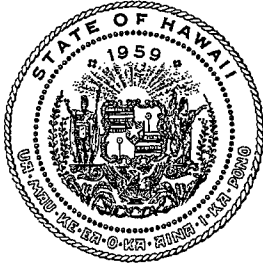


SB 116



NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
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Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority

on
S.B. 116
Relating to Culture and the Arts

Senate Committee on Tourism
Senate Committee on Economic Development and Technology
Senate Committee on Hawaiian Affairs
Monday, February 14, 2011
1:15 p.m.
Conference Room 016

The Hawai'i Tourism Authority (HTA) provides the following comments on S.B. 116, S.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.

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).

As a policy-making board, the Authority's 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. The \$1.7 million went to programs including HTA's Kukulu Ola – Living Hawaiian Culture Program, Native Hawaiian Signature Festivals, and to support efforts by the Native Hawaiian Hospitality Association. 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 thru its Kukulu Ola – Living Hawaiian Culture Program. Among the projects funded by the HTA are Ahu'ena Heiau Restoration, Pupukahi I Holomua (Alu Like cultural workshops, exhibits and demonstrations), Friends of Kahana canoe restoration program, Hana 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 the HTA's Strategic Plan: 2010-2012, 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 have 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.