

JAN 22 2008

A BILL FOR AN ACT

MAKING AN APPROPRIATION TO ESTABLISH A CREATIVE CENTER
INCUBATOR.

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

1 SECTION 1. Digital media is transforming how artisans,
2 businesses and entrepreneurs develop markets and distribute
3 their products. From cultural artists to culinary artists,
4 fashion designers to filmmakers, digital literacy is changing
5 the way they develop, produce, market, and distribute their
6 products. Hawaii's cultural community is comprised of many
7 talented artists, dancers, musicians, filmmakers, and
8 storytellers whose collective work through new forms of
9 distribution could have a positive impact on the world at large.
10 Cities like London, England, Santa Fe, New Mexico, and San
11 Francisco, California, have several sector-specific creative
12 incubator centers where individuals can learn to use new
13 technology to help build their capacity in arts-related fields.

14 According to "the creative industries report", published by
15 Americans for the arts, more than 548,000 businesses nationwide
16 are related to the arts and employ 2.99 million people. In

S . B . NO . 2989

1 2005, 28,884 people in Hawaii were employed in creative
2 industries.

3 Creative centers help to empower creativity and business
4 development in their communities. Hawaii has no public centers
5 for creative capacity building outside of the university
6 environment. Students who are graduating from University of
7 Hawaii's academy of creative media and Kapiolani Community
8 College new media arts program are launching companies and also
9 finding jobs in related fields of animation, game design, etc.
10 A creative center will employ these graduates, along with
11 industry experts, to share the knowledge they have gained in the
12 arts and digital media fields with other artisans in the
13 community. In so doing, they will transfer their skill-sets to
14 new communities of individuals who are outside of the university
15 environment, but who have the same capacity to develop creative
16 product.

17 A center that provides access to the tools necessary to
18 develop skills in the arts and digital media fields will help to
19 nurture new businesses and partnerships, increasing our economic
20 development in these areas.

21 The concept of a creative center incubator is not new, and
22 has been supported by the community, the administration, and

S .B. NO. 2989

1 legislators in the past, yet has not come to fruition as hoped.
2 The creative center incubator will combine arts and digital
3 media mentoring and training, enhancing the services and skills
4 developed. The high technology development corporation, Manoa
5 innovation center, is one successful example of an incubator
6 facility that helps to nurture and launch technology-related
7 businesses. Hawaii is ready for an arts incubator, which has
8 become a successful component of economic growth in the creative
9 sectors in other jurisdictions. Incubators for the arts,
10 combined with expertise in various disciplines, are plentiful
11 and successful in many markets outside of Hawaii. Centers for
12 digital media, arts, dance, performance, fashion, and filmmaking
13 incubators—from the Four Corners Grass-roots Filmmaking Centre
14 and the Rich Mix Center in London to the Creative Hub project in
15 Toronto—have proven the incubator model works, thriving in areas
16 that have a platform to grow a critical mass of creative
17 businesses through shared facilities that nurture the innovative
18 spirit.

19 The creative center incubator will offer a comprehensive
20 set of tools to allow artists, cultural practitioners,
21 filmmakers, and performers a place to learn, experience,
22 connect, and create. It will provide professional services at

1 reduced costs in areas such as market analysis and business
2 development, staff recruitment and training, networking,
3 marketing, and communication strategies for start-up creative
4 companies or individuals to help develop and sustain their
5 careers.

6 The establishment of a creative center incubator will
7 provide a much needed facility and business mentoring
8 opportunity for our creative industry sectors in Hawaii. Once
9 successful, centers would be launched in several areas on Oahu
10 and neighbor islands, using existing facilities that can be
11 retrofit with work spaces to support the development of digital
12 media and the arts.

13 The first creative center incubator, located on Oahu, will
14 provide a full range of creative and business support services
15 to allow residents and students to create original products in
16 art, digital media, music idea incubation, creative publishing,
17 and literary arts. The center will also provide services and
18 skill development through a web-portal to allow communities and
19 individuals outside of the physical bricks-and-mortar space to
20 access the services and mentors via a virtual environment. A
21 creative center incubator will empower Hawaii residents to learn

S.B. NO. 2989

1 skills needed to launch their own intellectual property
2 products/businesses for nominal costs.

3 The creative center will retrofit an existing facility in
4 Honolulu, and launch a companion web-portal for statewide access
5 to online mentoring. The creative center will provide:

- 6 (1) A digital media lab with up to ten workstations for
7 editing, animation/game and creative project
8 development;
- 9 (2) A production area for rehearsals of plays, halau,
10 music, or presentations;
- 11 (3) A multipurpose room for screenings, lectures,
12 community meetings, and group teaching; and
- 13 (4) A retail area for arts, music, and filmmakers'
14 products.

15 The United States Department of Commerce, Economic
16 Development Administration, has funded a planning grant
17 (\$120,000) to explore this pilot program focusing on the arts
18 and digital media.

19 The creative center incubator will employ local
20 professionals in the arts, entertainment, and cultural arts
21 fields and will provide long-term employment for students and
22 graduates of programs such as the University of Hawaii's academy

S.B. NO. 2989

1 of creative media and the Kapiolani Community College new media
2 arts program, and will expand to include neighbor island
3 professionals and visiting industry experts. The long-term
4 vision is that the center will become a gathering place for
5 Hawaii's creative residents and will provide them an affordable
6 way to turn their ideas, concepts, and inventions into new
7 products and services.

8 SECTION 2. There is appropriated out of the general
9 revenues of the State of Hawaii the sum of \$500,000, or so much
10 thereof as may be necessary for fiscal year 2008-2009 to carry
11 out the purposes of this Act, including the equipping, training,
12 marketing, and hiring of instructors and consultants offering a
13 comprehensive set of tools to allow artists, cultural
14 practitioners, digital media artists, filmmakers and other
15 creative endeavors to work separately or collaboratively on the
16 creation of products and services in a collaborative
17 environment.

18 SECTION 3. The sum appropriated shall be expended by the
19 department of business, economic development, and tourism for
20 the purposes of this Act.


S.B. NO. 2989

1 SECTION 4. This Act shall take effect on July 1, 2008.

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INTRODUCED BY:



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BY REQUEST

SB. NO. 2989

Report Title:

Creative Center Incubator; Innovation; Digital Media

Description:

Making an appropriation of \$500,000 to equip, train and hire faculty for a Creative Center Incubator.

SB. NO. 2989

JUSTIFICATION SHEET

DEPARTMENT: Business, Economic Development, and Tourism

TITLE: A BILL FOR AN ACT MAKING AN APPROPRIATION TO ESTABLISH A CREATIVE CENTER INCUBATOR.

PURPOSE: To establish a creative center incubator pilot project, and equip, train, and provide industry experts to offer a comprehensive set of tools to allow artists, cultural practitioners, digital media artists, filmmakers, and other creative endeavors to work separately or collaboratively on creation of products and services in a synergistic environment. Also to provide professional consulting services in areas such as business counseling and development, arts training, networking, marketing, and communication strategies to support building the arts and digital media sectors in Hawaii.

MEANS: Appropriate from the general fund the sum of \$500,000 for the purpose of equipping, marketing, providing access, training, and hiring faculty for the center.

JUSTIFICATION: The concept of a creative center is not new, and has been successful in many markets outside of Hawaii. Public-private partnerships have launched dozens of successful digital media, arts, dance, fashion, performance, and filmmaking incubators. Cities like London, England, Santa Fe, New Mexico, and San Francisco, California, have creative centers where individuals can gather to learn to use new technology to help build their capacity in arts and business related fields. With the growth of the University of Hawaii's Academy of Creative Media Program and the Kapiolani Community College New Media Arts Program, students and graduates would have another avenue to grow their ideas outside the classroom, as well as the general public who

may not have the capability to enroll in either program to pursue their creative business. Hawaii has no center for creative capacity building outside of the University environment. The establishment of a creative center incubator will provide a model from which other centers can be created statewide. The center is a much needed facility for our creative businesses in Hawaii to develop and launch their intellectual property, goods, and services.

Impact on the public: The creative center will provide a multi-purpose venue to support and increase capacity building for Hawaii's creative community.

Impact on the department and other agencies: None.

GENERAL FUND: \$500,000.

OTHER FUNDS: None.

PPBS PROGRAM DESIGNATION: BED 105.

OTHER AFFECTED AGENCIES: University of Hawaii, Kapiolani Community College/New Media Arts program; University of Hawaii Manoa/Academy of Creative Media program; Hawaii-based non-profit arts and media organizations; Hawaii State Foundation on Culture and the Arts; High Technology Development Corporation; U.S. Dept. of Commerce, Economic Development Administration (for planning grant) through the Hawaii Arts Alliance.

EFFECTIVE DATE: July 1, 2008.