

February 6, 2012

Submitted to:

Senate Committee on Tourism

Senator Donna Mercado Kim, Chair

and

Senate Committee on Economic Development and Technology

Senator Carol Fukunaga, Chair

Chairs Kim and Fukunaga and Committee Members:

The Ko Olina Resort Association supports the intent of SB 3050 which assigns the responsibilities for film, TV, and other media development to the Hawaii Tourism Authority (HTA). The film and television industry generates millions in direct expenditures in the State, while simultaneously promoting the Hawaii brand. The oversight by the HTA will optimize the natural synergies between the two industries. The Ko Olina Resort, for example, at its Disney Resort will be hosting a week long television broadcast by Kelly Live! at the end of February which will reach millions of viewers on the mainland. The partnership between the film division and HTA would allow Hawaii to maximize its marketing resources.

Thank you for allowing us to provide testimony on this matter

Respectfully Submitted,

Kenneth Williams

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