
HOUSE RESOLUTION

CONVENING A TASK FORCE TO IDENTIFY AND SECURE A SITE SUITABLE
FOR BUILDING FLOATS, STORING MATERIALS, AND SETTING UP
DISPLAYS FOR PARADES AND MAJOR CELEBRATORY EVENTS.

1 WHEREAS, Hawaii's tourism industry has struggled to regain
2 its strong foothold since the September 11 attacks and the
3 recession; and
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5 WHEREAS, in addition to working with traditional
6 stakeholders such as the Hawaii Tourism Authority and the Hawaii
7 Hotel & Lodging Association, the government may need to find
8 more creative ways to revitalize tourism; and
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10 WHEREAS, parades are a source of tourist attraction that,
11 if properly invested in, may offer that sort of creative
12 economic relief; and
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14 WHEREAS, in addition to boosting visitor count, parade
15 benefits may include raising revenue, creating jobs and new
16 ventures, sharing our Aloha Spirit, and promoting Hawaii; and
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18 WHEREAS, Oahu has been home to many famous and grand
19 parades, including the Aloha Day, Pan Pacific, Kamehameha Day,
20 Honolulu City Lights, Electric Light, and Honolulu Festival
21 parades; and
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23 WHEREAS, the 2005 Honolulu Festival and parade, which
24 attracted many high-spending Japanese tourists with its
25 offerings of hula and modern and Japanese dancing, was
26 responsible for bringing in more than 6,000 visitors to Oahu and
27 adding nearly \$13 million to our economy as documented in a
28 Honolulu Star-Bulletin editorial; and
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30 WHEREAS, parade groups once enjoyed free rent for years at
31 a warehouse at Pier 32 to build and store floats and equipment,



1 but those groups were displaced to make way for Pasha Hawaii
2 Transport Lines, which began service here in March 2005; and
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4 WHEREAS, since a Honolulu parade can take up to a year to
5 plan, and building floats can take about a month, one of the
6 urgent challenges is to find a permanent structure, pier, or
7 warehouse in town that is free of charge, where floats can be
8 built, set up, and decorated, and materials can be stored; and
9

10 WHEREAS, veteran parade organizer Nelson Fujio, who has
11 nearly 40 years of experience in staging parades and has earned
12 several proclamations from the city and state in appreciation of
13 his volunteer parade work, has pledged to oversee and maintain
14 that permanent structure and site; and
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16 WHEREAS, Fujio currently uses six Matson containers on
17 state property outside Pier 1 to store parade materials and
18 such, but that site does not protect Fujio's materials from the
19 harsh elements, and his materials are currently getting wet and
20 deteriorating; and
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22 WHEREAS, while Fujio has reached out to various state
23 agencies for assistance in securing another site, he cannot
24 continue his volunteer parade work without a central storage
25 site in town, between Ward Avenue and Sand Island; and
26

27 WHEREAS, an initial step would be the formation of a task
28 force made up of state and city officials to identify a location
29 where floats and various displays can be built, set up, and
30 decorated, and parade materials can be stored; and
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32 WHEREAS, while the site could be provided on private
33 property and a grant or other funds could be used to rent the
34 property, this endeavor can start off as a nonprofit or not-for-
35 profit operation, and can be privatized; now, therefore,
36

37 BE IT RESOLVED by the House of Representatives of the
38 Twenty-sixth Legislature of the State of Hawaii, Regular Session
39 of 2011, that the Director of Business, Economic Development,
40 and Tourism, with the cooperation of the Mayor of the City and
41 County of Honolulu, is requested to convene a state-city task



1 force to identify and secure a site suitable to build floats,
2 store materials, and set up various displays for parades and
3 major celebratory events; and
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5 BE IT FURTHER RESOLVED that the task force comprise
6 officials from the State and City and County of Honolulu who are
7 necessary to identify and plan for the securing of such a site,
8 and include the participation of parade and celebratory event
9 planners to the extent necessary to determine the needed
10 characteristics of the site; and
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12 BE IT FURTHER RESOLVED that the Director of Business,
13 Economic Development, and Tourism report to the Legislature, no
14 later than 20 days prior to the convening of the Regular Session
15 of 2012, the task force's findings and recommendations and
16 progress in identifying and securing a location suitable to
17 build floats, store materials and set up various displays for
18 parades and major celebratory events; and
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20 BE IT FURTHER RESOLVED that certified copies of this
21 Resolution be transmitted to the Director of the Department of
22 Business, Economic Development, and Tourism; Board of Directors
23 of the Hawaii Tourism Authority; Mayor of the City and County of
24 Honolulu; Executive Director for the City and County of
25 Honolulu's Office of Economic Development; and Mr. Nelson Fujio.
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OFFERED BY:

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