

DEPT. COMM. NO. 331

DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

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February 1, 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 Creative Lab Hawaii Report, as required by Act 124, SLH 2016, Sect.4.1, Hawaii Revised Statutes. 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,


Luis P. Salaveria

Enclosure

c: Legislative Reference Bureau



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REPORT

CREATIVE LAB HAWAII PROGRAM

FY 2016-2017

In Response to Act 124, SLH2016, Sect.4.1.

February 1, 2018

FOREWORD

Act 124, SLH 2016, Sect.4.1.directed the Creative Industries Division (CID), Department of Business, Economic Development and Tourism (DBEDT) to expand the Creative Lab Hawaii Program (CLH) to the neighbor islands and to implement an animation lab program. This report summarizes the activities that were implemented during FY 2016-2017.

INTRODUCTION

With the democratization of media and distribution channels disrupting traditional platforms of content delivery, there has never been a better time to provide the tools, mentoring, and investment opportunities to arm our creatives with business savvy to navigate this lucrative avenue of global export of intellectual property developed here in the islands.

To position Hawaii as a hub of creative development in the Pacific, Creative Lab Hawaii was launched to accelerate professional development and export media, music, and design entrepreneurs. While students in our public schools as well as colleges have proven that media is a skill set they excel in, in order to continue the arc of accomplishment in the business of entertainment, an economic development program which compliments education efforts was necessary to build those skill sets necessary to be a 360-degree entrepreneur in the market today.

BACKGROUND

The CLH is a State of Hawaii program intended to accelerate global export of Hawaii's creative content and/or products to strengthen our creative entrepreneurs' capacity of success and establish Hawaii as a creative hub in the Pacific. The CLH is composed of three separate components: Immersive Programs, Ideation Workshops, and Public Programs.

Founded in 2012 by the State of Hawaii's Creative Industries Division (CID), Department of Business, Economic Development and Tourism (DBEDT), CLH provides a rich environment for creative collaboration and building new business relationships with a global audience. CLH offers mentoring by noted industry leaders for a period of one-year in areas of Screenwriting, Producing, Broadband/New Media, Mobile Game Applications, Animation, Music Licensing, and Design/Fashion.

INDUSTRY PARTNERS/IDEATION AND ANIMATION

Industry partners for the overall CLH include the Writers Guild of America, West; Producers Guild of America; International Game Developers Association; Hawaii Technology Development Corporation; Innovate Hawaii; Hawaii Songwriters Festival; Secret Road; The Collective; Pacific Islanders in Communication; The Modern Honolulu; Speedi Shuttle; and Arthur's Limousine.

For the Animation and Ideation Programs, additional partners included the Office of Economic Development, County of Kauai; Kauai Economic Development Board, Inc.; Kauai Visitors Bureau; Marriott Resort Kauai; Maui Mayor's Office of Economic Development; Women in Technology/STEM Works, Maui Economic Development Board; Maui Film Office; and the Maui Visitors Bureau.

As CLH's Executive Director, Mr. Andres Palmieri performs a critical role in conceptualizing, designing, implementing, managing, leading, and assessing two to five day immersive economic development programs from inception to completion. For a summary of Mr. Palmieri's qualifications, please refer to Attachment I.

CREATIVE LAB HAWAII PROGRAM FY 2016-2017

The following is a listing of programs that were implemented under the umbrella of the Creative Lab Hawaii Program (CLH) for FY 2016-2017. Unless indicated, programs were held at The Modern Honolulu. In addition, mentors listed in Attachment II are only for the Immersive Programs and Ideation Workshops.

- **CLH Transmedia Ideation Workshop** (March 11-12, 2017 on Kauai): The open-to-the-public CLH Transmedia Ideation Workshop was conceived to support creative entrepreneurs' journey in furthering the articulation, development, and eventual production of content that could be distributed on multiple platforms and monetized. The intensive, curated, two-day workshop for creative entrepreneurs was designed to further their craft, as well as to be a feeder program to CLH Immersive Programs. A total of twenty-seven (27) individuals successfully completed the weekend program.

Industry mentors included:

- Jeff Gomez, CEO/President of Starlight Runner Entertainment – a producer of transmedia content.
- Neal Shusterman, an award-winning novelist and screenwriter.
- Steve Fisher, Senior Vice President of the Intellectual Property Department at Agency for the Performing Arts (APA), a major talent agency representing top writers, producers, and literary authors.

The participants pitched their projects to the three mentors through three, round-robin pitching sessions.

Participants in the program were divided into three groups of nine individuals. They all agreed and confirmed their understanding of the policies and procedures for their participation through a written agreement, and committed to their three monthly mentoring calls and group meetings in which participants would share their progress on their projects. Participants were also required to provide CLH's Executive Director with copies of their action plans for feedback. In addition, all participants were invited to get involved in a Facebook group that was curated by CLH's Executive Director.

Since the Ideation Workshop was held, twenty-three (23) business and action plans related to transmedia projects are in motion.

The monthly calls over three months included twenty-two (22) individuals who participated, and has held eighteen (18) separate one-on-one calls regularly to provide individual mentoring related to goals and deliverables in their project plans. Pertinent articles dealing with subject matter that would empower the participants are posted online via the Facebook private CLH group.

It should be noted that one book, *Forty-Nine Days: A Sensuous Journey in the Modern Afterlife*, written by Christel Janssen, has already been self-published and is available via Amazon and Audible.

Appearances by elected officials included a dialogue with Mayor Bernard P. Carvalho, Jr., Senate President Ronald D. Kouchi, and CLH's industry partners on Kauai made a significant difference in the way the participants experienced and felt supported in the program.

- **CLH Public Program – Transmedia Panel** (March 11, 2017 on Kauai): The panel discussion attracted twenty (20) attendees with panelists Jeff Gomez, Neal Shusterman, and Steve Fisher. Panelists discussed both the opportunities and challenges for creative entrepreneurs in the transmedia space. All CLH Public Programs were moderated by CLH's Executive Director, Michael Palmieri.
- **CLH Animation Ideation Workshop** (June 10-11, 2017 on Maui): The open-to-the-public Animation Ideation Workshop was designed for individuals who had an idea, or more fully developed story, or existing content they created or owned rights to (i.e., a book, a play, a pitch, etc.) and were interested in taking their ideas to market by preparing a pitch, business, and marketing plan to get animated content sold or produced. The Ideation Workshop was an intensive, curated, two-day event designed for creative entrepreneurs who were dedicated to furthering their craft. A total of eleven (11) individuals successfully completed the weekend program.

The mentors for the workshop were:

- Andrew Robinson, writer.

- Jeff Gill, animator.
 - Kaaren Lee Brown, freelance writer and producer.
- **CLH Public Program – Animation Panel** (June 11, 2017 on Maui): The panel attracted fifteen (15) attendees with panelists Andrew Robinson, Jeff Gill, and Kaaren Lee Brown. Panelists discussed both the opportunities and challenges facing creative entrepreneurs in the narrative, fiction space of animation creation, production, and distribution.
 - **CLH Animation Writers Immersive** (June 12-16, 2017): A track for writers, directors, and producers in animation to develop new content for motion pictures and television. Four (4) participants received mentoring on script development, writing, and how to take their projects to market. The five-day program for writers in motion pictures, television, and the web, kicked off a year-long program which includes monthly coaching calls with the group and individuals. This supports participants in executing their material as individuals, as well as a group.

In partnership with the Diversity Program of the Writers Guild of America, West, the Writers Immersive was designed to empower writers to take their stories and craft to the next level via one-on-one and small group coaching.

In order to be considered for the program, writers must have written a minimum of three screenplays in their selected platforms (Motion Picture, Television Drama, or Television Comedy) with strong preference given to writers whose material had already been produced, either in short or long form.

The three mentors were:

- Cinco Paul, screenwriter.
- Kaaren Lee Brown, freelance writer and producer.
- Pamela Ribon, screenwriter.

Up to three finalists will be selected to be flown to a conference and/or market specifically geared towards animation, in which they will have the opportunity of networking with other animation writers, as well as financiers, buyers, and distributors.

- **Public Program – Animation Panel** (June 14, 2017): The panel attracted twenty (20) attendees with panelists Cinco Paul, Kaaren Lee Brown, and Pamela Ribon. Panelists discussed both the opportunities and challenges facing creative entrepreneurs in the narrative, fiction space of animation creation, production, and distribution.

IN SUMMARY

CID successfully implemented the various components of CLH which met the legislative intent for appropriating funds to CID through Act 124, SLH 2016, Sect.4.1.to expand the CLH programs to the neighbor islands and implement an animation lab program. Due to the success of the programs, CID will expand on this initial effort and implement two Immersive Programs (Writers and Producers) to include yearlong mentoring on Kauai, a Transmedia Ideation Bootcamp Program plus three month mentoring on the Island of Hawaii, and a Web-Series Immersive Program plus yearlong mentoring on Maui taking place during May/June 2018 – May/June 2019.

As mentioned, in addition to funds that have been appropriated to CID by the State Legislature, CID received a grant of \$400,000 (CFDA 11.307, Hawaii Creative Industries Innovation Ecosystem Development Project) in FY15. The grant does not extend for the full duration of FY18 and ends on March 31, 2018. CID is moving forward to request an additional \$250,000 in matching federal funds to support CLH for FY18-20 to build out the neighbor island components of the program. These federal matching funds are to help support the CLH's expansion in subject matter and geographic coverage to include more robust immersive programs and bootcamps on the neighbor islands and Oahu, as well as strengthening Hawaii's creative entrepreneurial pipeline of talent that is necessary for building the state's creative and innovation ecosystem. As CLH programs are executed throughout the year, the reduction of the current federal funds may impact the entrepreneurial pipeline development and projects initiated by creative entrepreneurs who are current fellows in the CLH 2017/2018 and 2018/2019 programs.

**PRESS RELEASES, MEDIA COVERAGE, ANIMATION AND
IDEATION**



KAUAI TRANSMEDIA IDEATION WEEKEND March 11 & 12, 2017

Creative Lab Hawaii's (CLH) Transmedia Ideation Weekend will launch on the island of Kauai in 2017 and is designed for individuals who have an idea, concept, a fully developed story, script or other content (a book, a play, a pitch, etc.) who are interested in taking next steps toward getting their property developed, produced, sold or distributed across multiple platforms (motion pictures, television, games, web-series, publishing, etc.). The CLH Weekend is an intensive, curated, two day bootcamp designed for **30 creative entrepreneurs** who are dedicated to furthering their craft.

You must **RSVP** via the link below to register. You'll then receive our **CLH questionnaire** to help our team of mentors design the weekend workshop based on the needs of our participants. And finally you must **commit to the full 2 days** of the program in order to participate. We always encourage early registration as we do book up quickly.

Date & Time: **Saturday, March 11 & Sunday, March 12, 2017, 10:00 a.m. to 4:00 p.m.**
Location: **Kauai Marriott Resort**
Questions? Write us at: creativelab808@gmail.com or visit creativelab.hawaii.gov
Find out more & RSVP: <http://bit.ly/CLHKTIW>

2017 Transmedia Ideation Weekend Mentors - Kauai



Jeff Gomez
CEO
Starlight Runner
Entertainment



Neal Shusterman
Winner of the 2015
National Book Award for
his novel *Challenger
Deep*



Steve Fisher
Senior Vice President
Literary Department at
Agency for the
Performing Arts



To request an ASL interpreter, materials in an alternate format, or other auxiliary aid support, please contact Randy Francisco at 241-4953 or via email at rfrancisco@kauai.gov, at least five days prior to the meeting.

*Sponsored by the County of Kauai Office of Economic Development; Kauai Economic Development Board, Inc.;
Kauai Visitors Bureau; and the Creative Industries Division,
Department of Business, Economic Development and Tourism, State of Hawaii*



Home (<http://creativelab.hawaii.gov/>) » Media Coverage (<http://creativelab.hawaii.gov/category/media-coverage/>) » The Garden Island (02-28-2017)

THE GARDEN ISLAND (02-28-2017)

‘IDEATION WEEKEND’ PROMOTING CREATIVE THINKING, CONCEPTS, COMING TO KAUAI



Bill Buley – The Garden Island

If you have an idea and want to take the next step toward turning it into reality, an opportunity is coming up you don't want to miss.

The Creative Lab Hawaii's Transmedia Ideation Weekend scheduled March 11 and 12 on Kauai is described as an intensive boot camp designed for 30 creative entrepreneurs who are dedicated to furthering their craft.

Organizers are looking for "individuals who have an idea, concept, a fully developed story, script or other content who are interested in taking the next step toward getting their property developed, produced, sold or distributed across multiple platforms," such as motion pictures, television, games, web-series and publishing.

And it is free.

"If you have an idea, play, book pitch, this weekend walks you through that," said Susan Tai Kaneko, president and CEO of the Kauai Economic Development Board, one of the event's sponsors.

"There will be top-notch resources in one room to help out our local specialists. This is what it's all about," she added.

The 2017 weekend mentors include Jeff Gomez, CEO of Starlight Runner Entertainment; Neal Shusterman, winner of the 2015 National Book Award for his novel, "Challenger Deep," and Steve Fisher, senior vice president literary department at Agency for the Performing Arts.

"They help you take an idea and identify what's the best medium for it," Tai Kaneko said.

"I really want to give every opportunity to people who have an idea," said Randy Francisco, county film commissioner and creative industries and small business coordinator. "Are you willing to step it up? Take your chance now."

Launched in 2013, CLH focuses on intellectual property creation in media, including screenwriting, producing, broadband/new media, interactive media, animation, music and design/fashion.

KEDB continues to work on creation of a Kauai Creative Technology Center to provide a multipurpose facility for workforce training, a hub for film and music industry professionals, as well as an audio and video resource center for members of the community.

"What kind of industries can we develop here that can pay people good wages?" she asked. "Technology seems to be it."

Info: creativelab808@gmail.com or creativelab.hawaii.gov or <http://bit.ly/CLHKTIW>



From the Pacific Business News:

<https://www.bizjournals.com/pacific/news/2017/03/24/its-showtime-in-hawaii.html>

Cover Story

It's showtime in Hawaii

Film and TV projects continue to flock to the Islands, bringing — and saving — millions.

🔑 **SUBSCRIBER CONTENT:** Mar 24, 2017, 5:00am HST Updated: Mar 31, 2017, 2:01pm HST

Lights, camera, Hawaii.

That's certainly been the case ever since the state created a tax credit program for its film and television industry nearly a decade ago. The credit has created hundreds of jobs and brought in hundreds of millions of dollars into Hawaii from such productions being filmed here as the "Jurassic Park" movie franchise, "Lost," "Hawaii Five-O," "The Descendants," "Tropic Thunder" and "Forgetting Sarah Marshall." For instance, "Hawaii Five-O" alone, which is wrapping up its seventh season in the Islands, spends up to \$100 million annually in the state.



GETTY/PBN PHOTO ILLUSTRATION

"Hawaii is Hawaii," Timmy Chinn, location manager for Eye Productions/Hawaii Five-O, told Pacific Business News. "Where else will you find Hawaii? America only has one Hawaii."

The state's film and television industry, which is a major part of Hawaii's \$3.3-billion creative economy, has averaged about \$250 million in production expenditures in 2015 and 2016. In just the first three months of this year, production expenditures are already at \$117.1 million. On average, more than 2,500 jobs on productions are generated in a \$250 million production expenditure year.

Now, with the latest major production to sink its roots down in West Oahu — Disney/ABC and Marvel Television's "The Inhumans" — as first reported by PBN, Hawaii's film and television industry is reaching new levels never really seen before. ABC also may be bringing back another 1980s network television series set in Hawaii — a reboot of the Tom Selleck show "Magnum, P.I." that will focus on the private investigator's daughter.

A key film industry study by California consulting firm Pro Forma Advisors LLC, analyzing where the industry is headed and gives more clarity into where film studios should be built in the Islands, is due out next month. **The state's Creative Industries Division's Arts and Culture Development Branch also has renewed its efforts to boost workforce development with its Creative Lab Hawaii program that has seen a growing list of recent success stories.**

Hawaii's natural beauty has long been a draw for television and film productions, but what has really pushed the state to become a worldwide competitor in this lucrative industry is its generous tax credit, which is scheduled to sunset on Jan. 1, 2019. The credit has not come without criticism by some, including the state auditor, who disputes the benefits of the credit.

A bill moving through the state Legislature this session aims to increase that sunset date by five years, which industry sources say, would provide stability and predictability for the film and TV industry, as well as help many businesses in this sector continue to flourish.

"We know there are other productions in the pipeline — TV series — that need a minimum of seven to 10 years lead time during the planning process," Georja Skinner, division chief of the Creative Industries for the state, which

oversees the state's Film Office, told PBN. "They won't consider something if they are not confident that an extension will go through."

Tax credit extension

This refundable tax credit is based on a production company's Hawaii expenditures while producing a qualified film, television, commercial or digital media project, according to the state Department of Business, Economic Development and Tourism's Hawaii Film Office. The credit equals 20 percent of qualified production costs incurred on Oahu and 25 percent on the Neighbor Islands. The credit cap is set at \$15 million per production.

Some requirements to access the credit include meeting the minimum in-state spending requirement of at least \$200,000, making reasonable efforts to hire local talent and crew, as well as providing evidence of financial or in-kind contributions or educational or workforce development efforts toward the local film, TV and digital media industries.

The tax credit has come under some criticism, including from State Auditor Leslie Kondo, who said in a report released in late 2016, that there was an insufficient administration of the film credit as well as an overstatement of the tax credit's possible economic benefits for the state.

Donne Dawson, commissioner of the Hawaii Film Office, told PBN in November that she disagreed with some of the findings of the audit, while also acknowledging the need for changes to the program. Dawson told PBN then that the auditor's report had to do with "some of the internal issues that we have in terms of our management of the credit, and we have taken some corrective action. We are going to take corrective action, most notably with our request for additional staffing to support our continued administration of the credit program."

Walea Constantinau, commissioner of the Honolulu Film Office, which gets the lion's share of productions in the state, told PBN that before the current tax credit was put in place, the state's film industry was hitting its head on the ceiling, not being able to eclipse the \$100 million mark in productions.

"We became competitive with that credit and remain competitive since," she said. "Generally speaking, we have exceeded \$200 million with this current credit. The biggest year was in 2010 with \$400 million in productions."

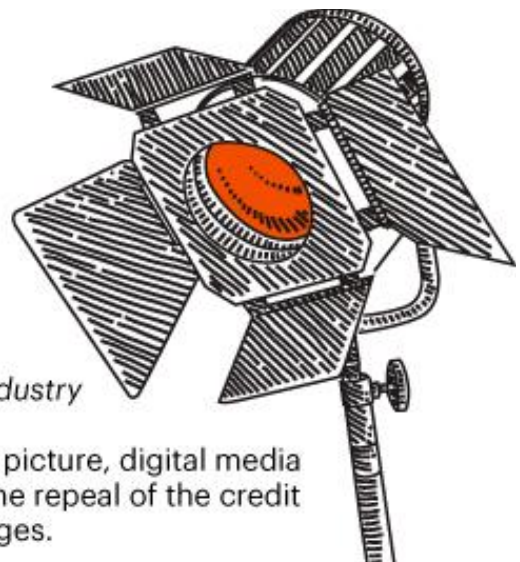
That year saw such blockbuster movies and TV series as "Battleship," "Soul Surfer," "Pirates of the Caribbean: On Stranger Tides," the ending of ABC's "Lost" and the beginning of CBS' "Hawaii Five-0."

"Once you become a known entity that's production-friendly and develop relationships with industry leaders, it sets the stage for continual long work," Constantinau said. "This year is going to be a terrific year. We are super busy and it's great to have two network TV projects and a couple of feature films that are expressing interest in shooting in Hawaii."

HAWAII BILLS

Bills at the Legislature relating to film and television industry

House Bill 423/Senate Bill 1060: Amends the motion picture, digital media and film production income tax credit by extending the repeal of the credit until Jan. 1, 2024 from Jan. 1, 2019, among other changes.



Businesses benefit

From catering firms to lumber companies, the state's film industry creates many money-making opportunities for businesses across the Islands, including Hawaii Media Inc., which is one of the largest equipment rental companies servicing the film and television industry in the state.

The company, which has 10 full-time employees, has been around for 25 years and calls "Hawaii Five-0" its principal client.

"They are just finishing their seventh season and almost certainly going on for season eight and nine," Dean Des Jarlais, co-owner of Hawaii Media, told PBN. "We have been doing very well."

He said the tax credit is the lifeblood of the industry, not only in Hawaii but nationally and internationally as well.

"Producers really shop for tax credits and see whether or not they can make their story fit in that location," Des Jarlais said. "In this Legislative session, it's extremely essential that the sunset of our tax credit gets pushed back five, six or seven years. It will discourage productions to come to Hawaii if it isn't extended."

He said the film industry here is as active as it has ever been, and that many businesses such as Hawaii Media that benefit from this industry, would either not survive or be forced to significantly downsize their operations.

"We would have to tighten our belts up if the industry slowed down," Des Jarlais said. "Unfortunately, the equipment we have is big and heavy. Shipping is a deterrent for us to do business elsewhere and California is a flooded market."

Nohokai Production Services, which sells or leases golf carts and utility vehicles to movie crews, is heavily dependent on the state's film and TV industry that accounts for 25 percent of its total revenues. The company, which also sometimes leases golf carts to former President Barack Obama's Secret Service detail, has rented off-road vehicles to the "Kong: Skull Island" production and already has reserved equipment for the upcoming sequel to "Jurassic World."

"It would be a tremendous hole to fill if we lose the film and TV industry work," Curtis Colin, owner of Nohokai Production Services, told PBN. "It is really a big part of our business."

Exporting talent

Besides the hundreds of millions of dollars and hundreds of jobs the state's film and TV industry accounts for, there are other benefits including workforce development that the state is ramping up.

Enter Creative Lab Hawaii, whose goal is to provide more opportunities for creative entrepreneurs. Created in 2012, it has three components, including immersive programs that are offered to selected qualified applicants in high growth creative clusters, ideation workshops that target entrepreneurs in early stage project development and public keynotes that offer free panels and workshops with industry professionals.

In fiscal year 2015, Creative Lab Hawaii received \$400,000 in total funding, from both state and federal sources.

"We're trying to grow and expand the capacity of the industry, but we want to start putting more into exporting our content," Skinner, who founded the program, said. "We're focusing on filmmakers who will transition to the world and hopefully come back someday to groom the next generation of filmmakers."

This month, the state kicked off its 2017 Creative Lab Hawaii programs on Kauai with a weekend boot camp focusing on individuals who had an idea, concept, a fully developed story, script or other content who were interested in getting their story developed, sold or distributed across multiple platforms.

Michael Palmieri, executive director of Creative Lab Hawaii, was brought on to the program in 2013 after designing similar types of programs for 20 years.

There have been several recent success stories that have come out of the program, including a film involving Hawaii native Chris Lee, who worked with Josh Kim, the director of the 2015 film "How to Win at Checkers (Every Time)," who

was part of the Creative Lab Hawaii program. Lee was the producer of the film, which has won 25 international film awards.

"The overall goal is to get underneath creative entrepreneurs in the Islands and help them create content to export and create an entrepreneurial community," Palmieri told PBN. "I think we have created unprecedented results for the state."

Neighbor Islands' film industries ramping up

While Oahu is usually the first stop for productions, the Neighbor Islands have been no slouch. For instance, Kauai has seen a steady number of productions. In fiscal year 2016, the county reported \$2.8 million in production spending, and with three months to go in fiscal year 2017, the total production spending figure is already at \$2.86 million. In terms of jobs, there were 92 local hires in fiscal year 2016, and in fiscal year 2017, there were 85 hires.

Randy Francisco, creative industries and small business coordinator for the county's Office of Economic Development, told PBN that the island is getting numerous smaller projects such as commercials, photographic printing in catalogs and marketing-related shoots, which keep them busy throughout the year.

Kauai is mainly known for its ties to the "Jurassic Park" franchise, as it was the home base for the blockbuster movie's original production, as well as the most recent movie in the franchise, "Jurassic World."

"These are projects coming through on a repetitious basis," he said. "That keeps people working throughout the year. When we have a major movie, that's great."

The Hawaii County Film Office also gets a lot of smaller productions, especially from Japan.

"We had two feature films shoot here in the fall," Justin Finestone, commissioner for the Hawaii County Film Office, told PBN. "We are getting a lot of calls about doing shoots this summer. They're telling me that Oahu is busy and resources are stretched thin, so they're looking to shoot on the Big Island."

In fiscal year 2016, the county reported production spending of \$2 million and the creation of 175 jobs, with the 2017 fiscal year figures looking to trump the previous year's numbers.

Recent films and TV shows filmed on the island include "Jo, the Medicine Runner," "Ride with Norman Reedus" and the "Jumanji" sequel.

Finestone attributes the county's success in this industry to the tax credit and the overflow of work coming from Oahu.

"We also get a lot of stuff from Japan, documentary stuff," he said. "We have a show airing in Japan, and it's one of the highest-rated shows there. Maybe it's because of that nonstop flight from Kona to Japan. I know a lot of Japanese come here to see Honokaa because of the Japanese cult classic 'Honokaa Boy.' It's kind of that tourism-film connection."

Who Hawaii is up against

Despite the years of momentum, the state's film industry does not come without its challenges. For one, studio facilities are in short supply on all of the major islands, and then there's the ongoing competition from other cities, states and even countries around the world.

"We need purpose-built sound stages," Constantinau said. "We have managed to get lucky and have things come about. When 'Lost' was looking, the former Xerox building became available and they rented it. Then the Advertiser building was available for 'Hawaii Five-O.' We've been super lucky. If we had three purpose-built sound stages, we could be a half-billion dollar industry."

In terms of competition, Skinner said Hawaii goes up against countries, not necessarily other states. Those countries include New Zealand, Australia, the Philippines and the U.S. territory of Puerto Rico, which has a competitive tax credit.

Interestingly though, Hawaii has had TV pilots that go to Puerto Rico but then come to Hawaii to shoot.

"We have a stellar production crew base," Skinner said. "We know that the entertainment industry loves Hawaii. Location-wise, we have more than 20 different climate zones and a diversity of locations, especially on the Neighbor Islands, which offer a great palate for films. All those things add up."



BIG PRODUCTIONS FILMED IN HAWAII

In the last 10 years

Currently Filming

CBS' Hawaii Five-O

2010 to present; currently filming season 7

Island: Oahu

Disney/ABC and Marvel Television Marvel's The Inhumans

Currently filming on Oahu

Jumanji sequel

Fall 2016

Islands: Oahu, Big Island

Recent productions

Kong: Skull Island 2015

(42 days total in Hawaii)

Islands: Oahu, Kauai

Jurassic World

Apr. to May 2014

Islands: Oahu, Kauai

Aloha

Sept. to Dec. 2013

Island: Oahu

The Spongebob Movie: Sponge Out of Water

May 2014

Island: Oahu

Godzilla

Jun. to Jul. 2013

Island: Oahu

The Hunger Games: Catching Fire

Nov. 2012, Mar. 2013

Island: Oahu

ABC's Last Resort

Jul. to Dec. 2012

Island: Oahu

ABC's The River

Aug. to Nov. 2011

Island: Oahu

Pirates of the Caribbean: On Stranger Tides

2010

Islands: Oahu, Kauai

The Descendants

2010

Islands: Oahu, Kauai

Soul Surfer

2010

Islands: Kauai, Oahu

ABC's Lost

2004 to 2010

Island: Oahu

Source: Hawaii Film Office/PBN research

Chart.jpg



FILM AND TELEVISION PRODUCTION: CALENDAR YEARS 2015 TO 2017*

*In millions of dollars, except for employment which is in number of jobs.
Figures revised from previous Data Book.*

CATEGORY	2015	2016	2017*
Total production expenditures	243.5	263.2	117.1
Expenditures qualified for tax credit	199.6	217.6	105.9
Expenditures not qualified for tax credit	43.9	45.6	11.2
Economic impact			
Output	422.2	455.3	202.6
Earnings	97.6	105.3	46.8
State taxes	26.7	28.4	12.6
Employment	2,668	2,790	1,206

* 2017 figures are year-to-date through March 20, 2017.

SOURCE: HAWAII DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM,
HAWAII FILM OFFICE DATA, CALCULATED BY RESEARCH AND ECONOMIC ANALYSIS DIVISION DBEDT

Duane Shimogawa

Reporter

Pacific Business News



Creative lab a wonderful asset

The Garden Island · 9 Apr 2017

Dear Mayor Carvalho, I want to thank you and Sue Kanoho, Susan Tai Kaneko, Randy Francisco, Georja Skinner, Sen. Ron Kouchi and Michael Palmieri for bringing Creative Lab Hawaii Transmedia Ideation Weekend to Kauai last month.

I found it to be a very valuable program for Kauai content developers. The executive director and the coaches were tremendously knowledgeable, passionate and compassionate about helping creative artists further their goals and dreams.

I personally gained some information that influenced me to make some decisions and choices that I believe will steer me closer to the fulfillment of my career goals. I observed other attendees also gain practical knowledge and inspiration for continuing in a field that, heretofore, has not been supported on Kauai.

Opportunities like this weekend are very scarce in Hawaii and especially Kauai. I hope going forward, Hawaii and the Neighbor Islands will continue to fund this kind of career development. Hawaii desperately needs diversification for the main industries of tourism and real estate.

Not everybody can or desires to work in those fields. And, of course, as we have witnessed many times, there are always downturns in every industry. The wonderful thing about content development for film, television, theater, publishing, the internet, gaming and other such platforms, is that it is an investment for the future. These are green, sustainable industries and attractive to the upcoming new generations of island residents.

Please, I urge you to continue to fund Creative Lab Hawaii and other such programs that will help our islands to flourish.

Nadya Wynd Kapaa

www.hawaiiifilmmandvideo.com

ISSUE ONE 2017

HAWAII FILM & VIDEO

MAGAZINE

KONG

Roars
to Life

An Inside
Look at the
Hawaii-shot
Blockbuster

HOME GROWN ON
**HAWAII
ISLAND:**

Local indie film stars
Matt Dillon, Jim Caviezel



Kauai & Maui

Highlights

Kauai Blossoms with Film Activity



The Inaugural Neighbor Island Transmedia Ideation Weekend held on Kauai at the Kauai Marriott Resort & Beach Club (l to r) Michael Palmieri, Executive Director - Creative Labs Hawaii; Randy Francisco; Sue Kanoho, Kauai Visitors Bureau; Georja Skinner, Chief, Creative Industries Branch - Hawaii Film Office; and Neal Shusterman, Jeff Gomez and Steve Fisher, Presenters, TIW.

BY RANDY FRANCISCO Creative Industries (Film) Specialist, County of Kauai

Aloha from the Garden Island of Kauai! Stop by at Booth 601 at this year's AFCI Global Finance & Trade Show in L.A. (where you can smell the aroma of freshly brewed Hawaiian coffees)!

2016-2017 Data Update

The Garden Island enjoyed a good year of film-related activity in the first nine months of the current fiscal year that began July 1, 2016, and ends on June 30, 2017. Through March, there were 18 proj-

ects including 80 production days and 75 Kauai professionals hired out of 221 total production crew (34%). This resulted in \$1,287,800 of County of Kauai approved film permits with an Economic Multiplier of \$23,051 (1.79% of \$1,287,800). The permits divided into the following categories: 1 Feature Film; 1 Television Show/Series; 7 (34%) Commercial/Print Ads; 5 (14%) Documentaries; 3 Travel; and 1 Sports production.

This is in comparison to all of fiscal year 2016, when there were 28 projects that had 161 production days, 92 Kauai local crew, and \$886,000 in approved film permits issued by the County of Kauai. These figures do not include State of Hawaii Film Office approved film permits and private sector

locations use.

Kauai Film Industry Networking Event at Kauai Community College & Creative Media Program Update

An industry meeting and networking event held at the end of February co-hosted by Kauai Community College provided attendees updates and information about the industry. Dr. Helen Cox, Chancellor of KCC, provided a very warm welcome to attendees and emphasized the importance of partnerships and collaboration between the college and industry, and the larger goal of providing students opportunities to become the next generation of professionals in the sector.

Stephen Watkins, instructor and new full-time faculty member, was also intro-

duced. He presented the college's newest Associate of Science Degree program in Creative Media, which officially begins in fall 2017, in addition to the current Certificate programs. Afterwards, he led a tour of the new Creative Media Lab & Classroom located in the Art and Humanities Building. Stephen also introduced Serge Marcil and Gary Ellwood as other affiliate lecturer members in the department. Visit the website at www.kauai.hawaii.edu/creativemedia to learn more about the program.

Creative Lab Hawaii's (CLH) Transmedia Ideation Weekend – Kauai

This first neighbor island initiative launched on the weekend of March 10-11, designed and customized for individuals who have an idea, concept, a fully developed story, script or other content (a book, a play, a pitch, etc.). As part of the State's outreach efforts to the neighbor islands, it was specifically for attendees who were interested in taking the next steps in having their intellectual property developed, produced, sold or distributed across multiple platforms (motion pictures, television,

games, web-series, publishing, etc.). The CLH Weekend was an intensive, curated, two-day "boot camp" at the beautiful Kauai Marriott Resort & Beach Club for 30 creative entrepreneurs who are dedicated to furthering their craft and taking it to the production phase. The event was a partnership of the State of Hawaii – Department of Business Economic Development & Tourism: Creative Industries Branch, Kauai Economic Development Board, Kauai Visitors Bureau, Kauai Marriott Resort & Beach Club, and County of Kauai, and was led by Michael Andres Palmieri, Executive Director of CLH.

November 2016 Garden Island Film Festival

The goal of the festival was to showcase Kauai and Hawaii filmmakers' projects that highlighted Hawaii and related experiences as seen through the lens and stories of each filmmaker. The festival also encouraged the use of video-digital technology as a means of storytelling and as a valuable tool of sharing island culture and customs. Additionally, six locations throughout Kauai were used to screen the films and thus held



Mayor Carvalho and The Westin Princeville Ocean Resort team at the launch of the 2016 Garden Island Film Festival hosted by the Westin.

for the convenience of the attendees in their local community. The locations were a result of partnerships with business and community groups. The audience at each screening also had the opportunity to meet and interact first-hand with filmmakers, directors, writers and producers, and ask questions about their project. Filmmakers included Stephanie Castillo, Teresa Tico, Elliot Lucas, Gloria Borland and the late Senator Daniel K. Inouye's son, Daniel Ken Inouye, Jr. **HFV**

Visit www.filmkauai.com for more information.



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**DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
CREATIVE INDUSTRIES DIVISION**

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

GEORJA SKINNER
CHIEF OFFICER, CREATIVE INDUSTRIES DIVISION

FOR IMMEDIATE RELEASE

March 10, 2017

CREATIVE LAB HAWAII ANNOUNCES THE START OF ITS 2017 PROGRAMS

HONOLULU – The state Department of Business, Economic Development and Tourism’s (DBEDT) Creative Industries Division (CID) kicks off the start of its 2017 Creative Lab Hawaii Programs (CLH) this month. A new series of weekend bootcamps launches on neighbor islands, starting this weekend with the CLH Transmedia Ideation program on the Garden Isle of Kauai.

“Creative Lab Hawaii’s growing network delivers focused business development opportunities to our neighbor island creative community,” said DBEDT Director Luis P. Salaveria. “The unique programs provide progressive mentoring to prepare individuals with the skills and tools necessary to enter the year-long accelerator program.”

“Our Creative Lab Hawaii bootcamps provide opportunities for creative entrepreneurs to develop early stage ideas into products and creative content, alongside industry leaders who donate their time to mentor these individuals,” explained Georja Skinner, division chief, DBEDT’s Creative Industries Division and founder of CLH.

Details on the current, fully subscribed programs are as follows:

CLH Transmedia Ideation Weekend (March 11-12, 2017; Kauai Marriott Resort)

In partnership with the Kauai Economic Development Board, County of Kauai Office of Economic Development, DBEDT Creative Industries Division, Kauai Visitors Bureau, and the Marriott Resort

Kauai, the CLH Transmedia Ideation Weekend is designed for individuals who have an idea, concept, a fully developed story, script or other content (i.e., a book, a play, a pitch, etc.) who are interested in taking next steps toward getting their property developed, sold or distributed across multiple platforms (i.e., motion pictures, television, games, web-series, publishing, etc.). The CLH weekend is an intensive, curated, two-day bootcamp designed for 30 creative entrepreneurs who are dedicated to furthering their craft.

For information on this year's coaches for the Ideation Weekend go to:
creativelab.hawaii.gov/creative-lab-programs/ideation-workshops/
(<http://creativelab.hawaii.gov/creative-lab-programs/ideation-workshops/>) .

CLH Writers Immersive Program (March 13-17, 2017; The Modern)

The Writers Immersive is a track for writers in all genres to develop new content for motion pictures and television. In partnership with the Diversity Program of the Writers Guild of America (WGA) West, the Writers Immersive is designed to empower writers to take their stories and craft to the next level via five-days of intensive coaching on script writing and taking projects to market, followed by a year-long coaching program that supports participants in executing their material via one-on-one and small group coaching. In addition, three of the most promising participants will be selected by the coaches to participate in networking opportunities with motion picture and television industry leaders in Los Angeles.

For information on this year's coaches and participants for the Writers Immersive go to:
creativelab.hawaii.gov/accelerator-program/immersive-program/writers-immersive/
(<http://creativelab.hawaii.gov/accelerator-program/immersive-program/writers-immersive/>)

CLH Ideation Weekend Program on Financing (March 18-19, 2017; The Modern)

The CLH Ideation Weekend Program on Financing is designed for individuals who have a low budget or micro-budget motion picture project and are interested in learning more about what next steps they should take in order to get it financed and distributed.

For information on this year's coaches for the Ideation Weekend go to:
creativelab.hawaii.gov/creative-lab-programs/ideation-workshops/
(<http://creativelab.hawaii.gov/creative-lab-programs/ideation-workshops/>)

CLH Producers Immersive Program (March 20-24, 2017; The Modern)

In partnership with the Producers Guild of America (PGA), the Producers Immersive is a track for producers in all genres to develop new content for motion pictures and television. The format for the Producers Immersive is similar to the Writers Immersive. Selected finalists are flown to Los Angeles, where they are exposed to the business of producing.

For information on this year's coaches and participants for the Producers Immersive go to:
creativelab.hawaii.gov/accelerator-program/immersive-program/producers-immersive/
(<http://creativelab.hawaii.gov/accelerator-program/immersive-program/producers-immersive/>)

Admittance to the above programs was competitive and managed by CLH's Executive Director. Applicants meeting certain criteria were selected by a review committee consisting of representatives from organizations such as the Diversity Program of the Writers Guild of America (WGA) West and the Producers Guild of America (PGA).

Other public programs/panel discussions which are open and free to the public include the following:

- Transmedia Panel Discussion; March 11, 2017; 5 – 6 p.m.; Kauai Marriott Resort
- Writers Panel Discussion; March 15, 2017; 7 – 8 p.m.; The Modern
- Producing Panel Discussion; March 18, 2017; 5 – 6 p.m.; The Modern
- Conversation with David Hinojosa; March 22, 2017; 7 – 8 p.m.; The Modern

CLH establishes a pipeline of talent development designed to accelerate the growth of Hawaii's creative products for global export. Offered in the spring, summer, and/or fall timeframes, CLH is comprised of three components, which create a continuum of development; public programs, ideation weekend bootcamps, and a year-long immersive programs.

Applications are now being accepted for the summer programs for the **Web-Series Producers Immersive (June 5-9, 2017)** and the **Animation Immersive (June 12-16, 2017)**.

Deadline to apply for both immersives is **March 31, 2017**. To apply, go to: creativelab.hawaii.gov/apply/ (<http://creativelab.hawaii.gov/apply/>)

About DBEDT (Department of Business, Economic Development and Tourism)

DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT's mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation sector job growth.

About CID (Creative Industries Division)

CID, a division within DBEDT, is the state's lead agency dedicated to advocating for and accelerating the growth of Hawaii's Creative Economy. Through initiatives, program development, and strategic partnerships, the division and its branches implements activities to expand the business development, global export and investment capacity of Hawaii's arts, culture, music, film, literary, publishing, digital and new media industries.

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GEORJA SKINNER
CHIEF OFFICER, CREATIVE INDUSTRIES DIVISION

FOR IMMEDIATE RELEASE

April 13, 2017

CREATIVE LAB HAWAII ACCEPTING APPLICATIONS FOR WEB-SERIES AND ANIMATION IMMERSIVES

Calling for Submissions. Deadline to Apply is April 30, 2017

HONOLULU – The state Department of Business, Economic Development and Tourism's (DBEDT) Creative Industries Division (CID) announces a call for applications for the department's Creative Lab Hawaii (CLH) immersives.

The Web-Series immersive will take place on June 5-9. The Animation immersive will run from June 12-16. The Deadline to apply for both immersives is April 30, 2017.

To apply, go to: creativelab.hawaii.gov/apply (<http://www.creativelab.hawaii.gov/apply>) or email creativelab808@gmail.com.

The CLH Web-Series Immersive program is a track for content creators whose primary distribution outlet is the Internet. Individuals are coached in writing, producing, marketing, and monetization of their content for web and mobile platforms. Emmy Award winning writer/producer Bernie Su, ("The Lizzie Bennet Diaries," "Emma Approved") is one of three coaches coming to Hawaii to work with participants in this track.

The CLH Animation Immersive program is a track for writers in animation to develop new content for motion pictures, television, or web. Participants receive coaching on their screenwriting and taking projects to market. Pamela Ribon ("Moana," "Wreck it Ralph"), and Cinco Paul ("Despicable Me," "Despicable Me Too," and "Despicable Me 3") will be working with participants in this track.

“The department’s Creative Lab Hawaii program provides a rich environment for Hawaii’s creative entrepreneurs to collaborate and build new business relationships with a global audience,” said DBEDT Director Luis P. Salaveria. “As we grow our innovation economy, we continue to provide opportunities to expand individual creativity, skill and talent, which has huge potential for economic impact and job creation.”

The immersive programs include five days of intensive hands-on training by industry coaches; 12 months of project mentoring; and a week of business development meetings with industry leaders in key markets outside of the state. Both immersive programs are offered free to 12 qualified applicants per immersive program.

“Participants will go through progressive mentoring, which will prepare them with the skills and tools necessary to enter the year-long accelerator program,” explained Georja Skinner, division chief, DBEDT’s Creative Industries Division and founder of CLH. “The power of the creative workforce has increased around the world, and we are making sure our creative entrepreneurs have the skills and qualifications needed to succeed in today’s global economy.”

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ENTREPRENEURS WANTED

"Ideation Weekend promoting creative thinking, concepts, coming to Maui"

MAUI ANIMATION IDEATION WEEKEND June 10 & 11, 2017



Date & Time: Saturday, June 10 & Sunday, June 11, 2017,
10:00 a.m. to 4:00 p.m.

Location: MEDB, Malcolm Training Center
1305 N. Holopono St., Suite 5
Kihei, Hawaii, 96753

Questions? Write us at: creativelab808@gmail.com
Find out more & RSVP: <http://bit.ly/CLHWIPAM>

Creative Lab Hawaii - Animation Ideation Weekend is designed for individuals who have an outline, treatment, fully fleshed out story, or pre-existing intellectual property (a book, a play, a pitch, etc...) and are interested in learning more about what next steps they should take in order to develop it, write it, produce it, distribute it as animated content. **Please note this program is not designed for animators.**

This is a **hands-on weekend workshop**, and not designed for fans. Once we receive your RSVP, you will be sent a questionnaire to fill out for us in order to help us design the weekend workshop based on the needs of the participants. **Both steps must be completed in order to be considered for this program.**

This workshop is limited to the **first 30 creative entrepreneurs** who are selected from RSVP and have **successfully completed our questionnaires**. You must **commit to the full 2 days** of the program in order to participate. We always encourage early registration as we do book up quickly.

2017 Maui Ideation Weekend Coaches



Andrew Robinson
"Overwatch"
Blizzard



Jeff Gill
"Ask the StoryBots"
Netflix



Kaaren Lee Brown
"Super Monsters"
Netflix



Sponsored by the County of Maui Office of Economic Development; Maui Economic Development Board, Inc.; Maui Visitor Bureau; and the Creative Industries Division, Department of Business, Economic Development and Tourism, State of Hawaii



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LUIS P. SALAVERIA
DIRECTOR

GEORJA SKINNER
CHIEF OFFICER, CREATIVE INDUSTRIES DIVISION

FOR IMMEDIATE RELEASE

May 8, 2017

FIRST "IDEATION WEEKEND" FOR ANIMATED CONTENT COMING TO MAUI

HONOLULU – The state Department of Business, Economic Development and Tourism's (DBEDT) Creative Industries Division (CID) is looking for creative entrepreneurs for its ideation weekend on Maui next month.

The department's Creative Lab Hawaii (CLH) program is bringing industry mentors in animation to the Valley Isle this June for the launch of its inaugural animation track.

Creative Lab Hawaii (CLH) Animation Ideation Weekend on Maui

June 10 and 11, 2017

10 a.m. to 4 p.m.

MEDB, Malcolm Training Center

1305 N. Holopono Street, Suite 5

Kihei, Maui 96753

The deadline to apply is June 2, 2017.

The free intensive in developing animated content is part of DBEDT's efforts to increase business opportunities to expand markets for locally originated content with animation as its vehicle for storytelling. The workshops focus on writing and the creative, non-technical side of the animation content industry and are led by executive director for CLH, writer/producer Michael Palmieri.

"This program allows our local creative talent to show their potential and position Hawaii as a hub for content development in the Pacific," said DBEDT Director Luis P. Salaveria. "Developing our creative community is critical to diversify our state's innovation economy and create new job opportunities."

Together with CLH partners, Women in Technology/STEMWorks; Maui Economic Development Board (MEDB); the Maui Mayor's Office of Economic Development; Maui Film Office and the Maui Visitors Bureau (MVB), the CLH Animation Ideation Weekend is designed for individuals who have a written idea, concept, fully developed story, script or other content who are interested in taking the next step in getting their animation content developed, produced, sold or distributed across multiple platforms (motion pictures, television, games, web-series, publishing, etc.).

"We are looking forward to the partnership with Creative Lab Hawaii, and bringing this caliber of mentoring to our creative community" adds Isla Young, who heads up the Women in Technology's STEMWorks program for teachers and students. "We see this as a win-win to show the potential of our creative sectors and the pipeline from education to workforce."

The two day weekend workshop features mentors from the animation industry, including Jeff Gill, an American animator who has worked Comedy Central's South Park, and who along with Evan and Gregg Spiridellis of JibJab, won an Emmy for Netflix children's series, "Ask the StoryBots;" Andrew R. Robinson of Blizzard Entertainment who was awarded the Golden Clio award for "Overwatch: Dragons" in 2016, and was nominated for an Emmy for Writing in Children's Animation for Transformers: "Rescue Bots" in 2015; and Kaaren Lee Brown, who is currently the showrunner for a Netflix Original Series, the highly anticipated animated preschool show, "Super Monsters," launching in Fall 2017, as well as the credited creator, writer, producer and/or executive producer on 20 live action and animated children's television series.

The CLH Animation Weekend is an intensive, curated workshop designed for 30 creative entrepreneurs, who are dedicated to furthering their craft in writing and producing animated content. Three months of mentoring follow the weekend program.

CLH was developed in an effort to accelerate the export of creative content developed in the state alongside industry professionals as mentors.

"The CLH Animation Ideation Weekend is for individuals who are committed to moving their ideas forward," said Michael Andres Palmieri, an industry veteran who is the executive director of CLH.



Jeff Gill (middle), an animator who has worked Comedy Central's South Park, and who along with Evan and Gregg Spiridellis of JibJab, won an Emmy for Netflix children's series, "Ask the StoryBots"

The program is also a feeder program for the CLH Immersive year-round programs which are held three times per year in Screenwriting, Producing, Interactive and Web Series Media, Music and Fashion.

Since its inception in 2013-14, CLH has provided mentorship by film, television and new media industry leaders, adding to the offerings the new Animation Development track this year.

“This workshop was developed for individuals who are seriously interested in learning and taking steps to develop and position an idea or existing project to maximize its market potential for investment and export in a local, regional and global marketplace,” said Georja Skinner, division chief, DBEDT’s Creative Industries Division and founder of CLH.. “We are excited about the stellar coaches that CLH is bringing in to mentor and build business relationships with our participants”.

For additional information to register, email: creativelab808@gmail.com or go to: creativelab.hawaii.gov/

About DBEDT (Department of Business, Economic Development and Tourism)

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From the Pacific Business News:

<https://www.bizjournals.com/pacific/news/2017/05/10/dbedt-to-invest-in-hawaiiis-creative-entrepreneurs.html>

DBEDT to invest in Hawaii's creative entrepreneurs with animation workshop

🔑 SUBSCRIBER CONTENT: May 10, 2017, 7:29am HST Updated: May 10, 2017, 7:34am HST

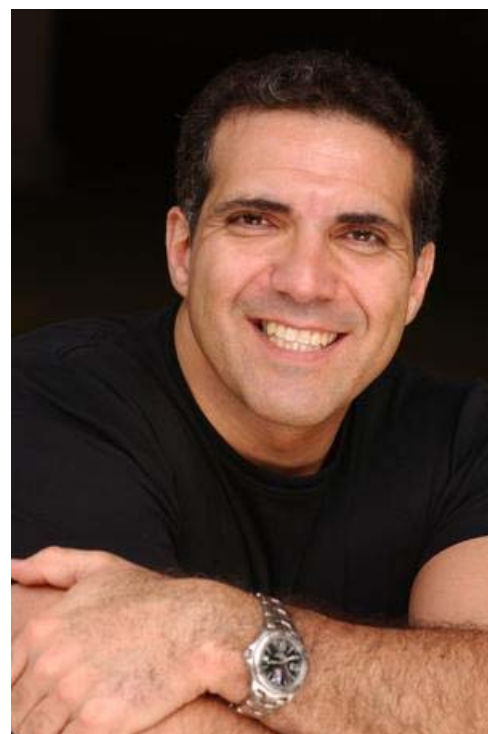
An upcoming workshop on Maui is looking to invest in the state's creative entrepreneurs by offering writers, illustrators and designers the opportunity to learn about the industry from professionals.

Ideation Weekend, hosted by the Department of Business, Economic Development and Tourism's Creative Lab Hawaii, is looking for 30 entrepreneurs to participate in the free, two-day workshop, which takes place June 10 and 11 at the Maui Economic Development Board's Malcom Training Center.

"The goal is to help develop content creators from Hawaii across all platforms," said Georja Skinner division chief of Creative Industries for the state, which oversees Hawaii's Film Office. "We're agnostic in the sense that we hope to attract content creators from across the field."

While the state uses a film tax credit, which during this legislative session was extended another seven years, to attract film crews from off island, Skinner told Pacific Business News the workshop is a way for Hawaii to invest in creative talent already on the island.

"Wouldn't it be great to see animated content developed here in Hawaii?" Skinner said. "Hawaii is ripe with many stories and animation is a great new area. With the success of many feature films like Moana and others, we would like to see the development of creators who are from Hawaii with stories to share."



COURTESY OF THE STATE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT AND TOURISM

Michael Palmiere will lead Ideation Weekend, which is looking for 30 entrepreneurs to participate in the free, two-day workshop.

Led by Creative Lab Hawaii Executive Director Michael Palmieri, other mentors for the workshop include Jeff Gill, an American animator who has worked on Comedy Central's South Park, Andrew R. Robinson of Blizzard Entertainment and Kaaren Lee Brown, who is currently the showrunner for a Netflix Original Series, "Super Monsters," launching this fall.

"Applicants must have a passion for storytelling and understand that this is not a technical workshop," Skinner said. "It has a writing and producing focus. It's about the intellectual property side."

Applicants are required to fill out a questionnaire as well as register their intellectual property with the Writers Guild of America, prior to attending the workshop.

Anna Hrushka

Reporter

Pacific Business News



Hawaii Bid Network

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Hawaii Looks for Creative Entrepreneurs to Join Animation Workshop

Hawaii's Department of Business, Economic Development and Tourism's (DBEDT) Creative Industries Division (CID) is inviting entrepreneurs to join the "ideation weekend" on Maui, Hawaii next month.

The department's Creative Lab Hawaii (CLH) program is bringing industry mentors in animation to the Valley Isle this June for the launch of its inaugural animation track.

Creative Lab Hawaii (CLH) Animation Ideation Weekend on Maui June 10 and 11, 2017 10 a.m. to 4 p.m.
MEDB, Malcolm Training Center 1305 N. Holopono Street, Suite 5 Kihei, Maui 96753

The deadline to apply is June 2.

The free intensive in developing animated content is part of DBEDT's efforts to increase business opportunities to expand markets for locally originated content with animation as its vehicle for storytelling.

The workshops focus on writing and the creative, non-technical side of the animation content industry and are led by executive director for CLH, writer/producer Michael Palmieri.

"This program allows our local creative talent to show their potential and position Hawaii as a hub for content development in the Pacific," said DBEDT Director Luis P. Salaveria.

"Developing our creative community is critical to diversify our state's innovation economy and create new job opportunities."

Together with CLH partners, Women in Technology/STEMWorks; Maui Economic Development Board (MEDB); the Maui Mayor's Office of Economic Development; Maui Film Office and the Maui Visitors Bureau (MVB), the CLH Animation Ideation Weekend is designed for individuals who have a written idea, concept, fully developed story, script or other content who are interested in taking the next step in getting their animation content developed, produced, sold or distributed across multiple platforms (motion pictures, television, games, web-series, publishing, etc.).

"We are looking forward to the partnership with Creative Lab Hawaii, and bringing this caliber of mentoring to our creative community" added Isla Young, who heads up the Women in Technology's STEMWorks program for teachers and students.

"We see this as a win-win to show the potential of our creative sectors and the pipeline from education to workforce."

The two day weekend workshop features mentors from the animation industry, including Jeff Gill, an American animator who has worked Comedy Central's South Park, and who along with Evan and Gregg Spiridellis of JibJab, won an Emmy for Netflix children's series, "Ask the StoryBots;" Andrew R. Robinson of Blizzard Entertainment who was awarded the Golden Clio award for "Overwatch: Dragons" in 2016, and was nominated for an Emmy for Writing in Children's Animation for Transformers: "Rescue Bots" in 2015.

It also included Kaaren Lee Brown, who is currently the showrunner for a Netflix Original Series, the highly anticipated animated preschool show, "Super Monsters," launching in Fall 2017, as well as the credited creator, writer, producer and/or executive producer on 20 live action and animated children's television series.

The CLH Animation Weekend is an intensive, curated workshop designed for 30 creative entrepreneurs, who are dedicated to furthering their craft in writing and producing animated content.

Three months of mentoring follow the weekend program.

CLH was developed in an effort to accelerate the export of creative content developed in the state alongside industry professionals as mentors.

"The CLH Animation Ideation Weekend is for individuals who are committed to moving their ideas forward," said Michael Andres Palmieri, an industry veteran who is the executive director of CLH.

The program is also a feeder program for the CLH Immersive year-round programs which are held three times per year in Screenwriting, Producing, Interactive and Web Series Media, Music and Fashion.

Since its inception in 2013-14, CLH has provided mentorship by film, television and new media industry leaders, adding to the offerings the new Animation Development track this year.

"This workshop was developed for individuals who are seriously interested in learning and taking steps to develop and position an idea or existing project to maximize its market potential for investment and export in a local, regional and global marketplace," said Georja Skinner, division chief, DBEDT's Creative Industries Division and founder of CLH.

"We are excited about the stellar coaches that CLH is bringing in to mentor and build business relationships with our participants."

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MAUI TIME (05-31-2017)

TIME RUNNING OUT TO SIGN UP FOR ANIMATION IDEATION WEEKEND ON MAUI

May 31, 2017 by Anthony Pignataro (<http://mauitime.com/author/anthonypignataro/>)



Do you have a story, concept or book that you want to animate? If so, the State of Hawaii has an entire weekend of workshops for you.

"Animation Ideation Weekend is designed for individuals who have an outline, treatment, fully fleshed out story, or pre-existing intellectual property (a book, a play, a pitch, etc...) and are interested in learning more about what next steps they should take in order to develop it, write it, produce it, distribute it as animated content," says the State of Hawaii's webpage on the program (<http://creativelab.hawaii.gov/creative-lab-programs/ideation-workshops/>) . "This is a hands-on weekend workshop, and not designed for fans. Once we receive your RSVP, you will be sent a questionnaire to fill out for us in order to help us design the weekend workshop based on the needs of the participants. Both steps must be completed in order to be considered for this program."

There will be three mentors (<http://creativelab.hawaii.gov/ideation-workshop-mentors-june-10-11-2017/>) at the weekend:

- Andrew Robinson. He's written for 30 animated series, including the new show based on Marvel's Guardians of the Galaxy, as well as Blizzard Entertainment;
- Jeff Gill, who worked as an animator on South Park for three seasons;
- Kaaren Lee Brown, who has created, written and/or produced 20 live action and animated children's television series, including Strawberry Shortcake.

But if you're interested, you must act quickly. The weekend, which is free, is limited to 30 people and you must RSVP by June 2. The weekend will take place June 10-11 at the MEDB Malcolm Training Center (1305 N. Holopono St., Suite 5, Kihei). Workshops will run from 10am to 4pm each day.

[Click here for more info and to RSVP.](#)

Original Full Article (<http://mauitime.com/entertainment/art-scene/time-running-out-to-sign-up-for-animation-ideation-weekend-on-maui/>)

[Edit this page](#)

ATTACHMENT I

Michael Andres Palmieri

Global Entertainment & Media Consultant – Leader/Writer, Producer, Educator, Coach
mikepalmi@aol.com – (323) 822-3535

Summary

A graduate of the University of Southern California's Annenberg School of Communication and School of Cinematic Arts, he is currently receiving a doctorate at Teachers College at Columbia University in adult learning and leadership. An entertainment industry veteran, Mr. Palmieri has written and produced content in motion pictures, television (scripted and reality), games, publishing, theme parks, events, and the web. He has also been designing, facilitating, and producing training and development programs for entrepreneurs in media for the past twenty (20) years.

Mr. Palmieri brings his dynamic understanding of the entertainment industry to his position at Creative Lab Hawaii where he is the Executive Director of the program. His experience in Los Angeles and New York includes work with major production companies and studios such as TriStar Pictures, Paramount Pictures, Warner Brothers, Twentieth Century Fox, Walt Disney, and Sega. He is a founding board member and past chairman of the Producers Guild of America New Media Council, and is an active member of several other entertainment industry organizations.

He was first introduced to the State of Hawaii in 1996 during production of the motion picture, "Six Days, Seven Nights", which was one of his first producer credits. Years later, he became the director of the screenwriting program of the Maui Writers Conference & Retreat. Originally from Argentina, he also lived in Italy prior to moving to the U.S. He currently splits time between Honolulu, Los Angeles, and New York.

ATTACHMENT II

TRANSMEDIA IDEATION WORKSHOP MENTORS

KAUAI, MARCH 11-12, 2017



Jeff Gomez

Jeff Gomez, CEO of Starlight Runner Entertainment, is a leading expert in the fields of brand narrative, story world development, creative franchise design, and transmedia storytelling. He specializes in the expansion of entertainment properties, premium brands, and socio-political themes into highly successful multi-platform communications and international campaigns.

As a producer accredited by the Producers Guild of America, Jeff also develops the story worlds of films, TV shows, videogames, toys, books, comics, apps, virtual reality projects, and theme park attractions. This deepens audience engagement, and generates massive fan communities and multiple revenue streams.

Jeff's pop culture work has impacted such blockbuster properties as Disney's **Pirates of the Caribbean**, James Cameron's **Avatar**, Hasbro's **Transformers**, Sony Pictures' **Spider-Man** and **Men in Black**, Microsoft's **Halo**, and Nickelodeon's **Teenage Mutant Ninja Turtles**.

As a story world creator, he is known for his work on Mattel's **Hot Wheels** animated series, the Valiant Comics superhero universe, Hasbro's **Magic: The Gathering**, Acclaim Entertainment's **Turok** videogame series, and Mark Burnett's **Lucha Underground** TV series.

Jeff has also developed highly successful transmedia campaigns and participative brand narratives for The Coca-Cola Company (Happiness Factory), Pepperidge Farm (Goldfish) and Spartan Race. Other current clients include Electronic Arts, Sesame Workshop, Disney Parks & Resorts, STX Entertainment, and World Vision Canada.

Jeff's proprietary transmedia methods have also been applied to educational and geo-political causes, accelerating positive self-organized movements and increasing resistance to organized crime, violent extremism, and corruption. Through applications of his Collective Journey and transmedia population activation models, Jeff has helped optimize communications for large NGOs, and address crises in Mexico, Colombia, Australia, and the Middle East North Africa region.



Neal Shusterman

Neal Shusterman, winner of the 2015 **National Book Award** for his novel **Challenger Deep**, is the author of over 40 books for children and young people, including **Unwind**, which was chosen by NPR as one of the top 100 young-adult novels of all time, and has won more than 30 awards; **The Schwa Was Here**, winner of the Boston Globe Horn Book Award, and most recently, **Scythe**, a New York Times top-ten best seller, and winner of the 2017 Printz Honor Award. His award-winning book series **The Star Shard Chronicles** is currently being developed as an Anime TV series, and manga book series with Gaumont Animation, and **Scythe** is in development as a feature film with Universal.

As a screen and television writer, Neal has written episodes of the **Goosebumps** and **Animorphs** TV series, as well as the Disney Channel original movie **Pixel Perfect**. Currently he is adapting **Challenger Deep** as a feature film for Chernin Entertainment at 20th Century Fox.

He has also tried his hand at games, having created ten **How to Host a Murder**, and **How to Host a Teen Mystery** games for Decipher, Inc.

As a public speaker, Neal is in high demand at schools and conferences around the world, and spends about a third of the year on the road discussing his work with fans of all ages.

A father of four, Neal lives in Southern California, and says that his kids, are a constant source of pride and inspiration.



Steve Fisher

Steve Fisher is senior vice president in the Literary department at APA, one of the largest diversified talent agencies in the industry with headquarters in Beverly Hills, New York, Nashville, Atlanta and London. Based in the agencies Beverly Hills offices, Fisher's extensive roster of playwrights, authors, literary estates and intellectual properties includes **Dorothy Allison** (National Book Award nominee for "Bastard Out of Carolina"); **Alison Bechdel** (author of the acclaimed graphic memoir and Broadway show, "Fun Home"); **Robert Stone** (National book Award winner); the estates of **Arthur C. Clarke**; **Patrick O'Brian** ("Master and Commander" series) **Peter Matthiessen** and **Truman Capote**; **Lee Child** ("Jack Reacher" franchise, starring Tom Cruise); **Jim Sallis** (author of "Drive", starring Ryan Gosling and Carey Mulligan) ; bestselling suspense author **John Saul**; **John Connelly**, and Pulitzer Prize winners **Phil Caputo** ("Rumor of War"), **Gregory Maguire** ("Wicked"), **Burrows & Wallace**, **Tawni O'Dell**, **Tana French**, and **Lisa Genova** ("Still Alice").

Prior to joining APA, Fisher worked in similar capacities at ICM, Innovative Artists and H.M. Swanson. He began his career in television journalism in New York, where he worked as head of research at World News Tonight with Peter Jennings, and as a producer at CNN.

ANIMATION IDEATION WORKSHOP MENTORS

MAUI, JUNE 10 – 11, 2017



Andrew Robinson

Andrew Robinson is a native of Los Angeles who grew up reading comic books and fantasy/science fiction novels, and playing Dungeons and Dragons, long before any of that became cool. Professionally, he started as a script-reader for several Hollywood agencies, studios and production companies before becoming a development executive – nursing his secret ambition, writing, all the while. It was while working in development and current programming at MTV that he got the opportunity to write an episode of an animated series based on ***Starship Troopers***. From that assignment and those that followed, he got a manager, which got him the exposure he needed.

Since then, Andrew has written episodes for roughly 30 animated series – from the pre-school show ***Dragon Tales*** to Marvel's new show based on ***Guardians of the Galaxy***, and done development for a number of pilots, including one – ***Kaijudo: Rise of the Duel Masters*** – that got picked up to series and ran for 52 episodes over two seasons. He has optioned two live-action pilots – one to a production company at CBS and the other to SyFy.

Most recently, Andrew has gone to write for Blizzard Entertainment, focusing on animated short pieces, in-game-content and comics that variously supplement and inform their games ***World of Warcraft***, ***StarCraft***, ***Diablo***, ***Heroes of the Storm***, ***Hearthstone***, and their newest game, ***Overwatch***. The animated shorts and comics that he has worked on there been viewed online worldwide tens of millions of times.



Jeff Gill

Jeff Gill is an animator who has worked in many different fields of animation. While in school at the Savannah College of Art and Design, his experimental films received praise from various film festivals including the Black Maria, and commercial competitions awarded him top prizes and millions of views for entries such as his viral ad for Mozilla Firefox ***Wheee!!!***.

After graduating, Jeff moved out to west and has spent the past 10 years working in the industry on various projects, including 3 seasons as an animator for ***South Park***, and the past 7 years as creative director at JibJab Bros. Studios, a role that allows him to wear several different hats such as animator, designer, writer, editor, dancer, and puppeteer, just to name a few. While his initial hiring was to direct a growing library of eCards, his role quickly grew into overseeing the company's popular animated Yearly Reviews and educational content for children. These days he is working primarily on their children's entertainment division called StoryBots, which includes a YouTube channel of over 150 leaning videos and their Netflix original series ***Ask The StoryBots*** (currently won an Emmy for Netflix children's series, nominated for 6 Emmys and a Peabody Award). He is also director of their companion series ***StoryBots Super Songs*** of which he voices one of the main characters Bing. Jeff is a strong supporter of small studios and is happy to share his unique perspective to those pursuing their own careers in animation.



Kaaren Lee Brown

Kaaren Lee Brown is a freelance writer and producer with a passion for play and a commitment to quality. She is the credited creator, writer, producer and/or executive producer on 20 live action and animated children's television series, including ***CAKE***, ***Dance Revolution***, ***Strawberry Shortcake*** and ***Liberty's Kids***. Brown was the story editor and writer for ***Tarzan and Jane***, a Netflix Original Series; and she's currently the showrunner for another Netflix Original Series, the highly anticipated animated preschool show, ***Super Monsters***, launching in Fall 2017.

Brown has held executive positions with numerous entertainment and toy companies, including Hasbro, DIC, Hanna-Barbera and Mattel. She is also the author of two chick-lit thrillers, ***Bullets & Tiaras*** and ***Intuition: A Kylie Anderson Vacation***.

As part of her personal commitment to developing young talent, supporting new storytellers, and promoting diversity, Brown serves on the board of directors for Women In Animation as its Chair of Mentorship.

ANIMATION IMMERSIVE MENTORS

JUNE 12 – 16, 2017



Cinco Paul

Cinco Paul grew up in Phoenix, Arizona dreaming of becoming a famous pop musician. He graduated summa cum laude from Yale University, abandoned his dreams of pop stardom, got an M.F.A. in screenwriting from USC and became a screenwriter instead. Life's funny that way. With Ken Daurio he has written the movies ***Despicable Me*, *Despicable Me 2*, *DR. Seuss' Horton Hears a Who*, *DR. Seuss' The Lorax*, *The Secret Life of Pets*, *The Santa Clause 2*, *Bubble Boy***, and the upcoming ***Despicable Me 3***. He also wrote the lyrics for the six songs in ***The Lorax***, and is the recipient of the ASCAP Sammy Cahn Award for lyric writing and the Harold Arlen Award for the score of ***Bubble Boy the Musical***, the original cast recording of which was just released on Sh-K-Boom Records. He currently lives in southern California with his wife Amy in a house that feels really empty now that his three children have grown up and left home.



Kaaren Lee Brown

Kaaren Lee Brown is a freelance writer and producer with a passion for play and a commitment to quality. She is the credited creator, writer, producer and/or executive producer on 20 live

action and animated children's television series, including **CAKE**, **Dance Revolution**, **Strawberry Shortcake** and **Liberty's Kids**. Brown was the story editor and writer for **Tarzan and Jane**, a Netflix Original Series; and she's currently the showrunner for another Netflix Original Series, the highly anticipated animated preschool show, **Super Monsters**, launching in Fall 2017.

Brown has held executive positions with numerous entertainment and toy companies, including Hasbro, DIC, Hanna-Barbera and Mattel. She is also the author of two chick-lit thrillers, **Bullets & Tiaras** and **Intuition: A Kylie Anderson Vacation**.

As part of her personal commitment to developing young talent, supporting new storytellers, and promoting diversity, Brown serves on the board of directors for Women In Animation as its Chair of Mentorship.



Pamela Ribon

Pamela Ribon is a screenwriter (**Moana**, **Smurfs: The Lost Village**, **Bears**), TV writer (**Samantha Who?**), comic book writer (**Slam!**, **Rick and Morty**), and best-selling novelist (**You Take it from Here**, **Why Girls Are Weird**). She's recently been named one of Variety's 10 Screenwriters to Watch and is a 2017 LA Film Independent Director's Lab fellow. She has developed original series and features for ABC, ABC Family, Sony, Warner Bros., Disney Channel and 20th Century Fox Productions. She's currently co-writing the upcoming **Untitled Wreck-It Ralph Sequel**.

Pamela was an Oprah.com contributor, a flagship contributor to Television Without Pity, and a weekly columnist for the Austin American-Statesman. She's known as a pioneer in the blogging world with pamie.com, where she launched such viral essays as "How I Might Have Just Become the Newest Urban Legend" and "Barbie F*cks it Up Again," the latter of which led to #FeministHackerBarbie, a revamp of Mattel's products and marketing for Barbie, and the creation of Game Developer Barbie as "Career of the Year." Pamela's stage work has been showcased at the HBO US Comedy Arts Festival and she created the accidental international scandal known as **Call Us Crazy: The Anne Heche Monologues**. Her critically-acclaimed comedic memoir **Notes to Boys (and Other Things I Shouldn't Share in Public)** was just re-released in paperback.

A former Austinite with a BFA in Acting from the University of Texas, Pamela has been entered into the Oxford English Dictionary under "muffin top." (That is not a joke.)