

copy

House District 26

Senate District 13

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):

DEPT. OF EDUCATION

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

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:  
HAWAII BOOK & MUSIC FESTIVAL

Db/a: HAWAII BOOK & MUSIC FESTIVAL (HBMF)

Street Address: 530 S. King St, Honolulu, HI 96813

Mailing Address: : 47-231 Kamakoi Rd, Kaneohe, HI 96744

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name ROGER JELLINEK

Title Executive Director

Phone # 808 239 8451

Fax # \_\_\_\_\_

E-mail rgr.jellinek@gmail.com

3. TYPE OF BUSINESS ENTITY:

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

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

**HBMF 2017: Children's Programming and Associated Outreach Public School Workshops**

4. FEDERAL TAX ID #: [REDACTED]

5. STATE TAX ID #: [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2017: \$ 35,500

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 \$0 \_\_\_\_\_  
 FEDERAL \$0 \_\_\_\_\_  
 COUNTY \$0 \_\_\_\_\_  
 PRIVATE/OTHER \$0 \_\_\_\_\_

The Hawaii Book & Music Festival (HBMF) raises approximately \$155,000 annually to mount the event, plus sponsored in-kind \$160,000-\$200,000 marketing dollars. Some of the funding is dedicated to specific programming (e.g. in 2016 \$10,000 from HMSA for a series of wellness presentations). This application requests funding in support of Keiki Authors at HBMF 2017, and an associated pilot program for sending authors to 30 public schools for a week of readings and workshops with teachers and students.

ROGER JELLINEK, EXECUTIVE DIRECTOR

JAN 21, 2016

NAME & TITLE

DATE SIGNED



RECEIVED

1/22/16 [Signature]

## Application for Grants

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

### I. Background and Summary

*This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:*

#### 1.A brief description of the applicant's background

The Hawaii Book & Music Festival (HBMF) was founded in 2004 as a nonprofit [501 (3) (c)], free-admission annual 2-day event, by a Board made up of Hawai'i book publishers, book and music distributors/sellers, company executives, and nonprofit community leaders. Funded (cash and in-kind) mainly by corporate and institutional sponsors, HBMF contracted with an Executive Director and an event manager to program, stage, and promote the event., with the aid of Board subcommittees, and a comprehensive suite of sponsor-donated collateral, TV, radio, and print advertising.

The first HBMF was held in April 2006, on the Civic Grounds by Honolulu Hale in downtown Honolulu, and comprised 10 venues and some 150 separate events. It drew 10,000-plus attendees. Attendance has since risen to 30,000-plus. HBMF expenses (average \$155,000) have been held at virtually the same level for the past 10 years, and are remarkably low for an event of this magnitude. HBMF in-kind income exceeds its cash income.

HBMF, now in its 11<sup>th</sup> year, is well established as a unique and robust event in the Hawai'i cultural calendar that appeals to all ages and backgrounds. It has evolved from the conventional Mainland book festival model that chiefly features authors with current books toured by their publishers, to a community event with a program that in addition to presenting best-selling national and local authors focuses on issues that affect Hawai'i, honors the host Hawaiian culture, and showcases a rich mix of Hawai'i-based and Hawai'i-focused storytelling, hula and Hawaiian music in all their forms. HBMF consistently features the most in-depth presentation of Hawaiian culture for a general audience in the state. 60% of HBMF attendees come in families, and HBMF children's programming in three venues accounts for 30% of the event.

HBMF is promoted widely in all media (we average \$175,000 in sponsored in-kind advertising), with PSAs on television, radio, and large ads in print media and the Internet, and on every City Bus. HBMF maintains a very active website and its own free HBMF phone app. Our PSA runs 24/7 for two weeks prior to HBMF on the default channel in 26,000 hotel rooms. HBMF receives extensive feature coverage, especially in the *Honolulu Advertiser*. We estimate that our media sponsors receive on average three dollars of media value in ads and editorial features for every dollar they contribute.

*There is no other event like HBMF in Hawai'i.  
There is no other event like HBMF in the US.*

**2. The goals and objectives related to the request;**

60% of HBMF attendees come in families, and HBMF children's programming accounts for 30% of the event. In onsite HBMF surveys attendees consistently stress that they come to expose their children to books, reading, and live performance. HBMF services this need with a Keiki Stage featuring 28 performances, with a rich mix of storytelling, music, and drama for a wide variety of ages, from toddlers to teenagers. Another venue features nonstop Reading Aloud to keiki of all ages. A third venue presents imaginative hands-on keiki activities.

The major objective for this funding is

- a) To establish more firmly the shape and identity of the Children's Program at HBMF, to raise its profile as a clear independent entity,
- b) Now for the first time to expand its mission with an Author outreach program into Hawaii public schools via author presentations and workshops for teachers and students. HBMF is proposing to send six Authors to some 30 DOE schools over the course of a week before and after HBMF 2017 (May 6-7 2017). The program will be closely associated with HBMF.

There are clear precedents and models for such an outreach mission in major book festivals across the country, and there is good reason to believe that such a mission would be supported in the future by Hawaii foundations that support education, but that are reluctant to fund an annual event per se.

This outreach mission has not been possible with the regular HBMF budget—it involves fees and expenses for authors and HBMF staff we do not have. We need this new funding to explore a pilot program and make a firm start on this mission.

**3. The public purpose and need to be served;**

Given the simultaneous pressures of economy and curriculum standards, Hawai'i's children have steadily lost access to the experience of live performance. The relentless advance of digital media has eroded the habit and practice of reading. Both are vital for the experience and imagination essential for economic success in a time of such rapid change. HBMF gives dramatic focus to the value of reading and performance for keiki, in a way that impacts not only the keiki, but also the support of their families.

Over the past ten years HBMF has earned special credibility in securing attractive authors. The outreach mission is a natural and logical extension of HBMF programming.

**4. Describe the target population to be served;**

HBMF programming is rich and varied, and appeals to all ages and ethnicities. HBMF draws 30,000-plus attendees. HBMF onsite surveys consistently show that 60% of attendees come in families, and respondents often comment that they come particularly to expose their keiki to books, reading and live performance.

**5. Describe the geographic coverage**

HBMF is a free-admission event and as such is open to all. It takes place on the beautiful Frank F. Fasi Civic Grounds, by Honolulu Hale in Historic Downtown Honolulu. The site is easily accessible by numerous bus routes. Parking is free and plentiful in the municipal garages right by the site. There are no obstacles for the handicapped.

Respondents to HBMF onsite surveys supply their Zip codes: in a typical year 25% come from seven Zip codes (Manoa, Kailua, Waiialae-Kahala, Downtown Honolulu, Liliha, Waikiki, and Kaneohe; the rest come from 35 Zip codes all over Oahu. 35% identified as Asian, 33% as White Caucasian, 14% as Hawaiian/part-Hawaiian, 12% as Pacific Islander, 4% as Hispanic/Latino, with a wide variety of ethnicities making up the balance. Visitors account for 7-9% of attendees.

Most attendees come for at least a couple of hours, many stay all day, and an increasing number are coming for both days. HBMF offers something for everyone, and attendees come for the formal programming of over a hundred separate events (authors, panels, performers) in the Mission Memorial Auditorium, the half-dozen large tented pavilions, the Main Stage (14 top hula halau and Hawaiian music groups), and the Keiki Stage (28 nonstop performances, storytelling, musicals, drama for all ages, including headliner National PBS Kids Host, “Mr. Steve”). They particularly enjoy browsing new books at the local publishers’ booths, and free and bargain books are available at several other HBMF locations.

One extremely popular feature is the Book Swap, where attendees can bring five gently-used books and exchange them, free, for five other books—as often as they wish. There is usually a very long line waiting an hour for this attraction to open.

Friends of the Library also hosts a venue with a generous supply of free and bargain books

HBMF offers a wide variety of food and refreshments, as part of the leisurely, laid-back, safe and altogether welcoming environment obviously enjoyed by all. Many attendees comment that HBMF is their favorite festival. Regularly over 95% of survey respondents say they plan to return the next year.

The HBMF Outreach Program will benefit from the close association with HBMF.

## II. Service Summary and Outcomes

*The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:*

1. Describe the scope of work, tasks and responsibilities;

With 10 years' experience we have evolved a robust working model for HBMF. It takes virtually a year to prepare the festival. There are five distinct phases of preparation:

-- Soliciting advice from stakeholders and past presenters, along with Internet research and alertness to opportunities for new features, in order to identify the potential program features;

-- Reaching out to Presenters to ensure their availability;

-- Establishing the schedule, and securing promotional information, instructing Presenters;

-- Promoting highlights via print, TV, radio, Internet media, HBMF website, and phone app;

-- Staging the event.

### PROPOSED PILOT SCHOOLS AUTHOR OUTREACH PROGRAM

#### **The Concept**

For this pilot program HBMF will secure six Authors (two in Fiction, two in Nonfiction, two Children's writers/illustrators). They will work in as many as 30 DOE schools over the course of a week, before the HBMF 2017 Festival (May 6-7, 2017), They will present readings, and teach workshops on writing to teachers and students, as the schools decide.

#### **Project Coordinator**

HBMF proposes to contract a separate contracted coordinator for this program, to take care of setting it up for one week of 6 Authors, for a day each in as many as 30 public schools on Oahu.

#### **Author Readings and Workshops**

Each Author will conduct readings and workshops for teachers and students.

#### **Author Selection**

HBMF Executive Director will solicit teachers' advice and will select the authors. The selection will include Fiction and nonfiction authors, with a range of age-appropriate titles. HBMF Executive Director and Project Coordinator will work together to promote the outreach program to the DOE schools.

#### **Logistics**

HBMF will arrange flights, hotel accommodations, and ground transportation. The Authors will present their work at HBMF 2017, probably May 6-7, and will work in the schools the week before HBMF.

**School Selection and Coordination with the Schools**

The HBMF Pilot Program Coordinator will select the DOE Schools by Jan. 2, 2017, and make the necessary logistical arrangements with those Schools, and will be responsible on behalf of HBMF for all Author logistics for school visits.

**Budget Items for Pilot Program**

Each Author will receive airfare from the West Coast (as needed), hotel accommodation, a per diem of \$50, car rental, and a maximum performance fee of \$2500.

**Promotion of the Outreach Program**

HBMF will promote this Outreach program to all DOE Schools, via kits and communications with school principals.

**Coordinator Fee and Accountability**

The Coordinator will receive a fee of \$5000, and will be accountable to the Executive Director.

**HBMF Admin and Marketing Fees**

All payables shall be administered by HBMF, and marketing will be planned and approved by the Executive Director and HBMF Board of Directors.

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

**HBMF—The Host Event**

HBMF is held annually over the first weekend in May. The festival runs from 10 a.m. to 5 p.m. each of the two days. The program consists of 125-175 separate events, presented in the Mission Memorial Auditorium, the Main Stage, the Keiki Stage, and 6-10 large tented "Pavilions." The Pavilions feature authors, panels, and themed programs dedicated to Hawaiian culture (HBMF presents the most in-depth program of Hawaiian culture for a general audience in the state), wellness, the environment—with different themes and content every year.

One extremely popular feature is the Book Swap, where attendees can bring five gently-used books and exchange them, free, for five other books—as often as they wish. There is usually a very long line waiting an hour for this attraction to open.

The digital revolution in publishing has enabled many local writers to self-publish, and HBMF encourages and enables these authors to present and promote their works.

In addition to the programming provided, local publishers, booksellers and other vendors have booths. There is a Keiki Activity Zone where keiki burn off excess energy at the bouncers and rides.

## **HBMF TIMELINE**

Months 1-2 -- Soliciting advice from HBMF stakeholders and past presenters, along with Internet research and alertness to opportunities for new features, in order to identify the potential Keiki Program features;

Months 3-6 -- Reaching out to HBMF 2017 Keiki Presenters to ensure their availability;

Months 7-8 -- Establishing the schedule, and securing promotional information; Formal Agreements with Pilot Project Authors secured;

Months 9-10 -- Promoting highlights via print, TV, radio, Internet media, HBMF website, and phone app; travel and hotel logistics firmed up; instructing Presenters and Pilot Project Authors;

Month 11 -- Staging the event; Pilot Program executed.

Month 11-12 – HBMF onsite survey statistics and anecdotal data compiled; Sponsors & Presenters thanked; Board conducts post-mortem; Final Reports to Grantors; Payables and Receivables finalized; P&L established.

## **PILOT AUTHOR WORKSHOP PROJECT TIMELINE:**

- a) Months 1-2: Executive Director will identify Keiki Authors for Pilot Project; Executive Director. Pilot Project Coordinator selected and contracted by Sept 1, 2016.
- b) Months 3-5 Executive Director and Project Coordinator promote Outreach program to DOE Schools.
- c) Months 6-7 Project Coordinator identifies and confirms 30 Oahu DOE schools committed to Outreach Program. Project Coordinator will establish what kind of programming those schools need—readings, student workshops, teacher workshops—or all three.
- d) Month 8: Project Coordinator finalizes Author programs and relevant information materials for teachers and students;.
- e) Month 9: Project Coordinator coordinates Author travel and accommodations.
- f) Month 10: Project Coordinator provides final instructions to participating Authors, Schools, Teachers.
- g) Month 11: Project Coordinator supervises Workshops;
- h) Month 12: Project Coordinator secures Teacher assessments, reports from Authors. Executive Director completes payables, makes Final Report for GIA.

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

Over the past 10 years HBMF has developed criteria that are constantly tested and improved. We routinely gather feedback from both the HBMF's visitors and sponsors, and develop detailed reporting on SEVEN major areas of effectiveness, including:

- 1) The quality, depth, and range of the scheduled program;
- 2) Timely and effective execution of the HBMF marketing plan;
- 3) Smooth operation of the event;
- 4) The record of print, TV, radio, Internet and social media coverage;
- 5) The responses of attendees, participants, exhibitors and vendors;
- 6) Total number of attendees; the time they spend on the site;
- 7) The metrics of interaction with the HBMF Phone App and Website;

**For Pilot Project (Author Outreach Workshop Program)**

**QUALITY ASSURANCE**

a) The Project Coordinator will develop a one-page quantitative as well as qualitative assessment questionnaire for teachers and Authors for every workshop.

b) Coordinator will secure these responses from the Principal and/or teachers directly involved, as well as a report from Each Author about each workshop.

c) Coordinator will tabulate the responses and analyze the comments. Executive Director will submit the analysis with the Final GIA Report.

*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.*

**For The HBMF Keiki Program**

We draw on the onsite HBMF Attendee Survey for statistical information derived from responses to the following questions:

1. How did you hear about HBMF?
2. What was your most important reason for attending?
3. How likely are you to attend next year?
4. On a scale of 1-10 how would you rate this event?
5. Who did you come with?



6. Which day did you come?
7. How many hours did you spend?
8. What did you think? Share your comments on your experience.
9. Are you a resident; a visitor;
10. What is your zip code?
11. What is your ethnicity?

All HBMF attendees are invited to take this survey; given this grant we will particularly focus on attendees of the supported program(s).

**For the Pilot Project (Author Outreach Workshop Program)  
MEASURES OF EFFECTIVENESS**

- a) The Project Coordinator will develop a one-page quantitative as well as qualitative assessment questionnaire for teachers and Authors for every workshop.
- b) Coordinator will secure these responses from the Principal and/or teachers directly involved, as well as a report from each Author about each workshop.
- c) Coordinator will tabulate the responses and analyze the comments. Executive Director will submit the analysis with the Final GIA Report.

**III. Financial**

**Budget**

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2017.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$8,875	\$8,875	\$8,875	\$8,875	\$35,500

3. *The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2017.*

HBMF as a whole will seek FY 2017 funding from (at least) the following sources:

Bank of Hawaii (Presenting Sponsor since 2006)  
 National Endowment for the Arts/Art Works  
 City & County of Honolulu GIA  
 Hawaii Tourism Authority-County Product Enrichment Program  
 Office of Hawaiian Affairs (OHA)

HMSA  
Kamehameha Publishing  
State Foundation for Culture & the Arts  
Hawaii Council for the Humanities  
Booth and concessions fees  
Book & Music O'hana membership (\$25 per member)  
Private donations

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

None

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

HBMF has received funding in the past from:

National Endowment for the Arts/Art Works  
Hawaii Tourism Authority (County Product Enrichment Program [CPEP])  
Hawaii Tourism Authority (Living Hawaiian Culture)  
Hawaii State Foundation for Culture & the Arts: FY17--\$1,125.00  
Office of Hawaiian Affairs  
State Department of Economic Development & Tourism (DBEDT)  
Hawaii Council for the Humanities  
City & County Office of Economic Development

*6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2015.*

\$1,086.00

#### **IV. Experience and Capability**

##### **A. Necessary Skills and Experience**

*The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.*

HBMF 2017 will be the 12<sup>th</sup> annual event.

HBMF regularly mounts 6-8 simultaneous venues (the number depends on funding), each with 14 or so events over the two days.

### **EXPERIENCE WITH AUTHORS**

In the course of the past 12 years HBMF has organized thousands of solo presentations, featuring national and local authors, and hundreds of panel presentations featuring experts and prominent teachers on topics of community interest, ranging from literature, to Hawaiian culture, to themed programs on Hawaiian history, music, publishing technology, health & wellness, the environment, and sustainability.

### **MAXIMUM INTERACTION**

A notable feature of all these is the HBMF requirement for moderated Q&A at all events and our audiences feel free to interact with all authors and artists freely. In a very real sense HBMF is about teaching and learning.

### **LOCAL AUTHORS**

HBMF every year averages 50-75 Authors presenting the best local new books published in the past year. Their genres include literary fiction, popular fiction, thrillers, fantasy, science fiction, romance, crime, historical fiction. Nonfiction authors have presented history, biography, memoirs, sports, self-help. HBMF also presents playwrights, poets and storytellers.

### **SELF-PUBLISHED AUTHORS**

The digital revolution in publishing has enabled many local writers to self-publish, and HBMF encourages and enables these authors to present and promote their works. For many HBMF offer the only physical venue where they can meet their potential readers.

### **NATIONAL AUTHORS**

HBMF regularly brings in ten or a dozen nationally-published Authors, many of them national prizewinners, such as Maxine Hong Kingston, Kauai Hart Hemmings, Adam Johnson, Barry Lopez, Susanna Moore, Graham Salisbury, Sarah Vowell, and many more.

### **PANELS**

For example, in 2014-2015:

*Hawaiian Culture Program*—14 panels

In 2016, we will have three 7-panel programs:

*Hawaiian Culture Program*

*Living Well in Hawai'i*

*Adaptations: Buddhism in Modern Hawai'i*

Plus a 3-panel program on *Astronomy in Hawai'i*

HBMF regularly features a very well-attended panel on the best ways of teaching reading, with panelists who teach various reading methods in the schools.

### **The HBMF MAIN STAGE**

At the beginning of HBMF music was only a required festival background. As the Hawaiian Culture Program deepened, Hawaiian music and hula became important elements of HBMF. HBMF is now advised by prominent producer and Hoku-award-winning singer-songwriter Kenneth Makuakane, and Pa'i Foundation executive Burton White. As a result most of the performers are Na Hoku Award and Merrie Monarch winners, and the HBMF Main Stage program is a significant part of the HTA's *Mele Mei* program.

### **THE KEIKI PROGRAM**

#### **The HBMF KEIKI STAGE**

The Keiki Stage is consistently SRO with parents, families and keiki. The Keiki Stage presents 28 half-hour events aimed at keiki of all ages, from toddler to high school, with National PBS KIDS Host "Steve Songs" is a regular headliner. Authors, storytellers, keiki entertainers, keiki hula halau, are joined by musicals and drama from the public high schools' Centers for Performing Arts, from the UH Drama Dept., from the Hawaii Theatre.

#### **THE KEIKI READ ALOUD VENUE**

HBMF attendee parents often report that they bring their keiki to expose them to books, live performance and especially to reading. HBMF features a venue dedicated to continuous live readings by expert readers and celebrity readers, reading from classic keiki books, their own books, or books selected by the keiki (probably acquired at HBMF).

#### **KEIKI ACTIVITIES VENUE**

HBMF recognizes that keiki have shorter attention spans and often need to play and work with hand-on projects. Activity materials and experienced volunteers engage, encourage and monitor these activities, which may be themed or independent.

#### **KEIKI FUN ZONE**

HBMF offers an area of bouncers and rides, where Keiki can let off steam.

#### **HBMF MARKETING & PR**

HBMF generally retains in-kind television, print, radio and Internet advertising sponsors year after year. The in-kind marketing budget is usually substantially more than the HBMF cash budget ranging between \$165,000-\$205,000.

Editorial coverage in the media is also substantial, particularly in the *Honolulu Advertiser*, often for two or three weeks before and during HBMF. HBMF estimates that on average every sponsor dollar draws advertising and editorial feature coverage of \$3 value.

#### **THE HBMF BOARD**

HBMF has been fortunate to have a strong hands-on working Board. The Board includes:

**David DeLuca**, is HBMF Board Chair, and is Director of Bess Press and PassTheProjects, and is President of the Hawaii Book Publishers Association. He developed and now manages the HBMF website and free HBMF phone app.

**Frank Haas** (Treasurer, and recent past Chair) is the Past President of the American Marketing Association, past Marketing Director of the Hawaii Tourism Authority, and retired Dean of the Business & Tourism program at Kapiolani Community College. Frank serves on a number of other Boards, including Hawaii Public Radio, and Historic Hawaii. He is in charge of the Development Committee.

**Lynne Waihee**, a founding Board Member, former teacher and First Lady, is President of Read To Me International.

**Momi Akimseu** Is Vice President and Manager of Events and Community Engagement at Bank of Hawaii. Bank of Hawaii has been HBMF Presenting Sponsor since 2006, and in addition to it's sponsorship the Bank is extremely active in supporting and promoting the event.

**Stacey Aldrich** is the Hawaii State Librarian has just joined the Board, and we are planning a number of initiatives to bring the State Library System in synch with HBMF.

**Mark A. Blackburn** of Rapa Corp., owner of the largest private collection of Polynesian artifacts, is a businessman with strong Hawaii business contacts and sponsorship support.

**Ron Cox** is the Director of Kamehameha Publishing, a regular HBMF Sponsor, who is active in advising on Hawaiian cultural programming at HBMF.

**Chuck Boller** is the Exec. Dir. Emeritus of the Hawaii International Film Festival (HIFF), and Director of the HIFF Foundation, is active in HBMF policy and development issues.

**Dr. Maryellen Markley** is a consultant to nonprofits on governance and fundraising, and assists with HBMF grant writing.

**Richard Tillotson** (who has served as the Festival's Vice Chair) is an author, and veteran advertising executive who manages HBMF public service announcements and HBMF marketing.

**Suzanne Skjold** is the Executive Director for Hawaii Literacy, and is in charge of the Board's Volunteer Committee.

**Michael Titterton** has just joined the Board. He is the President and General Manager of Hawaii Public Radio, a major sponsor and supporter of HBMF since 2007

**Annie Valenti** is Executive Director of Vision Hawaii, with much experience with nonprofit development.

The Board meets monthly, and its Executive, Program, Marketing, Operations, Nominating, Volunteer Committees meet as required by the preparation schedule.

### **EXECUTIVE DIRECTOR**

Roger Jellinek programmed the first HBMF in 2006 as a member of the Board of Directors. He left the Board to work as the contracted HBMF Executive Director. He has been involved in publishing in New York City and Hawaii for more than 50 years – in New York as an editor at Random House, as Deputy Editor of The New York Times Book Review, as Editor in Chief of the New York Times Book Co., then in Hawaii as a literary agent and book editor, and as manager of the Maui Writers Conference publishing program for 15 years.

As Executive Director Roger programs the Festival, with the counsel of all stakeholders—Publishers, UH academics, past Presenters, local media—and via constant research in Publishers’ catalogs, industry media, and news from other book festivals. For themed program panelists he discusses each topic extensively with potential panelists.

Roger administers HBMF, coordinates board and board committee meetings, manages the HBMF budget, supervises the bookkeeping and tax returns, executes contracts for the Board, and writes most of the grant applications; administers grants.

Roger, with the help of interns (when available), prepares the bios and images of all presenters, need by the website and phone app, and for promoting HBMF. He uses the highlights to supervise the design of the HBMF printed program, and the suite of print and Internet advertising.

### **EVENT COORDINATOR**

Amy Hammond (Special Events Hawaii) has coordinated HBMF since 2008. Amy is one of the State’s most prominent coordinators, with a portfolio that includes the giant Made In Hawaii Festival, the Kailua Town Festival, the Hawaii Chocolate Festival, and many other events.

Amy secures and manages HBMF exhibitors and food vendors, and executes all physical logistics of the festival. She is in charge of coordinating HBMF needs with MOCA, the Mayor’s Office of Culture and the Arts.

### **PUBLICIST**

Amy Hammond also acts as HBMF publicist, promoting HBMF to the media, writing releases, placing HBMF authors and musicians in media programs.

### **VOLUNTEERS**

HBMF requires some 100-125 Volunteers, who are solicited and organized by Michael Cannon, a former US Navy graphic artist, who has coordinated the Volunteers program pro bono since 2011.

## **B. Facilities**

*The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.*

HBMF is held on the Frank F. Fasi Civic Grounds, by Honolulu Hale. The downtown site, with its uniform peaked tents, is visibly inviting from Punchbowl and S. King Streets.

Admission is free, as is the plentiful parking in the underground municipal parking areas immediately adjoining the festival site. HBMF Volunteers are everywhere to guide attendees.

Most festivals thrive on frenzied energy. But HBMF calls for a very different kind of ambience. The beautiful Civic Grounds are perfect for HBMF, because it takes time and opportunities for quiet reflection on so much rich content. Attendees can navigate the program, choose what interests them, and move at their own pace, joining friends or exploring alone. Families feel safe, and their children are meaningfully and joyfully engaged.

The outreach Authors Program will be located in the schools, as determined by each school administration.

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

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

*The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.*

### **The HBMF Board**

The HBMF Board of Directors are a very active, dedicated, and carefully chosen volunteer group with the skills and passion to provide the best possible event for Hawaii every year. Some HBMF Board members have served for years, and a number have extensive experience on other Hawaii nonprofits.

- **Mayor Kirk W. Caldwell** is our Honorary Chairman of the Hawaii Book & Music Festival.
- **David DeLuca**, is HBMF Board Chair, and is Director of Bess Press and PassTheProjects, and is President of the Hawaii Book Publishers Association. He manages the HBMF website and phone app,

- **Frank Haas** (Treasurer, and recent past Chair) is the Past President of the American Marketing Association, past Marketing Director of the Hawaii Travel Association, and retired Dean of the Business & Tourism program at Kapiolani Community College.
- **Momi Akimseu** is Vice President of Bank of Hawaii, and manages special events for BOH.
- **Stacey Aldrich** is the Hawaii State Librarian.
- **Mark A. Blackburn** of Rapa Corp. is a businessman with strong Hawaii business contacts and sponsorship support.
- **Ron Cox** is the Director of Kamehameha Publishing.
- **Chuck Boller**, is the Exec. Dir. Emeritus of the Hawaii International Film Festival, and Director of the HIFF Foundation.
- **Dr. Maryellen Markley** is a consultant to nonprofits on governance and fundraising.
- **Richard Tillotson** (who has served as the Festival's Vice Chair) is an author, and veteran advertising executive who manages HBMF public service announcements and HBMF marketing.
- **Suzanne Skjold** is the Executive Director for Hawaii Literacy.
- **Michael Titterton** is the President and General Manager of Hawaii Public Radio.
- **Annie Valenti** is Executive Director of Vision Hawaii.
- **Lynne Waihee** is President of Read To Me International.

**Roger Jellinek** has been Executive Director of HBMF since 2006.

**Amy Hammond** (Special Events Hawaii) has been HBMF Event Coordinator (EC) and Publicist since 2007.

**Michael Cannon** has been the HBMF Volunteer Coordinator since 2013.

**Coordinator for the Pilot Project for HBMF Author Outreach program**

To be identified by September 1, 2016.

**B. Organization Chart**

*The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.*

**Organizational Chart**

*Provide an org chart to illustrate the position of the staff or consultants involved in the project.*

HBMF has no employees.



Executive Director Roger Jellinek is attached on a contract basis. He works with interns when available, usually from UH English Department; they work 10 hours/week each, January-May. Event Coordinator Amy Hammond is attached on a contract basis. Volunteer Coordinator Mike Canon is an unpaid volunteer.

The HBMF Board operates via these Committees:

- Executive Committee
- Program Committee
- Marketing Committee
- Operations Committee
- Volunteers Committee
- Development Committee
- Nominating Committee

Coordinator - Pilot Project School Author Workshop

**C. Compensation**

*The applicant shall provide the annual salaries paid by the applicant to the three highest paid officers, directors, or employees of the organization by position.*

HBMF has no employees.

Executive Director receives a flat consulting fee of \$36,000.

Event Coordinator receives a consulting fee of \$30,000, plus a further fee of \$7,500 for her role as Publicist.

**VI. Other**

**A. Litigation**

*The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.*

HBMF is not involved in any litigation.

HBMF does not require licensure or accreditation for its activities.

This funding will not benefit a private school.

**B. Licensure or Accreditation**

*The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.*

Not Applicable

**C. Private Educational Institutions**

*The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see Article X, Section 1, of the State Constitution for the relevance of this question.*

This grant funding will not be used to fund or benefit either a sectarian or non-sectarian educational institution.

**D. Future Sustainability Plan**

*The applicant shall provide a plan for sustaining after fiscal year 2016-17 the activity funded by the grant if the grant of this application is:*

- (1) Received by the applicant for fiscal year 2016-17, but
- (2) Not received by the applicant thereafter.

**The major objectives for this funding are:**

a) To establish more firmly the shape and identity of the Childrens' Program at HBMF as a clear independent entity, so that it's mission can be convincingly expanded in the future into the schools via author presentations and workshops for teachers and students. There are clear precedents and models for such a mission in book festivals across the country, and there is good reason to believe that such a mission once proven would be supported by Hawaii foundations that support education. This has not been possible with the regular HB MF budget—it involves fees and expenses for authors and HBMF staff we do not have. We need this funding to establish this mission, and once established, can show sponsors and potential sponsors the successful results of this initial funding initiative.

b) The second, and most important objective is to establish a working model for HBMF Outreach into the DOE Schools, via a program of Author Workshops. This model program can then be expanded into a year-round program

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

*If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2015.*

**INCLUDED**

## BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2016 to June 30, 2017

App **Hawaii Book & Music Festival**

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
<b>A. PERSONNEL COST</b>				
1. Salaries				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
<b>TOTAL PERSONNEL COST</b>				
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island or mainland	3,800			
2. Insurance				
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies				
7. Telecommunication				
8. Utilities				
9. Author accommodations	3,700			12,000
10 Keiki Program marketing	1,500			10,000
11 Program Contract Administration	10,000			5,000
12 Author fees	16,500			
13				
14				
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>35,500</b>			<b>27,000</b>
<b>C. EQUIPMENT PURCHASES</b>				
<b>D. MOTOR VEHICLE PURCHASES</b>				
<b>E. CAPITAL</b>				
<b>TOTAL (A+B+C+D+E)</b>	<b>35,500</b>			<b>27,000</b>
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	35,500	Maryellen Markley, PhD <span style="float: right;">808-561-8096</span>		
(b) Total Federal Funds Requested		Name (Please type or print) <span style="float: right;">Phone</span>		
(c) Total County Funds Requested		[REDACTED]		
(d) Total Private/Other Funds Requested	27,000	Date <b>1/22/16</b>		
<b>TOTAL BUDGET</b>	<b>62,500</b>	Roger Jellinek, Executive Director, HBMF Name and Title (Please type or print)		



## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2016 to June 30, 2017

Applicant:      HAWAII BOOK & MUSIC FESTIVAL     

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

JUSTIFICATION/COMMENTS:

**No Equipment is requested as part of this GIA Application**

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

JUSTIFICATION/COMMENTS:

**No Motor Vehicles are requested as part of this GIA Application**

## BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2016 to June 30, 2017

Applicant: \_\_\_HAWAII BOOK & MUSIC FESTIV.

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: 2014-2015	FY: 2015-2016	FY:2016-2017	FY:2016-2017	FY:2017-2018	FY:2018-2019
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
<b>TOTAL:</b>						
<b>JUSTIFICATION/COMMENTS:</b>  <p style="text-align: center;">Our Application is only for Program Costs, so this form does not apply.</p>						

**GOVERNMENT CONTRACTS AND / OR GRANTS**

App: HAWAII BOOK & MUSIC FESTIVAL

Contracts Total: -

	<b>CONTRACT DESCRIPTION</b>	<b>EFFECTIVE DATES</b>	<b>AGENCY</b>	<b>GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)</b>	<b>CONTRACT VALUE</b>
1	None Currently, and Future Government Contract				
2					
3	and/or Grant Funding is not confirmed				
4					
5					
6					
7					
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**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.

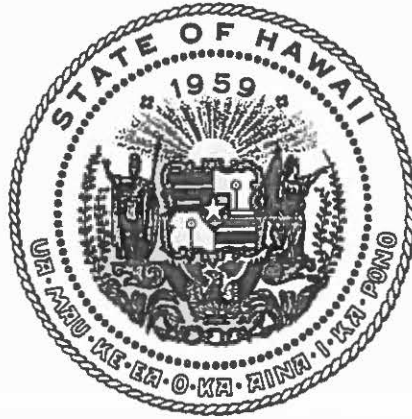
Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

HAWAII BOOK & MUSIC FESTIVAL

 \_\_\_\_\_  
(Signature) 1/22/2016  
(Date)

Roger Jellinek \_\_\_\_\_  
(Typed Name) Executive Director  
(Title)





## 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 BOOK & MUSIC FESTIVAL

was incorporated under the laws of Hawaii on 05/04/2004 ; 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 18, 2016



Director of Commerce and Consumer Affairs

