



Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaiitourismauthority.org

NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Telephone: (808) 973-2255
Fax: (808) 973-2253

Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. 116, S.D. 2, H.D. 1
Relating to Culture and the Arts

House Committee on Hawaiian Affairs
House Committee on Culture & the Arts
Wednesday, March 23, 2011
8:30 a.m.
Conference Room 329

The Hawai'i Tourism Authority (HTA) supports S.B. 116, S.D. 2, H.D. 1, which includes in the powers and duties of the HTA the balancing of its marketing and promotion activities with the need for the promotion and integration of traditional Hawaiian cultural activities, and supporting and promoting traditional arts and cultural activities.

We support including in the powers of the Authority the supporting and promotion of traditional Hawaiian cultural activities, which the Authority is already doing and is included in our Hawai'i Tourism Strategic Plan: 2005-2015 (TSP).

The HTA's policy-making board is empowered to make and execute contracts to engage the services of consultants to carry-out its functions under the law, subject to the availability of funds. The TSP adopted by the Authority includes in its objectives strengthening the relationship between the visitor industry and the Hawaiian community, nurturing the Hawaiian culture, and supporting Hawaiian programs and cultural practitioners, craftsmen, musicians and artists.

In HTA's FY 2011 budget, a total of \$1.7 million was allocated to support its Hawaiian Culture Program and initiatives. The \$1.7 million went to programs including HTA's Kūkulu Ola – Living Hawaiian Culture Program, Native Hawaiian Festivals, supporting efforts by the Native Hawaiian Hospitality Association (NaHHA), as well as various other programs that help to honor and perpetuate the Hawaiian Culture. In addition, moneys from other program areas are put towards supporting the Hawaiian culture initiative.

As stated, HTA funds numerous proposals by organizations engaging in Hawaiian arts and cultural activities through its Kūkulu Ola – Living Hawaiian Culture Program. Among the projects funded by the HTA are Ahu'ena Heiau Restoration, Pūpūkahi I Holomua (Alu Like cultural workshops, exhibits and demonstrations), Friends of Kahana canoe restoration program, Hāna Cultural Center sharing the culture and history of East Maui, Hawaiian Sailing Canoe Association 2011 Huaka'i, Hula Preservation Society Honoring the Ancients, 36th Annual Queen Lili'uokalani Keiki Hula Competition, 'A'a i ka Hula: Historical & Contemporary Representations of the Hawaiian Language, Kīpahulu 'Ohana Kapahu Living Farm, and many other projects proposed by organizations.

We would also like to point out that Hawai'i's host culture is recognized in HTA's Strategic Plan: 2010-2013, which was developed to address the short and long-term challenges of

creating a sustainable visitor industry. Inherent in the plan is the “recognition that a successful, sustainable tourism industry must respect Hawai‘i’s host culture, its customs and its history.” The values of the Hawaiian culture has cultivated success in tourism, and we strive to continue our efforts in preserving and promoting what has made Hawai‘i a desirable destination for visitors and residents.

The HTA will continue to work with other organizations to support the promotion and integration of native Hawaiian cultural initiatives in its marketing and promotional activities.

Thank you for the opportunity to provide these comments.

clee2 - Matt

From: Hardy Spoehr [HSpoehr@papaolalokahi.org]
Sent: Monday, March 21, 2011 8:10 AM
To: HAWtestimony
Subject: Testimony: SB 116, SD2, HD1

TESTIMONY: SB 116, SD2, HD1, Relating to culture and the arts

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Papa Ola Lokahi, the Native Hawaiian Health Board, supports this legislation. In the past, the Hawaii Tourism Authority has played a major role in supporting traditional Hawaiian arts and cultural activities for Hawai'i's visitors. This program has been a critical link between Native Hawaiian practitioners and our visitors. It has also enabled the perpetuation of traditional arts and culture.

Thank you

Hardy Spoehr, Executive Director
Papa Ola Lokahi
894 Queen Street
Honolulu, HI 96813
808-597-6550