HMA's Economic Impact Study Makes a Splash!

by Deborah Pope, Program Director

It's been more than 6 weeks since HMA released the new study Economic Impact of Hawai'i's Museums & Their Role in Tourism and my phone still has not stopped ringing! The level of response we have had to the study and its findings has been extremely gratifying. From my perspective, the study more than succeeded at its primary goals of: 1) providing detailed data on Hawai'i's museums and their place in the state economy; 2) increasing public understanding and awareness of Hawai'i's museums; and 3) demonstrating to government and the visitor industry that Hawai'i's museums are a major asset to tourism. Following are some of the key measures of our success.

News Coverage

The published study has received extensive and positive news coverage and public attention, thanks in large part to HMA President George Ellis who sponsored Elissa Josephsohn Public Relations to handle all publicity. Released at a press conference at the Honolulu Academy of Arts on Thursday, October 23, the study generated

(Continued on page 3)
News from the HMA Board

The HMA Board met on September 3 and November 5 to conduct various pieces of business which are reported elsewhere in this issue. See accompanying articles on the HMA Annual Conference in May 1998, a workshop at Kalaupapa in June 1998 and follow-ups to the economic impact study.

Other initiatives which HMA is currently pursuing include:

Cultural Tourism Working Group

As a follow-up to last May's conference Dialogues on Cultural Tourism, HMA is a regular participant in the Cultural Tourism Working Group. Convened by the Hawai'i Tourism Office at DBEDT, the group includes leadership from the visitor industry, cultural organizations, private charitable organizations and government agencies. The purpose of the group is to promote regular dialogue and collaboration among these sectors toward the goal of promoting cultural tourism to Hawai'i. Specific initiatives which the group is facilitating include conducting an inventory of cultural and historical resources; assisting cultural organizations with marketing and "tourism-readiness;" and developing thematic packages of collateral materials. HMA representatives to this committee include George Ellis, Deborah Pope, Gaylord Kubota and Marsha Erickson.

Proposed Museum Loan Legislation

Following up on the museum loan survey conducted earlier this year, the HMA Collections Networking Group is working with the offices of Senator Carol Fukunaga and Representative Mark Takai to draft bills resolving the status of long-term museum loans. The proposed legislation would govern abandoned property, unclaimed loans and undocumented property and is aimed at providing museums with clear title to objects with currently unknown or unresolved status. According to the 1997 loan survey, 73% of responding museums indicated that up to 25% of objects in their collections had unknown status as a long-term loan or gift. In recent years, 28 states have passed similar legislation.

To pass these bills, we will need strong support and testimony from the museum community. Watch your mail for a fact sheet, sample testimony and further details on the proposed legislation.

Mahalo.

Wishing you all a Mele Kalikimaka a me ka Hau'oli Makahiki Hou!

HMA Seminar: Preserving the Past & Planning for the Future at Kalaupapa, June 18 – 20, 1998

Kalaupapa National Historic Park and the Hawai'i Museums Association are working together to plan a 2 1/2 day seminar exploring the challenges of preservation and interpretation using the unique resources of Kalaupapa National Historic Park on Moloka'i. The seminar has been scheduled for June 18 – 20, 1998 at Kalaupapa. Attendance will be limited to 25 participants.

Kalaupapa is a place of paradoxes. Home to 70 patients with Hansen's disease, Kalaupapa is still a living, evolving community. It is also a National Historic Park with significant natural and cultural resources including extensive archeological sites and the surviving leprosarium. The park was established in 1980 to preserve and interpret these resources for current and future generations but also to protect the lifestyle and privacy of the patients. This creates management difficulties as challenging as the preservation-versus-public-use conflicts typical of most museums and parks.

Seminar faculty will include Dean Alexander, Superintendent, and Sharon Brown, Historian, Kalaupapa National Historic Park; and Barnes Riznik, Director Emeritus, Grove Farm Homestead and Adjunct Professor, Department of American Studies, University of Hawai'i. Through tours of the settlement and in seminar, participants will examine three key areas of the park's current work:

- preservation planning;
- collections policy, management and storage;
- interpretive planning.

Further details on the seminar will be available in future issues of Nāhou.
Impact Study
(Hawai'i Visitor & Convention Bureau ran a notice of the study as the lead item in the November 7 Honolulu Star Bulletin; a 12" piece, October 24; and the lead editorial on October 28, Honolulu Star Bulletin; a 14" feature in the Honolulu Advertiser on October 24; a 27" lead story with color-photo on page 1 of the Business section, Kaua'i's Garden Island, November 2; a 70", full-page story with photos on page 1 of the Currents section, Maui News, Sunday, Nov. 16.

Radio interviews with George Ellis and Deborah Pope on KHPR and KHNR;

The Hawai'i Visitor & Convention Bureau ran a notice of the study as the lead item in the November 7 HVCB Beat membership newsletter, resulting in numerous phone orders for the study, some of them from as far away as New York and Massachusetts. Thanks to Gail Chew at HVCB for getting the word out to HVCB members!

Distribution
To date, HMA has distributed approximately 1,500 copies of the study to the following audiences:

- all museums which participated in the study and all HMA institutional members;
- all Hawai'i congressional members and state legislators;
- offices of the Governor and Lieutenant Governor;
- appointed officials and department heads of selected state agencies such as DLNR, DBEDT and the SFCA;
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- tourism industry leaders including HVCB lead staff and neighbor island chapters, the Hawai'i Hotel Association and individual hotels, transportation and packagers, publishers, etc.;
- business and corporate leaders including banks;
- national, regional and state museum associations;
- public libraries statewide;
- others on request.

In addition to HMA's distribution, Representative Mark Takai, Chair of the House Committee on Culture & Arts, has sent a personal letter to every member of the legislature calling their attention to the study and summarizing the findings.

Tips for Using the Economic Impact Study
In recent meetings on each of the major islands, the following ideas emerged for how to effectively use the study to the benefit of your museum and community. Many thanks to all of you who attended those meetings, contributed ideas and helped to form local action plans for how to use the study to benefit all of our museums!

- Distribute the study to all of your board members. If possible, go over the study at a board meeting and discuss how trustees can help spread the word in the community.
- The study is a great excuse to go visit people. Get together with other museum leaders on your island and pay visits to your mayor, your legislators, county economic development officials, island chapters of the HVCB and local business leaders. Coordinate this effort — there's strength and greater influence in numbers!
- Send copies to your primary funding agencies, corporate partners or sponsors, major donors, parent organizations and travel writers.
- Use the arguments and statistics in the study to "make your case" in pitches to tourism partners, corporate sponsors, in proposals to funding agencies, etc. For example, the profile of museum visitors in the study and the levels of visitor satisfaction with museum services are great selling points to potential partners.
- Share any good ideas or successes with your museum colleagues by sending a letter to HMA for inclusion in the next issue of Nuhou or post a notice to HMA's on-line discussion group.

Gather the figures to make your own case. Start keeping records of what percentage of your museum's revenue comes from out-of-state. For example, do a sample or estimate the percentage of admissions, museum shop, membership and other revenues that come from out-of-state. These are new monies entering the local economy and they demonstrate your museum's potential to attract new funds and new jobs.

Copies of Economic Impact of Hawai'i's Museums & Their Role in Tourism may be obtained from HMA for $2.00, shipping and handling included.

Atherton Family Foundation Pledges $500,000 to The Contemporary Museum

The Contemporary Museum is celebrating the ninth anniversary of its opening at Spalding House estate in Makiki Heights by announcing a $500,000 pledge from the Atherton Family Foundation. The museum will receive $500,000 over 4 years to establish the Atherton Family Foundation Fund to Perpetuate the Gardens at The Contemporary Museum (TMC), Makiki Heights. Pledges to the museum's $8 million Campaign to Perpetuate the Spalding House, initiated one year ago, now total $4.4 million and include $500,000 from First Hawaiian Foundation along with 100% participation by TMC Trustees.

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Conversation with Holly Richards, New Executive Director of SFCA
by Ruth Tamura, Hawai‘i’s Plantation Village

I first met Holly Richards soon after Nino Martin asked me to serve as a consultant to Hawai‘i Public Television, Cultural and Arts Division. Holly was serving in the position of Senior Producer/Director. That was in 1982. She had just come from Albuquerque, New Mexico, where she had worked as a public information specialist for the City of Albuquerque. In that position, she worked for the Albuquerque Museum of Art, Science and History, a public museum owned and operated by the city. The museum was located just outside “Old Town” Albuquerque. Since our first meeting, Holly’s position at Hawai‘i Public Television progressed to Executive Producer of the Culture and Arts Division. This past year she became executive director of the State Foundation on Culture and the Arts.

RT: It’s been a long time since we have talked. Any thoughts about your new job...in 25 words or less.

HR: I feel like my whole life experiences have led up to this job at the State Foundation on Culture and the Arts. Getting to run a state arts agency is a wonderful challenge. It’s the biggest challenge of my life. Oh yes, and I must say, I have found working with Sam Callejo (Comptroller, Dept. of Accounting and General Services) a treat. He has been supportive of the agency, the SFCA and its many activities.

Since I’ve been at the job, I’ve tried to show that the SFCA is more than a visual arts program. Our recent celebration program brings many aspects of the arts together. I’m very excited about that.

RT: What kind of hours do you keep these days? I remember the days when you were at Public Television. Those times when the show was not yet “in the can” and it meant working straight through until the last second before air time.

HR: Well, some things don’t change. The SFCA is currently celebrating the arts this year with program presentations, exhibitions and performances. What the public sees does not include the many behind-the-scenes hours put in by the staff. Our staff willingly demonstrates its passion and commitment to its community by the amount of work and time they have put in to make such a celebration happen. The public just sees the results; the festivals, a catalog, the exhibition, the performance...Few know about the extra work it took to get it done.

RT: Ah yes, those many days just before the opening of a museum exhibition. I remember those times when the last few labels go up just as the first guest arrives. I think it is a common happening even at Hawai‘i’s museums. We know what it takes sometimes and did what needed to be done, no matter how much time it took.

Hawai‘i’s museums are currently trying their best to operate, but in this current economic climate many are finding it hard to continue to provide basic services. Do you have any comment or statement you would like to make regarding Hawai‘i’s museums?

HR: First I would like to congratulate the Hawai‘i Museums Association on its economic impact report. I find it a very exciting document. The information it provides will be important to us at the SFCA as we assess our role in the cultural community.

As you may know, the State has gone through another round of budget cuts and as a result, SFCA’s FY 98 budget was cut 3%. FY 99 is a supplemental budget year, and we are in a no-growth mode. We are hoping that we can hold on and not see further cuts in FY 99.

Those HMA members receiving SFCA grants FY 98 have just gone through a process of “wait and hurry up.” That is they had to wait along with us until October 1997 for us to get our final budget from the Administration. Only after the SFCA commissioners approved the FY 98 grant awards on October 22, 1997 was our office able to alert the recipients. Then we asked these organizations to hurry up and return revised proposal forms and contracts to us within a very short two weeks or less.

The reasoning behind this is that the way we encumber money has been changed this year. So now if we do not encumber funds in the quarter for which they are allotted, those funds go back to the State’s General Fund. We cannot “roll” them into the next quarter. In other words, if a contract does not arrive in time to secure its award by the end of the quarter, we lose those funds. From what I understand, our grantees have been wonderful about complying and we are on track. A total of 107 grants totaling more than $1.5 million were awarded for FY 98.

RT: Any specific comments on the HMA economic impact report?

HR: Yes, one thing I would like to see initiated is an expanded economic impact report that builds upon the HMA report. An economic impact report needs to be compiled that includes the...

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SPECIAL REPORT

Holly Richards

(Continued from page 4)

other cultural offerings in the state, including the performing arts, the literary arts, the visual arts, the media arts, and the ethnic heritage and folk arts program. I think we would find that Hawai‘i’s culture and arts community plays an important role in our State’s economy ... a role that is significant, a role that has been too often under utilized and over looked.

Individuals and organizations involved in cultural activities and in the arts are contributing to the well-being of our economy and our community in real ways. We believe that it is important for the SFCA to take the leadership role to capture this information about the value of the arts in Hawai‘i. We expect it will reinforce and hopefully augment what has been discovered by the HMA study.

RT: Hawai‘i has more than 90 museums. Collaboration and partnerships are the words we hear most often now days. The “community arts” program funding area encourages partnerships, but do you see the development of a specific program for partnerships? Do you see any partnerships that should be and/or could be happening that need to be kick-started by SFCA? Recognition for “best” practices for culture and arts partnerships with a small honorarium?

HR: A partnership can be one of the strongest ways to not only survive but also to flourish during this period of economic and societal change. At this time, we are looking at possibilities regarding arts in the community, while continuing to offer current SFCA initiatives.

RT: You mentioned wanting to increase the public’s awareness of the SFCA. Of having it become recognized as more than a visual arts agency. How will you work to make this happen?

HR: We will be revitalizing our newsletter. I predict that you will be hearing and seeing more about the SFCA, its programs and services, and the importance of public funding for arts and cultural activities in Hawai‘i. We are working on a video promotional piece, and our web site can be found at www.state.hi.us/sfca. Our e-mail address is sfca @ sfca.state.hi.us. Communication opportunities for us to hear from you and for you to hear about us.

RT: If I remember correctly, you come from a very “artistic” family. Can you refresh my memory a little?

HR: My father was an architect. He also painted. I think he wished he could have spent more time as a painter. He told me when I was little that he liked to eat, so he became an architect.

My grandmother, my father’s mother, was a photographer. She studied with Clarence H. White and was the first photographer to be hired by Vogue magazine.

My grandfather on my mother’s side was a master carpenter. My mother, like my father was also a painter and also worked as an interior designer.

RT: What about yourself?

HR: If anything, I would say I’m a photographer; self taught.

American Express Offers New Museum Marketing Opportunity

American Express is offering Hawai‘i museums the opportunity to participate in their new "More Hawai‘i" passport program. The "More Hawai‘i" passport program has three primary goals:

• to drive American Express cardmembers to your business;
• to add additional value to the Hawai‘i vacation experience, i.e. to offer literally "More Hawai‘i;"
• to raise up to $20,000 for the "Hawai‘i Preservation and Development Fund" which will support non-profit cultural, historical and environmental causes in Hawai‘i.

Here’s how the program works:

• participating museums and other merchants agree to offer cardholders some type of special value such as a discount on admission fees or in the museum store;
• cardholders will receive a "More Hawai‘i" passport and a list of all the participating merchants;
• customers must pay for their purchases with their American Express card in order to receive your offer.

As a participating museum, you’ll benefit from all the marketing muscle American Express devotes to promoting the "More Hawai‘i" passport including direct mail, national and local print advertising and point-of-purchase displays at all participating merchants.

Watch for an informational package from American Express in the mail soon or call Cheri Mardon, Marketing Coordinator, American Express at 596-3703 for more information.

American Express is one of the primary corporate partners of the California Cultural Tourism Coalition which was showcased by Robert Barrett at last May’s HMA conference Dialogues on Cultural Tourism. They have also been generous supporters of non-profit culture and arts organizations throughout the United States.
What do Borders Books and Music, Kapalua Resort and the Environmental Media Awards Festival Have in Common?

by Diana King, Hawaiʻi Nature Center

They are all venues for Hawaiʻi Nature Center outreach programs! The Hawaiʻi Nature Center is a non-profit environmental education organization specializing in field programs for children and their families. Incorporated in 1981, it now serves over 50,000 individuals, half of them elementary school students, on Maui and Oʻahu.

It is the Nature Center’s philosophy that providing young people with direct, positive experiences in nature will help foster in them an environmental ethic to last a lifetime. Most programs take place in the great outdoors, be it stream or mountain, wetland or forest. Unfortunately, however, not everyone can get to the various field sites, and of those who can, only a fraction can be accommodated due to the high demand.

Outreach programs provide an opportunity to bring the hands-on magic of the Nature Center to those who might otherwise miss out.

As most non-profit organizations know, there is never enough time or personnel for everything that merits attention. Unfortunately, the Nature Center must carefully select which outreach programs it will do. Two important considerations are audience and cost. Groups not normally served by the Nature Center receive priority over those served, and functions that provide some remuneration or other benefit are favored over those that do not.

For example, the Nature Center offers hands-on nature fun at the Earth Day fair on Molokaʻi, the annual community fair on the Waiʻanae Coast, and even to children in homeless shelters on occasion. Often, those who can not make it to a Nature Center adventure will benefit the most from our visit.

Other outreach programs offered by the Nature Center involve partnership arrangements with businesses. Quarterly programs at Borders Books and Music on Oʻahu and Maui, the annual holiday fair at Kapolei (part of Campbell Estate), the Earth Maui Nature Summit at Kapalua, and occasional special events for Liberty House all represent mutually supportive arrangements between for-profit ventures and the Nature Center.

Some outreach programs are selected for their public relations value. For example, in November several Nature Center staff flew to Los Angeles (courtesy of the Maui Visitors Bureau) to participate in the Environmental Media Awards festival. This well-known annual event provided an ideal opportunity to share the philosophy and hands-on style of the Nature Center while promoting our new Interactive Science Arcade on Maui.

The Nature Center decided long ago to forgo the piles of written information which tend to overflow at fairs and exhibitions. Instead, we developed a selection of activities which can travel, including an obstacle course, magnet boards, treasure hunts, and a sampling in miniature of the Interactive Science Arcade. While these travelling activities and interactive displays provide a backdrop for most outreach presentations, Nature Center educational staff work hard to develop crafts and activities specific to each event that will engage the audience and take advantage of any site attributes while meeting the needs of the promoter. Each event merits careful consideration and planning.

Next time you are at a fair or special event and notice a crowd of young people flocking to a booth, look a little closer; it is a good bet the crowdpleasing activities are provided by the Hawaiʻi Nature Center as part of its continuing efforts to engage and delight others in appreciation of our natural world.
Kaua‘i Arts & Culture Groups Organize to Improve Visibility in the Community

by Chris Faye

In June of 1997, the Kaua‘i Alliance for Culture, Humanities and the Arts (KACHA) printed its first cooperative advertising brochure, Discover the Heartbeat of Kaua‘i. In this first brochure, brief descriptions of 15 participating organizations with 28 activities are represented. The brochure was funded through a grant from the Community Based Economic Development program of the State Department of Business, Economic Development and Tourism with additional administrative and promotional money from the G.N. Wilcox Trust. Copies of the brochure are available at the Kaua‘i Museum front desk and at various activity rack services around the island and at the airport.

Organizations participating in the brochure are the Garden Island Arts Council, Hawai‘i Children’s Theatre, Kaua‘i Children’s Discovery Museum, Kaua‘i Community Players/Kaua‘i Kids at Play, Kaua‘i Concert Association, Kaua‘i Historical Society, Kaua‘i Institute for Communications Media, Kaua‘i Museum, Kaua‘i Society of Artists, Kiki'aola Foundation, Kōke‘e Natural History Museum, National Tropical Botanical Garden, The Kaua‘i Chorale, the Storybook Theatre of Hawai‘i, West Kaua‘i Main Street, and Wilcox Hospital Foundation.

KACHA members recently completed their own survey showing the impact of their activities on the economy of Kaua‘i in calendar year 1996. The information was gathered to help with county and state grants as there were very few statistics available for arts and culture activities as a category. A second survey for comparison will be sent out in June of 1998 for calendar year 1997. For more information contact Carol Lovell at Kaua‘i Museum.

Crossings

(Continued from page 1)

Contemporary Museum, and the University of Hawai‘i Art Gallery, along with the artists and many volunteers who worked together to solicit community support and organize the presentation of Hawai‘i’s artists abroad. Many traveled to France for the opening of the exhibition but unfortunately the point of the exchange—meeting and interacting with French artists—was missed. Later as we realized that the reciprocal French exhibition in Hawai‘i had not been and would not be organized, we searched for a knowledgeable and independent curator who would serve as our coordinator in France. This came in the capable and sharp-witted person of Pascal Leteller.

Soon we obtained the support of the French Consulates in Honolulu and San Francisco and the French Embassy in New York, and then a promise of financial assistance from the Association Française d’Action Artistique (AFAA) within the French Ministry of Culture in Paris. The artists were selected and informed. We were on our way. There was no turning back.

As the artists began accepting the invitations to exhibit in Hawai‘i we realized that their stature would make Crossings a truly international event rather than just a local series of exhibitions. Gradually the venues grew from three to eleven, and historical museums and cultural institutions joined the project by presenting celebratory exhibitions and events that emphasized Hawai‘i’s connections with France. In total, over twenty organizations worked together to make Crossings ’97: France/Hawaii happen.

While the funding provided by AF AA was important to the realization of Crossings, it was not sufficient to make a project of this scale a reality. Certainly and importantly the collaborative aspects of Crossings aided in obtaining further local and national financial assistance.

Eventually the French retail industry in Hawai‘i joined with us and planned a French Festival that coincided with Crossings. This connection became the vital catalyst for obtaining complimentary airfares for all the artists. Previously we had obtained a commitment of complimentary hotel rooms for all the artists for the duration of their stay in Hawai‘i, but our attempts at securing the necessary airfares had brought minimal results.

Promotion, especially promotion done in a timely manner, is a key to the success of any event. Over the period of a year before the event, we sent out more than one thousand press packets and releases locally, nationally, and internationally. Despite our continuous efforts, sufficient funding that would allow for paid advertising at the critical moment never materialized. This constitutes a sorely missed opportunity for Hawai‘i. While national and international media coverage that occurred at the time of the event was nice, it came too late to attract out-of-state visitors. Furthermore, although we worked to get reviews in the best international art journals, we know that paid advertising in these journals would have encouraged editorial consideration.

Crossings had its greatest impact at the individual level. Students and faculty at the University worked with the visiting artists towards the realization of their work. Many of the artists presented public lectures and held discussions in classes.

In all instances there was a collaboration between the artist and the institution. As a result, the museums or cultural organizations have ventured beyond traditional attitudes about what can be done and what is necessary to realize new art forms in their spaces. Along the way we have come to a greater understanding of what must be done for Hawai‘i’s artists to venture into new territory.

Crossings ’97: France/Hawaii remains a pilot effort of Hawai‘i’s cultural community to work together on a major event. Museums benefited from the collaborative planning, shared costs, and publicity that working together generated. We have realized our shortcomings and understand better where greater emphasis must be placed in future collaborations. Above all we feel that by working together we can make a difference for Hawai‘i’s artists and ultimately for the arts in Hawai‘i.
Winter Calendar

JANUARY
23 Deadline, General Operating Support (GOS), IMLS

FEBRUARY
1 Submission Deadline, Nāhōu, Spring 1998
15 Deadline, Fellowships in Museum Practice, Smithsonian Institution
27 MAP III: Public Dimension Assessment, IMLS

MARCH
13 Deadline, MAP II: Collections Management Assessment, IMLS

APRIL
24 Deadline, MAP I: Institutional Assessment, IMLS

The Hawai‘i Museums Association is a non-profit corporation dedicated to communication and cooperation among the staffs and supporters of Hawai‘i’s museums.

Membership is open to all individuals, educational institutions, historical organizations and museums interested in the growth and development of the museum profession and its activities in the State of Hawai‘i.

To apply for individual membership, send a check for $25 with your name, address/zip code, home and business phone numbers, organization and your position title to: Hawai‘i Museums Association, P.O. Box 4125, Honolulu, Hawai‘i 96812-4125. Institutional applicants should call Deborah Pope at 808/254-4292 as rates vary. Information on membership is also available on our website http://alaike.lcc.hawaii.edu/openstudio/hma

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Nāhōu is the quarterly newsletter of the Hawai‘i Museums Association which carries articles of professional interest to HMA members. Submissions to Nāhōu are welcome, subject to editing, and should be received (c/o HMA at the above address or e-mail to shaner@hawaii.edu) by February 1, May 1, August 1 and November 1. Mailing is scheduled for the following month.