



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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January 16, 2018

The Honorable Ronald D. Kouchi,
President and Members
of the Senate
Twenty-Ninth State Legislature
State Capitol, Room 409
Honolulu, Hawaii 96813

The Honorable Scott K. Saiki,
Speaker and Members of the
House of Representatives
Twenty-Ninth State Legislature
State Capitol, Room 431
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Saiki, and Members of the Legislature:

For your information and consideration, I am transmitting a copy of the Department of Business, Economic Development & Tourism's report to the Hawaii State Legislature on the 13th Festival of Pacific Arts pursuant to Act 104, SLH 2017, SB545, SD2, HD1, CD1. In accordance with Section 93-16, Hawaii Revised Statutes, I am also informing you that the report may be viewed electronically at:
<http://dbedt.hawaii.gov/overview/annual-reports-reports-to-the-legislature/>.

Sincerely,

A handwritten signature in black ink, appearing to read "Luis P. Salaveria".
Luis P. Salaveria

Enclosure

c: Legislative Reference Bureau

**REPORT FROM THE TEMPORARY COMMISSION ON THE 13TH FESTIVAL
OF PACIFIC ARTS PURSUANT TO ACT 104, SLH 2017
SB545, SD2, HD1, CD1.**

A Report to the Hawaii State
Legislature

Submitted by

**The Department of Business,
Economic Development & Tourism**

January 2018

Act 204, SLH 2017, created a temporary commission to oversee the planning of the 13th Festival of Pacific Arts (FESTPAC) which will take place in Hawaii in June 11-27, 2020. The legislation also appropriated funds for the Commission to plan for the Festival. The Commission is housed in and the appropriation to be expended by the Department of Business, Economic Development and Tourism (DBEDT).

The FESTPAC Commission is composed of the following members:

Governor's designee (TBD)
Senator J. Kalani English (Senate President's designee)
Representative Lynn DeCoite (House Speaker's designee)
Dennis Ling (DBEDT Director's designee)
Kalani Ka'ana'ana (HTA President & CEO's designee)
Mehana Hind (OHA CEO's designee)
Misty Kela'i (C&C of Honolulu Mayor's designee)
Mapuana de Silva (Community Member, Governor-appointed)
Snowbird Bento (Community Member, Governor-appointed)

The Commission convened its first meeting on January 4, 2018 and elected Senator English as chairperson.

In November 2017, DBEDT issued a Request for Proposal (RFP) for a coordinator for the FESTPAC. The PA'I Foundation was the only offeror, and their proposal was responsive to the RFP, so the Evaluation Committee recommended the PA'I Foundation be awarded a contract in the amount of \$450,000. The contract will be effective February 1, 2018 to January 31, 2021.

PA'I Foundation Executive Director Vicky Holt Takamine attended the Commission meeting on January 4th and distributed a list of participating nations (Attachment A), a tentative schedule of activities (Attachment B) and a draft budget (Attachment C). These documents were presented as information only at this time, so no action was taken by the Commission.

It should be noted that the total estimated budget to plan, coordinate, produce, manage and promote FESTPAC is over \$24 million. The FESTPAC Coordinator plans to seek additional public (federal, state and county) and private sources of funding.

The next FESTPAC Commission meeting is scheduled for March 7, 2018.

Festival of Pacific Arts and Culture 2020

Participating Nations:

1. American Samoa
2. Aotearoa
3. Australia
4. Federated States of Micronesia
5. Fiji Islands (2024 Hosts)
6. Guam (2016 Hosts)
7. Hawai'i
8. Kiribati
9. Marshall Islands
10. Nauru
11. New Caledonia
12. Niue
13. Norfolk Island
14. Northern Mariana Islands
15. Palau
16. Papua New Guinea
17. Pitcairn Islands
18. Rapa Nui
19. Rarotonga
20. Samoa
21. Solomon Islands
22. Tahiti
23. Tokelau
24. Tonga
25. Tuvalu
26. Vanuatu
27. Wallis and Futuna
28. The indigenous peoples of Taiwan are also invited to participate in the festival.

FESTPAC 2020
TENTATIVE SCHEDULE OF EVENTS
June 8-27, 2020

June 8-10	ARRIVAL OF DELEGATES Housing at EWC & UH Dorms Heads of State & Heads of Delegations at Various Waikiki Hotels
June 9-10	Lei Making at the FESTPAC Cultural Village
Thursday, June 11	Lei Draping Ceremony at the King Kamehameha Statue Opening Ceremonies at 'Iolani Palace
Friday, June 12	Canoe Arrivals & 'Awa Ceremonies (Place TBD, PVS) Grand Opening of FESTPAC Village (Place TBD)
June 12-26	Daily Film, Forums, Culinary Demonstrations, Theatre, Music & Dance, Cultural Demonstrations, Performances, Presentations & Gallery Exhibits will be Scheduled for appropriate facilities including: <ul style="list-style-type: none"> • Neighbor Islands Pending Sufficient Funding for hosting and travel • Arts at Marks • Bishop Museum (TBD) • East West Center • FESTPAC Cultural Village • Hawai'i Convention Center (TBD) • Hawai'i Theatre (TBD) • Hawai'i Theatre for Youth (TBD) • Honolulu Community College (TBD) • Honolulu Museum of Art (Daily) • 'Iolani Palace (TBD) • Kapi'olani Community College (TBD) • Kapi'olani Park Bandstand (Daytime Performances) • Kumu Kahua • NBC Concert Hall (TBD) • Thomas Square (Weekends) • UH Kennedy Theatre (TBD) • UH Mānoa • UH Orvis Auditorium (TBD) • Wa'a Village • Waikiki Shell (Evening Performances) • Waimea Valley • West O'ahu College (TBD) • Windward Community College (TBD)
Saturday, June 13	Kamehameha Day Parade/Festival Parade
Sunday, June 14	Ecumenical Services, Stan Sheriff Center

Friday, June 19	Delegates hosted lunch by community partners
Saturday, June 20	Annual Flag Day Celebration at Ala Moana Park
Sunday, June 21	Kualoa Ranch – Pacific Island Games Competition
	Waikiki Beach – Surf Contest
	Waimanalo Beach Park – Canoe Regatta & Slack Key Festival
	Ecumenical Services, Stan Sheriff Center
Special Events	
	<ul style="list-style-type: none">• Wearable Art Shows – Hawai‘I Convention Center• Choral Festival – Kawaiaha‘o Church

FESTPAC-Hawai'i 2020 Budget DRAFT

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>3-Yr Total</u>	
<u>Planning and Design</u>					
Salaries					
Festival Coordinator	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Finance Director	\$ 25,000	\$ 40,000	\$ 40,000	\$ 105,000	
Director of Administration and Development	\$ 10,000	\$ 25,000	\$ 50,000	\$ 85,000	
Grant Writer	\$ 15,000	\$ 25,000	\$ 10,000	\$ 50,000	
Administrative Assistant	\$ 10,000	\$ 20,000	\$ 20,000	\$ 50,000	
Travel				\$ -	
South Pacific Community (SPC) Council Meeting in Fiji	\$ 10,000	\$ -	\$ -	\$ 10,000	
Total Planning & Design	\$ 120,000	\$ 160,000	\$ 170,000	\$ 450,000	
<u>Artistic</u>					
Ceremonies and Protocol					
Opening Ceremony			\$ 150,000	\$ 150,000	Iolani Palace
Arrival of the Wa'a Ceremony			\$ 150,000	\$ 150,000	Magic Island
Closing Ceremony / Flag Handover Ceremony			\$ 150,000	\$ 150,000	Festival Village or Waikiki Shell
Heads of State Welcome			\$ 75,000	\$ 75,000	Washington Place
VIP Gifts and Protocols			\$ 30,000	\$ 30,000	
Programming and Production					
Artistic Planning meetings	\$ 5,000	\$ 5,000		\$ 10,000	
Artistic personnel	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
Artistic contractors		\$ 50,000	\$ 200,000	\$ 250,000	
Community engagement	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
Education programs	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
Total Artistic	\$ 155,000	\$ 355,000	\$ 1,055,000	\$ 1,565,000	
<u>Administration</u>					
Salaries - Section Directors and staff	\$ 300,000	\$ 400,000	\$ 400,000	\$ 1,100,000	
Office rental	\$ 250,000	\$ 250,000	\$ 187,500	\$ 687,500	
Furniture, telephone, utilities	\$ 30,000	\$ 30,000	\$ 22,500	\$ 82,500	
Office equipment, computers, software, copiers, printers	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Language services		\$ 70,000	\$ 140,000	\$ 210,000	
Events and meetings	\$ 12,000	\$ 24,000	\$ 48,000	\$ 84,000	
Travel - Festival observation	n/a	n/a	n/a		See Pre-Planning
Communications					
IT and Telecommunications: Infrastructure, Landline, Wireless, Radio Frequency, Public address systems, TV and cable, Internet	\$ 10,000	\$ 50,000	\$ 200,000	\$ 260,000	
Legal					
Legal services	\$ 10,000	\$ 25,000	\$ 50,000	\$ 85,000	
Licensing royalties			\$ 50,000	\$ 50,000	
Insurance	\$ 10,000	\$ 25,000	\$ 100,000	\$ 135,000	
Operational/workplace safety	\$ 50,000	\$ 50,000	\$ 100,000	\$ 200,000	
Human Resources					
HR staff	\$ 50,000	\$ 60,000	\$ 100,000	\$ 210,000	or Contract
Permanent staff	\$ -	\$ 400,000	\$ 400,000	\$ 800,000	10 x 40K

Temporary staff	\$	-	\$	400,000	\$	400,000	\$	800,000	20 x 20K
Volunteers/volunteer coordinator	\$	50,000	\$	50,000	\$	75,000	\$	175,000	
Consultants	\$	50,000	\$	100,000	\$	50,000	\$	200,000	
Contractors	\$	-	\$	50,000	\$	200,000	\$	250,000	
Uniforms	\$	-	\$	25,000	\$	25,000	\$	50,000	
Total Administration	\$	872,000	\$	2,059,000	\$	2,598,000	\$	5,529,000	

Government Coordination

Coordinator position	\$	50,000	\$	50,000	\$	50,000	\$	150,000
Visitor accommodation	\$	10,000	\$	10,000	\$	25,000	\$	45,000
Fees	\$	-	\$	5,000	\$	10,000	\$	15,000
Total Government Coordination	\$	60,000	\$	65,000	\$	85,000	\$	210,000

Media, Marketing & Sponsorship

Festival program design	\$	10,000	\$	-	\$	-	\$	10,000
Festival program printing			\$	25,000	\$	50,000	\$	75,000
Decorating - venues	\$	-	\$	-	\$	50,000	\$	50,000
Marketing	\$	35,000	\$	100,000	\$	200,000	\$	335,000
Sponsorship	\$	5,000	\$	5,000	\$	10,000	\$	20,000
Merchandise	\$	10,000	\$	10,000	\$	200,000	\$	220,000
Ticketing	\$	-	\$	50,000	\$	150,000	\$	200,000
Community relations staff	\$	50,000	\$	75,000	\$	100,000	\$	225,000
Media relations staff	\$	50,000	\$	50,000	\$	100,000	\$	200,000
Corporate and Gov't relations staff	\$	50,000	\$	50,000	\$	50,000	\$	150,000
Website development	\$	100,000	\$	100,000	\$	100,000	\$	300,000
Broadcasting	\$	-	\$	100,000	\$	250,000	\$	350,000
Advertising/Media	\$	100,000	\$	250,000	\$	500,000	\$	850,000
Documentation	\$	6,000	\$	12,000	\$	120,000	\$	138,000
Total Media/Marketing/Sponsorship	\$	416,000	\$	827,000	\$	1,880,000	\$	3,123,000

Venues and Facilities

Venue Build-Up

Exhibition / performance venues	\$	1,000,000	\$	3,000,000	\$	1,000,000	\$	5,000,000	Festival Village
Media / Work force offices	\$	-	\$	50,000	\$	50,000	\$	100,000	
Temporary facilities	\$	10,000	\$	25,000	\$	50,000	\$	85,000	
VIP lounges	\$	-	\$	-	\$	50,000	\$	50,000	
HOD administration centers	\$	-	\$	-	\$	50,000	\$	50,000	

Venue Logistics and Operations

Venue rental	\$	-	\$	-	\$	250,000	\$	250,000
Cleaning/waste management	\$	-	\$	-	\$	50,000	\$	50,000
Laundry service	\$	-	\$	-	\$	10,000	\$	10,000
Utilities	\$	-	\$	-	\$	20,000	\$	20,000

Venue Production

Security: crowd control, bag search	\$	-	\$	-	\$	150,000	\$	150,000
Ushers / tickets	\$	-	\$	-	\$	50,000	\$	50,000
Audience service and info	\$	-	\$	-	\$	10,000	\$	10,000
Equipment rental - sound, staging, lighting	\$	-	\$	-	\$	500,000	\$	500,000
Production personnel	\$	-	\$	-	\$	250,000	\$	250,000
Production contractors	\$	-	\$	-	\$	250,000	\$	250,000

Total Venues and Facilities	\$	1,010,000	\$	3,075,000	\$	2,740,000	\$	6,825,000
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Support Services

Medical Services

Hospital facilities	\$	-	\$	-	\$	100,000	\$	100,000	
Medical transport	\$	-	\$	-	\$	50,000	\$	50,000	
Venue first aid	\$	-	\$	-	\$	25,000	\$	25,000	
Delegation care	\$	-	\$	-	\$	20,000	\$	20,000	
Catering									
Delegation (2,800)	\$	-	\$	-	\$	1,764,000	\$	1,764,000	3 meals x \$15.00 x 14 days
VIP (200)	\$	-	\$	-	\$	168,000	\$	168,000	3 meals x \$20.00 x 14 days
Hospitality - VIPs, Sponsors, Government	\$	-	\$	-	\$	50,000	\$	50,000	
Staff and volunteers	\$	-	\$	-	\$	100,000	\$	100,000	
Spectator	\$	-	\$	-	\$	28,000	\$	28,000	Food Trucks
Media	\$	-	\$	-	\$	14,000	\$	14,000	
Security									
Equipment and facilities	\$	-	\$	-	\$	150,000	\$	150,000	
Contracted security	\$	-	\$	-	\$	500,000	\$	500,000	
Support to Police	\$	-	\$	-	\$	200,000	\$	200,000	
Planning, training & management	\$	-	\$	50,000	\$	50,000	\$	100,000	
Transportation									
Delegation travel - buses	\$	-	\$	-	\$	400,000	\$	400,000	
VIP travel - rental cars	\$	-	\$	-	\$	70,000	\$	70,000	
Work force, committee	\$	-	\$	-	\$	14,000	\$	14,000	
Media	\$	-	\$	-	\$	-	\$	-	
Corporate/sponsors/donors	\$	-	\$	-	\$	5,000	\$	5,000	
Public	\$	-	\$	-	\$	-	\$	-	
Total Support Services	\$	-	\$	50,000	\$	3,708,000	\$	3,758,000	
Residential									
Accommodations - delegation	\$	-	\$	-	\$	2,016,000	\$	2,016,000	Dorm Rooms @ \$40/night X 2,800 delegates X 18 days
Accommodations - VIP	\$	-	\$	-	\$	900,000	\$	900,000	Hotel Rooms @ 250/night X 200 VIP X 18 days
Total Residential	\$	-	\$	-	\$	2,916,000	\$	2,916,000	
TOTALS	\$	2,633,000	\$	6,591,000	\$	15,152,000	\$	24,376,000	

Fundraising Plan: 1) Public - Vicky Holt Takamine will request that the Hawai'i US Congressional delegation request appropriations for FESTPAC 2020 in the Federal Budget; Vicky Holt Takamine will ask State legislators to introduce bills designed to support Hawai'i hosting of FESTPAC 2020 and for Governor's support; Vicky Holt Takamine will ask City and County of Honolulu Council to designate funding in their budget for FESTPAC 2020 and for the Mayor's support; PA'I will submit annual proposals to the State and City and County Grants-In-Aid (GIA) programs for FESTPAC specific funding awards; 2) Private - PA'I will solicit major sponsorships from corporations, such as Bank of Hawai'i, First Hawaiian Bank, Hawaiian Airlines, the Hotel & Lodging Industry and others serving the Pacific Region; PA'I will solicit grants from national and local Foundations; advertising from local businesses; and donations from individual donors. PA'I will create fundraising events to create opportunities for individual and corporate donations, raise public awareness of FESTPAC and build support for the Festival.

Contingency Plan: In the event that the entire budget is not raised from public and private sources before the Festival occurs, adjustments will be made to individual budget items, without reducing the overall scope of work planned. For example, in catering - the budget provides for a certain level of hospitality for media, volunteers and staff; if necessary, meals may only be provided to delegations and VIPs. With Transportation - activities may be substituted at nearby locations, reducing the need for cross-island bus travel. Regardless of the level of funding raised, every effort will be made to encourage businesses and providers to donate as much as possible their services in-kind, with the understanding that the return economic value of 3,000 delegates and up to 100,000 accompanying visitors to the island will benefit their bottom lines.