



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

LINDA LINGLE
GOVERNOR
THEODORE E. LIU
DIRECTOR
MARK K. ANDERSON
DEPUTY DIRECTOR

No. 1 Capitol District Bldg., 250 South Hotel St., 5th Flr., Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

Tel.: (808) 586-2355
Fax: (808) 586-2377

Statement of
THEODORE E. LIU
Director

Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON TOURISM & CULTURE

Monday, January 28, 2008

10:00 AM

State Capitol, Conference Room 325

in consideration of

HB 3067

**MAKING AN APPROPRIATION TO ESTABLISH
A CREATIVE CENTER INCUBATOR.**

Chair Yamane, Vice-Chair Manahan, and Members of the Committee.

The Department of Business, Economic Development & Tourism (DBEDT) supports HB 3067, an Administration bill to establish a creative center incubator on Oahu, with plans to expand the concept statewide.

The creative economy is driving worldwide revolution in how products and media are delivered. Technology and the internet have made the world a smaller, more connected place. With success measured more by the global potential of a product vs. a blockbuster hit, Hawaii's artistic community and creative sectors have an exceptional opportunity to harness these new avenues and export their products and services in a more dynamic and successful way.

These advancements are transforming how artisans, businesses and entrepreneurs develop markets and distribute their products. From cultural artists to culinary artists, fashion designers to filmmakers, digital literacy is changing the way they develop, produce, market, and distribute their products. Hawaii's cultural community is comprised of many talented artists, dancers, musicians, filmmakers, and storytellers whose collective work through new forms of distribution could have a positive impact on the world at large.

According to "the creative industries report", published by Americans for the arts, more than 548,000 businesses nationwide are related to the arts and employ 2.99 million people. In 2005, 28,884 people in Hawaii were employed in creative industries. DBEDT conducted a survey of our creative industry sector in 2005 and the results show the need for increased marketing, business development, networking and capacity building in order for their endeavors to be successful and self-sustaining.

Cities like London, England, Santa Fe, New Mexico, and San Francisco, California, have several sector-specific creative incubator centers where individuals can learn to use new technology to help build their capacity in arts-related fields.

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

A center that provides access to the tools necessary to develop skills in the arts and digital media fields will help to nurture new businesses and partnerships, increasing our economic development in the creative industry sectors.

Hawaii's artistic and creative sector has the need for a creative center incubator which will provide a full range of creative and business support services to allow residents and students an opportunity to create original products in art, digital media, music idea incubation, creative publishing, and literary arts. The center will also provide business development, marketing services and skill development through the center and its companion web-portal, providing access for communities and individuals outside of the physical bricks-and-mortar space to access the services and mentors via a virtual environment.

The \$500,000 appropriation will retrofit an existing facility in Honolulu, complete a statewide assessment for similar centers in existing facilities, support for the Creative Center Incubator staff and consultants, as well as launching a companion web-portal for statewide access to online monitoring. In partnership with sponsors from the public and private sector, including arts and digital media organizations, the creative center will provide: (1) a digital media lab with up to ten workstations for editing, animation/game and creative project development; (2) a production area for rehearsals of plays, halau, music, or presentations; (3) a multipurpose room for screenings, lectures, community meetings, and group teaching; (4) a retail area for arts, music, and filmmakers' products; and (5) employment for students and graduates of programs such as the University of Hawaii's Academy of Creative Media and Kapiolani Community College's New Media Arts program.

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.

We encourage you to pass this important bill and thank you for the opportunity to offer this testimony.

manahan1-Haylee

From: Sharon A Sussman [ssussman@hawaii.edu]
Sent: Sunday, January 27, 2008 12:29 AM
To: TACtestimony
Subject: creative center incubator - hb3067 - support

Attachments: testimony_creative incubator.doc



testimony_creative
incubator.d...

I support House Bill 3067.
Please see attached file.

Sharon Sussman
Assistant Professor, New Media Arts
Arts & Humanities
Kapi'olani Community College
4303 Diamond Head Rd.
Honolulu, HI 96816
808-734-9382

Date: January 27, 2008

To: Representative Ryan I. Yamane, Chair, Representative Joey Manahan, Vice Chair, and Members of the House Committee on Culture and Tourism

From: Teri Durland, Counselor, Kapi`olani Community College

Hearing: Monday, January 28, 2008 at 10:00AM, State Capitol, Conference Room 325

Regarding: HB 3067 - MAKING AN APPROPRIATION TO ESTABLISH A CREATIVE CENTER INCUBATOR

Thank you for the opportunity to testify in support of HB 3067.

As a counselor in the digital media program at Kapi`olani Community College, I work with art majors in animation and in interface design who are preparing for exciting, thriving careers in the creative arts sector.

A Creative Center Incubator would serve the needs of our local community, including those of students and graduates, by providing a full range of creative and business support services so that original ideas and art could be developed into viable businesses and stable sources of income for Hawaii residents. The Incubator's mentoring component is integral to ensure the continued success and growth of these businesses. The Creative Center Incubator could be replicated throughout the State so that in-person and virtual services could be conveniently offered.

I urge you to pass this bill and appreciate the opportunity to testify in support of HB 3067.