

JAN 18 2008

A BILL FOR AN ACT

RELATING TO MUSIC ENTERTAINMENT LEARNING EXPERIENCE PROGRAM.

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

1 PART I

2 SECTION 1. Act 11, First Special Session Laws of Hawaii
3 2007, is amended by amending section 5 to read as follows:

4 "SECTION 5. The legislature further finds that Hawaii's
5 music industry is an established segment of Hawaii's creative
6 media industries sector, with a growing popularity reaching far
7 beyond the shores of our island state. Full recognition of the
8 merits of Hawaiian music came in 2005 when the National Academy
9 of Recording Arts and Sciences announced the creation of a
10 Hawaiian music category in its annual Grammy Awards, the world's
11 most prestigious music awards program.

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

16 The University of Hawaii, Honolulu community college, has
17 been working to build alliances with national and local members



1 of the entertainment industry [~~for the music and enterprise~~
2 ~~learning experience program~~]. The music [~~and enterprise~~] and
3 entertainment learning experience [~~(MELE)~~] program combines
4 short-term professional training workshops, songwriter seminars,
5 an associate degree program in music business and production,
6 and a transfer program that allows students to matriculate in
7 Belmont University's music and entertainment management
8 programs. Belmont University, located in Nashville, Tennessee,
9 is one of the premier music and entertainment educational
10 programs in the nation.

11 The purpose of this part is to establish a music [~~and~~
12 ~~enterprise~~] entertainment learning experience program at the
13 University of Hawaii-Honolulu community college to develop the
14 technical business skills required by Hawaii's music artists and
15 music industry."

16 SECTION 2. Act 11, First Special Session Laws of Hawaii
17 2007, is amended by amending section 6 to read as follows:

18 "SECTION 6. There is established at the University of
19 Hawaii-Honolulu community college campus the music [~~and~~
20 ~~enterprise~~] entertainment learning experience program to expand
21 the existing industry capacity, and to create new technological,
22 intercultural, and genre-bending forms of music through



1 creativity and professional business expertise. The program
2 will be developed around three primary components:

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

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

11 The program will be seeded through a title III Developing
12 Institutions grant that has been awarded to Honolulu community
13 college native Hawaiian center, and will provide for some basic
14 program development of course offerings in coordination with
15 Belmont University of Nashville, Tennessee."

16 PART II

17 SECTION 3. The legislature finds that music from Hawaii is
18 being recognized as never before on the United States mainland
19 and across the globe. In 2005, through the National Academy of
20 Recording Arts and Sciences, the Hawaiian grammy award was
21 started. Now in its third year, the award continues to draw
22 attention nationally. Hawaii-based entertainers have risen in



1 popularity throughout Asia. For the first time ever, a record
2 of a Hawaii-based musician debuted at number one on the
3 *Billboard Magazine* charts and the first compact disc from Hawaii
4 has gone platinum, selling one million copies.

5 It is well accepted that Hawaii has an unusually high
6 concentration of musical talent. Song and dance lies at the
7 root of our island culture and music holds a meaningful and
8 important place in the many cultures that populate our State.
9 There is wealth of raw musical talent in Hawaii, although the
10 State lacks the widespread industry professional and technical
11 support infrastructure to assist individuals in the progression
12 of their careers and businesses. Therefore, a great amount of
13 local musical creativity does not have the opportunity to
14 express itself to its full potential on a global basis.

15 Recognizing the need to assist Hawaii's musical artists and
16 entertainers, and realizing the opportunity to grow an industry,
17 the University of Hawaii, Honolulu community college, in
18 partnership with Belmont University, worked with local and
19 national members of the entertainment industry to gain support
20 for a music entertainment education and training program. With
21 its enactment of Act 11, First Special Session Laws of Hawaii
22 2007, the legislature also acknowledged the importance of



1 Hawaii's music and entertainment industry, as well as the need
2 to establish a program that is designed to build a trained,
3 professional workforce with the knowledge and skills to support
4 the music industry.

5 In August 2007, Honolulu community college and Belmont
6 University launched the first classes in the music entertainment
7 learning experience program. There are two tracks to the
8 program -- music business and audio engineering technology.
9 Both are modeled after Belmont's innovative programs and adapted
10 to Hawaii's own unique music and entertainment industry. The
11 program combines short-term professional training workshops,
12 songwriter seminars, an associate degree program in music
13 business and audio engineering, and a transfer program that
14 allows students to matriculate to Belmont University. The
15 program has generated publicity throughout the local music
16 industry and reverberations can be felt in Nashville. Support
17 has been garnered from local artists and music businesses such
18 as the Hawaii Academy of Recording Artists as well as national
19 organizations such as the American Society of Composers,
20 Authors, and Publishers.

21 The music entertainment learning experience program will
22 have tremendous impact on individuals by giving them the



1 opportunity to train and prepare at the highest of levels for a
2 career in the music and entertainment industry. Perhaps more
3 importantly, the program will complement and diversify Hawaii's
4 tourism economy by serving as a catalyst for growth of the music
5 and entertainment industry.

6 To date, the music entertainment learning experience
7 program has operated with funding provided through Act 11, First
8 Special Session Laws of Hawaii 2007, a contract with the
9 department of business, economic development, and tourism, and a
10 title III developing institutions federal grant. These funds
11 have supported the equipment, materials, and faculty for the
12 initial classes of the curriculum. However, no additional
13 classes can be offered and the program cannot provide more
14 in-depth education and workforce development training without a
15 music studio and other specialized classroom space.

16 The purpose of this part is to appropriate funds for the
17 music entertainment learning experience program, and music and
18 entertainment business program.

19 SECTION 4. There is appropriated out of the general
20 revenues of the State of Hawaii the sum of \$1,264,814 or so much
21 thereof as may be necessary for fiscal year 2008-2009 to carry



1 out the purposes of the music entertainment learning experience
2 program, and music and entertainment business program.

3 The sum appropriated shall be expended by the University of
4 Hawaii-Honolulu community college for the purposes of this Act.

5 SECTION 5. The director of finance is authorized to issue
6 general obligation bonds in the sum of \$3,530,000 or so much
7 thereof as may be necessary and the same sum or so much thereof
8 as may be necessary is appropriated for fiscal year 2008-2009
9 for plans, design, construction, and equipment for a music
10 studio and auxiliary facilities to support the music
11 entertainment learning experience program at the University of
12 Hawaii-Honolulu community college.

13 The appropriation made for the capital improvement project
14 authorized by this section shall not lapse at the end of the
15 fiscal biennium for which the appropriation is made; provided
16 that all moneys from the appropriation unencumbered as of
17 June 30, 2010, shall lapse as of that date.

18 The sum appropriated shall be expended by the University of
19 Hawaii - Honolulu community college for the purposes of this
20 part.



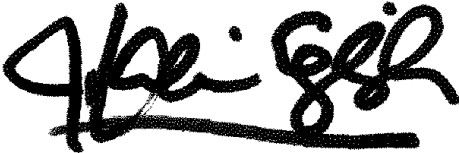
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PART III

SECTION 6. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.

SECTION 7. This Act shall take effect upon its approval; provided that sections 4 and 5 shall take effect on July 1, 2008.

INTRODUCED BY:



S.S.T.L.

Norman Sotomayor

Jonna Mercado K.

Clarence K. Trishikera



Report Title:

Economic Development; Music; Appropriation

Description:

Makes appropriations for the music entertainment learning experience program; amends Act 11, first special session laws 2007.

