

House District All
Senate District All

THE TWENTY-EIGHTH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES

Log No:

For Legislature's Use Only

Type of Grant Request:

GRANT REQUEST - OPERATING

GRANT REQUEST - CAPITAL

"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.

"Recipient" means any organization or person receiving a grant.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): LABOR, OCS

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): _____

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:

Hawaii Public Television Foundation

Dbas: PBS Hawaii

Street Address: 2350 Dole Street, Honolulu, HI 96822

Mailing Address: 2350 Dole Street, Honolulu, HI 96822

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name: LESLIE WILCOX

Title: President and CEO

Phone #: 808-372-6055

Fax #: 808-973-1090

E-mail: lwilcox@pbshawaii.org _____

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION INCORPORATED IN HAWAII
- FOR PROFIT CORPORATION INCORPORATED IN HAWAII
- LIMITED LIABILITY COMPANY
- OTHER
- SOLE PROPRIETORSHIP/INDIVIDUAL

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

CAPITAL CAMPAIGN FOR NEW HOME FOR PBS HAWAII

4. FEDERAL TAX ID: [REDACTED]

5. STATE TAX ID #: [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2016: \$2,000,000

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)
- EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE
AT THE TIME OF THIS REQUEST:

STATE \$6,500,000
FEDERAL \$0
COUNTY \$0
PRIVATE/OTHER \$17,200,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

AUTHORIZED SIGNATURE

LESLIE WILCOX, PRESIDENT AND CEO
NAME & TITLE

DATE SIGNED

1-30-2015



RECEIVED ✓
1-30-15

Application for Grants

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

I. Background and Summary

1. A brief description of the applicant's background

Since 1965, PBS Hawaii has served Hawaii, delivering equal access to the best non-commercial children’s programs, the most trusted news reporting, world-class arts performances and outstanding local shows free of charge to a statewide audience. Today, PBS Hawaii continues to be a trusted voice in media – nurturing our children with fun, curriculum-rich programs like *Sesame Street* and *Curious George*, connecting and engaging our communities in thoughtful public discourse through *Insights on PBS Hawaii*, nourishing our appreciation for culture and the arts on *Na Mele* and *Downton Abbey*, and helping to build a skilled, educated workforce with our statewide student network, HIKI NO.

2. The goals and objectives related to the request

In order for PBS Hawaii to continue serving the people of Hawaii, it must secure its future by building a new home from which it can strengthen its role in early childhood education, enhance its collaborations in arts and culture, and deepen its legacy as Hawaii’s storyteller. Toward this end, we are requesting a final Grant In Aid from the state to ensure that we can complete the project on time and on budget.

After more than four decades at the University of Hawaii at Manoa, PBS Hawaii is losing its lease. An optimal replacement property on Nimitz Highway at Sand Island has already been purchased, debt-free. We have already begun construction of a two-story multimedia complex that is expected to be completed in early 2016. The existing one-story structure is being renovated and expanded to include a second story, for a total of 30,000 square feet under roof. The building will house a main television studio and a smaller interview studio; an emergency broadcast center; and a Media Innovation Center.

3. The public purpose and need to be served

For 50 years, PBS Hawaii has delivered on the promise of public television – providing people with the reliable information they need to make informed civic decisions, cultivating an appreciation for the arts and humanities, and, as the undisputed leader in curriculum-based children’s programming. And, through HIKI NŌ, PBS Hawaii is also a leader in workforce development training. Achievements include the following:

Closing the Achievement Gap. Educational researchers have proclaimed PBS as “America’s largest preschool classroom,” and PBS Kids is the #1 source of TV content used by pre-

kindergarten teachers. In addition, PBS Kids attracts a higher proportion of viewers from low-income homes, especially families who cannot afford preschool. The suite of programs – six literacy series and 11 series on STEM (Science, Technology, Engineering and Math) subjects – have been shown to build critical skills essential for success in school and which can help open doors of opportunity for all children.

Cultivating 21st-Century Skills. HIKI NŌ impacts teens and ‘tweens by teaching skills that will help them in school and careers. HIKI NŌ was developed to foster communication, storytelling, STEM and 21st-century workforce skills among Hawaii’s students. Now in its fifth year, HIKI NŌ provides opportunities and equal access to students and communities that span Hawaii’s entire socio-economic spectrum.

Providing Trustworthy Information. We have designed our flagship local public affairs program *Insights on PBS Hawaii* as an interactive forum for differing viewpoints and spirited discussion on the issues that matter most to Island residents. The program invites the entire State to engage in the conversation as it happens with viewer opinions, comments and questions transmitted via phone, email and social media.

Promoting the Arts. In addition to providing a broad spectrum of first-rate culture and arts programming such as *Great Performances*, *Downton Abbey*, and *Na Mele*, PBS Hawaii is committed to showcasing the music, stories and contemporary issues of Hawaii and the Pacific. To this end, PBS Hawaii partners with Pacific Islanders in Communications to make cultural and historical programs available to PBS stations across the country.

Bringing Communities Together. PBS Hawaii’s overarching strategy is to go beyond the broadcast airwaves and engage local communities across all communication platforms and multimedia channels. An interdepartmental social media group engages our viewers via a variety of platforms. We are revamping our website into a state-of-the-art digital media hub for distributing our on-air programs on the Internet. We are also re-editing many of our on-air programs into shorter pieces that are more easily searchable online.

The new, free-standing home of PBS Hawaii will allow us to strengthen and revitalize the role that this statewide public media organization can play in the community ensuring that all Hawaii residents have equal access to high-quality non-commercial programming and opening doors of opportunity for more of Hawaii’s low income children. In our new space we can expand our learning initiatives like HIKI NŌ, giving more of Hawaii’s public school students the educational tools they need to succeed in the 21st century.

4. Describe the target population to be served

PBS Hawaii serves the people of Hawaii with a community-supported, nonprofit alternative to commercial media. Households statewide turn to PBS Hawaii on-air and online to discover informative and inspiring local, national and international programming; discover diverse and balanced viewpoints; enjoy front-row seats to world-class performances; and experience lifelong learning. By providing programs via over-the-air signal, cable and satellite, and online, PBS

Hawaii's unparalleled programming reaches underserved, rural areas where it is unprofitable for cable television to operate. Through HIKI NO, we have hands-on engagement with over 1,000 students and 100 teachers from 90 schools on every island, including 44 neighbor island schools. 77% of the schools are public or charter and, of these, 59% are Title I schools.

Our relocation gives us the opportunity to fulfill our vision for PBS Hawaii as more local, more inclusive, and more interactive. A new permanent home will allow us to better serve the public by accelerating our transformation from a one-way educational broadcaster, into an interactive multimedia organization that can deeply engage with communities on every island. We will be able to expand our learning initiatives like HIKI NŌ, produce more quality local programs to share with PBS audiences globally, and embrace new forms of media to enhance our relationship with viewers.

5. Describe the geographic coverage.

With broadcast transmitters on Oahu and Maui, along with 12 translators on Kauai and Hawaii Island, PBS Hawaii's broadcasting system provides free, over-the-air television to six populated islands, including all 25 of the most financially disadvantaged areas in Hawaii, as identified by the 2012 U.S.Census. In some of these areas, PBS Hawaii is the only available broadcaster. With online and live streaming delivery of locally produced programs, PBS Hawaii is also reaching the world with stories of Hawaii.

II. Service Summary and Outcomes

1. Describe the scope of work, tasks and responsibilities

A final, \$2 million Grant in Aid will be used for construction, the installation of key equipment, and other related costs in order to complete work on-time and on-budget. After conducting cost savings analyses and undergoing several rounds of value engineering, the total actual cost to finish construction is now \$27 million, lower than previous estimates. We have already raised \$23.7 million. We are confident that a \$2 million Grant in Aid will be matched by private individual and foundation sources allowing us to complete our fundraising campaign.

In 2014, we completed the Design Development Phase under the guidance of our owner's representative, Cumming Corp USA, a project and cost consulting firm. Group 70 had been hired earlier as our architects. In October 2014, after vetting responses from 13 general contractors, and receiving proposals from a short list of six contractors, PBS Hawaii signed a construction contract with Allied Builders System. On November 10, 2014, we held a small groundbreaking ceremony for board members and staff at the site and construction began shortly thereafter. The existing one-story structure is being renovated and expanded to include a second story, for a total of 30,000 square feet under roof. The building will house a main television studio and a smaller interview studio; an emergency broadcast center; and a Media Innovation Center. The entire project is expected to be completed in early 2016.

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

February 2013 – July 2014:	Construction Design and Document Phase
November 2014:	Start of Demolition
November 2014 – April 2016:	Construction and Renovation

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

Evaluation of the construction project has been reviewed on an on-going basis by the Facilities Committee of PBS Hawaii’s Board of Directors and progress reports are made to the full board of PBS Hawaii.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

If awarded, PBS Hawaii shall provide reports to the State updating the expending agency on construction progress.

III. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.

See attached.

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2016.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
500,000	500,000	500,000	500,000	2,000,000

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

Not applicable.

5. **The applicant shall provide a listing of all government contracts and grants it has been and will be receiving for program funding.**

Not applicable.

4. **The applicant shall provide the balance of its unrestricted current assets as of December 31, 2014.**

The net unrestricted current assets as of December 2014 is \$1,822,946.

IV. Experience and Capability

A. Necessary Skills and Experience

PBS Hawaii Facilities Committee

PBS Hawaii Board Chair Robbie Alm, a former top corporate and government executive who heads the Collaborative Leaders Network, is leading the NEW HOME Campaign. He chaired Helping Hands Hawaii's successful capital campaign for its Nimitz Highway center.

PBS Hawaii Board members Cameron Nekota (D.R. Horton), Bettina Mehnert (Architects Hawaii), Charlyn Honda Masini (Al Masini Entertainment) and former Board member Susan Eichor (aio Hawaii) serve on the Facilities Committee, overseeing design and construction of a 21st-century educational media facility. Kent Tsukamoto (Accuity LLP) governs finances.

Beth Lum, Capital Campaign Consultant

Beth joined Creative Fundraising Associates, Inc. in 1995 and currently serves as Executive Vice President. As a fundraising consultant, she has helped to secure over \$125 million for various non-profit organizations in Hawaii over the past sixteen years. For the past two years, Beth has also taught the fund development module for the *Kapiolani Community College Not for Profit Management Program* and serves as an instructor for the Weinberg Fellows and Castle Colleagues Programs. She currently serves as second vice president of the Ronald McDonald House Charities of Hawaii board, was past board president of Moiliili Community Center and continues to serve on their board.

B. Facilities

Currently, PBS Hawaii leases its facilities from the University of Hawaii. The lease expires in 2016, at which time the University will be moving its own scholastic programs into PBS Hawaii space. PBS Hawaii has already purchased property at the corner of Nimitz Highway and Sand Island Access Road for its new home. This site previously housed KHNL/KFVE's Newsplex. PBS Hawaii will use the existing framework as a base for the new building, lowering the cost of the renovation. The new facility will be designed to be ADA compliant and accessible to the public.

V. Personnel: Project Organization and Staffing

A. Proposed Staffing, Staff Qualifications, Supervision and Training

Proposed staffing for the new PBS Hawaii home will remain the same. PBS Hawaii's 27-member board consisting of leaders from the community will be responsible for ensuring proper implementation of the capital campaign, along with President and CEO Leslie Wilcox.

Key PBS Hawaii Staff

Leslie Wilcox, President and CEO

Leslie Wilcox heads a lean team, seasoned in education and media in running Hawaii's public television system. A former longtime print and broadcast journalist, Leslie has served as assistant news director and executive producer at commercial TV stations and anchored Hawaii's nightly news on CBS, NBC and Fox affiliates. She was a co-anchor of Asia Now, a PBS program seen in 166 U.S. cities. She also has produced documentaries and moderated statewide live televised election debates.

Under Leslie's eight-year leadership, PBS Hawaii has expanded local programming and international perspectives, particularly from Asia and the Pacific, as the state serves as a crossroads for East and West. She is also leading initiatives that go further and deeper in meeting the state's educational needs, such as with the award-winning HIKI NŌ.

A national trustee of the governing board of the Association of Public Television Stations, Leslie also serves as a board director of The Queen's Health Systems, The Queen's Medical Center, Pacific Islanders in Communications, and the East-West Center Foundation in Honolulu. She was named a Ho'okele Outstanding Nonprofit Leader by the Hawaii Community Foundation in 2011; Pacific Business News' "Businesswoman of the Year," nonprofit sector, in 2012; and one of eight "Women Who Make a Difference" in 2013, recognized by the International Women's Forum; and the Hawaii Institute for Public Affairs gave her a leadership award in 2014.

Robert Pennybacker, Executive Producer, Learning Initiatives

Robert began his career as a producer-director at Hawaii's CBS affiliate (later to become Promotion Manager for that station), and moved to the NBC affiliate in 1994 as its Director of Marketing. In 2001 he left the FOX station to start his own production and marketing firm—Pennybacker Creative, LLC. Under that banner he has written approximately twelve television documentaries and has written, produced, and directed award-winning marketing videos, commercials, and PSAs. For the last five years Robert was Vice President of Creative Services at PBS Hawaii, overseeing all of the station's local productions. He is now the Executive Producer, Learning Initiatives, a new division at PBS Hawaii which reflects the importance of the organization's groundbreaking educational work in the community. In this position, he is responsible for the management and evolution of HIKI NŌ, PBS Hawaii's student news network.

B. Organization Chart

See attached.

C. Compensation

Leslie Wilcox, President and CEO	\$204,697
Karen Yamamoto, Sr. VP and CFO	\$115,295
Roy Kimura, VP of Creative Services	\$88,434

VI. Other

A. Litigation

PBS Hawaii is not a party to any pending litigation.

B. Licensure or Accreditation

PBS Hawaii is a member of the Public Broadcasting Service and is licensed by the Federal Communications Commission (FCC).

C. Federal and County Grants

Not Applicable.

D. Private Educational Institutions

The grant will not be used to support or benefit a sectarian or non-sectarian private educational institution.

E. Future Sustainability Plan

We have a robust pipeline of prospective funders, including foundations, corporations, individuals and other sources to help us secure the remaining funds needed to complete our NEW HOME. We are confident that a final \$2 million Grant in Aid will be matched by private individual and foundation sources allowing us to complete our fundraising campaign.

F. Certificate of Good Standing (If the Applicant is an Organization)

See attached.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2015 to June 30, 2016

Applicant: PBS Hawaii

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private Funds Requested (d)	Total Funds Secured (e)
A. PERSONNEL COST					
1. Salaries					
2. Payroll Taxes & Assessments					
3. Fringe Benefits					
TOTAL PERSONNEL COST					
B. OTHER CURRENT EXPENSES					
1. Airfare, Inter-Island					
2. Insurance					
3. Lease/Rental of Equipment					
4. Lease/Rental of Space					
5. Staff Training					
6. Supplies					
7. Telecommunication					
8. Utilities					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
TOTAL OTHER CURRENT EXPENSES					
C. EQUIPMENT PURCHASES					
D. MOTOR VEHICLE PURCHASES					
E. CAPITAL	2,000,000		250,000	1,050,000	23,700,000
TOTAL (A+B+C+D+E)	2,000,000				
SOURCES OF FUNDING		Budget Prepared By:			
(a) Total State Funds Requested	2,000,000	Leslie Wilcox		808-372-6055	
(b) Total Federal Funds Requested	0	Name (Please type or print)		Phone	
(c) Total County Funds Requested	250,000	[REDACTED]		1/30/15	
(d) Total Private Funds Requested	1,050,000	Signature of Authorized Official		Date	
(e) Total Funds Secured	23,700,000	Leslie Wilcox, President and CEO			
TOTAL BUDGET	27,000,000	Name and Title (Please type or print)			

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2015 to June 30, 2016

Applicant: PBS Hawaii

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

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2015 to June 30, 2016

Applicant: PBS Hawaii

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

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2015 to June 30, 2016

Applicant: PBS Hawaii

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: 2012-2013	FY: 2013-2014	FY: 2014-2015	FY:2015-2016	FY:2015-2016	FY:2016-2017	FY:2017-2018
PLANS							
LAND ACQUISITION	5,200,000	0					
DESIGN	1,000,000	0					
CONSTRUCTION	9,241,500	5,958,500	2,300,000	2,000,000	1,300,000		
EQUIPMENT							
TOTAL:	15,441,500	5,958,500	2,300,000	2,000,000	1,300,000		
JUSTIFICATION/COMMENTS: Our total construction budget is \$27,000,000, lower than previous estimates. We have already raised \$2.3 million. We are confident that a \$2 million Grant in Aid will be matched by private individual and foundation sources allowing us to complete our fundraising campaign.							

GOVERNMENT CONTRACTS AND/OR GRANTS

Applicant: PBS Hawaii

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1.	N/A				
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
				TOTAL	

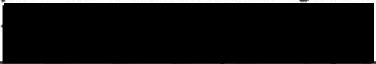
**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISIED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

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

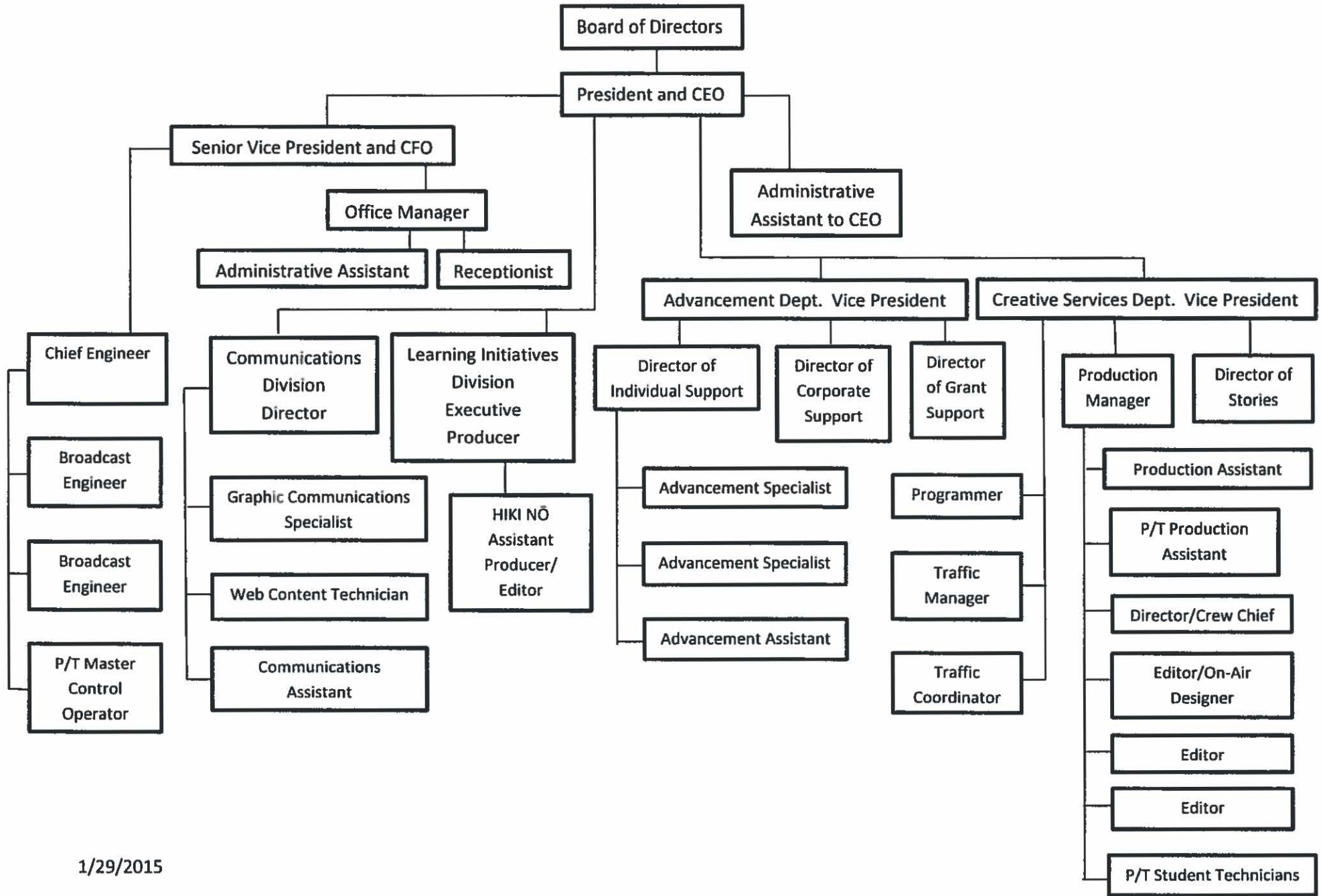
Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

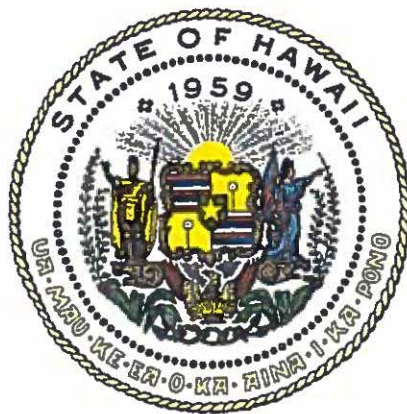
Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

PBS Hawaii
(Typed Name of Individual or Organization)
1/30/15
(Date)
(Signature)

Leslie Wilcox
(Typed Name)President and CEO
(Title)

HAWAII PUBLIC TELEVISION FOUNDATION
ORGANIZATION CHART





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

HAWAII PUBLIC TELEVISION FOUNDATION

was incorporated under the laws of Hawaii on 12/31/1997 ;
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 30, 2015

Director of Commerce and Consumer Affairs

