



Hawai'i Tourism Authority

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LINDA LINGLE
Governor

REX D. JOHNSON
President and Chief Executive Officer

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Testimony of
Rex Johnson
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. 2569
Relating to the Museum of Hawaiian Music and Dance

Senate Committee on Economic Development and Taxation
Senate Committee on Tourism and Government Operations
Tuesday, February 26, 2008
2:30 p.m.
Conference Room 229

The Hawai'i Tourism Authority (HTA) supports S.B. 2569, which proposes to extend the deadlines for the Museum of Hawaiian Music and Dance Committee to submit their report of findings and recommendations and a final report.

The goal of the Tourism Product Development initiative in the *Hawai'i Tourism Strategic Plan: 2005-2015 (State TSP)*, is to "provide a diverse and quality tourism product unique to Hawai'i that enhances the Hawai'i visitor experience and enriches residents' quality of life." The establishment of a Museum of Hawaiian Music and Dance will not only provide an important new product for visitors and residents to appreciate, but will also help to preserve and support the native Hawaiian culture.

Because the Committee has only recently begun its work, it is appropriate that their deadlines for reporting be extended.

Thank you for the opportunity to provide these comments.

February 24, 2007

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

Senator Clarence Nishihara, Chairman
Senator Donna Mercado Kim, Vice Chairman
Senate Committee on Tourism and Government Operations

SB2569 is scheduled to be heard by the committee(s) on EDT/TSG
Tuesday, 2/26/08 at 2:30pm

Aloha,

Please find this testimony in strong support of SB 2569, RELATING TO
THE MUSEUM OF HAWAIIAN MUSIC AND DANCE.

The bill extends the interim and final reporting deadlines for the Museum of
Hawaiian Music and Dance committee under Act 230, Session Laws of
Hawaii 2007.

Our committee seeks to perpetuate a cultural genre that defines our identity
as Hawaiians. SB 2569 relating to the Museum of Hawaiian Music and
Dance creates a "living" repository for Hawaii's indigenous art forms.
As instructed, the committee has operated with a sense of urgency, and we
are focused on a report to the Legislature in time for the 2009 session.

We've had lively discussions about the Museum and its role for Hawaii. The
genre is truly *kama'aina* with economic, cultural and educational potential.
In addition, the end result will become an indispensable part of the cultural
experience *malihini* seek when visiting.

Beyond its value to industry, it is imperative as stewards of these islands to
maintain and perpetuate all that is Hawaiian. The Museum of Hawaiian
Music and Dance will preserve and promote these art forms for generations
to enjoy. Hawai'i has always been unique in its offerings. Music and dance is
part and parcel of that celebrated package.

Therefore, to fully appreciate and ultimately complete the task set forth under Act 230, we're requesting an extension to the interim and final reporting deadlines through the passage of SB 2569.

Mahalo for your efforts. Malama for now.

Brickwood Galuteria

Member

Museum of Hawaiian Music and Dance Committee

Testimony in support of SB 2569
Relating to the Museum of Hawaiian Music and Dance Committee

Date of Hearing: February 26, 2008

Aloha,

As a member of the Museum of Hawaiian Music and Dance Committee I respectfully ask members of the Committees on Economic Development and Taxation, and Tourism and Government Operations to approve SB 2569 granting our Committee more time to complete our task.

The Committee has met four times, our first meeting was December 20, 2007 and we have been meeting approximately every three weeks. All of us appreciate the opportunity to envision and to propose a plan for this museum that will preserve, perpetuate and celebrate Hawaiian music and hula. We want to be sure to represent as many facets of music and dance, to be inclusive of as many stakeholders in the community, and to create a plan that is culturally authentic.

We have had good discussions on the purpose and mission of the Museum, envisioned the programs and activities that would be included, compared other existing museums (e.g. the Rock and Roll Hall of Fame and Country Music Hall of Fame), proposed facility accommodations, discussed the projected audience(s) and considered partnerships with existing organizations in advance of our marketing plan. In the meetings ahead we will also be focusing on the business plan for the Museum.

Currently our members are deliberating on the location and with the development of lands possibly available in Kaka'ako Makai adjacent to those proposed in the OHA agreement with the State, we want to carefully explore this exciting prospect.

While we are moving deliberately, we acknowledge that our report and recommendations must be presented to the Legislature in a timely fashion. However because of the scope of the task, and our desire to be as complete as possible, we feel the extension is required.

We laud the Legislature for recognizing the importance of Hawaiian music and dance as singular aspects of the Hawaiian culture (along with the language). And we believe that the Museum will fulfill the Legislature's and the Governor's vision of greatly enhancing Hawai'i's attraction with visitors as well as preserving our Hawaiian traditions for future generations of residents. With the extension this bill grants, the Committee will be able to present an interim report on September 15, 2008; and present a final report prior to the commencement of the 2009 Legislative session.

I thank you for the opportunity to voice my support of this measure, to thank you for your support, and again ask for your approval.

Respectfully submitted,

Lea A. Uehara

testimony

From: Wong, Lucien [Lucien.Wong@actuslendlease.com]
Sent: Monday, February 25, 2008 11:33 AM
To: testimony
Cc: manderson@hawaiiitourismauthority.org; Crystal Kua; rafong@ksbe.edu; nanea@bishopmuseum.org; jkstone@hmfhof.org; aaronmahi@aol.com; naonek@inpeace-hawaii.org; kkahoano@pelatron.com; ronald.yamakawa@hawaii.gov; tropicalmusic@hawaii.rr.com; Cc; nwong@nettricity.net; shirani.dole@hawaii.gov; estelle.enoki@hawaii.gov; Brickwood
Subject: SB 2569 - Testimony

Aloha,

Senator Carol Fukunaga, Chairman

Senator Will Espero, Vice Chairman

Senate Committee on Economic Development and Taxation

Senator Clarence Nishihara, Chairman

Senator Donna Mercado Kim, Vice Chairman

Senate Committee on Tourism and Government Operations

SB2569 is scheduled to be heard by the committee(s) on EDT/TSG

Tuesday, 2/26/08 at 2:30pm

Aloha

Subject: Support For SB2569 Relating to the Museum of Hawaiian Music And Dance

This bill extends the reporting deadlines for the work of the Museum of Hawaiian Music and Dance committee under Act 230, SLH 2007.

The work which is well underway of this committee is, in short, to study the need and feasibility of building a Museum of Hawaiian Music and Dance, and to then produce a business plan which it will provide to the Legislature. This is no small task taking into consideration the extremely important cultural, historical and economic aspects of such a project, and to do it right additional time is required.

2/25/2008

The cultural and historical reasons for pursuing this project may at first glance to most be more obvious than the economic reasons. The diversification of our economy has been a goal of our state for many years with significant support provided to other industries especially technology. The benefits of diversification to our economy are clear but what is sometimes overlooked is encouraging the growth and development of unique innate less defined industries whose potential may not yet be recognized. This is the case of Hawaiian music and dance.

In the competitive world of economic development countries, states, cities etc vie for many of the same industries that will, hopefully, provide jobs and economic growth. Hawaii is no different in this regard, except we have something unique that others cannot compete for, and if nurtured could become an economic development engine for our state creating jobs especially for those who may be most in need, and yet be symbiotic with our major industry tourism. No other place can do what we can do. Evidence of the potential for Hawaiian music and dance, for example, can be seen in the recently created special Grammy category for Hawaiian music and the growing number of hula halaus outside of Hawaii, especially in Japan. Another example is that Braddah Iz's song medley "Over the Rainbow" and "What a Wonderful World" was the most downloaded song on the Internet, and was featured in several Hollywood films, television programs and commercials even earning Iz a place on Wikipedia (http://en.wikipedia.org/wiki/Israel_Kamakawiwo'ole). But, how much more could he (and many others including the state) have benefited if there was a venue for his (their) music and dance. This venue could be the Museum of Hawaiian Music and Dance.

For all the reasons above, even if I was not a member of this committee I would still respectfully request your support for SB2569.

Mahalo

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SB 2569, RELATING TO THE MUSEUM OF HAWAIIAN MUSIC AND DANCE
Senate Committees on Economic Development & Taxation and
Tourism & Government Relations

February 26, 2008
Room: 229

2:30 p.m.

Aloha Chairs Fukunaga and Nishihara, Vice Chairs Espero and Kim and members of the committees.

My name is Crystal Kua and I am the Director of Communications with the office of Hawaiian affairs. I am also OHA's representative to the Museum of Hawaiian Music and Dance committee.

OHA **SUPPORTS** 2569 which extends the interim and final reporting deadline for the Museum of the Hawaiian Music and Dance committee.

Committee members have been engaged in several lengthy and lively discussions over the past three months on the educational, economic and cultural value of a Hawaiian Music and Dance Museum. Some of the ideas we have tossed around include having a "living" museum with interactive educational components, a place where keiki to kūpuna, kama'aina to mailihini would be able to learn about Hawaiian music and dance while also being able to listen to and watch performances in a culturally-appropriate environment.

Committee members have taken their charge seriously and understand that there is a sense of urgency in completing the committee's report in time for the 2009 session of the State Legislature. But because we started late, we need more time to finish the report.

We ask for the Legislature's support in helping us to complete our task. Mahalo for your time consideration.

THE
STATE
FOUNDATION
ON
CULTURE
AND
THE ARTS

TESTIMONY OF
STATE FOUNDATION ON CULTURE AND THE ARTS
TO THE
SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND
TAXATION
AND THE
SENATE COMMITTEE ON TOURISM
AND GOVERNMENT OPERATIONS



February 26, 2008

S. B. 2569

LINDA LINGLE
Governor

Chair Fukunaga, Chair Nishihara, and members of the

committees, thank you for the opportunity to testify on S. B. 2569.

RUSS K. SAITO
Comptroller

The State Foundation on Culture and the Arts (SFCA), Office of

LORI V. THOMAS
Chairperson

Hawaiian Affairs (OHA), and the Hawaii Tourism Authority (HTA) have

formed a strong and committed partnership in working together to

Commissioners:
SANDRA ALBANO
SANDRA AU FONG
MARY BEGIER
BINA CHUN
MARIA JO FARINA
DAVID E. HELDER
PETER ROSEGG
GEORJA SKINNER

determine the feasibility of founding a museum of Hawaiian music and

dance. As chair of the committee, I am pleased to report that meetings

have been cooperative and productive. Regrettably, I need to attend a

Hawaii Tourism Authority Board Meeting and planning retreat today and

RONALD K. YAMAKAWA
Executive Director

tomorrow and cannot be present to deliver this testimony. I have,

however, attached a copy of a status report, which details the committee's

accomplishments and discussions to date, including elements of the

required business plan required in Act 230, SLH 2007.

Due to funding issues, we were not able to convene a committee
meeting until OHA, the HTA and SFCA could budget funds with which

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to hire Pacific Research and Planning Associates, Inc. (PRPA) as

consultant and facilitator. The first committee meeting was held in

December 2007. We have since engaged in a visioning process for the facility, its purpose and location and have performed a site visit to a prospective parcel of land on the Kakaako waterfront. Discussions have been articulate and reflective of the diverse expertise and perspectives of committee members.

In order to continue our meetings in a sensitive and careful manner, the extension of time that this measure offers until the convening of the 2009 Legislature needs to be supported.

Thank you for the opportunity to testify on this matter.

The Museum of Hawaiian Music and Dance: Status Report (February 2008)

Introduction

In 2007 the Hawaii State Legislature passed SB 880 which was subsequently signed by the Governor becoming Act 230, SLH 2007. The purpose of this Act is to determine the economic feasibility of establishing the **Museum of Hawaiian Music and Dance**. Further, Act 230 creates the **Museum of Hawaiian Music and Dance Committee**.

The Committee, chaired by the Executive Director of the State Foundation on Culture and the Arts (SFCA), shall investigate and determine:

- The type of institution that would be appropriate for the Museum,
- The best location or locations for this Museum(s),
- A plan to incorporate the existing Hawaiian Music Hall of Fame and Museum into the Museum of Hawaiian music and dance,
- The feasibility of creating a Hawaiian Dance Hall of Fame to be incorporated into the Museum of Hawaiian Music and Dance, and
- Possible financing mechanisms for these facilities, and most importantly,
- The Committee shall complete an initial Business Plan for the Museum.

Act 230 required the Committee to submit a report of its findings and recommendations to the legislature no later than twenty days prior to the convening of the regular session of 2008, with the final report submitted to the legislature prior to June 30, 2008. The final report is to include a detailed account of how all funds provided for the committee were expended and plans for the future direction of the Museum.

Due to a delay in funding, the Committee did not hold its first meeting until December 2007, and is now on an accelerated schedule with the goal of submitting a final report prior to the 2009 Legislative Session.

Key Accomplishments to Date

1. Appointment of Committee members, and organization of the Committee
2. Agreement and sharing of costs between SFCA, the Hawaii Tourism and Authority and the Office of Hawaiian Affairs
3. Selection of a consultant to manage the project and prepare the business plan
4. Conceptual planning discussions by the Committee, including purposes, audience, market, and program elements
5. Agreement to proceed with a survey of stakeholders, interested persons and cultural practitioners through the Committee's key contacts
6. Discussions on potential locations

Details of these activities are provided below.

Committee Members

The following were appointed members of the Museum of Hawaiian Music and Dance Committee:

State Foundation on Culture and the Arts

Ronald K. Yamakawa, Chairman

Hawaii Tourism Authority

Muriel Anderson

Office of Hawaiian Affairs

Crystal Kua

Kamehameha Schools

Randie K. Fong

Bishop Museum

Nanea Armstrong

Hawaiian Music Hall of Fame and Museum

James Stone

President of the Senate

Aaron Mahi

Kanoe Naone

Lucien Wong

Kanoe Cazimero (Alternate)

Speaker of the House of Representatives

Brickwood Galuteria

Kimo Kahoano

Lea Uyehara

John Lake (Alternate)

Funding and Consultant Services

- Act 230 (SLH 2007) appropriated \$80,000 (FY 2007-2008) and a like amount for FY 2008-2009 to carry out the purposes of this Act. After encountering funding delays and given the immediacy of the implementation timetable outlined in the legislation the sponsoring agencies allocated \$70,000 from their existing budgets, split evenly amongst the agencies, for FY 2007-2008.
- The delay in funding subsequently resulted in a delay in the selection of a contractor. Once funding was in place, the HTA secured, through request for interest, the services of a consultant, Pacific Research and Planning Associates, Inc. (PRPA) to complete the following tasks: overall project management, coordination and reporting; committee support and

preparation of the Museum's initial Business Plan. PRPA was authorized to begin work on December 1, 2007.

Committee Discussions

- On December 20, 2007 the Committee held its first meeting. The major purpose of this meeting was to begin the Committee's discussion of the "Committee's Charge", "Purpose" and Work Plan. The Committee also discussed their ideas for the purposes of the Museum.

In addition, the Committee authorized the PRPA to develop and distribute to the members, who shall in turn distribute to their network of stakeholders, "Stakeholder Survey #1". This survey is intended to gather preliminary opinions from stakeholders regarding such issues as a) the purpose of the Museum, b) target markets and c) possible locations.

The Committee had an extensive discussion on the marketing and cultural importance of the Museum's name, and appointed a sub-committee to work on this issue.

- Discussion of the Museum's "Conceptual Plan" was the major topic at the next two Committee meetings held on January 7th and January 25, 2008. The Committee discussed the following:
 1. The "Museum" should be a living representation, an experience and voice of Hawaiian music and dance -- including oli, mele, and hula - and its past and present practitioners and artists. It should be a unique and important focal point; not a duplication of efforts; a well-known and sought out destination; and -- most importantly - culturally authentic.
 2. Operating principles include financial and economic viability and partnering with existing organizations and existing acquisitions (i.e., Bishop Museum, HARA, HMHF, University of Hawaii).
 3. The key design principle is that all programs and exhibits should be, as much as possible, experiential and interactive.
 4. The Conceptual Framework will include purpose of the facility, programs and facility needs, size and audiences.
 5. The Business Plan will be based on the program and facility description contained in the conceptual framework.
 6. The preferred location(s) is based on the audience and facility needs described in the conceptual framework.
 7. Audiences include local residents, school children, visitors and practitioners from Hawaii and abroad. Interaction of guests with the artists and practitioners,

interaction of local residents and visitors, and interaction of artists and practitioners with each other is the major design goal.

8. The facility may include space for exhibits; small-scale demonstration and performance area(s) within exhibit space; music listening area with headset access; a “central” demonstration and performance area; semi-outdoor performance area; multi-purpose, re-sizable rooms for workshops and classes, rehearsals and practice; a hula mound; dressing rooms and green rooms; digital storage and editing room; wood shop, back area for exhibit construction and storage of non-displayed items; a restaurant and retail space and all the space required for administrative and support services.
- The Office of Hawaiian Affairs briefed the Committee on the specifics of the proposed settlement between the State and OHA at its meeting on January 25th. The Committee members were most interested in the portion of the settlement pertaining to the lands in Kaka`ako Makai.
 - The Committee’s fourth meeting was held on February 19th, 2008. The members went on a guided field trip of Kaka`ako Makai.

Business Plan including Market Analysis

The Work Plan calls for the key elements of the Business Plan to include:

- An executive summary;
- Business description of the Museum including an industry overview, description of the business activities, business positioning, description of the Museum’s products and services and the pricing strategy;
- Market analysis including a projection of the market size, definition of the Museum’s trade area, definition of the primary customer, description of the competition and estimated annual sales by product and service provided;
- Description of the development process including site selection, development timeline and the projected cost of development;
- The sales, marketing and promotions strategy;
- Recommended “ownership” and management structure (government, private for-profit, Private non-profit or some combination); and
- A five year financial plan including capital budget, cash flow statement and income statements.