

Report Title:*Creative Media; Appropriations***Description:**

Appropriates funds to UH to develop a permanent facility for the Academy for Creative Media at UH, and to DBEDT and the Honolulu Community College to develop a digital media incubator facility. Establishes and appropriates funds to UH and the Honolulu Community College for a Music and Enterprise Learning Experience Program and a music and entertainment business training center at Honolulu Community College. (SB1922 HD1)

THE SENATE
 TWENTY-FOURTH LEGISLATURE, 2007
 STATE OF HAWAII

S.B. NO. 1922
 S.D. 2
 H.D. 1

A BILL FOR AN ACT

relating to creative media.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

PART I

SECTION 1. The legislature finds that in 2007, emerging creative media programs at the University of Hawaii academy for creative media, at Waianae high school, and within a broad range of multidisciplinary programs like Project EAST on the neighbor islands, have reached the level of achievement that allows their performance to be evaluated in the context of a globally-integrated economy. As pointed out by New York Times columnist Thomas Friedman, in his recent op-ed commentary endorsing the National Center on Education

and the Economy's report: "We need to radically overhaul an education system designed in the 1900's for people to do 'routine work' and refocus it on producing people who can imagine things that have never been available before, who can create ingenious marketing and sales campaigns, write books, build furniture, make movies and design software that will capture people's imaginations and become indispensable for millions" (December 13, 2006, *New York Times*).

Just as Waianae Searider Productions has demonstrated the transformational power of multi-media literacy to engage our most at-risk students, and Project EAST students have distinguished themselves in national competitions with their homegrown science-technology and multimedia skills, Hawaii has the opportunity to establish itself as a true "crossroads of the Pacific" for digital and musical education. It is time for Hawaii to leverage its inherent strengths, and to take full advantage of its natural constituency and relationship with the countries of the Pacific rim and the rising tide of global popular culture in all its forms, including video games, animation, indigenous film, and music.

The purpose of this Act is to appropriate funds for the growth of Hawaii's creative media.

PART II

SECTION 2. Since being approved by the University of Hawaii board of regents three years ago, the academy for creative media has become the fastest growing program at the University of Hawaii. The program currently has two hundred seventy enrolled students (including forty-five majors) who fill two hundred fifty-three seats

in twenty-nine courses in film production, screenwriting, indigenous filmmaking, computer animation, critical studies, and video game design. The program's students have written, directed, and produced more than three hundred fifty original short films and video games that reflect their unique diversity and backgrounds. Over forty of these students' films were screened at film festivals from Atlanta to Shanghai, including the Hawaii International Film Festival 2004-2006. Students have been offered internship opportunities with major motion picture productions (*Superman Returns*) and television shows (*LOST* and local morning news shows), and have been given opportunities to showcase their work on local television, such as commercials for Toyota/Scion of Hawaii, which were entirely produced by students.

The school recently received a total of \$795,600 in privately raised gifts from generous donors and supporters to build, expand, and install the school's animation render farm--a bank of over fifty computers that efficiently converts, assigns, and monitors animation projects--at Leeward community college. The animation render farm project will provide system-wide animation computing power, via the Internet, to digital media programs on all of the University of Hawaii campuses and Hawaii schools. Furthermore, a \$500,000 federal grant was received for the school to produce an original documentary on statehood, which is currently in post-production.

The purpose of this part is to appropriate funds for the planning, design, and construction of a permanent facility for the

academy of creative media.

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ _____, or so much thereof as may be necessary for fiscal year 2007-2008, and the same sum, or so much thereof as may be necessary for fiscal year 2008-2009, for the planning, design, and construction of a permanent facility for the academy for creative media at the University of Hawaii.

The sums appropriated shall be expended by the University of Hawaii for the purposes of this part.

PART III

SECTION 4. The legislature finds that as one of the fastest growing industries in Hawaii, the digital media industry requires a local incubator facility to provide a cohesive and integrated site that provides the infrastructure for film and television productions and interactive game development. This incubator would be a state-of-the-art, mixed-use facility that combines industry, government, and academic entities. In addition to serving as a collaborative learning environment for students, faculty, and professionals in the field, the facility would be an incubator for digital media businesses and a research and development lab for the creation of intellectual property.

The purpose of this part is to establish and fund a digital media incubator facility.

SECTION 6. The department of business, economic development, and tourism, in coordination with the University of Hawaii, shall oversee the leasing, operation, and maintenance of a digital media

incubator facility. The department may enter into contracts with other government agencies, the county economic development boards, other nonprofit organizations, or for-profit firms for the purpose of the program.

The facility shall be leased to a mix of anchor tenants, virtual tenants, and project-based tenants. For the purposes of this part:

(1) Anchor tenants are digital media companies with a regular cash flow that need a fixed address and would benefit from sharing a common environment with other digital media companies;

(2) Virtual tenants may be less developed companies with uneven cash flow that are just starting out and may need a place to do business from time to time; and

(3) Project-based tenants are television and film production teams that need to lease space for a finite amount of time to complete a particular project.

The facility may contain a mix of workstations, conference rooms, private offices, a common lounge and kitchen area, a reception area, secure air-conditioned server rooms, and possibly a small soundstage for stop-motion animation, three dimensional modeling and printing center, and other more spatially dependent projects.

SECTION 7. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ _____, or so much thereof as may be necessary, for fiscal year 2007-2008 and the sum of \$ _____, or so much thereof as may be necessary, for fiscal year 2008-2009, for the purpose of leasing space for, purchasing equipment, making

facility improvements, and operating and maintaining a digital media incubator facility.

Of the sums appropriated, \$ _____ in fiscal year 2007•2008, and \$ _____ in fiscal year 2008-2009, shall be expended by the department of business, economic development, and tourism for the purposes of this part.

Of the sums appropriated, \$ _____ in fiscal year 2007•2008, and \$ _____ in fiscal year 2008-2009, shall be expended by the University of Hawaii-Honolulu community college for the purposes of this part.

PART IV

SECTION 8. The legislature finds that Hawaii's music industry is an established segment of Hawaii's creative media industries sector, with a growing popularity reaching far beyond the shores of our island state. Full recognition of the merits of Hawaiian music came in 2005 when the National Academy of Recording Arts and Sciences announced the creation of a Hawaiian music category in its annual Grammy Awards, the world's most prestigious music awards program.

While Hawaii has an unusually high concentration of raw musical talent and industry professionals, it lacks the technical support infrastructure to assist individuals in the progression of their careers and businesses.

The University of Hawaii-Honolulu community college, has been working to build alliances with national and local members of the entertainment industry for the music and enterprise learning experience program. The music and enterprise learning experience

(MELE) program combines short-term professional training workshops, songwriter seminars, an associate degree program in music business and production, and a transfer program that allows students to matriculate in Belmont University's music and entertainment management programs. Belmont University, located in Nashville, Tennessee, is one of the premier music and entertainment educational programs in the nation.

The purpose of this part is to establish a music and enterprise learning experience program at the University of Hawaii-Honolulu community college to develop the technical and business skills required by Hawaii's music artists and music industry.

SECTION 9. There is established at the University of Hawaii-Honolulu community college campus the music and enterprise learning experience program to expand the existing industry capacity, and to create new technological, intercultural, and genre-bending forms of music through creativity and professional business expertise. The program will be developed around three primary components:

- (1) Artist creativity;
- (2) Entertainment business expertise; and
- (3) Technical production skills.

The program will collaborate with Belmont University of Nashville, Tennessee, on the joint use of Belmont's curriculum, technical facilities and equipment specifications, training, dual credit course offerings, and will also offer internships in some of the most varied music environments in the world.

The program will be seeded through a title III developing

institutions grant that has been awarded to Honolulu community college native Hawaiian center, and will provide for some basic program development of course offerings in coordination with Belmont University.

SECTION 10. There is appropriated out of the general revenues of the State of Hawaii the sum of \$, or so much thereof as may be necessary for fiscal year 2007-2008, and the sum of \$, or so much thereof as may be necessary for fiscal year 2008-2009, to lease, operate, and maintain a music and entertainment business training center.

The sums appropriated shall be expended by the University of Hawaii-Honolulu community college for the purposes of this part.

SECTION 11. This Act shall take effect on July 1, 2034.