

DAVID Y. IGE
GOVERNOR



CRAIG K. HIRAI
EXECUTIVE DIRECTOR

STATE OF HAWAII

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
HAWAII HOUSING FINANCE AND DEVELOPMENT CORPORATION
677 QUEEN STREET, SUITE 300
Honolulu, Hawaii 96813
FAX: (808) 587-0600

IN REPLY REFER TO:

Statement of
Craig K. Hirai
Hawaii Housing Finance and Development Corporation
Before the

HOUSE COMMITTEE ON WATER & LAND

February 5, 2016 at 8:30 a.m.
State Capitol, Room 325

In consideration of
H.B. 2591
RELATING TO EDUCATION.

HHFDC ***offers the following comments*** on H.B. 2591. If the other departments and agencies mentioned in the bill are amenable to developing a creative media technology campus, HHFDC would participate to the extent our statutory authority allows. Section 201H-12(c), Hawaii Revised Statutes (HRS), authorizes HHFDC to assist in the development of student housing. This section limits the extent of our participation in the proposed campus to student housing alone.

We note, however, that H.B. 2293, an Administration bill, would amend Section 201H-12, HRS, to allow HHFDC to engage in mixed-use developments. Passage of H.B. 2293 would enable HHFDC to participate in the development of the entire creative media technology campus, not just the housing component thereof.

Thank you for the opportunity to testify.



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

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Statement of
Luis P. Salaveria
Director
Department of Business, Economic Development, and Tourism
HOUSE COMMITTEE ON WATER & LAND
Friday, February 05, 2016
8:30 AM
State Capitol, Conference Room 325

In consideration of
HB2591
RELATING TO EDUCATION.

Chair Yamane, Vice Chair Cullen, and Members of the House Committee on Water & Land.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB2591, which would require the University of Hawaii (UH) to allocate fifty acres of land for a creative media technology campus at the UH West Oahu campus.

With the student achievements we have seen as a result of Waianae High School's Searider Productions and other Department of Education STEM and digital media programs, as well as the Creative Lab Initiative, DBEDT recognizes the importance of infrastructure and job opportunities to keep these creative entrepreneurs in Hawaii.

In 2014, the Legislature appropriated funds for a statewide feasibility study to determine industry needs and the best location to develop a Creative Media/Film Studio Complex. Pro Forma Advisors, LLC, was awarded the contract and is currently performing this study. The purpose of this study is to identify suitable state or county lands across the State that may be well-suited for this type of infrastructure development.

As part of the due diligence of this study, the consultants will be meeting with UH West Oahu officials on Wednesday, February 10, 2016, to discuss what opportunities and synergies might be available at the UH West Oahu campus.

In Section 3, DBEDT recommends including Creative Industries as a member of the team to further this discussion. We welcome the opportunity to work with the Legislature and the University to further this concept.

Thank you for the opportunity to testify on this measure.



Statement of
Robbie Melton
Executive Director & CEO
High Technology Development Corporation
before the
House Committee on Water & Land
Friday, February 5, 2016
8:30 a.m.
State Capitol, Conference Room 325

In consideration of
HB2591
RELATING TO EDUCATION.

Chair Yamane, Vice Chair Cullen, and Members of the Committee on Water & Land.

The High Technology Development Corporation (HTDC) **supports the intent of** HB2591 which requires the University of Hawaii system to allocate fifty acres of land for a creative media technology campus at the West Oahu Campus. And, requires specific entities to enter into a memorandum of agreement to design, plan, and develop the creative media technology campus..

As part of HTDC's vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports the intent of this bill to strengthen the technology and innovation workforce development pipeline through a collaborative effort. HTDC defers to the other departments on the feasibility and implementation of the bill.

Thank you for the opportunity to offer these comments.

February 3, 2016

The Honorable Representative Ryan I. Yamane, Chair
The Honorable Representative Ty J.K. Cullen, Vice Chair
and Members of the Committee on Water and Land
Hawaii State Capitol
415 South Beretania Street
Honolulu, Hawaii 96813



Working together for Kapolei

Dear Chair Yamane, Vice Chair Cullen and Committee Members:

RE: HB2591 – RELATING TO EDUCATION

The Kapolei Chamber of Commerce respectfully presents this testimony in support of the intent of HB2591 requiring the University of Hawaii system to allocate fifty acres of land for a creative media technology campus at the University of Hawaii – West Oahu.

Supporting the education and career readiness needs and future workforce development aligns with the mission of the Kapolei Chamber to improve the regional and State economic climate and help Kapolei businesses thrive.

This legislation will pave the path to connect the education pipeline from high school to college by supporting an academy of creative media at the University of Hawaii –West Oahu. The need for programming and facilities like this in the Kapolei Region is evident with the proven success of area programs like Searider Academy at Waianae High School. Having a creative media technology campus that includes picture, television, digital media and post production studio facilities in our growing second city will provide the technical educational needs for our future generations.

Sincerely,

A handwritten signature in black ink, appearing to read "Kiran Polk".

Kiran Polk
Executive Director

1001 Kamokila Boulevard, Campbell Building Suite 250, Kapolei, Hawaii 96707

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 03, 2016 4:07 PM
To: waltestimony
Cc: makahababy@aol.com
Subject: Submitted testimony for HB2591 on Feb 5, 2016 08:30AM

HB2591

Submitted on: 2/3/2016

Testimony for WAL on Feb 5, 2016 08:30AM in Conference Room 325

Submitted By	Organization	Testifier Position	Present at Hearing
Sara Perry	Individual	Oppose	No

Comments: While I fully support the development and expansion of my ala mater of UHWO, I don't think that setting aside this much precious land for this specific purpose is a prudent option in the long term development of our campus. Creative media is one of the more popular programs at UHWO, mainly because it acts as a next step for Waianae Searider production students to pursue a college degree once they finish high school. Currently, we are in the process of building a special creative media building, which will house the classrooms for these students. However, creative media is an extremely specialized and narrow job field, more so when you look at it in terms of jobs available in the state of Hawaii. While I think this program is great, UHWO should make a much more concerted effort to not accept more students into the program than there are jobs available on the other end, post graduation. I think that setting aside this much of a chunk of our campus sends the wrong message, in that there are many more jobs in this field, and there is much more support in the creative media field than is actually truly so. I urge the Committee to instead support stronger programs which deal with industry cooperatives, that would create more jobs for these students, rather than legislate ourselves into a proverbial box by allocating precious land to a program that is not viable in its growth at this point in time. Having a hope that it will someday mirror a number of graduates with jobs available is far down the road, and removing land that can be better utilized in the next few years for other expansions would be a more prudent plan of action. Mahalo for your consideration.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

LATE

Testimony Presented Before the
House Committee on Water and Land
February 5, 2016 at 8:30 a.m.

by
Doris Ching, Ed.D.
Interim Chancellor
University of Hawai'i – West O'ahu

HB 2591 – RELATING TO EDUCATION

Aloha Chair Yamane, Vice Chair Cullen and members of the committee:

Thank you for the opportunity to present testimony on HB 2591 – Relating to Education. The University of Hawai'i – West O'ahu (UHWO) supports the overall concept of this bill, as it includes initiatives that are aligned with University goals and objectives.

In 2014, the Board of Regents reallocated about 150 acres to the campus in support of an increased student enrollment projection. As a result, plans are to re-engage with a consultant to amend our Long Range Development Plan to incorporate further development of the campus lands in alignment with our program, curriculum and strategic plans. This increased campus allocation could include 50 acres of land area to accommodate the concept of a Creative Media Technology campus, with facilities such as a proposed motion picture, television, digital media, and post production studio complex for creative media development and post production. The University notes that current plans already anticipate approximately 7.2 acres in the original Long Range Development Plan to accommodate student housing.

Creative Media education is a theme of the UHWO campus. We have been designated by the University of Hawai'i (UH) to be the hub of Creative Media education for the entire 10-campus system through the Academy for Creative Media System program.

The Legislature and Governor have supported this effort through Act 134, SLH 2013, which provides positions and programmatic funding to enhance existing centers of excellence in creative and digital media at multiple UH campuses, creates a hub for Creative Media education at UHWO, and supports new articulation agreements between all of the community colleges, UH Maui College, and UH Hilo for students to pursue a baccalaureate degree at UHWO in Creative Media.

The new Creative Media program at UHWO has grown 95% in one year, with 67 new majors of which 40 are transfers from other campuses in the UH System; evidence that the articulation pipelines are working and students are responding. Our overall goal for UHWO's Creative Media hub – contingent on the proposed Creative Media building – is 500 majors.

With a complex as envisioned by this bill, UHWO has the opportunity to drive Hawai'i's 21st century knowledge based industry through public/private partnerships that integrate town and gown.

Creative Media will bring UHWO its own identity, distinct from the research mission of the Mānoa flagship campus, and help to build a campus modeled on collaboration among our undergraduates interested in the media field.

Media production in all its forms, films, television, software, video games, massive multi-players, animation, visual effects, smart phone applications, social media platforms - hallmarks of the creative economy - offer Hawai'i our best chance of lessening our dependence on the service industry.

Intellectual property, which comes from the minds of our students, makes economic sense. Broadband connects us to the global economy in ways that ships and planes cannot. Creative intellectual property only requires that we harness the natural talent of our students; it doesn't need endless access to greater capital, the importation of raw materials and the physical shipping of the finished product, vast tracks of land or resources that threaten our environment, or the relocation to the mainland for success.

If approved, and as we move forward with the development of both the campus lands and the commercial development, current plans are to ensure that we reach out to key stakeholders which may include the Department of Education, Hawai'i Housing Finance and Development Corporation, State of Hawai'i Film Office, High Technology Development Corporation, as well as the community as the University deems them to be appropriate. We respectfully do not support legislatively prescribing of specific entities to be required to sign memorandums of agreement and involved in the design, planning, and development of the creative media program at UHWO at this time, as it is inconsistent with the standards of accreditation related to the university. The objective should be to ensure that UHWO programs are strategic, sustainable, and create the greatest synergy among students, education and industry into the future. The University will develop strong partnerships with organizations we determine will ensure the success of our educational programs as we see fit.

Thank you for this opportunity to testify.

Bill: HB 2591 RELATING TO EDUCATION

Date of Hearing: Feb. 5, 2016 @ 8:30 am



IN SUPPORT

Aloha,

My name is Douglas Albano and I am a student at UHWO. I support HB 2591 because a creative media technology campus will benefit students who are interested in motion picture and other digital media projects. The addition of this new campus and housing will encourage more students to enroll at UHWO. As a student currently taking creative media courses, I would have appreciated and utilized this campus if it were available today.

Thank you for taking the time to read this testimony.

Douglas Albano