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Testimony of  
**Mike McCartney**  
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on  
**S.B. 116, S.D. 2**  
**Relating to Culture and the Arts**

House Committee on Tourism  
Monday, March 14, 2011  
10:30 a.m.  
Conference Room 312

The Hawai'i Tourism Authority (HTA) provides the following comments on S.B. 116, S.D. 2, 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 pre-contact 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. 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, Pukupahi 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, 36<sup>th</sup> 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: 2010-2012, 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 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.

We would like to point out that the limiting support and promotion of traditional Hawaiian arts and cultural activities to "pre-contact" arts and cultural activities may present problems. If "pre-contact" means prior to western contact or prior to the discovery of the Hawaiian Islands by European explorers, many forms of dance and music may be excluded: dances such as hula 'auana (modern hula) and hula noho (sitting hula); and music that include steel guitar, kiho'alu (slack key), 'ukulele, orchestral forms, such as music associate with the Royal Hawaiian Band, himeni (choral singing), leo ki'eki'e (falsetto singing), leo ha'I, and ensemble such as duets, trios, quartets, quintets, and other harmonic combinations.

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.