical, cultural and environmental information of the Mamalahoa Kona Heritage Corridor

4. Target population to be served.

Residents and visitors of all ages.

5. Geographic coverage:

Countries of visitors from all over the world.

Page 1 of 5

II. Service Summary and Outcomes

1. Scope of work, tasks, and responsibilities:

<u>Scope of work</u> consists of a review of the Scenic Byway Brochure that has been designed by Artrix Design and Marketing for accuracy of information, printing, and distributing to key locations on Hawaii Island.

Tasks and responsibilities:

Administrator—Oversight of expenditures as budgeted—Jennifer Ching Task 1. Review Brochure for accuracy of information-- Directors of Pulama Task 2. Revise Brochure as edited by Board of Directors—Artrix Design Task 3. Print 10,000 Brochures—Hagadone Printing Company 274 Puuhale Rd. Honolulu, HI 96819 808-847-5310 Task 4. Distribute Brochures on a monthly basis---Big Island Brochure, Inc. PO Box 390153 Kailua-Kona, HI 96745 808-325-0166 Task 5. Distribute Guest Books to businesses along the Scenic Byway--Pulama

Task 6. Submit final report to Hawaii State Legislature-Scott Seymour

2. Timeline for accomplishing the results or outcomes of the service: 2013--2014

July 2013	Edit design of Scenic Byway Brochure
January, 2014	Print Brochures
February, 2014	Purchase Guest books to place in businesses.
February	Distribute Brochures at key locations on Hawaii Island.
through June,	
2014	

3. Quality assurance and evaluation plans:

<u>Quality assurance</u> will focus on the effectiveness of the brochures in guiding visitors through the Scenic Byway.

<u>Monitoring</u>. Businesses along the Mamalahoa Kona Heritage Corridor will maintain guest books that provide addresses and comments including whether they are first time or repeat visitors.

Distributor will maintain a record of locations that request additional brochures on a monthly basis.

Evaluation. Pulama Directors will conduct:

- Quarterly review of Guest Books maintained by business.
- Quarterly review of number of brochures disseminated.

<u>Improving results of Evaluation</u>. Revise brochure if necessary and, or alter dissemination locations.

- 4. <u>Measure(s) of effectiveness that will be reported to the State agency through which</u> <u>grant funds are appropriated:</u>
 - 1. Number of visitors who visit businesses along the Scenic Byway.
 - 2. Comments of visitors who visit businesses along the Scenic Byway.
 - 3. Number of repeat visitors.
 - 4. Locations where the brochures need to be replaced monthly.

III. Financial

Budget

Budget Justification Personnel page. 5 not applicable, Budget Justification Equipment and Vehicle page.6 not applicable.

1. Anticipated quarterly funding requests for the fiscal year 2014.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$3,000	\$3000	\$700	\$50	\$6,750

- 2. Other sources of funding for fiscal year 2014.
 - Annual Fund Drive
- 3. State and federal tax credits it has been granted within the prior three years. Not Applicable

State and federal tax credits applied for or anticipate applying. Not Applicable

IV. Experience and Capability

A. Necessary Skills and Experience

Skills, abilities, knowledge of, and experience.

<u>Skills and abilities.</u> Directors and members of Pulama ia Kona Heritage Corridor have successfully worked with community members to develop a plan to manage the Scenic Byway.

<u>Knowledge and experience</u>. In order to develop the management plan, Pulama worked with a historian, geographer, cartographer, ethno botanist and photographer. Additionally, since 2005 and 2008, Pulama sponsored annual

Community Workshops with speakers knowledgeable of the history and culture of Mamalahoa Highway.

Experience and appropriateness for providing the service proposed in this application.

Prior to 2008, Pulama published the brochure, "Drivers Guide to the Kona Heritage Corridor and Historic Holualoa" and a booklet, <u>Mamalahoa Highway</u>, <u>Traveling the Kona Heritage Corridor</u>. Upon receiving designation as State Scenic Byway, these materials did not tell a complete story of the Mamalohoa Kona Heritage Corridor. However, these materials have enabled Pulama to develop a more appropriate brochure for the Scenic Byway.

Verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Since 2009, Pulama has worked on developing the Corridor Management Plan with guidance from the Hawaii State Department of Transportation. The completed Corridor Management Plan was submitted in December, 2012. This process enabled Pulama Directors and members to fully understand the intrinsic qualities of the Scenic Byway that will be included in the proposed brochure.

B. Facilities. Not Applicable

V. Personnel: Project Organization and Staffing

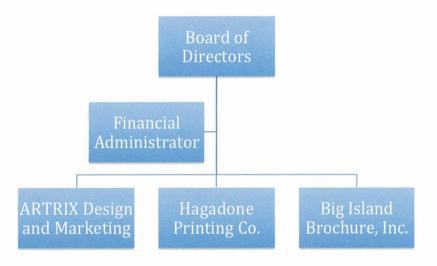
A. Proposed Staffing, Staff Qualifications, Supervision and Training

Proposed staffing pattern and proposed service capacity

- 1. Designer of the brochure, ARTRIX Design and Marketing has designed calendars that depict drawings of historical buildings in Holualoa Village and donated these to Pulama to create notecards. Paul Maddox, owner of ARTRIX has designed Pulama's website as well as for a historic mini-museum and store along the Scenic Byway. He is experienced in utilizing QR icons to enable persons to view slide shows on their IPhones. He attends meetings of Pulama to provide administrative suggestions.
- Hagadone Printing Company has previously worked with Pulama to print the "Drivers Guide to the Kona Heritage Corridor and Historic Holualoa", Historic Holualoa" <u>Mamalahoa Highway, Traveling the Kona Heritage</u> <u>Corridor.</u> While in the process of printing these staff was always available to provide administrative direction.
- 3. Big Island Brochure, Inc. has a clientele that serves the entire island of Hawaii. (Attachment C)

4. Pulama Directors have supervised consultants who worked on the Corridor Management Plan (CMP) and provided administrative direction in developing the CMP. They have developed the ability to listen to concerns of community members as reflected in the positive responses to the Corridor Management Plan. Community members who are in the process of restoring historic buildings turn to Pulama for advice. Currently, there are two families who purchased historic buildings within the last three years, an have been in communication with Pulama..

B. Organization Chart



VI. Other

- A. Litigation. Not Applicable
- **B.** Licensure or Accreditation. Not applicable

BUDGET REQUEST BY SOURCE OF FUNDS

(Period: July 1, 2013 to June 30, 2014)

App Pulama Ia Kona Heritage Preservation Council

в	UDGET	Total State	Pulama ia Kona		T
	ATEGORIES	Funds Requested			
		(a)	(b)	(c)	(d)
А.	PERSONNEL COST				
	1. Salaries				
	2. Payroll Taxes & Assessments				
	3. Fringe Benefits				
	TOTAL PERSONNEL COST				
В.	OTHER CURRENT EXPENSES				
1	1. Airfare, Inter-Island				
	2. Insurance				
	3. Lease/Rental of Equipment		and address of the local sector of the local s		
	4. Lease/Rental of Space				
	5. Staff Training				
	6. Suppliespostage	\$10.00			
	7. Telecommunication				
	8. Utilities				
	9. Distribution of brochures	\$1,800.00			
	10. Printing, plus tax, shipping	\$2,340.00			
	11. QR Code slide show	\$2,000.00			
	12. Design and Layout of brochures		\$1,500.00		
	13. Guest books	\$600.00			
	14				
	15				
	16				
	17				
1	18				
	19				
	20				
	TOTAL OTHER CURRENT EXPENSES	\$6,750.00	\$1,500.00		
C.	EQUIPMENT PURCHASES				
D.	MOTOR VEHICLE PURCHASES				
E.	CAPITAL				
то	TAL (A+B+C+D+E)	\$6,750.00	\$1,500.00		8,250
F				D	0,200
			Budget Prepared I	эу.	
SO	URCES OF FUNDING				
	(a) Total State Funds Requested	\$6,750.00	Tomoe Nimori		808-329-3058
	(b) Pulama ia Kona	\$1,500.00	Name (Please type or p	rint)	Phone
					1/28/13
	(c) (d)		Signature of Authorized	Official	Date
	(u)		signature of Autonizou		2010
			Tomoe Nimori	Vice President	
ТО	TAL BUDGET	\$8,250.00	Name and Title (Please	type or print)	

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: _Pulama ia Kona Heritage Preservation Coouncil_

Period: July 1, 2013 to June 30, 2014

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
				\$ -
				\$ -
				\$-
	-			\$-
				\$-
				\$-
				\$-
				\$-
				\$-
				\$-
				\$-
				\$-
				\$-
				\$-
TOTAL:				0.00
USTIFICATION/COMMENTS:				
Not Applicable				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Pulama ia Kona Heritage Preservatiion Council _____ Period: July 1, 2013 to June 30, 2014

DESCRIPTION	NO. OF	COST PER	TOTAL	TOTAL
EQUIPMENT	ITEMS	ITEM	COST	BUDGETED
			\$-	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:			\$0	0
JUSTIFICATION/COMMENTS:				
Not Applicable				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$-	
			\$-	
			\$ -	
			\$ -	
			\$ -	
TOTAL:			\$0	0

JUSTIFICATION/COMMENTS:

Not Applicable

BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: Pulama ia Kona Heritage Preserv Council

Period: July 1, 2013 to June 30, 2014

		ALL SOURCES OF FUNDS ST. RECEIVED IN PRIOR YEARS		OTHER SOURCES OF		EQUIRED IN
	FY: 2011-2012	FY: 2012-2013	FY:2013-2014	FY:2013-2014	FY:2014-2015	FY:2015-2016
PLANS to purchase guest books, develop QR code slide show			\$2,600.00			
LAND ACQUISITION						
DESIGNPrinting			\$2,340.00			
CONSTRUCTIONSupplies & Distribution,			\$1,810.00			
EQUIPMENT						
TOTAL:			\$6,750.00			

DECLARATION STATEMENT OF APPLICANTS FOR GRANTS AND SUBSIDIES 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 and subsidies 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 or subsidy 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 or subsidy 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 or subsidy.
- 2) 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 or subsidy is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, 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.

Pursuant to Section 42F-103, Hawai'i Revised Statutes, for grants or subsidies used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy 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 or subsidy 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.

<u>Pulama ia Kona Heritage Preservation Council</u> (Typed Name of Individual or Organization)

Tomoe Nimori

(Typed Name)

(Signature)

Vice President_ (Title)

ATTACHMENTS

Attachment A Outside of Scenic Byway Brochure Attachment B—Inside of Scenic Byway Brochure Attachment C---Dissemination Points of Brochures

Attachment A

Dimensions: 9 in. X 24 in. Outside of Brochure to be Folded to fit Card Racks

ALOHA & WELCOME



STONE WALLS



FLORA & FAUNA

GENERAL STORES



COFFEE



Historic Holualoa





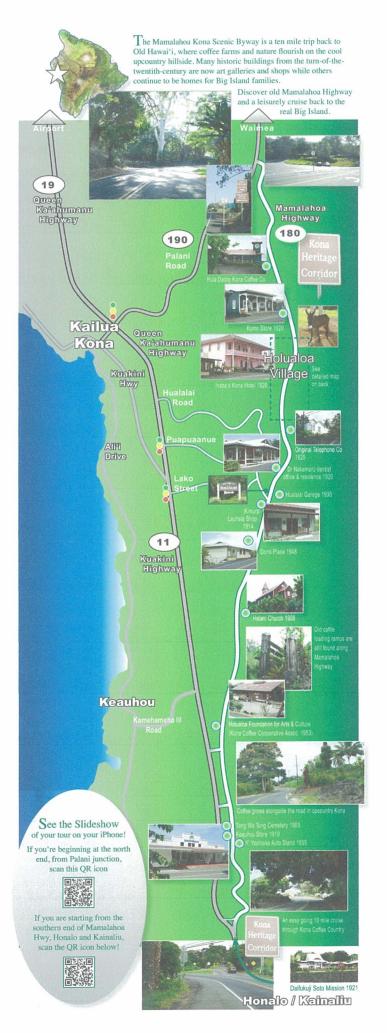
Mamalahoa ona eritage H orridor

A gentle 10 mile drive through cool Kona Coffee country





Attachment B Inside of Brochure



Attachment C Big Island Brochure Distribution Locations

Big Island Brochure Distribution Locations					
KOHALA COAST	KAILUA-KONA				
Kona Village Resort	Keahole Airport (Visitor Info Program)				
Concierge	North end				
Four Seasons	South end				
Concierge	Airport Commuter Terminal ** – Kona				
Residential Services	Brochures				
Queen's Market Place	Budget Rent-A-Car **				
Hilton Grand Vacations	Snorkel Bob's – Kaloko Industrial Park				
Fairway Villas	Honokohau Harbor – Harbor House				
Activity Center	Restaurant**				
King Šhops	Kamehameha Square **				
All Activity Desks	Kona Coast Shopping Center **				
Marriott Waikoloa	By Food Court				
Pleasant Hawai'i Desk	King Kamehameha Hotel				
Vista Waikoloa **	Island Breeze Lu'au Desk				
Activity Desk	Kailua Pier *				
Shores of Waikoloa**	Ship Days				
Activity Desk	Kona Center **				
Hilton Waikoloa Resort	Under Cassandra's				
All HGV desks	Kona Market Place **				
Hilton Grand Vacations – Bay Club	By Crazy Shirts				
Activity Desk – by pool	Uncle Billy's **				
Hilton Grand Vacations - Kohala Suits	Kona brochures				
Activity Desk	Kona Islander Inn **				
Hilton Grand Vacations - King's Land	Patey's Hostel – Kona Brochures only				
Activity Desk – next to registration desk	Ali'i Sunset Plaza				
Colony Villas	By King Yee Lau **				
Activity Desk – next to registration desk	By Lava Java **				
Hali'i Kai **	Coconut Grove				
Activity Desk – by pool	Shell				
Check-in Desk	Snorkel Bob's – Downtown				
Fairmont Orchid	Activity Center				
Concierge Desk	Royal Kona Hotel				
Mauna Lani Resort	Pleasant Hawai'ian Holidays				
Concierge Desk	Shell				
Mauna Lani Point	Bill Fisher **				
Check-in Desk	Guest Services				
On Property **	Kona Reef **				
Nomura – Japanese brochures **	ResortCom – Time Share at Kona Reef				
Puako General Store **	Kona Village - Wyndham property				
Hapuna Prince	World Mark				
Concierge Desk	Check-in Desk				
Mauna Kea Resort	Pool Area				
Concierge Desk	Ali'i Villas Condo ** - Kona Brochures				
Greens at Waikoloa	Sunterra at Sea Village – Check in Desk				
Activity Desk (by pool)	Kona Sea Cliff				
Check-in Desk	Expedia Desk				
Waikoloa Highland Shopping Center	Kona By The Sea				
Village Market **	Pleasant Hawai'ian Holidays				
Dream Properties	Kona Magic Sands **				
	Page 1 of 2				

Expedia DeskPaul's Place **Kona Coast ResortKona Blue Sky Coffee **Shell PropertyHolualoa Village Association Member SKanaloa at KeauhouKanaloa at Keauhou	
Kona Coast ResortKona Blue Sky Coffee **Shell PropertyHolualoa Village Association Member S	
Shell Property Holualoa Village Association Member S	
	shops
	nopo
Shell Desk	
Country Club Condo **	
K ona Brochures	
Mauna Loa Resort	
Shell Desk	
Wyndham Desk	
Sheraton Keauhou Bay Resort and Spa	
Pleasant Hawai'ain Desk - Lobby	
Pleasant Hawai'ain Desk - Pool	
Fair Wind – Check In **	
Keauhou Shopping Center by KTA**	
CAPTAIN COOK WAIMEA	
Honaunau Coffee Company ** Waimea / Kohala Airport	
Waimea Shopping Center **	
Hawai'i Visitor Bureau *	
Paniolo Inn ** -	
LAUPAHOEHOE NA'ALEHU	
Laupahoehoe Train Museum ** Na'alehu Sweet Bread **	
Sunterra Resort	
HILO VOLCANO	
Hilo Airport (Visitor Info Program) Volcano Winery **	
East End Volcano Country Club **	
West End Volcano General Store **	
Departure Area Volcano Visitor Information (by hardware	re
Hilo Harbor store)**	
Hilo Commuter Terminal ** Kilauea Store **	
Bus Station – Hilo Down Town Association * Volcano National Park ** Kilauea Milita	arv
Hawai'i Visitors Bureau * Camp	
East Side Members	
Sudha's Art Gallery **	
East Hawai'i Cultural Center **	
Wild Ginger Inn **	
East Side Brochures	
Dolphin Bay Hotel **	
East Side Brochures	
Ken's House of Pancakes ** - cultural only	
Hilo Hawai'ian Hotel **	
Hilo Bay – Uncle Billy's **	
Country Club Condos **	
Puainako Travel Service –	
Wal-Mart **	
Destination Hilo *	
Aloha Room at Hilo Harbor	
Mauna Loa Mac Nut **	
	2 of 2