



TESTIMONY TO THE SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION
TUESDAY, FEBRUARY 5, 2008
1:15 P.M. IN ROOM 224

Re: SB 2303 RELATING TO MAKING AN APPROPRIATION FOR THE PACIFIC AVIATION
MUSEUM PEARL HARBOR

Chair Fukunaga, Vice Chair Espero, and Members of the Committee:

My name is Charlie Ota and I am the Vice President of the Military Affairs Department of The Chamber of Commerce of Hawaii. The Department oversees the Military Affairs Council (MAC) which serves as a liaison seeking solutions to issues of common concern to the military, private sector, and state.

The MAC submits testimony in support of Senate Bill 2303, Making an Appropriation for the Pacific Aviation Museum Pearl Harbor, which proposes to donate \$1 million to further support the planning, designing, and construction of Phase 2 of the Pacific Aviation Museum Pearl Harbor.

The completion of Phase 1 of this museum was the beginning of completing the national landmarks at Pearl Harbor commemorating the attack on Pearl Harbor and US involvement in the wars in the Pacific. Included are the USS Arizona Memorial, the USS Bowfin and Pacific Submarine Museum on the shores of Pearl Harbor, and the USS Missouri Memorial, USS Oklahoma Memorial, and the Pacific Aviation Museum on Pearl Harbor's Ford Island. These commemorative landmarks provide a collection of historic memorabilia and artifacts that chronicle the start of, battles fought, and ending of World War II.

Phase 2 of this museum will add military aviation history beyond World War 2 in the Pacific. This will include the Korean War and Vietnam War and pave the way for Phase 3 to complete the project. When completed, the Pacific Aviation Museum will become one of the leading visitor attractions in Hawaii and serve to educate future generations in the historic rise of military aviation in Hawaii and the Pacific.

In light of the above, the MAC strongly recommends approval of SB 2303 as written.

Testimony to the Senate Committee on
Economic Development and Taxation
Tuesday, February 5, 2008
Conference Room 224, Hawaii State Capitol

RE: Senate Bill NO.2303, MAKING AN APPROPRIATION FOR THE PACIFIC AVIATION MUSEUM PEARL HARBOR.

Chairwoman Fukunaga, Vice Chairman Espero and Members of the Senate Committee on Economic Development and Taxation:

My name is Edward V. Richardson, a former military pilot, retired State Adjutant General and a member of the Board of Directors for the Pacific Aviation Museum Pearl Harbor. I am testifying in support of Senate Bill 2303.

Since my retirement, I have been involved in assisting with the development of the Pacific Aviation Museum Pearl Harbor, an organization that someday will be one of the most outstanding museums in the nation and the world. I am humbled and honored to be part of the volunteer leadership, staff and volunteer docents that we have in our organization – all working toward the common goal of developing and maintaining an internationally recognized aviation museum on Historic Ford Island. It will be a museum that will educate young and old alike, honor aviators and support personnel who have defended freedom in the Pacific Region, and a museum that preserves Pacific Aviation History.

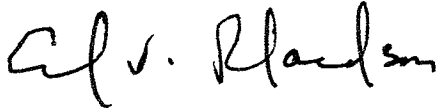
Hawaii is a tourist destination and as you know needs interesting places to visit for our out of State guests. The Pacific Aviation Museum fits perfectly into the new plans to organize the Pearl Harbor experience into one that includes the USS Arizona Memorial, the USS Bowfin and the USS Missouri. It will become a destination that will be a “must see” for our guests, many of whom have already visited some of those sites before. The economic value of this museum to this State will be tremendous.

I have visited military and civilian museums in the mainland, United Kingdom, Norway, South Korea, Australia and Argentina and I can proudly say that the Pacific Aviation Museum Pearl Harbor will rate as one of the best upon its completion. In addition, it will attract people from all over the world to its seminars and historic meetings that will be held at the museum.

Lastly, I was seven years old when Japan attacked Pearl Harbor in 1941 and I volunteered for service in Vietnam during the Vietnam War in 1969. There are many like me who put country above self to serve in time of need. The stories of the sacrifices of our veterans – including that of our aviators, crewmen and maintainers of all services needs to be told and the people of our nation and state reminded of what they have done. In addition, the story of the sacrifices made by the people of Hawaii during World War two needs to be perpetuated.

Please support SB 2303. The Pacific Aviation Museum Pearl Harbor will provide a much needed visitor destination for our visitors and will perpetuate the values and sacrifices of the people who have served their country.

Sincerely,

A handwritten signature in black ink that reads "E. V. Richardson". The signature is written in a cursive style with a large initial "E" and a long, sweeping underline.

Edward V. Richardson
717 Kumukahi Place
Honolulu, HI 96825
Home: 808-395-4041
Mobile: 808-284-3515

NAME: KENNETH W. DEWEY, COLONEL USMC (RET)
AFFILIATION: VOLUNTEER/DOCENT, PACIFIC AVIATION MUSEUM

COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION
TUESDAY, FEBRUARY 5, 2008 AT 1:15 PM
SENATE BILL 2303

The following testimony is presented in support of SB 2303:

Visitors touring the Pacific Aviation Museum marvel at seeing a genuine Japanese "Zero" and are intrigued by the story of Airman 1st Class Shigenori Nishikaichi intentionally crash landing his "Zero" on Niihau.

People are typically impressed at getting close to an airplane that former President George H. W. Bush soloed during his flight training, and surprised to learn that when he completed his flight training at the age of 19, he became the youngest pilot in the Navy at that time.

Those listening to Dick Cole (Jimmy Doolittle's co-pilot) explain aspects of their training, learning that they were going to attack Japan, the earlier than scheduled launch from the USS Hornet due to being discovered, and the anxiety of bailing out into the night over the China coast from his fuel-starved B-25 were left in awe.

And, almost everyone spends time studying the huge floor map of the Pacific, gaining a perspective of the ocean's vast expanse and the relative positions of lands washed by its waters and the waters of its contiguous seas.

These illustrations are representative of what visitors appreciate and enjoy from their tours at the Pacific Aviation Museum. Without question, their demonstrated enthusiasm will become word of mouth advertising, expanding others' awareness of the growing historical attraction in Pearl Harbor.

Considering the tremendous impact of aviation throughout the Pacific Theater and American leadership in aviation, an American aviation museum is warranted. Pearl Harbor's Ford Island is without rival as to historical importance and continues to be the logical choice for an American aviation museum in the Pacific. It is my opinion that the Pacific Aviation Museum's first year successes demonstrate its viability toward that end and justify support for continued development as an integral member of the Pearl Harbor Historical Sites.

Steven Colt Alber

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Senator Carol Fukunaga, Chair
Senator Will Espero, Vice Chair

For Senate Committee on Economic Development and Taxation on
Tuesday, February 5, 2008
1:15 pm; Room 224

Support of SB 2303, Making an Appropriation for the Pacific Aviation Museum Pearl Harbor

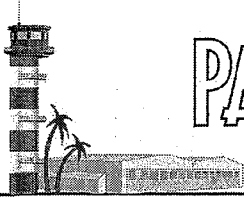
I am a retired Air Force Officer; a Vietnam and Cold War Veteran; recently retired Energy Planner in the Department of Business, Economic Development, and Tourism; and founding donor and a new volunteer at the Pacific Aviation Museum. I strongly support SB 2303, which will appropriate \$1 million for the planning, design, and construction of phase 2 of the Pacific Aviation Museum at Pearl Harbor.

The Legislative findings in Section 1 of the bill show clearly that the Legislature understands the purpose of the Pacific Aviation Museum, the commendable progress represented by Phase I, and the value of the Museum's education program and its role as a tourist attraction. I would like to stress that the educational program, which is being actively promoted to Hawaii's schools, is especially important as it may motivate many students to pursue aviation-related careers.

An important additional benefit of the funds under consideration will be to demonstrate to potential donors that the Museum has the strong backing of the State.

The Pacific Aviation Museum will attract visitors, educate Hawaii's students, and preserve an important part of Hawaii's and the Nation's history, honoring those who defended our freedom in the skies above the Pacific. I respectfully request that the committee pass SB 2303. Thank you for this opportunity to provide testimony.





PACIFIC AVIATION MUSEUM

PEARL HARBOR

Hangar 37, Ford Island - 319 Lexington Blvd, Honolulu, HI 96818 - tel (808) 441-1000 - fax (808) 441-1019
e-mail: info@pacificaviationmuseum.org - web: www.pacificaviationmuseum.org

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To: Senator Carol Fukunaga, Chairperson
Senator Willie Espero, Vice-Chair
Committee Members
Economic Development and Taxation

From: Admiral Ronald J. Hays, USN (Ret.)
Pacific Aviation Museum – Pearl Harbor, Chairman

Date: February 5, 2008

Subject: Support S.B. 2303 – MAKING AN APPROPRIATION FOR PACIFIC AVIATION MUSEUM PEARL HARBOR

Dear Chair Fukunaga and Senators,

I am Admiral Ronald J. Hays, and I am here to testify in support of Senate Bill 2303. I serve in a voluntary capacity as Chairman of the Board of Directors of the Pacific Aviation Museum – Pearl Harbor.

The Pacific Aviation Museum was established as a private, non-profit tax-exempt IRS 501 (c) 3 museum in 1999 to represent and serve all branches of the service that have contributed to the history of the Pacific Theater, and to preserve the history and place where World War II began for America. It joins the other members of the Pearl Harbor Historic sites: the USS Arizona Memorial, the USS Missouri Memorial, and the USS Bowfin, in telling the story of bravery, valor, and dedication by our armed service personnel.

The highly anticipated Pacific Aviation Museum – Pearl Harbor (Phase 1) opened to the public on December 7, 2006, 65 years after the attack on Pearl Harbor. Located on historic Ford Island, a National Historic Landmark and the site of our nation's first aviation battlefield, the museum's first phase tells the story of the first year of military aviation in the Pacific during World War II.

The museum's first year of operation was a success by any and all measures. We welcomed more than 95,000 visitors, including 4,700 school children on education field trips. Our operating fund for the calendar year 2006 was right at break-even and we were "in the black" for all of our activities.

Following a successful first year of operation, the Pacific Aviation Museum is poised to begin work on Phase 2, Hangar #79, which will encompass aviation history in the Pacific Theater during World War II. Funding necessary for this next phase is \$33 million, of which 88% is expected from national and international sources. For this purpose, the museum is in the process of establishing a mainland office that will be led by an Senator Fukunaga, Chair
Senator Baker, Chair

February 5, 2008
Page 2

executive fundraising director. The museum continues to participate in a Direct Mail program that to date has over 35,000 donors. We anticipate that this endeavor will continue to grow and support our Phase 2 efforts.

Since its opening, the museum has greeted a steady flow of visitors each day, including school groups from private and public schools. The D.O.E. is excited about partnering with the Pacific Aviation Museum about World War II and aviation history in the Pacific.

In the interest of promoting the Pacific Aviation Museum to a wider audience of visitors, we have now joined forces with the USS Arizona Memorial, the USS Bowfin Museum, and the USS Missouri Memorial to form the Pearl Harbor Historic Sites. This newly formed joint venture will have a significant impact on bringing visitors to all four sites at Pearl Harbor.

The economic and tourism impact of the Pacific Aviation Museum will be substantial over time, especially as each hangar is designed, retrofitted, and opened. With an important *historical presence*, found no other place on earth, it is anticipated that the Pacific Aviation Museum will be very successful, bringing in more and more visitors each year. As a new visitor attraction, the museum is already contributing significantly to our tourism economy.

Attached is a white paper entitled "Economic Impact of the Proposed Museum" which provides an estimate of the museum's contribution to the local economy. In summary, when fully completed, it is projected that the museum will contribute more than \$9.5 million each year to Hawaii's economy, comprised of tourism economy impact (\$5.3 million—lodging, food & beverage, transportation, etc.) and direct economic benefit (\$4.3 million—payroll and local purchase of goods and services). While under construction over the next several years, the economic benefit will be significantly greater – in the millions for the state of Hawaii.

It is critical, at this point, to demonstrate to national and international audiences that the State of Hawaii endorses and supports Phase 2 of the Pacific Aviation Museum – Pearl Harbor. The museum acknowledges and appreciates Grants-in-Aid totaling \$1 million received from the 2006 and 2007 Legislative sessions for Phase 2. In this endeavor, we encourage fully funding S.B. 2303. A total of \$2 million of state funding (including the prior Grants-in-Aid) for Phase 2 would represent 6% of the funds needed.

Thank you for hearing my testimony for S.B. 2303 – an appropriation of \$1.0 million for the Pacific Aviation Museum Pearl Harbor. We encourage your support.

Very truly yours,



ADM Ronald J. Hays, USN (Ret.)
Chairman, Pacific Aviation Museum

Attachments: Rendering of Hangar 79 – World War II
White Paper: "Economic Impact of the Proposed Museum"

PACIFIC AVIATION MUSEUM PEARL HARBOR

ECONOMIC IMPACT OF THE PROPOSED MUSEUM

Pacific Aviation Museum Pearl Harbor (PAM) opened the first phase of a four phase aviation museum on December 7th 2006. Phase 1 will be followed by the opening of Phase 2 in December of 2009, subsequent and subject to a successful mainland campaign to raise an additional \$33 million, primarily on the U.S. mainland. Attendance in 2010 is projected to be 300,000 patrons.

The following discussion of the annual economic impact of the museum pertains to stable operations of the museum when the first two phases are completed; i.e. calendar year 2010.

A. Tourism Economy Impact

Any assessment of the likely impact of the museum on Hawaii's tourism economy must be assumption-driven. While some, but relatively few, visitors to Hawaii will come solely due to the museum's existence, the primary impact will be indirect; i.e. adding an amenity which enriches or rounds out the visitor's experience. The increasing percentage of visitors who have previously visited Hawaii will likely continue; thus, it is generally acknowledged that there is a need for additional venues to entertain and educate. In addition, having more venues that can't all be seen on one trip might lead to a return visit that wouldn't otherwise occur. Furthermore, word-of-mouth recommendations to visit the museum might cause a friend to initiate or accelerate a visit to Oahu.

To date, there has been little, if any, joint marketing of the USS Arizona, USS Missouri, and USS Bowfin. With the addition of PAM, the opportunity to jointly market and promote "A Day at Pearl Harbor" increases significantly. Thus, it seems reasonable to assume that in planning a trip to Oahu, visitors might either (1) add an additional day when planning their trip, or (2) extend a previously planned visit by one day.

Accordingly, the indirect economic impact of the museum is premised upon the following key assumptions.

1. That 1% of domestic visitors to Oahu extend their stay by one day.
2. That ½ of 1% of international visitors to Oahu extend their stay by one day (reflects the lesser historic site visitation by international visitors--e.g. 70.9% of U.S. first-time visitors visit a historic site vs. 38.1% of Japanese visitors).

Given the above assumptions, the chart on the following page summarizes the economic impact of the museum. Data is based on 2005 visitation levels and 2004 average daily visitor expenditures (2005 data not yet available).

	Visitors to Oahu, 2005 ⁽¹⁾	Assumed % increasing stay by one day	Additional visitor days per year	Expenditures per visitor per day ⁽²⁾	Annual economic impact	Impact inflated to 2010 at 2.5% /year
Domestic Visitors	2,789,016	.01	27,890	\$119.32	\$3,327,800	\$3,763,700
International Visitors	<u>1,962,839</u>	<u>.005</u>	<u>9,814</u>	<u>134.10</u>	<u>1,316,100</u>	<u>1,488,500</u>
Total/Avg	<u>4,751,855</u>	<u>.0079</u>	<u>37,704</u>	<u>\$123.17</u>	<u>\$4,643,900</u>	<u>\$5,252,200</u>

A further breakdown of the projected impact into the major categories of visitor spending indicates the following:

Category	Daily Spending ⁽³⁾	Amount	Inflated to 2010
Lodging	\$ 60.01	\$2,262,600	\$2,559,000
Food & Beverage	35.75	1,347,900	1,524,500
Transportation	17.47	658,700	745,000
All Other	<u>9.94</u>	<u>374,700</u>	<u>423,700</u>
Total	<u>\$123.17</u>	<u>\$4,643,900</u>	<u>\$5,252,200</u>

B. Direct Economic Impact

1. Payroll and Related Benefits. Museum staffing plans call for 54 full-time equivalent employees at an annual payroll cost of \$1.9 million. An additional \$475,000 is projected for fringe benefits and payroll taxes for a total \$2.375 million. As a point of comparison, the USS Missouri Memorial Association employs 63 full-time and 63 part-time personnel.

2. Other Goods and Services. Pro forma projections call for the local purchase of \$1.9 million per annum of other goods and services such as utilities, supplies, security services, professional services (accounting, legal, audit), advertising/promotional material, media space, and other supplies and services.

(1) Source: State of Hawaii, Department of Business, Economic Development and Tourism "December 2005 Island Highlights" (preliminary).

(2) Source: "State of Hawaii Data Book 2004." Excludes daily spending, as indicated by the research, on shopping and entertainment/ recreation (assumes the museum visit is the day's entertainment/recreation and that shopping is accomplished on other visitation days). International spending is based upon a survey of Japanese visitors.

(3) Average of the referenced spending data, weighted by the "additional visitor days per year" as set forth in the first table above.

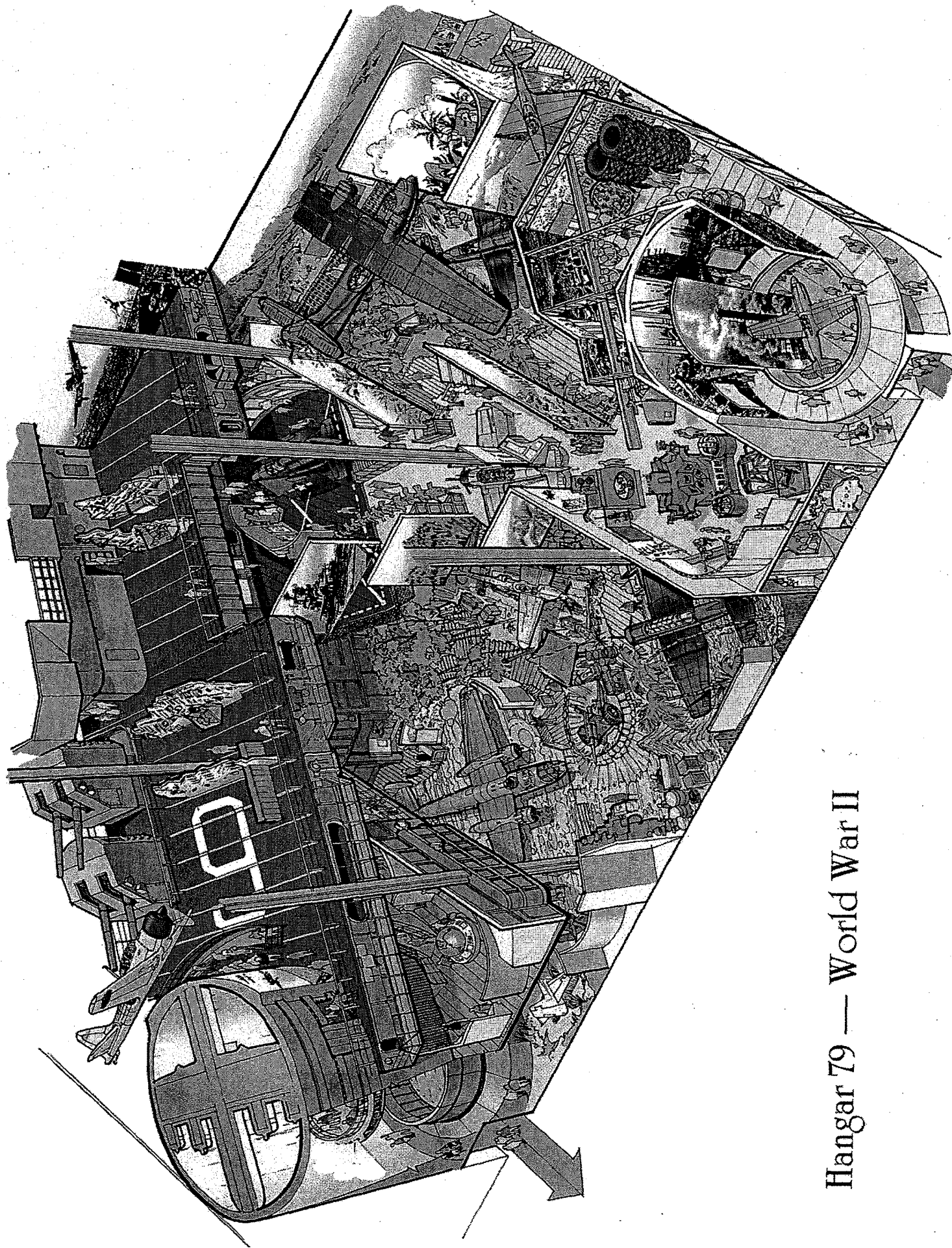
3. Total Operating Expense Budget. Combining the above, the total pro forma operating expense is projected to be \$4.275 million. It should be noted that this figure does not include the cost of goods sold in the gift shop,⁽⁴⁾ the cost of food, labor and expendable supplies in the museum restaurant, nor costs associated with catered events (food, labor, and supplies). Depending on the number and size of catered events, associated payroll could easily exceed \$500,000.

4. Phase 2 Construction and Related Costs. Commencement of construction related to restoration and improvements for Phase 1 of the museum began in February of 2006. Construction-related activities for Phase 2 will continue through 2009. While a significant amount (\$8 million) is slated for aircraft and other artifact acquisition and transportation, the restoration of the historic hangars and control tower, conversion of the buildings to museum space, fabrication of displays, and architecture/engineering for the entire project will likely exceed \$25 million. Local firms will likely be utilized for most of this work, with the possibility of a portion of the exhibits being fabricated on the mainland.

C. Total Economic Impact.

Combining the tourism economy impact and the direct economic impact, the total 2010 economic impact resulting from the museum is projected to be \$9.5 million. Again, this total does not include construction, gift shop, restaurant, nor catered event activities.

(4) One example of an indirect benefit from gift shop sales: the sale of locally manufactured products- -for example, a top-selling item will likely be WWII airplane aloha shirts manufactured by a local garment company.



Hangar 79 — World War II

SB 2303 has been prepared for hearing by the EDT Committee, on Tuesday, February 5, 2008, at 1:15 pm in Room 224.

The Pacific Aviation Museum is part of a unique Education Destination. The Pearl Harbor Historic Sites represents one of the most profound moments in history, from the beginning moments of WWII to the much fought for peace. What better place to learn about history than from where it was made-Pearl Harbor and 1.5 million people each year come to the Arizona to see where the course of world history changed. Much like Gettysburg, Jamestown and the Alamo, the four Pearl Harbor sites are more than museums they are the witnesses to history attracting students of all ages.

The Pearl Harbor Historic Sites education departments are working in concert to offer educational programs to both Hawaii's school population and to the tens of thousands of mainland and international students that arrive on island yearly. The Pacific Aviation Museum as well as the Arizona Memorial, USS Missouri and the Bowfin Memorial coordinate schedules and programs to ensure each visiting student receives the most from their visit to historic Pearl Harbor.

With the addition of the Pacific Aviation Museum, visitors are now more compelled to extend their stay in Hawaii to include a full day of Pearl Harbor's history. No longer is a visit to the Pearl Harbor Historic sites the last place a tourist stops on their way to the airport to leave Hawaii. The Pacific Aviation Museum creates the desire for travelers to spend an extra day to take in all the history that Pearl Harbor has to offer.

The Pacific Aviation Museum and consequently the Pearl Harbor sites, are a "must see" world class Education Destination for all the world's students of history, both young and old.

Kathryn Budde-Jones
Education Director Pacific Aviation Museum
99-969 Aiea Heights Dr Unit M
Aiea, HI 96701

To: **Senate Committee on Economic Development and Taxation** in reference to SB 2303
For: Tuesday, February 5th at 1:15pm in conference room 224

Thank you for considering this testimony for the **APPROPRIATION FOR THE PACIFIC AVIATION MUSEUM.**

I represent Fleet Street Graphics - a Hawaii based Large-Format printing company.

In my capacity as president of Fleet Street, I have had the opportunity to be a part of the Design and Build team for Phase 1 of the *Pacific Aviation Museum*. As a creator and fabricator of exhibits at the *Smithsonian Institution* and *World Expo*, Fleet Street has been able to see first hand, great design and production. However, we had noticed, with much sadness, that this level of great imaginative presentation was heretofore lacking in the islands... especially of the home-grown variety. So it has been a most welcome honor and a privilege to help create world-class exhibits that are available for all of Hawaii's residents and tourists alike to enjoy and study. These exhibits have been designed and fabricated - close to 100% - by local companies and workers. This cannot be said for most of the exhibits that I have seen - in my professional capacity in the past 15 years of industrial large-format production. Most exhibits in other venues of this scope, have been fabricated, in large part, by mainland production companies... and simply installed here. This is not the case with the Pacific Aviation Museum. And this is a great thing. It has fostered a tremendous expert base and capacity for this scale of design and construction; and has been a source of jobs to island residents in a meaningful technological fashion. It has not just been another eatery.

When I say world-class exhibits, it is not meant lightly. The **National Geographic Department of Cartology** has acknowledged that the *Pacific Aviation Museum* has the largest map of the Pacific Ocean and its islands on display in the world. This is the order of the day at the Museum. It is a tremendous resource and will grow to be one the most vital and well visited Attractions in the state of Hawaii.

So to summarize, the Pacific Aviation Museum:

- Designs and builds world-class exhibits and displays of a most intriguing and fascinating topic: The Planes!
- * Such exhibits are accessible to tourists and residents alike
- Utilizes and patronizes local businesses and workers
- * Fosters creative and technological growth and capacity for large scale exhibition and fabrication
- * Will probably soon become one of the State's top attractions
- * Has been recognized by no less than the National Geographic for excellence in display Design and Fabrication.

This entity deserves to be supported and fostered.

Please feel free to contact me with any questions that you may have. I am at your service

Sincerely,

--

Clarence Silva
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Kenneth H. DeHoff, Jr.

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February 1, 2008

Senator Carol Fukunaga - Chair
Senator Willie Espero - Vice Chair
Economic Development and Taxation Committee
Hawai'i State Capitol,
415 South Beretania Street
Honolulu, HI 96813

Subject: Support Senate Bill 2303 - Making an Appropriation for the Pacific Aviation Museum-Pearl Harbor

Dear Senators:

I am Kenneth H. DeHoff, Jr. and I would like to present testimony in support of Senate Bill 2303. I do so representing 3 capacities; as a business man, a veteran and now as its Executive Director of the Pacific Aviation Museum.

My father first flew into Hawaii in 1942 as an Arizona National Guard Captain and B-25 Mitchell pilot. Twenty-eight years later I followed his footsteps into Hawai'i as an Army Captain and pilot from Utah, flying the Cobra helicopter. We both experienced combat in the Pacific Theater and then returned to civilian life and business.

I brought my family to Honolulu 5 years ago and ran a development company. I began volunteering at the museum in 2006. This past November, the Board of Directors appointed me the Executive Director.

The Pacific Aviation Museum presents a living story of aviation history in the Pacific Region, which my family has been a part of. It is unlike any other museum. As you may know, the idea for this museum began in the 1960's with the first exhibits in the Bishop Museum. At one point it moved to the Honolulu Airport where Gambo's orange Aeronca, flown by Senator Roy Vitousek hung from the ceiling.

After nearly 40 years of searching, the Pacific Aviation Museum has found a permanent home on the actual aviation battleground of Ford Island. This museum is becoming what so many Hawaiian supporters have dreamed of. Today, one year after the grand opening of Hangar 37, our first Phase the museum is experiencing a successful start.

My role is to lead the organization to fulfill its mission - to educate young and old alike, to preserve aviation history and to honor the aviators and their support personnel that protected our freedom in the Pacific region.

Page 2
February 1, 2008

Subject: Support Senate Bill 2303 – Making an Appropriation for the Pacific Aviation Museum-Pearl Harbor

We accomplish our mission with 24 employees with a payroll just under \$1 million; we are supported by over 30 local vendors, suppliers and service providers. 150 volunteers contribute over 17,500 hours of personal time. Our museum had over 95,000 visitors, our restaurant served over 30,000 meals and our gift store sold over \$1MM in merchandise.

We have a library of over 2,000 books on aviation, Pearl Harbor and WWII, a museum collection of over 1200 artifacts from actual airplanes to parachutes. We interview and record the memories of the living participants of the war in the Pacific. We are a member of the Hawai'i Museums Association, we are working on our accreditation with the American Association of Museums and partnership with the Smithsonian Air & Space Museum in Washington D.C.

In 2008 we start Phase 2, planning and funding the renovation of the 86,000 square foot Hanger 79, where the famous PBY and P-40 were rebuilt. Our Education Center and Flight Laboratory will host an average of three school classes a week in conjunction with the Hawaii Department of Education. We will conduct more than 12 evening lectures in our adult education series. And we begin offering the Aviation Merit Badge program in conjunction with the Oahu Council of the Boy Scouts of America.

We are members of the Pearl Harbor Historic Partnership together with the USS Bowfin Submarine, the Battleship Missouri, the USS Arizona Memorial, the National Parks Service and the US Navy; meeting weekly, jointly planning. As you can see from our own work and by teaming with other organizations, we expand our effectiveness in serving the community, accomplishing a common goal of enriching our culture, sharing our history and remembering the sacrifices of those who gave their lives to preserve our freedom.

The funding requested in this bill will help us meet our mission, to provide programs for our community, to support the military men and women serving our country, to attract more tourism, to sustain our presence as an employer; and to do this in the memory of the aviators and their support personnel that protected our nation.

I thank you for your consideration of Senate Bill 2302 – an appropriation of \$1MM for the Pacific Aviation Museum – Pearl Harbor.

Respectfully submitted,

Kenneth H. DeHoff, Jr.

February 1, 2008

From: Mr. Lee John Collins Sr,
Vice President Marketing & Sales
Polynesian Adventure Tours – Gray Line Hawaii

To: THE SENATE TWENTY-FOURTH LEGISLATURE, 2008
STATE OF HAWAII

Hearing; Tuesday, February 5th at 1:15pm conference room 224

Re: Senate Bill 2303

1. Comments:

My name is Lee Collins. I am the Vice President of Marketing and Sales for Polynesian Adventure Tours, a retired Navy Senior Chief Operations Specialist and combat veteran. I also a past president of the American Marketing Association and serve as a member of both the HVCB and the OVB marketing committees. I wish to support Senate Bill 2303 which seeks an appropriation for the Pacific Aviation Museum. I thank the Chairperson and the Honorable Members of this Committee for permitting me to submit these comments to you.

PEARL HARBOR

As a retired veteran and former employee and volunteer in Pearl Harbor I have a deep appreciation for the heroic missions of these noble organizations, as well as their individual and combined economic impact to our state and the invaluable education they provide our children and visitors.

Pearl Harbor is core visitor destination for the Island of Oahu and the state of Hawaii attracting national and international visitors by the millions. These memorials create hundreds of jobs for our community and are strategic to helping generate over 11 billion of dollars annually for our state economy.

TRAVEL INDUSTRY

We as a state must invest in and support these museums to ensure they remain world class and are able to meet their individual missions so that they may continue to educate our children and attract travelers that are vital to our visitor industry. As HTA and HVCB embark on growing our slowing Convention, Meetings and Incentive (CMI) market it is extremely important

that we provide new venues and attractions not only to keep our “product” fresh but provide large scale venues for special events that groups like Toyota and American Dental Association with sometimes 30,000 attendees require. We face significant and growing competition from mainland and international destinations for this business and we must be proactive if we are to remain competitive.

PACIFIC AVIATION MUSEUM

Prior to the opening of the Pacific Aviation Museum, visitors and children visiting Pearl Harbor were missing a vital piece of our state’s, nation’s and our world’s history that this amazing new museum will provide. American aviation has consistently played vital roles in securing our peace and without the courage of the valiant men and women of American aviation we could never have won WWII nor continue to secure the freedoms and liberties our great nation enjoys today. When visiting this new museum guests are exposed to some of the most significant events in WWII history like the heroic Army and Navy aviation action of December 7th, 1941 over Oahu, the Doolittle Raid, and the battles of Guadalcanal, Iwo Jima, Okinawa and ultimately the dropping of the world’s first nuclear bombs that ended the war.

Visitors to Pearl Harbor learn of the vital role played by Hawaii and Hawaiians in protecting our nation’s freedom against unbelievable and horrific aggression. A strategic role our state continues to fill today with our key location in the pacific. As we all know Hawaii receives unparalleled federal spending and these memorials and museums are a constant living reminder to all of us and our nation’s leaders as to why Hawaii is so strategically important and the investment is critical to protecting not on U.S. interest but providing stability throughout Asia.

The work has just begun and this appropriation is needed if the Pacific Aviation Museum is to complete the rest of her phases. When finished, the museum will tell the stories of the Korean War, the Vietnam War, and the Gulf War making her an even more significant destination for our mainland and international visitors that have personal and family ties to these events. With the unveiling of each phase, I believe the Pacific Aviation Museum come that much closer to becoming a true stand alone core product that will attract new visitors to Hawaii with the sole purpose exploring her galleries, library and displays.

OUR CHILDREN

Each year tens of thousands of children visit Pearl Harbor. Prior to the Pacific Aviation Museum inception they were never able to truly appreciate the total impact and sacrifices we experienced during the attack on Oahu nor experience first hand the totality of WAR. Now with this invaluable museum Pearl Harbor is becoming complete and offers a true world class experience for all visitors and for the first time a real immersion into WWII Pacific history. The news media and Hollywood throw around words like honor, courage, and sacrifice. These museums bring those words alive, they give them real meaning the guides and docents touch the hearts and minds of all who touch them. These museums do not celebrate war but just the opposite, they celebrate peace. Each of the museums and memorials honor those that have paid the ultimate sacrifices so that we can live in freedom and prosperity. They tell the terrible stories of battle that are so important to the education of our youth since these very children will too soon become the future leaders of our state and country. They each must know why war should never be taken lightly but avoided at all cost and only embarked upon as the very last resort after all other avenues have been expended.

I respectfully request that each of actively support this bill that is vital to helping the Pacific Aviation Museum and helping Hawaii.

Very Respectfully,
Lee J. Collins Sr.
U.S.N Ret.

February 4, 2008

Re: SB 2303
Appropriation for Pacific Aviation Museum Pearl Harbor
EDT 2/2/08 Room 221

To: Senator Carol Fukunaga

From: Aileen B. Blanc
Board of Directors
Pacific Aviation Museum Pearl harbor

The Pacific Aviation Museum is fully aware of how many requests that you receive to appropriation money. The Museum is a unique organization in many ways, and needs your help.

- The Pacific Aviation Museum is an organization born and bred in Hawaii.
- We honor Hawaii's rare position in the aviation community,
- The Museum attracts tourists, vital to Hawaii's economy.
- The military is Hawaii's second highest source of revenue. and is a major draw to the Museum.
- The Pacific Aviation Museum provides an additional venue for tourists, attracting 100,000 tourists in 2007, it's first year.
- The Museum provides education to the children of Hawaii, through programs relating to history, science, and technology.
- Operating expenses provide the state with increased revenue, through wages, advertising, printing, shuttle services, phones, utilities, and other related support services.

Your support to the Museum would be greatly appreciated.

February 4, 2008

Committee on Economic Development and Taxation
Senator Carol Fukunaga, Chair
Senator Will Espero, Vice Chair

Re. SB2303
Room 224; Time 1:15 p.m.

I am Yoshie Tanabe, a citizen of Hawaii.

On January 11, 2008, my husband Jim and I visited the Pacific Air Museum. After watching a brief film we were ushered into the display area and to the left was the remains of the Zero, which crash-landed on Niihau. The picture of the pilot, Shigenori Nishikaichi, and the picture of one of his rescuers, Mr. Yoshio Harada, accompanies the display.

The story written in large letters include these words:

- 1) "...Nishikaichi was **aided** by Mr. Harada...."
- 2) "Yoshio Harada, a Japanese laborer who **conspired** with Nishikaichi to overthrow the island...."
- 3) "...one of the aircraft's guns, which Nishikaichi **and Harada** used during **their** siege...."

There is also a handout titled Aviators Flight Log Book which states (page 2): "The consequences of the events leading to his, (Nishikaichi's) death led to the eventual internment of Japanese-Americans in Hawaii and the West Coast of the United States."

These are conjectures and unproven. The author of The Niihau Incident, Mr. Alan Beekman, admits that he could never get a definitive answer from Mr. Harada's widow, Umeno Harada, about what was in her husband's mind as far as motives for helping the pilot. Professor Patsy Sumie Saiki, author of Ganbare, states the pilot spoke with them one evening thusly, "...I want to thank you for you have been my friend, even though you know I'm the enemy." Mr. Beekman and Prof. Saiki wrote their stories after interviews with Mrs. Harada.

What are not conjectures and not unproven are the report of the studies begun in 1982 by the Congressional Commission which concluded that the root causes of the Internment was "race prejudice, war hysteria and a failure of political leadership" which led to the passage of the Civil Liberties Act of 1988 which was signed by President Ronald Reagan. This resulted in the presidential apology and \$20,000 monetary redress payments to the survivors of the Internment!

I am all for the granting of the one million dollars to the Pacific Aviation Museum but only after the Museum leaders agree to a meeting with the following willing persons:

Professors Geoff White, Jon Okamura, David Swift, Dennis Ogawa, and Mr. Tom Coffman to get the Niihau story corrected.

Very sincerely,
Yoshie Tanabe
1149 Namahealani Place
Honolulu, HI 96825
394-1908



Asian Pacific Advisors

Japan-America Interactive Marketing

February 4, 2008

Representative Carol Fukunaga , Chairperson
Representative Will Espero, Vice Chair
Committee on Tourism Culture

**Reference: Pacific Aviation Museum at Pearl Harbor – Appropriation
Tuesday, February 5, 2008 at 1:15PM
Conference Room 224 – State Capitol**

Dear Representative Fukunaga and Representative Espero:

I wish to express my utmost support of **SB2303** with request to the State of Hawaii to appropriate funding for the Pacific Aviation Museum at Pearl Harbor and for the purpose of planning, design and construction of Phase II. It is vital in not only helping to maintain a healthy economy, but adding to the strength in keeping our visitor market “number 1”. More importantly, honoring our veterans and families who lost loved ones during the Attack of Pearl Harbor, providing ongoing educational programs for our local schools, and sustaining Hawaii as a major destination in tourism.

The Pacific Aviation Museum is the newest icon at Pearl Harbor, and represents an essential and integral presence in symbolizing a very important part of Hawaii’s history. From an aviation standpoint, this newest addition will complete and help to preserve the history of Pearl Harbor as a whole. Its presence has and will continue to help the State of Hawaii to sustain a significant part in history.

As an employee with E Noa Corporation, we are a company with 35 years in service and our primary market is tourism. Our affiliation with the Pacific Aviation Museum, Battleship Missouri, and Arizona, not only allows us to provide employment for the constituents of Hawaii, but most definitely strengthens our unique destination with our visitor industry on a global level. With that said, I am in strong favor of my tax dollars to support the appropriation for the Pacific Aviation Museum to build on its historical presence.

Sincerely,

Amanda L. Avilla

Amanda L. Avilla
Vice President – Sales, Marketing & Advertising
Westbound Market
ASIAN PACIFIC ADVISORS
(Marketing Arm for E Noa Corporation)

Testimony for Bill SB2303

From: Fred Jones

4303 Lraaca Place # F

Kapolei Hawaii 96707

808-753-1258 (cell)

To: Economic Development and Taxation Committee

Subject: Support of Bill SB2303

I have been dealing with the tourist for almost 20 years both here and on the mainland. I am proud to say The Aviation Museum has and will continue to be a much needed addition to The Pearl Harbor area. Economic Development in The State of Hawaii is dependent on the addition of new venues in the tourist industry to bring back previous visitors to the island in addition to new visitors. Without new attractions Hawaii will become stagnant.

The Aviation Museum not only produces a remembrance for the men and women who so proudly served their country during the years that are represented in The Pearl Harbor Area but will expand to show aviation thru the modern era. This will be the only attraction that will provide a visible look at the past up to the present.

The Pearl Harbor area provides us with the educational and visual reminders of the past which many of the children of today know very little to nothing about. As do the other attractions at Pearl Harbor, The Aviation Museum will provide the same. As the phases of construction are completed The Aviation Museum will provide much more visual and educational material up through the modern era. It will be a complete museum and will prove to be an economic stimulus for The Historic Area of Pearl Harbor.

I Fred Jones support the passage of Bill SB2303 so that phase 2 can move forward.

Fred Jones

02/04/2008