



SB261 SD2
RELATING TO HAWAIIAN AFFAIRS
House Committee on Hawaiian Affairs
House Committee on Culture & the Arts

March 16, 2011

8:30 a.m.

Room 329

The Office of Hawaiian Affairs (OHA) **SUPPORTS WITH AMENDMENTS** SB261 SD2, which would establish the Museum of Hawaiian Music and Dance Design Committee and appropriates funds to finance the design and construction of the museum. We ask that SB261 SD2 be amended to include OHA's Chief Executive Officer or designee as a member of the Museum of Hawaiian Music and Dance Design Committee.

OHA has been a supporter of the creation of a Museum of Hawaiian Music and Dance since the concept was first discussed. OHA was also a part of the legislatively-created committee that submitted a report to the Legislature in 2009 discussing the economic feasibility of the concept.

It is part and parcel of OHA's purpose to better the conditions of our beneficiaries through, among others things, empowering their heritage and economic well being. In many ways, these forms of empowerment are inseparable and must be dealt with in the context of our global market economy.

Native Hawaiians articulate their values and familial connection with Ka Pae'āina o Hawai'i in part through oral and artistic expression, passed down over thousands of years. Indeed, the Native Hawaiian voice was carried down to the present through chant, dance, percussion and melody. Over the years, these artistic traditions as a collective have offered Native Hawaiians a rare but important economic opportunity to express what it means to be Hawaiian.

Tragically, while other cultures and ethnic groups have physical cultural centers, there is no Hawaiian Cultural Center. We strongly believe that the creation of a Museum of Hawaiian Music and Dance is a positive step in addressing this inequity; would create a safe space to nurture and empower the multifaceted Hawaiian artistic voice; and would preserve our beneficiaries' heritage for the benefit of all the people of Hawai'i.

Therefore, OHA urges the committee to accept OHA's amendments and PASS SB261 SD2. Mahalo for the opportunity to testify on this important measure.



Hawai'i Tourism Authority

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NEIL ABERCROMBIE
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Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. 261, S.D. 2 Relating to Hawaiian Music and Dance

House Committee on Hawaiian Affairs
House Committee on Culture & the Arts
Wednesday, March 16, 2011
8:30 a.m.
Conference Room 329

The Hawai'i Tourism Authority (HTA) supports S.B. 261, S.D. 2, which proposes to establish the Museum of Hawaiian Music and Dance, establishes a committee to supervise and direct the planning, design, construction, and management of a Museum of Hawaiian Music and Dance.

The HTA provides the following comments:

- Act 230, SLH 2007 was signed into law by the Governor on June 13, 2007, establishing the Museum of Hawaiian Music and Dance Committee to determine the appropriate type of institution that should be established, its location, possible financing mechanisms and the completion of an initial business plan. This measure also appropriated funds to HTA to assist the Committee and identified HTA as a member of the Committee.
- Act 48, SLH 2008 was signed into law by the Governor on April 30, 2008 to allow the Committee's extension through June 30, 2009 and to request a final report to the Legislature on the Committee's findings and recommendations. The report submitted in January 2009 recommended the state to proceed with the construction of the museum, identified a preferred site and addressed related considerations.
- The HTA supports the establishment of a Museum of Hawaiian Music and Dance as it will enable the work on this project to continue as well as support the goals of two initiatives in the 2005-2015 Hawai'i Tourism Strategic Plan:
 - Hawaiian Culture and Community: *Honor and perpetuate the Hawaiian culture and community.*
 - Tourism Product Development: *Provide a diverse and quality tourism product unique to Hawai'i that enhances the Hawai'i visitor experience and enriches residents' quality of life.*

Because the Museum is supposed to be a self-sustaining operation, we would suggest that, rather than funding the project with general revenues, the Legislature explore the feasibility of funding the design and construction of the project using revenue

bonds, which will not require the use of limited general funds and will not count toward the debt service of the State.

Thank you for the opportunity to offer these comments.

clee2 - Matt

From: mailinglist@capitol.hawaii.gov
Sent: Sunday, March 13, 2011 3:33 PM
To: HAWtestimony
Cc: swartzg001@hawaii.rr.com
Subject: Testimony for SB261 on 3/16/2011 8:30:00 AM

Testimony for HAW/CUA 3/16/2011 8:30:00 AM SB261

Conference room: 329
Testifier position: oppose
Testifier will be present: No
Submitted by: gregory swartz
Organization: Individual
Address:
Phone:
E-mail: swartzg001@hawaii.rr.com
Submitted on: 3/13/2011

Comments:

I support the idea of a Museum and various other cultural initiatives, but the funding should come from OHA or other sources, not all of the taxpayers of this State.

clee2 - Matt

From: mailinglist@capitol.hawaii.gov
Sent: Monday, March 14, 2011 4:41 PM
To: HAWtestimony
Cc: LWongassocs@aol.com
Subject: Testimony for SB261 on 3/16/2011 8:30:00 AM

Testimony for HAW/CUA 3/16/2011 8:30:00 AM SB261

Conference room: 329
Testifier position: support
Testifier will be present: No
Submitted by: Lucien Wong
Organization: Individual
Address:
Phone:
E-mail: LWongassocs@aol.com
Submitted on: 3/14/2011

Comments:
Subject: SB261 Relating To Museum of Hawaiian Music & Dance - Support

Aloha

The following is testimony on the economic benefits of SB261 relating to the Museum of Hawaiian Music & Dance explaining why I support its passage and respectfully request your support for this important local jobs project.

Mahalo nui loa
Lucien Wong

Given the state of our local economy there are two important questions regarding this Museum:

1. Do we need a Museum of Hawaiian Music & Dance?

Short answer: Yes! It is an economic development project creating local jobs utilizing truly unique cultural and historical assets which will result in short term and ongoing job creation by contributing to the growth of our primary industry tourism while promoting the growth of many small local businesses involved in these cultural arts.

It is clear that Hawaii is facing some very difficult economic times with our primary economic engine tourism slowly recovering from a global recession; so now, more than ever before, is the time to examine what reasons we give visitors to come to our beautiful islands besides sun, sea, sand and shopping. Some have argued visitor counts would be much worse had it not been for 9/11, drug wars, civil unrest, terrorism etc, which caused visitors who wanted an overseas experience to fear going to troubled foreign destinations opting instead to come here. Does it make sense to continue to rely only on this fear and our sun, sea, sand and shopping? What else has been done to improve our "product"? Is only building more shops, more resorts, more golf courses etc, in other words, more of the same a successful competitive strategy?

Tourism is a competitive business and any business which does not constantly reexamine its "product" is almost certain to decline. So what then can Hawaii do that is

sensitive to our host culture and our quality of life? What is it that makes Hawaii unique and special? Surely, not sun, sea and sand or shopping found elsewhere and often for a lot less. The answer lies in Hawaii's truly unique rich history and culture which gives it a distinct competitive edge simply because no other destination can offer the same.

Hawaiian music and dance, which has grown in popularity over the years is an expression of that culture and history. Hawaiian music is now included in the Annual Grammy Awards receiving national and international recognition. Braddah Iz's medley song "Over the Rainbow/What A Wonderful World" was the number one downloaded song over the Internet, and was featured on the immensely popular television show "American Idol". It was the theme in two Hollywood movies and was featured on both Dick Clark's Rockin New Years Eve and in the Philadelphia fireworks display shortly after midnight on January 1, 2009. It was reported recently that there are more hula halau in Japan than there are in Hawaii and there are halau in countries all over the world. The success of the Merry Monarch is an example of the interest in hula and if you Google hula halau there are over 31,000 sites. Other local artist who gained fame beyond Hawaii include Don Ho, Kui Lee, Al Lopaka, Keali'i Reichel, Keola Beamer, Jake Shimabokura, Patrick Makuakane and the list goes on. Hawaii has even given the world the ukulele and slack key guitar both immensely popular musical instruments/styles outside of Hawaii.

More recently in December 2010 Iz was selected by National Public Radio for its "50 Great Voices" (<http://www.npr.org/series/122287224/50-great-voices>) while Time magazine in January reported on the growing popularity of the ukulele, "A String Thing" (<http://www.time.com/time/magazine/article/0,9171,2043445,00.html>). Descendants a movie to be released this summer starring George Clooney will feature Hawaiian music.

Such a museum would bring a focal point, a home, a catalyst for these widely popular cultural arts in such a way that it will give more exposure to local talented artists. Hawaii's keiki would be educated in the culture and history, and encouraged to pursue their musical talent as a financially sustainable career.

Hawaii's best economic development assets are it's culture and history as they are unique, meaning, they cannot be duplicated anywhere else in the world. We are truly blessed as this music and dance is popular everywhere and growing in popularity. A museum dedicated to these cultural arts will long be enjoyed by visitors and residents alike. The City of Cleveland built the Rock and Roll of Fame And Museum as an economic development project. Where would Nashville be without Country Music? New Orleans without Dixieland Jazz?

2. Do we need to build this museum now?

2. Short Answer: Yes! Our economy needs help and most of what has been proposed are large infrastructure projects which will provide construction jobs, but what happens when these projects are completed? Furthermore, the growing popularity of Hawaiian music makes now the perfect time. The museum will provide construction jobs and once completed long term jobs, helping grow those businesses engaged in Hawaiian music and dance and enhancing our tourism industry.

Visitor counts to Hawaii have declined as a result of a global recession. Hawaii Tourism Authority's efforts to reverse this trend, especially the Japanese market, have been unsuccessful. Improving our "product" would help by giving visitors a new reason to come here besides sun, sea, sand and shopping, all of which can be found elsewhere and often at less cost. While funds are being requested for infrastructure projects, funds should also be authorized for the museum. Perhaps it might be easier to justify, if the museum is considered "infrastructure" because of the role it will play in enhancing the "product" and at the same time sustaining the Hawaiian culture. A powerful combination! Permanent local jobs will be created not just because of the operations of the

museum, but also because it will promote and support the many small local businesses engaged in Hawaiian music and dance, e.g., musicians, dancers, kumu hula, record companies, recording studios etc etc.

Finally, perhaps not an economic reason but while other cultures in Hawaii have their centers for example, Japanese Cultural Center, Okinawan Cultural Center, Filipino, Cultural Center, Chinese Cultural Plaza and a planned Korean Cultural Center, where is the host culture's center? The Hawaiian Cultural Center? The Museum of Hawaiian Music & Dance could be it.

Mahalo!

clee2 - Matt

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, March 15, 2011 10:13 AM
To: HAWtestimony
Cc: amyk88@hawaii.edu
Subject: Testimony for SB261 on 3/16/2011 8:30:00 AM

Testimony for HAW/CUA 3/16/2011 8:30:00 AM SB261

Conference room: 329
Testifier position: support
Testifier will be present: No
Submitted by: Amy K. Stillman
Organization: Individual
Address:
Phone:
E-mail: amyk88@hawaii.edu
Submitted on: 3/15/2011

Comments:

I am writing in support of SB261, a measure to create a Museum of Hawaiian Music and Dance. Such an institution in Hawai'i would serve both cultural preservation and economic development needs.

As a scholar and historian of Hawaiian music and hula, and as a tenured faculty member at the University of Michigan, in residence this year at University of Hawai'i at Mānoa, I have been conducting a series of public roundtable Dialogues on Hawaiian music at UH Mānoa. We are at an opportune moment when dramatic transformations in the music industry, the strengthening of Hawaiian Studies in the UH system, and broad-based grassroots community organizing is bringing into alignment the energy and expertise needed to shepherd such a new institution into being.

There should be absolutely no question about how a Museum of Hawaiian Music and Dance could be an economic stimulus to the State of Hawai'i. Existing institutions, including Cleveland's Rock and Roll Hall of Fame and Museum, Nashville's Country Music Hall of Fame, LA's Grammy Museum, and Seattle's Experience Music Project, provide compelling data on their benefits to their host cities.

There should also be absolutely no question that a statewide Museum of Hawaiian Music and Dance would honor Hawai'i's indigenous host people and culture.

Favorable consideration of SB261 would provide the foundation to launch this important initiative. I strongly recommend its passage.