

JAN 22 2008

A BILL FOR AN ACT

RELATING TO MUSIC ENTERTAINMENT LEARNING EXPERIENCE PROGRAM.

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

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PART I

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SECTION 1. The legislature finds that music from Hawaii is
3 being recognized as never before on the United States mainland
4 and across the globe. In 2005, through the National Academy of
5 Recording Arts and Sciences, the Hawaiian Grammy was started.
6 Now in its third year, the award continues to draw attention
7 nationally. Hawaii-based entertainers have risen in popularity
8 throughout Asia. For the first time ever a record of a Hawaii-
9 based musician debuted at number one on the Billboard Magazine
10 charts and the first compact disc from Hawaii has gone platinum,
11 selling 1,000,000 copies.

12

It is well accepted that Hawaii has an unusually high
13 concentration of musical talent. Song and dance lies at the
14 root of our island culture and music holds a meaningful and
15 important place in the many cultures that populate our State.
16 There is wealth of raw musical talent in Hawaii; though our
17 State lacks the industry professional and technical support
18 infrastructure on a widespread to assist individuals in the

S.B. NO. 2987

1 progression of their careers and businesses. Therefore, a great
2 amount of local musical creativity does not have the opportunity
3 to express itself to its full potential on a global basis.

4 Recognizing the need to assist Hawaii's musical artists and
5 entertainers, and realizing the opportunity to grow an industry,
6 the University of Hawaii, Honolulu Community College, in
7 partnership with Belmont University, worked with local and
8 national members of the entertainment industry to gain support
9 for a music entertainment education and training program. With
10 its passage of Act 11, First Special Session Laws of Hawaii
11 2007, the legislature also acknowledged the importance of
12 Hawaii's music and entertainment industry as well as the need to
13 establish a program that is designed to build a trained,
14 professional workforce with the knowledge and skills to support
15 the music industry.

16 In August 2007, Honolulu community college and Belmont
17 University launched the first classes in the music entertainment
18 learning experience program. There are two tracks to the
19 program—music business and audio engineering technology. Both
20 are modeled after Belmont's innovative programs and adapted to
21 Hawaii's own unique music and entertainment industry. The
22 program combines short-term professional training workshops,

1 songwriter seminars, an associate degree program in music
2 business and audio engineering, and a transfer program that
3 allows students to matriculate to Belmont University. The
4 program has generated buzz throughout the local music industry
5 and reverberations can be felt in Nashville. Support has been
6 garnered from local artists and music businesses such as the
7 Hawaii Academy of Recording Artists as well as national
8 organizations such as the American Society of Composers,
9 Authors, and Publishers.

10 The music entertainment learning experience program will
11 have tremendous impact on individuals by giving them the
12 opportunity to train and prepare at the highest of levels for a
13 career in the music and entertainment industry. Perhaps more
14 importantly, the program will help to both complement and
15 diversify Hawaii's tourism-based economy by serving as a
16 catalyst for growth of the music and entertainment industry.

17 To date, the music entertainment learning experience
18 program has operated with funding provided through Act 11, First
19 Special Session Laws of Hawaii 2007, a contract with the
20 department of business economic development, and tourism, and a
21 title III developing institutions federal grant. These funds
22 have supported the equipment, materials, and faculty for the

1 initial classes of the curriculum. However, no additional
2 classes can be offered and the program cannot provide more in-
3 depth education and workforce development training without a
4 music studio and other specialized classroom space.

5 The purpose of this Act is to appropriate funds to support
6 the growth of Hawaii's music and entertainment industry through
7 the music entertainment learning experience program.

8 SECTION 2. There is appropriated out of the general
9 revenues of the State of Hawaii the sum of \$1,264,814 or so much
10 thereof as may be necessary for fiscal year 2008-2009, to carry
11 out the purposes of the music entertainment learning experience
12 program, a music and entertainment business program. The sum
13 appropriated shall be expended by the University of Hawaii-
14 Honolulu Community College.

15 **PART II**

16 SECTION 3. The director of finance is authorized to issue
17 general obligation bonds in the sum of \$3,530,000 or so much
18 thereof as may be necessary, and there is appropriated the sum
19 of \$3,530,000, or so much thereof as may be necessary for fiscal
20 year 2008-2009, and the same sum, or so much thereof as may be
21 necessary for fiscal year 2009-2010, for plans, design,
22 construction, and equipment for a music studio and auxiliary

1 facilities to support the music entertainment learning
2 experience program at the University of Hawaii-Honolulu
3 Community College.

4 SECTION 4. The appropriations made for capital improvement
5 projects authorized in this Act shall not lapse at the end of
6 the fiscal period for which the appropriation is made; provided
7 that all appropriations which are unencumbered as of June 30,
8 2011, shall lapse as of that date.

9 SECTION 5. The sum appropriated shall be expended by the
10 University of Hawaii for the purposes of this Act.

11 **PART III**

12 SECTION 6. Act 11, First Special Session Laws of Hawaii
13 2007, is amended by amending Section 5 to read as follows:

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

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

5 The University of Hawaii, Honolulu community college, has
6 been working to build alliances with national and local members
7 of the entertainment industry. ~~[for the music and enterprise~~
8 ~~learning experience program.]~~ The music [and enterprise]
9 entertainment learning experience ~~[(+MELE)]~~ program combines
10 short-term professional training workshops, songwriter seminars,
11 an associate degree program in music business and production,
12 and a transfer program that allows students to matriculate in
13 Belmont University's music and entertainment management
14 programs. Belmont University, located in Nashville, Tennessee,
15 is one of the premier music and entertainment educational
16 programs in the nation.

17 The purpose of this part is to establish a music [and
18 ~~enterprise]~~ entertainment learning experience program at the
19 University of Hawaii-Honolulu community college to develop the
20 technical business skills required by Hawaii's music artists and
21 music industry."

1 SECTION 7. Act 11, First Special Session Laws of Hawaii
2 2007, is amended by amending Section 6 to read as follows:

3 "SECTION 6. There is established at the University of
4 Hawaii-Honolulu community college campus the music [~~and~~
5 ~~enterprise~~] entertainment learning experience program to expand
6 the existing industry capacity, and to create new technological,
7 intercultural, and genre-bending forms of music through
8 creativity and professional business expertise. The program
9 will be developed around three primary components:

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

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

18 The program will be seeded through a title III Developing
19 Institutions grant that has been awarded to Honolulu Community
20 College native Hawaiian center, and will provide for some basic
21 program development of course offerings in coordination with
22 Belmont University of Nashville, Tennessee."

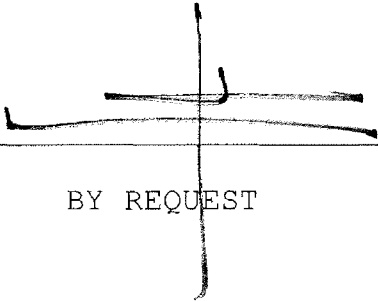
S.B. NO. 2987

1 SECTION 8. Statutory material to be repealed is bracketed
2 and stricken. New statutory material is underscored.

3 SECTION 9. This Act shall take effect on July 1, 2008.

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INTRODUCED BY:



BY REQUEST

SB. NO. 2987

Report Title:

Music Entertainment Learning Experience Program; Honolulu
Community College

Description:

Makes an appropriation of \$4,800,000 for the music entertainment learning experience program at Honolulu Community College, and issues general obligation bonds for site development, renovation, facilities remodeling, and studio construction.

SB. NO. 2987

JUSTIFICATION SHEET

DEPARTMENT: Business, Economic Development, and Tourism

TITLE: A BILL FOR AN ACT RELATING TO MUSIC
ENTERTAINMENT LEARNING EXPERIENCE PROGRAM.

PURPOSE: The music entertainment learning experience, a program consisting of a comprehensive music business, production, and audio engineering technology curriculum that meets the requirements for entry-level training into the music industry, was launched in fiscal year 2007-2008 at Honolulu community college and is paramount to building an educational foundation for this important sector of Hawaii's creative industries growth. The curriculum focuses on combining academic experience with real-world applications to prepare students to work in the rapidly evolving global music industry for the twenty-first century, in concert with Belmont University, in Nashville, Tennessee, a leader in music education. The mission of the program is to promote the business and profession of music in Hawaii across the board from songwriting and record production to contracts and career management. The program outcome will provide a trained workforce in the interconnected fields of production technology, music industry business, and artistic creativity. Critical to achievement of these goals is the creation of a music training center capable of serving students on both Oahu and neighbor islands, establishing Hawaii as the premier Pacific basin training center for music business and production thus promoting the economic development of the State.

MEANS: Make an appropriation for the music entertainment learning experience program; issue general obligation bonds for site development, renovation, facilities remodeling and studio construction; and

amend Act 11, First Special Session Laws of Hawaii 2007.

JUSTIFICATION:

The music entertainment learning experience program, in partnership with Belmont University, has begun to lay the foundation for a premier training center for music business and production in Hawaii, with significant appeal for regions such as Shanghai, where a music industry is growing but lacks the recording industry expertise to produce product. The music entertainment learning experience program will support the economic development of Hawaii and its music industry through producing a qualified base of new employees for the industry. With increased attention on Hawaii's musical artists and composers, via touring internationally as well as the new Grammy award category, the music entertainment learning experience program will provide a critical component to the growth of the industry. The program must expand to full capacity with a facility to house the programs in order to allow for the development of this important industry.

The long-term vision will produce a generation of music industry talent to greatly expand the existing industry capacity, and to create new technological, intercultural forms of music. If Hawaii can be successful in this area through a partnership between state and federal governments, Belmont University, and private sector parties, the economic reward for the State can be lasting.

Impact on the public: Provide an integrated music business program to enhance the development, growth, and export of Hawaii's music industry.

Impact on the department and other agencies:
None.

GENERAL FUND:

\$1,264,814.

OTHER FUNDS: GO Bonds \$3,530,000.

PPBS PROGRAM
DESIGNATION: University of Hawaii; Honolulu Community
College.

OTHER AFFECTED
AGENCIES: University of Hawaii Community College
system.

EFFECTIVE DATE: July 1, 2008.