



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
Luis P. Salaveria
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558, HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB2558 HD1, which allows the Creative Lab Hawaii to expand to three neighbor islands and to develop high school programs, provided the appropriation does not reduce or replace any of the Administration's supplemental budget priorities.

CLH Accelerator and supporting programs deliver strategic mentoring for creatives which has resulted in 7 projects in active development for television, motion pictures and web series, as well as 8 national music licensing deals and placements in television and national commercials. Revenues from these export deals of original intellectual property are anticipated to generate \$4 million over the lifetime of the content and songs.

Founded in 2012, through support from the Hawaii State Legislature and the U.S. Department of Commerce, Economic Development Administration (EDA) matching grant, CLH has produced 45 programs reaching 1,500 entrepreneurs focusing on access to decision makers and ultimately investors in the media, music and fashion design sectors.

CLH's most recent success stories include:

- Hawaii Island's Amy Bircher, a writer who recently completed a mini-movie for Lifetime, and has since landed two other projects for television.

- Filmmaker Josh Kim whose film, *How to Win at Checkers [Every Time]* was Thailand's entry as a nominee for best foreign film category at the Academy Awards and Golden Globes.
- Olivia Cargile (LIIV) who had a song licensed for the online trailer for the Fox TV series *The Resident*.
- Designer Jana Lam whose textile line is carried by Nordstrom.

Having conducted a pilot program funded by the Legislature in 2016-17, CLH conducted two programs: a Transmedia Bootcamp Weekend on Kauai and an Animation Bootcamp Weekend on Maui. These showcased the intensity of interest and underscored the demand from the community to expand CLH to all neighboring islands.

DBEDT will work closely with the Career and Technical Education (CTE) programs at the University of Hawaii and Department of Education and industry to develop the high school component. In addition, the founding partners including Writers Guild of America West (WGAW), Producers Guild of America (PGA), International Game Developers Association (IGDA) and others will ensure a solid core of mentors who provide a pathway of opportunity in these creative careers.

CLH has proven to be a valuable component of Hawaii's emerging innovation economy. Hawaii's creative entrepreneurs are finding the access to decision makers is delivering unprecedented ways in which they can develop the business acumen, connections and master the creative skill sets necessary to be successful in today's global media marketplace. Coupled with a thriving location based film industry, the export of our own creative content, music and fashion will ultimately position Hawaii as a nexus of creative economic development in the Pacific.

Thank you for the opportunity to testify on this measure.



Written Statement of
Robbie Melton
Executive Director & CEO
Hawaii Technology Development Corporation
before the
House Committee on Finance
Friday, February 16, 2018
3:00 p.m.
State Capitol, Conference Room 308

In consideration of
HB2558, HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the Committee on Finance.

The Hawaii Technology Development Corporation (HTDC) **supports the intent** of HB2558, HD1 that appropriates moneys to the Department of Business, Economic Development, and Tourism for the expansion of Creative Lab Hawaii (CLH) to the neighbor islands.

As part of HTDC's vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports initiatives aimed at promoting technology and innovation jobs. HTDC Neighbor Island Innovation Initiative (NI3) provides ongoing mentoring to tech based companies and manufacturers. Now in its second year, neighbor island mentors have met with over 90 companies and provide intensive mentoring to 50+ companies. The activity is a good indication of the growth of innovators and entrepreneurs on the neighbor islands. HTDC has partnered with the Creative Industries Division on multiple projects including the Creative Lab Fashion Immersive and the Digital Media Studio/Creative Lab in the Entrepreneurs Sandbox.

Programs like CLH are a valuable component of Hawaii's innovation economy. Through the CLH immersive programs, ideation workshops, and public panels, Hawaii's creative entrepreneurs can develop the business connections and creative skill sets necessary to develop their stories for the global marketplace, further expanding distribution channels, and ultimately positioning Hawaii as a nexus of creative economic development in the Pacific.

HTDC defers to the Department on implementation of this measure. We support this initiative as long as it does not replace our priorities requested in the Executive Budget. Thank you for the opportunity to offer these comments.

HB-2558-HD-1

Submitted on: 2/15/2018 2:52:57 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	OCC Legislative Priorities Committee, Democratic Party of Hawaii	Support	No

Comments:

HB-2558-HD-1

Submitted on: 2/15/2018 12:49:00 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Charles Michael Brotman	The Hawaii Songwriting Festival	Support	No

Comments:

Charles M. Brotman

P.O. Box 6564

62-1203 Puahia Street

Kamuela, Hawaii 96743

Statement of

Charles M. Brotman

Before the

HOUSE COMMITTEE ON FINANCE

Friday, February 16, 2018

3:00 PM

State Capitol, Conference Room 308

in consideration of

HB2558 HD1

RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I believe that I have a unique perspective regarding this bill, as I received my MA in Music from UH Manoa, and have been a composer and music producer in Hawaii for about 30 years. Over the past several decades, much of the music business has changed. However, one thing that has remained constant is that the industry revolves around those who create music, and those music creators are compensated for their work. With digital technology, composer-producers and songwriters in Hawaii are able to compete on a National and global basis, without ever leaving the state. The Music Immersive component of the Creative Lab program is structured to enable the participants to create music in a partnership with top songwriters, producers, and executives from Los Angeles and Nashville. The program is geared toward music placement in advertising, film, and television; these are the areas that are currently producing the highest revenue for music creators.

A song that is written in during the Creative Lab Music Immersive is pitched for placements in film, television, and advertising. When the song is licensed, a fee is generated that will range from a low TV budget of 5k to 8K, up to six figures for major advertising brands. Then, as the film, TV show, or advertisement is played on TV or in theaters, back-end royalties are generated for the writers. These back-end royalties can generate income for decades. I receive recurring royalties that have been paid quarterly for decades, and my royalty statement consistently shows income from over 40 countries. Hawaii has a wealth of musical talent that can have a significant impact on Hawaii's economy by bringing this royalty income into Hawaii from the mainland, as well as from countries all over the world.

The Creative Labs Music Immersive is creating a growing community of music creators living in Hawaii who understand – through their first hand experience in the program – how to generate their business outside of Hawaii, while remaining here at home.

Thank you for the opportunity to testify on this measure.

HB-2558-HD-1

Submitted on: 2/15/2018 2:10:09 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Eames	PEN Music Group, Inc.	Support	No

Comments:

GINA SURLES LANDOVSKY
501 Hahaione St. #1C
Honolulu, Hawaii 96825

Statement of
Gina Surles Landovsky

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I am a fellow in the 2017 Creative Lab Hawaii Web Series Immersive program. I cannot speak highly enough about the importance of the Creative Lab Hawaii (CLH) program. Along with the teaching and mentoring talent of the CLH director, Michael Palmieri, and the guest coaches he brings to Hawaii, this program is changing people's lives. I know it changed mine.

One year ago, I never dreamed I would be doing any of what I've accomplished recently as a participant in the CLH program. In the three months after I finished the immersive I formed a production company in Hawaii. I became a SAG-Aftra signatory producer. I procured liability and worker's comp insurance through a local insurance company. I hired local actors and crew, and together we shot two episodes of the web series I developed under CLH called "Triple Threat." I'm about to launch an IndieGogo fundraising campaign to shoot the next four episodes of "Triple Threat" in Hawaii in April. All of this was a direct result of my participation in the CLH immersive.

Before CLH I had little confidence in my abilities to accomplish "creative entrepreneurial" projects on my own. I simply didn't realize I could do this myself. Through CLH and the mentoring of Michael Palmieri, I learned I needed to be the one to take control of my creative life and to treat it as a business. The CLH program opened up a whole new life for me by giving me the tools and guidance to pursue my artistic goals. I feel that I'm not the same person I was a year ago. I couldn't be happier. And I'm confident I can produce more work in the future.

It's important to acknowledge the CLH director, Michael Palmieri. He is a gifted instructor, brutally honest but in a genuinely heartfelt way! He does not accept irresponsibility or excuses, and makes very clear the intensity of the work expected as a participant in CLH. He wants us to succeed and goes out of his way to help us, above and beyond the scheduled monthly conference calls. He is a fantastic mentor for anyone

to have, young or old. I will always be grateful for CLH and for the dedication and passion of Michael Palmieri and of Georja Skinner of the Creative Industries Division.

As this is a state supported program, I feel it is only fair that creative artists on all islands should have the opportunity to be potential participants in CLH. It should not be necessary for them to carry the expensive burden of travel, boarding, and meals if they are chosen to participate in this valuable program. Non-residents who participate expect to bear the costs in order to do so, but again as a state sponsored program, the reach should extend to all residents of the state of Hawaii.

I would definitely encourage bringing a pilot program of CLH into high schools for various reasons. What better time to give people these incredibly valuable tools towards achieving success than during their most impressionable, formative years? This program teaches individuals life skills. It develops problem solving abilities, encourages leadership while working respectfully as a close-knit group, and intently focuses on individual and group goals and how to implement the steps needed to reach those goals. I cannot think of a better, more constructive program for high school students. They would also learn about being a "creative entrepreneur," something I had never heard of until CLH. This program would only strengthen the community by producing leaders and thereby creating more business and jobs in the state of Hawaii. I believe CLH is an extremely important and unique program, and demonstrates the genuine support Hawaii has for developing its artists and artists-to-be.

Thank you for the opportunity to testify on this measure.

Very Respectfully,

Gina Surles Landovsky

February 15, 2018

To Finance Committee, State of Hawaii Legislature:

My name is Chris McKinney and I am a past participant of a Creative Lab, both as a writer and a producer. When Michael Palmieri told me that Creative Lab is working to expand to neighbor island and regional areas of Oahu, I was very excited. Here's the thing that I would say about Creative Lab: one's initial perception might be that it is a program that just supports and nurtures young artists. While it does do this, Creative Lab does something much more—it is a program that also turns artists into business people. It's not just about teaching story development—it's about teaching and guiding participants through budget development, investment development, production development, distribution development--the ins and outs of how to get a project made in the strict business sense. Film, after all, is business. And the more and more people who are fortunate enough to be exposed to this in the state, the more the state will benefit. I don't think anyone would argue that the state couldn't use more entrepreneurs. And that is what Creative Lab creates—artists with a keen business sense, which is necessary to finance, distribute, and turn profit on filmmaking. If this knowledge, these industry connections that Creative Lab bridges between participants and industry insiders, if this guidance can be introduced to the young people of Hawaii, even better. Creative Lab should have a presence in our high schools. It's an opportunity for them to see that they don't have to just grow up and be content consumers. Creative Lab will show them that they can grow up to be content creators.

I first participated in Creative Lab several years back. Since then, I have built connections in Los Angeles thanks to this organization. I have met executives at production companies like Lion's Gate and Electric Entertainment. I have met the showrunner and all the writers on Hawaii 5-0. I have met Academy Award winners and nominees like Bobby Moresco and Lucy Alibar. Because of the mentorship that Creative Lab provided, I learned how to get projects made. I have written and co-produced one short film. \$20,000 was raised to budget this project. I have written and co-produced one feature film that is currently in post-production (\$100,000 was raised to budget this one). I have a contract with a production company in LA that is trying to turn my seventh book, Age of Calamity, into a limited series. And I continue to work on other projects as well. Creative Lab has been instrumental in whatever success I have achieved and will continue to achieve in this industry. I will be forever grateful. If Creative Lab is allowed to expand to neighbor island and secondary school communities, the results could be staggering. And the State of Hawaii will undoubtedly reap both the financial and cultural benefits.

Sincerely,

Chris McKinney

Participant Name
Address

Statement of
Name of Participant

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program. My name is Janine Scalise and I'm the Vice President of Music at Starz Networks. I handle all music matter for the network.

I will be forever grateful to Creative Arts Lab for introducing me to untapped talent in the state of Hawaii. There is something to be said to be taken out of your everyday "workplace" and put into a (beautiful) environment where everyone is after the same goal and have all the same passions. Amazing things happen... the creative juices are flowing, music is being created and lifetime relationships are being made. All of which would not happen if it wasn't for the Creative Labs. The music market is over saturated making it nearly impossible for anyone to get their music heard by music executives. The labs create direct access and the ability for the music executives to get exactly what we're looking for. Although, history will have it that sometimes you end up licensing songs that you were not a part of creating! I ended up licensing 2 songs in a Starz Documentary that were not a part of my group during the time at Creative Labs. This is the beauty of creating music... its initially created for one "purpose" but can be interpreted in an entirely different way. And the most rewarding part for me is the sense of giving back to the struggling musicians, songwriters, vocalists, producers etc. It's the very least I can do being that music has plays such a big part of my life. I hope to go back soon to continue creating amazing music. Thank you for the opportunity to testify on this measure.

Sincerely,
Janine Scalise

Statement of
Lisa Harriton
2835 ½ N. Coolidge Ave. Los Angeles, Ca. 90039

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

My name is Lisa Harriton and I am writing in support of HB2558 HD 1, which appropriates funds to expand the Creative Lab Hawaii Program. I am a platinum selling, Grammy and Oscar nominated songwriter from Los Angeles. I write for pitch for artists and for commercials, t.v. and film. Last September, I had the pleasure of participating in the Creative Lab Hawaii Music Immersive. I had only ever been to Hawaii for my honeymoon, vacations etc and no idea what to expect when immersed in Hawaii's music scene. I have to say it was the musical highlight of my year. I met so many incredible Hawaiian songwriters that I am still in contact with and actively working with. As a songwriter, I rely heavily on a network of co-writers from Europe, NY, LA and now Hawaii!

I have been to other writing camps before but this one is unique. There are daily assignments for pitch, working directly with prominent music supervisors. That is a rarity at most writing camps. Having that direct contact with the music supervisors and interfacing with them about how to get them what they need is not only invaluable, it is your greatest chance of getting your songs placed! The music supervisors would check in with each group a few hours into our creative process to provide feedback and help guide us. What a huge leg up against the competition! I was able to write two songs for a STARZ network promo campaign and an Apple Commercial - all with such incredible Hawaiian talent. The Creative Lab Hawaii Music Immersive has helped me immeasurably to expand my network of songwriters and increase productivity in my business. A bridge between the Hawaii and LA songwriting scene, it has created such long lasting "aloha" and successful business for years to come. Thank you for the opportunity to testify on this measure.

Gratefully,

Lisa Harriton

HB-2558-HD-1

Submitted on: 2/15/2018 10:45:20 AM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Brayden Yoder	Individual	Support	No

Comments:

Date: 7th February 2018

To: State Senate, Twenty-Ninth Legislature, 2018, State of HI

Fr: Brayden Yoder

Re: HB 2558 on Creative Lab Hawai'i

IN SUPPORT

Chair & Committee Members:

As a two-time fellow of the Creative Lab programs, I offer my testimony in support of HB 2558 for the following reasons:

Creative Lab Hawai'i represents an investment in people, which is a hallmark of the kind of progressive governance that this state is long known for. At a time when private companies around the country have turned away from investments in research & development, the public sector in our state has stepped forward with an innovative program that empowers creative talents to reach their potential as entrepreneurs. This is exactly the kind of policy our state government should support, for it provides the rebuttal to the 'laissez-faire' approach to economics by demonstrating how a government program can benefit people and nurture talent with opportunities the private sector ignores.

As the Creative Lab program has grown over the past five years, its successes have made our state an attractive destination for emerging writers, directors, producers, animators, game developers and other media makers, from all across the United States and even across the globe. These talented people represent the first wave of an emerging group of alumni that will one day give back to the state – and to each other. The community of creators that Creative Lab has built could someday rival the alumni of the Sundance Institute – but only if our state leaders have the foresight to continue investing in the program. It took over a decade before the Sundance Institute became a destination for independents, yet today the little town of Park City, Utah is now the premiere incubator for media talent in the United States. With continued investment in the Creative Lab, why couldn't Honolulu become the same kind of destination for talent across the Pacific?

As a direct result of Creative Lab, I have been able to develop professional and personal relationships with major creators in Hollywood, to include people such as Bobby Moresco, the Oscar-winning writer behind Crash and Million Dollar Baby, and Nina Yang Bongiovi, the producer behind such independent hits as Fruitvale Station and Dope. I have further received fantastic coaching from industry writers and producers who have responded favorably to my own work, giving me confidence to take the next step in my career. As in any other career field, great mentors help great students reach the next level, and I have benefited immensely from the access Creative Lab has provided me to industry professionals who are doing what I hope to be doing soon. Bringing talented people to our state is the name of the game.

Expanding Creative Lab programs into high schools will allow for a similar kind of mentorship, but at a younger age, before life and family responsibilities could get in the way. As a former high school educator, I know first-hand how important positive feedback is to the development of teenage students, many of whom wrestle with self-esteem issues. Creative Lab coaches could help those students develop self-belief, while showing them the feasibility of a career in the arts.

Our neighbor islands could also benefit from Creative Lab programs primarily because traveling to and staying on O'ahu can get very expensive, whether you're kama'aina or malihini. Talented people exist within our state beyond the City & County of Honolulu, and if Creative Lab is truly to be Creative Lab Hawai'i, it must invest in the people of our entire state and not just in the state's capital.

Thank you for the opportunity to submit this testimony.

Mahalo piha,

Brayden Yoder

HB-2558-HD-1

Submitted on: 2/15/2018 10:49:52 AM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Robert Barclay	Individual	Support	No

Comments:

This testimony is in support of Creative Lab Hawaii, which has been instrumental in my success as a writer and producer of creative content. Having recently completed the 2017 CLH Writers Immersive, wherein three of my fellows sold options on their projects, and wherein my television series project was selected by The American Film Market to be pitched onstage at their Pitch Conference, and wherein I am now working with other CLH graduates on films currently in production, I can say that Creative Lab Hawaii is an outstanding success. It immerses State residents in all aspects of various creative industries, and helps them transition from being talented people with good ideas, into being content creators and revenue generators. As Hawaii seeks to diversify its economy, Creative Lab Hawaii is creating a connected community of creative people, whose content is already making waves across the globe. Furthermore, if Creative Lab Hawaii is able to inspire and enable creativity in our high schools, this will in turn lead these students, as a community of diversely skilled people, to further develop their talents and acumen in our community colleges or universities, and well into their professional lives as creative entrepreneurs.

HB-2558-HD-1

Submitted on: 2/15/2018 10:57:57 AM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Robert Bates	Individual	Support	No

Comments:

Testimony in Support of Creative Lab

Robert Bates

Feb. 15, 2018

My name is Robert Bates and I am a Honolulu resident and a film maker. Since 1984 I have made my living in Hawaii's production industry, and for the last twenty five years as a director for hire. My work has run the gamut from commercials and documentaries to how-to shows for Public Television. It has always been my goal to make an independent motion picture that could only be shot in Hawaii. Doing so would help build a Hawaii-based film community and further diversify our economy.

In 2016 I decided to invest my company's resources into making a feature film. I was able to build upon my relationships with actors and industry vendors to develop a viable project, but needed an industry mentor to help me break through in the feature film arena. In 2017 I was accepted into Creative Lab's Producer Immersive. Not only did I get a mentor, but several mentors, and working relationships with my fellow cohorts. My project FIREBRAND has gone from being a good idea with a few attachments to a motion picture project with a Hollywood distributor.

Creative Lab continues to be completely supportive of my effort. The one week intensive, the monthly follow ups and the ability to be mentored by Michael Palmieri were paramount in my achieving the success I've had to date.

Attending the American Film Market (AFM) was the most important aspect. I learned many things, mostly that the machinery of Hollywood, or more correctly media distribution, needs content. I gained a profound sense of optimism knowing I had a valuable product. At AFM I gained a relationship with a distributor. I moved to the next level.

Film in Hawaii goes back to the earliest days of cinema, yet the portrayal of Hawaii has largely been left to outsiders. Hawaii still lacks what other regions of the Pacific have already delivered: films made by local talent with great authenticity that crossed over into mainstream international success. New Zealand, Thailand, Taiwan, South Korea, have for two generations promoted internationally respected filmmakers who have joined the ranks of world cinema giants.

Creative Lab will make that possible for Hawaii filmmakers. There will be a growing number of films come out of Hawaii in the coming years. And they will begin to break ground in the world's understanding of our home. They will win awards and build an industry here that today does not exist. Hawaii will become a regional film center.

Creative Lab is developing the talent for this emerging industry.

Joshua Bartholomew
2835 1/2 N Coolidge Ave
Los Angeles, CA. 90039

Statement of
Joshua Bartholomew

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House
Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program. I was fortunate enough to take part in last year's Immersive and it was, without a doubt, one of the most exciting, productive and rewarding experiences of my musical career. I am a Grammy and Oscar nominated, platinum-selling songwriter/producer with nearly 15 years behind me in the music industry. If there is one thing I have learned over the course of my career, it's that COLLABORATION IS KEY! In an industry with an ever-changing landscape of ways to monetize, THE SONG will always serve as the foundation. Creating the opportunity to meet and collaborate with new, talented people with the purpose of writing and producing songs can only yield positive results and the Creative Lab Hawaii Immersive is a perfect example of that in action. I am so grateful I was able to participate and meet so many talented people, both from the mainland and from Hawaii, that I continue to work with to this day. People I definitely would not have met if not for the CLHI. People that have helped grow my business and vice versa.

The immersive focuses on creating content for sync licenses, which in this current landscape, is the most lucrative market, economically speaking. Not only is there upfront income from license fees, but back-end royalties on songs placed in film/TV and commercials is incredibly lucrative. It's a very competitive market and the CLHI gives every participant a HUGE leg-up on the competition

by directly connecting writers and producers with the music supervisors that are looking for content.

Here's a break down of how the immersive worked for me... For each day we worked with a different group of people. On the first day, we were tasked with writing a heartfelt song to underscore a Southwest Airlines commercial. The song needed to be recorded quickly, so I stayed up all night with various members of that day's team finishing the track. We were able to pitch it the next day! That opportunity alone would have had me championing this program, but that was just day one. On day two, after being given several briefs, my group decided on writing a future-funk electric disco song for a music supervisor from Freeform (ABC Family) channel. We were able to sit with her and discuss exactly what she needed from us. As a songwriter writing for specific programs, the more direction you can get, the better chance you have of hitting the mark. The fact that we all had direct access to the music supervisors was **INVALUABLE**. On day 3, we wrote a song for the television show, Nashville. That was another opportunity I would not have had if not for this program.

I have been a part of many different writing camps over the years and I can say definitively that the Creative Labs Hawaii Immersive is in a class of its own. The focus on fostering the music community as a whole while providing direct access to such major industry personnel is truly remarkable. There are so many success stories directly related to this program, myself included. I have not only grown as a music creator, but my business has also expanded exponentially through the relationships formed at the CLHI.

It's no secret that there are so many talented music creators in Hawaii and I could not imagine my world without them now in it. Their spirit of Aloha has taught me so much and I hope that I can continue to look forward to being a part of this wonderful program in the future.

Thank you for the opportunity to testify on this measure.

Tricia Holloway

5419 Hollywood Blvd, C134 Los Angeles CA 90027
trishholloway@gmail.com

Statement of
Tricia Holloway

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018, 3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program as a individual.

I had the pleasure last year (2017), to attend the Creative Lab Hawaii Music Immersive. I participated as an industry music executive, providing one-on-one coaching, group coaching and music work sessions to participants. I currently hold the position of Director of Music at Freeform (TV) a Walt Disney Company.

During the Creative Lab Hawaii Music Immersive I worked very closely with participants to hone their songwriting, music production and performance skills, to learn what does and doesn't work when it comes to creating music for synch licensing – now a primary revenue source for most musicians.

The Creative Lab Hawaii Music Immersive experience is highly curated to make sure all the attendees are of a level where they are *ready* to receive the expertise the music executives can provide, so it's fruitful for all those involved. The organizers are also extremely thoughtful in curating groups for the studio sessions, to ensure the end music product is relevant and has a good chance of being licensed in the future.

Through the Creative Lab Hawaii Music Immersive, I discovered independent music talent that I would never have known about. I'm continually impressed by the massive amounts of talent within the Hawaii music community – something I never really knew about or had a direct line into before the lab.

Through the CLHMI, I developed strong relationships with the participants, all who are still in contact with me today. As a music executive, I receive hundreds of emails a day with music releases and requests to listen to music –

songwriters, artist, music producers, publishers, labels, managers and 3rd party pitching companies, all looking to get their music placed. There just isn't enough time to listen to everything. After having a personal connection to the participants, I always prioritize listening to their music, to help them along the way. From the lab, I am now a mentor dedicated to one specific Hawaii participant, but the reality is, all the participants have an open door with all the music executives and the successful songwriters/producers who attended.

What I should note is that while we had an intense schedule during the Creative Lab Hawaii Music Immersive, the organizers ensure there is just enough time for networking in very natural way. They provided a real insight to the beauty of Hawaii as a place to visit and even more so, the Hawaiian culture. They set up the daily activities to allows you to develop relationships, not just restricted to conference rooms and studios, but also while enjoying the location - creating memories that weren't just work memories, but life experiences. From this, relationships developed were not just on the level of mentor to mentee, colleague to colleague but also just human to human. Deep business relationships with people who you now know and trust were created and in some cases, real personal friendships. One thing I know for sure, business always flows from trusted relationships. The Creative Lab Hawaii Music Immersive was instrumental in advancing music business relationships between top tier music executives, top tier songwriters/producers and local talent - I would never have had that chance, without it.

I've taught music supervision at UCLA for a few years, attended, curated, moderated and spoken on panels, had one-on-one sessions, roundtables, studio sessions and more at so many music conferences/gatherings all over the world in the last 16 years - I can't even remember them all. Typically, these conferences end up being a drain - there's lot of giving without much return on your time invested.

The Hawaii Creative Lab Hawaii Music Immersive wasn't only memorable, it was directly beneficial me and my business - these benefits haven't just last a few days, the connections developed and spirit of that conference has continued throughout the year.

The Creative Lab Hawaii Music Immersive stands out to me as the #1 music gathering - furthering the development of music creative, business and relationships.

Thank you for the opportunity to testify on this measure.

Best,
Tricia Holloway

Amanda Frazier
Waipio, HI 96797

Statement of
Amanda Frazier

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I was a participant in the program last fall, and it was such a great opportunity for me to experience the songwriting and submitting process that goes on in the professional world. I was able to work alongside other local singer/songwriters and producers, and also with industry professionals. I hope to take my experience further and be able to utilize what I learned, and the connections that I made to further my music career.

In Hawaii, we often get the feeling that we are too far away from the industry to get our voices or work heard. Anything that's happening happens across the sea. The great thing about this program is that it brings the industry to us.

Please help this program continue to support local artists.

Thank you for the opportunity to testify on this measure.

HB-2558-HD-1

Submitted on: 2/15/2018 11:36:54 AM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Steven Ray	Individual	Support	No

Comments:

Creative Lab program is an investment that will pay off big time for Hawaii's songwriters, creative people, and the state's economy as a whole. I have been an executive in Music, Film and Television for over thirty years , working in Los Angeles, New York, London and Paris. In all those years I have never been involved in a more engaging and informative program that truly provides and platform of education and creation of revenue for songwriters and artist. It is especially important because these songwriters and artist are so isolated from the entertainment communities on the mainland so having access to professionals like myself is of the utmost importance to create revenue and the msuical education needed to succeed.

Blessings

Steven Ray

HB-2558-HD-1

Submitted on: 2/15/2018 12:09:08 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mikey Wax	Individual	Support	No

Comments:

I had the awesome privilege to attend last years Creative Lab conference, and words don't really describe how beneficial it is not only personally, but for the music business and entire creative community as a whole. Writing music, making connections, and honing ones craft with other like minded individuals all the while surrounded by such an inspiring landscape, is an experience that you cannot forget. It pushes each attendee to expand their creative boundaries, and brings all of us one big step closer to reaching our musical goals. As a professional musician for the past 10 years, I can safely say there is no other experiece quite like Creativ Lab, and I look forward to being a part of this community for years to come. Thank you! Mikey Wax

HB-2558-HD-1

Submitted on: 2/15/2018 12:20:27 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chris Mollere	Individual	Support	No

Comments:

Hey there. My name is Chris Mollere and I'm a Film and TV Music Supervisor in LA. I attended the Creative Lab 2017 program as a mentor. The quality of talent that attended was phenomenal! Without this program I would have never known about various artists from the Hawaiian island that I'm now a huge fan of! The artists have already made huge strides in their careers over the past few months! The Creative Lab programs teaches artists the many facets of the music industry, exposes them to people that can help them create more powerful music and beyond that, it gives the artists an opportunity to become artists for life and make that their career for life! The talent their on the islands deserves a chance to shine and make the islands proud of then! The Crearive Lab program gives them that exact opportunity to get their music out there, find ways to monetize their music and also make lifelong contacts to help further their careers! We need the Creative Lab program to stay around because it brings the amazing musicians of the islands to the world! Without this program a lot of artists just wont have the opportunity to further their careers, which is unacceptable, as they have massive talent that they can make a true career, as well as from their film and TV placements they will be receiving roayalties that keep paying them for years to come. Please support the Creative Lab initiative, as it's vital to the success of Hawaiian musicians to make music their career and learn the business facets of the craft!

HB-2558-HD-1

Submitted on: 2/15/2018 12:48:30 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
AMY STROUP	Individual	Support	No

Comments:

I'm a songwriter from Nashville, TN that has had 100's of songs on TV, Film and in commercials. I was asked to collaborate with artist, songwriters, and producers in and from Hawaii and had the privilege to be apart of the Hawaiian Songwriters Immersive Week hosted by the Creative Lab. I found the state of Hawaii to be the perfect place to create and record music. The talent level was at a high level and the environment was very conducive to creating high level art and songs. I think the barrier I identified by the local artist was that they needed more outlets to get their songs heard and impact culture in a big way which would allow them to make a living to support their lives in Hawaii by music. I think that the Creative Lab was an opportunity for true connection beyond the state of Hawaii with true decision makers at some of the biggest entertainment entities, musical innovators, and creatives of all types. I order for the music industry to stay innovative and make a big impact on Hawaii's economy, programs like Creative Lab are a necessity. Creative Lab provides a big week for local Hawaiians in the music industry to connect with industry leaders and makers they would not otherwise have access to. It's truly an asset. I hope you will continue to support the bill that funds this opportunity to happen. I know myself and many other people in the music industry wouldn't have been able to help the Hawaiian artist at the capacity we were able to because of this week.

All the Best-

Amy Stroup

Amy Bircher
P.O. Box 1026
Kailua-Kona, HI 96745
(808) 430-2428

Statement of
Amy Bircher

HOUSE COMMITTEE ON FINANCE

Friday, February 16, 2018

3:00 PM

State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance:

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

Last month, I was honored to receive a certificate from you recognizing my achievements in screenwriting. While it has taken a lot of work to get to this point, I don't believe I would have reached this level of success without the mentorship, support, and guidance I received while participating in the Creative Lab Hawaii program.

In college I didn't pursue a career in the entertainment industry because I thought it meant moving to L.A. and I wanted to return home to Hawaii after graduating. Over the years I worked in a variety of fields without much success...until now. Because of the Creative Lab Hawaii program, and with the support of my fellows, my mentor, and the state employees involved with the program, I now have a produced credit, an optioned spec script, and have been hired to write two made-for-TV movies. This program changed my life. Not only did it help me to become a better writer, it helped me to grow as a person, and showed me that I could pursue my dreams of becoming a screenwriter without having to move away from my home. If only I'd figured this out years ago! That's why I strongly support the idea of Creative Lab Hawaii pilot program for high schools. I want the kids growing up in our wonderful state to know that they don't have to leave their home to follow their dreams. I want them to be lifted like I was, and to be inspired to work for their passion whether that's music, media, fashion, or whatever it is that they are meant for.

It's not just me you are helping by continuing to support this program. It's my nine-year-old son, who, inspired by my success, has started to write a book. It's the kids I've helped with reading and writing. It's the people who will be hired if a pitch I submit for a movie set in Hawaii is approved, or the people I will hire if I'm able to make my own movie here in Hawaii someday. Each person who goes through this program uses what they learned to touch the lives of the people around them in so many amazing ways. That's also why it's so very important for the program to expand to other areas on Oahu and to the outer islands. We need to reach more people.

Thank you for the opportunity to testify on this measure.

Sincerely,



Amy Bircher

HB-2558-HD-1

Submitted on: 2/15/2018 1:20:16 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Ryan Higgins	Individual	Support	No

Comments:

My name is Ryan Higgins and I write and perform music in Hawaii under the name Higgs. I had the priveledge of being a part of the Creative Lab Immersive program the last two years, and was chosen as one of the Hawaii writers to go to Los Angeles and meet industry people in every spectrum of the music biz. We attended the ASCAP expo, where I furthered my education and networking. I would not have had this chance had it not been for this program, and as an Hawaii artist I can honestly say that these types of expereriences and connections are critical to continuing a music career. I commend what the program is doing and would love to see it continue to be supported as it creates a thriving music network here in the Aloha state.

Thank you for your consideration.

HB-2558-HD-1

Submitted on: 2/15/2018 1:24:22 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Dolan	Individual	Support	No

Comments:

To Whom It May Concern:

I'm an LA-based music supervisor focused on advertising and branding. I had the opportunity to attend last year's Creative Lab Hawaii. This program that the Brotman family has built was the most productive and professionally satisfying music conferences I have attended in my 10+ year career. Without this program, I would not have been aware of the incredible wealth of talent of Hawaii. I was fully enlightened that the music of Hawaii is more than just ukelele.

As the conference centers on creative collaboration, relationships were formed and cemented. It is now effortless for me to work with your talent as trusted sources for my projects moving forward, not to mention many "syncable" songs that I now have at my fingertips for future opportunities.

Sincerely,

Susan Dolan

Music Supervisor / DIG Music Supervision

Denny Hironaga
709 Mokapu Rd
Kailua, HI 96734

Statement of
Denny Hironaga

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program. I feel this is an important program that provides Hawaii's creative people with otherwise unobtainable tools to achieve their individual creative goals and in turn grow a thriving Creative Business Community in Hawaii. Expanding the program will help to find and develop even more talented people and who knows? They may eventually find the next "Steven Spielberg!" (just half kidding).

My project for Creative Lab Hawaii is making a feature film based on Darrell H.K. Lum's Pidgin English short story "Da Beer Can Hat". It is currently in preproduction. I am excited, and I feel a big part of this film becoming a reality is because I have participated in the Creative Lab Hawaii.

I was a participant of the 2016 Creative Lab Hawaii Producers Immersive and I can attest that this program has been an amazing learning experience for me, none other than life changing. Creative Lab Hawaii has allowed me to be learn from many experienced and accomplished professionals of the Movie Business that I would not have had the opportunity to meet otherwise. As example, my week-long mentors for the immersive were:

For Producing - Kevin J. Foxe. The Executive Producer of the Blair Witch Project.

For Writing - John M. Soriano. John has worked on a variety of films from pitch through production, from smaller projects like Searching for Bobby Fisher to big-budget projects like Tom Clancy's Patriot Games and John Grisham's The Firm.

For Film Distribution - Sonia Mehandjiyska. Head of International Distribution at Electric Entertainment.

The knowledge I've gained, and friendships formed with each instructor has been invaluable, but the greatest asset of this program is Michael Andres Palmieri, the force behind Creative Lab Hawaii. He is a man of great knowledge, connections and most importantly, a good man who truly cares about the program and the people he mentors. We are lucky to have him. He has given me the confidence to pursue my dreams. Please support expanding this program to allow Michael to help even more of Hawaii's people to achieve their dreams.

Thank you for the opportunity to testify on this measure. And hope to see you someday at the Premiere of "Da Beer Can Hat"!

Sincerely,

Denny Hironaga

www.hirofilms.com

HB-2558-HD-1

Submitted on: 2/15/2018 2:01:55 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mamie	Individual	Support	No

Comments:

Greetings Finance Committee,

My name is Mamie Coleman and I a Fox TV Network Music Executive who resides in LA, CA . I recently had the honor of attending your Hawaiian Music Immersive program this past year. I was an experience I enjoyed and certainly benefitted from. We had several TV and Music Executives sit down with Hawaiian songwriters and other producers that flew in to create songs for some our big TV and Film projects in the States. I was so impressed with the talent and the program they put on in Hawaii. We were very fortunate to create some epic songs for our Fox Fall launch campaigns and was able to license these songs for a month long run. We are also considering using the songs for our "return series" launch campaigns in the summer. These talented musicians took this program serious and created some amazing music we will be pitching for years to come. I hope that you will continue to support this program financially because it benefits all parties involved. You truly have some amazing talent in Hawaii and I am looking forward to returning to Hawaii this year to participate and bring more music back to the States. I have shared this music with my other Fox divisions (FX / 20th Century Fox Music / 20th Films/ Fox Sports etc). Its very beneficial to my TV music colleagues to put this program on every year. Thanks for an amazing opportunity to share some the best creative work from Hawaiian musicians.

Thanks for you time and consideration,

Mamie Coleman

Jonathon Franklin
11911 Juniette St. Culver City, California, 90230

Statement of
Jonathon Franklin

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I am a member of a band that started on the island of Oahu as street performers. At first, it was just a fun way to pay for food, but after graduating from Hawaii Pacific University, my band members and I decided to give the professional music career a chance. We began looking for any and every opportunity to make a living from music, but with a limited knowledge of the music industry, no connections, and no knowledge of how to draw income from sync placements or publishing opportunities, we left Hawaii and moved to California. Shortly after leaving, we were invited to participate in the Creative Lab Hawaii Music Immersive event. We flew home for the Music Immersive and discovered all the opportunity we were looking for. Suddenly, we were in the company of music supervisors, publishers, songwriters, artists, and producers all joining together to get songs synced and licensed. The supervisors pointed us in the right direction, the writers teamed up to make great lyrics, the publishers gave us feedback, the artists brought the emotion and performance, and the producers recorded our songs. Every afternoon, we had successfully created songs that were ready for placement. At least one of those songs has already been placed, with income headed to the team. Now we have an entirely new income stream available to us. Our business opportunities as a band have expanded, and we can create a future royalty based income that grows. Because of this program, we can see for the first time, a chance to make create a retirement income.

I hope this program continues for the sake of musicians just like myself. The knowledge and hands on learning experience we received from the Creative Lab Hawaii Program has changed our lives for the better.

Thank you for the opportunity to testify on this measure.

Brian Phillip Webb
4164 W 147th St
Lawndale, CA 90260

Statement of
Brian Webb
Before the HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308
State Capitol, Conference Room 309 in consideration of HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.
I am writing in support of HB2558 HD 1 which appropriates funds to expand
the Creative Lab Hawaii Program.

As a member of Streetlight Cadence: a Na Hoku Hanohano Award Winning music group that started on Oahu eight years ago, I had the wonderful opportunity to participate in the Creative Lab Hawaii Music Immersive (CLH) in September 2017. If our group had the chance to be a part of the CLH when we first became a band and started street performing, I believe we would have wound up on a completely different, probably much better musical journey! Young entrepreneurs, especially in creative fields, just don't have the proper education on how to succeed in the creative industries; we rely on YouTube videos, articles written by bands barely getting by, or inflated, fictitious, I-did-it-myself stories by established artists, none of which really reveal the path to a stable, long-term career.

As members of the Finance Committee, I'm sure the central question you are asking yourselves is, "Why should we invest into the CLH?" My answer to you is that by supporting the CLH you support a program that will give young entrepreneurs education, tools and access to relationships that will help them as they develop their abilities! It is my opinion after years of seeking this education on Oahu that it is just not readily available! Speaking to two wonderful programs: the Honolulu Community College MELE program and the UH Manoa music department, as great as they both are, do not fully address or create real opportunities for succeeding in the music industry like CLH does.

The CLH is a wonderful program that created immense and immediate opportunities within the music industry, both for our group and for the other attendees as well! Speaking for myself, I was amazed at the level of talent, passion and dedication to the music craft that was present in our fellow attendees, our mentors and the music industry people we had the opportunity to work with during the CLH. It is so unbelievably rare to be in the situation that the CLH created for us; we were face to face with Hawaii and mainland-based music industry experts! In this capacity, we made music with them, received feedback from them, shared lunch with them and even continue to receive mentorship from some of them, even though the

program is over! We are also fully connected with our fellow attendees and continue to find ways to work with them and keep each other abreast of opportunities in the musical world!

I fully support the CLH and programs like it that focus on creating more opportunities for young people to enter and engage in the creative industries, gain the tools and resources they need to survive, and ultimately develop into experts that share their art, skills, culture with the future generations of Hawaii and help to bring Hawaii and art/culture of Hawaii out into the world!

Thank you for the opportunity to testify on this measure!

Richard Harris
1844 West Mountain St, Glendale, CA 91201

Statement of
Richard Harris

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

My name is Richard Harris and I am a songwriter and record producer from Los Angeles. I was fortunate to have been one of the professional mentors and staff for the last two years at The Creative Lab in Hawaii. Both times I was taken back by not only the way the event was run but also by the talent and professionalism of the artists and writers I got to work with over the course of the immersive. Artists and writers like Liv, Chase and Carl Kauhane, Keilana Mokulehua and Joshua Jones were all so dedicated and it was a pleasure for me to write and help these participants. This industry requires a huge amount of talent and hard work to succeed but it also requires access to mentors that are already successful to guide new talent towards their own success. The Creative Lab does just that and creates working relationships that I know will last. The music we created at the last two creative labs are already generating income through the music licenses that have been placed. This is income that will sustain the writers and help them continue to write and develop more music which in turn will generate more revenue for them through synch licenses (placements in TV, Film and TV Ad's) and the royalties received from the performances. This can only positively impact on them and also the community around them.

Thank you for the opportunity to testify on this measure.

Statement of
Julia Brotman
(808) 989-8566
jbrotman@settlemyerlaw.com

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308
in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance, I am writing in support of HB2558 HD 1, which appropriates funds to expand the Creative Lab Hawaii Program.

As a co-director of the Creative Lab Hawaii Music Immersive, I have a unique perspective on the value of the Creative Lab programs in our state. I will start by sharing some information about the success that the Music Immersive participants have already seen, but I think the more relevant and important points for this committee to consider are looking towards the future and the benefits that our state will enjoy for years to come if our legislators choose to support this bill now and invest in the future of our creative industries.

As the bill states, eight of the songs that were created at the Creative Lab Hawaii Music Immersive have already been licensed by major media and advertising companies. The up-front licensing fees for these songs have totaled over \$38,000, and the songwriters can continue to collect back-end royalties on the music for many years.

To put these figures in context, placements like these are incredibly rare. Often, viable songs are pitched to media companies by reputable music publishers for years before they are licensed, yet our Creative Lab participants have already seen success in this field in a relatively short period of time. We attribute this success to the high caliber of professional songwriters and producers who mentor and work with the participants, as well as the highly connected and experienced music industry executives who represent the music once it is created. They have added these songs to their catalogues, which are pitched industry-wide on a regular basis. These industry insiders know how to get music licensed and they are teaching our local songwriters how to do it.

This is important because licensing music is the best way for songwriters to make money in an industry where digital streaming has dramatically reduced the available revenue. Artists around the world have learned that the licensing fees and exposure that songwriters and artists get through licensing their music provide the financial stability that they need to support their careers and allow them to continue creating. Songwriters and artists everywhere are clamoring for the education about and access to the licensing world that the Music Immersive provides, giving our local songwriters an incredible and rare opportunity.

Your support of this bill does not only impact the participants and facilitate the licensing fees that they receive as a direct result of the program, but it also has a ripple effect on the entire songwriting and creative communities in Hawaii and the state's economy as a whole. The more that our creators can afford to continue creating, the more the creative industries in Hawaii will grow and thrive. By supporting this bill, you are helping our creative community build the foundation of an industry that has the potential to grow and contribute to Hawaii's economy exponentially in years to come.

Jerome Spence, who was the architect of the Creative Lab Hawaii Music Immersive program, believed that “rising tides lift all boats” and designed this program because he saw such potential here in Hawaii, and he wanted to help other people in the mainstream music industry see it too. As we head into our third year of the Creative Lab Hawaii Music Immersive, we have already seen Jerome’s vision coming to life. On the mainland, there is a buzz about the Creative Lab Hawaii program as industry folks are seeing their colleagues working with fresh new talent from Hawaii.

The more exposure we have, the more other people want to be a part of it. They want to come to Hawaii, bring their creative projects here and engage with our creators. They are learning that we are more than just traditional Hawaiian music and other stereotypes, that there is a rich, diverse, unique culture of expression and creativity here. Notably, the Creative Lab programs make industry folks realize that the creative people here are the kind of people that they want to do business with – they are serious about their craft, they are determined to work in the industry, and they work at a caliber comparable to creators in major entertainment hubs across the world.

This encourages people to bring their creative endeavors to Hawaii, and it also empowers young creative people to stay here and build their career from home instead of thinking that they have to move away to follow their dreams. I am an example of that – as a 25-year-old entertainment lawyer, I thought I would have to live in LA to be successful. Through my involvement with the Creative Lab programs, I have realized how much amazing talent there is here, and that there is a vibrant creative community right here at home that I can work with instead of looking elsewhere to start my career. Instead of staying in LA, I moved back to work as an intellectual property and entertainment attorney right here at home. Creative Lab programs help other young people in the creative industries realize the same for themselves as well.

We have great momentum going with the Creative Lab programs now, but our work is not done. The high school program that this bill will fund is of particular importance in our state. Education in music and the arts are dwindling, and the programs that are in place do not adequately prepare students who wish to work and succeed in the entertainment business. The education model of the Creative Labs programs that Michael Palmieri established gives people hands-on experience in the entertainment industry in a highly effective way. In an industry that is “all about who you know,” talent and passion mean nothing if you do not have the tools and resources to make it in the business. The Creative Lab programs helps participants refine the skills *and* build the connections that they need to truly find success. The people who have participated in Creative Labs programs become leaders in their communities and go on to share their knowledge and experiences with their peers, helping everyone to grow together. It is so exciting to think that our keiki and young adults could have access to these programs and allow more young people to follow their dreams.

I would also like to address the efficiency of our spending, as I expect this matter to be of concern to this committee. As I mentioned, the Creative Lab programs have already begun to garner a great reputation in the industry. As such, we have more industry partners who are asking to become involved. In 2018, we already have two companies who have asked to participate and contribute by covering travel expenses for the mentors This allows us to seek greater contributions from our partners, and we expect that as the program continues to grow in future years, our dependency on government funding will be replaced by support from sponsors and industry partners.

Thank you for the opportunity to testify on this measure, and please let me know if you have any questions.

HB-2558-HD-1

Submitted on: 2/15/2018 3:00:48 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Daniel Higbee	Individual	Support	No

Comments:

Daniel Higbee

2215 N Beachwood Drive, #103

LA, CA 90068

Statement of Daniel Higbee

Before the

HOUSE COMMITTEE ON FINANCE

Friday, February 16, 2018

3:00 PM

State Capitol, Conference Room 308

in consideration of

HB2558 HD1

RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I have been a participant in the past two Creative Lab's Music Immersive (2016, 2017) in the role of executive staff. I have worked closely with the Creative Lab team hosting and mentoring at the songwriting camp. In my over twelve years of working in the music industry primarily in the sync licensing space placing music in film/tv/ads etc, I've never seen the kind of passion, talent and camaraderie from

the selected Hawaiian participants, executive staff and mentors in any program designed to provide opportunities and build relationships in music licensing and songwriting. There is so much care and preparation that goes into the CLMI. And it just doesn't stop after the event is finished on the island. It continues throughout the year from the mentorship program to the licensing of songs along with more music being created for opportunities in film, tv and advertising.

As you probably have seen and heard, there have been amazing results from both CLMI programs that have resulted in exposure and revenue streams for the participants already. Shortly after the first CLMI we started seeing results and it's continuing to sustain with subsequent Creative Lab programs. I believe it's imperative for these to continue for the state of Hawaii and the talent of artists and songwriters who benefit so greatly from this program. It's a win on so many levels for all involved. It has bridged the gap from the Islands to the mainland with opportunities in the music industry that are usually elusive. This is a very tough space to break in to and it provides the Hawaiian songwriter an unparalleled advantage given the circumstance of usually being disconnected from the opportunity.

A personal story from one participant who was selected and attended the first Creative Labs in 2016, Ryan Hiraoka, came up to me during the second Music Immersive in 2017 to thank me and say how much the opportunity and the mentorship from Creative Labs has meant to him. It had affected his life in such a positive way. At that point only a year later Ryan had three songs he was a writer on used in tv and ads directly from the Creative Labs camp. He expressed that those opportunities would not have been possible without Creative Labs. That was just one story of many I heard and I was lucky enough to get that one from Ryan directly.

This is an amazing education and revenue stream for music licensing and an access to some of the top music supervisors and executives in the business. It allows the Hawaiian artists and songwriters to continue with their art and talent by the revenue sync can provide and not to mention the royalties as a result. And in return, it provides great content to the music executives and supervisors on the mainland. I am hopeful to see this continue and give even more opportunities to artists and songwriters in the state of Hawaii. I'm honored to be associated with the CLMI and I hope to continue providing my time and services to be able to witness first hand the difference it makes.

Thank you for your time.

Sincerely,

Daniel Higbee

Current VP of Synch at Dualtone Music Group, and former Head of Creative at Secret Road

HB-2558-HD-1

Submitted on: 2/15/2018 3:00:49 PM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lynn Grossman	Individual	Support	No

Comments:

My Name is Lynn Grossman, and I am the owner of a company called Secret Road. For the last two years, we have partnered with Creative Labs to bring songwriters and music supervisors from the mainland to collaborate with some of the top and emerging talents on the Island. It has been tremendously successful. Every year we create about 20 new songs together which have gone on to be licensed by my company for film/tv/ads. There is nothing like the feeling of letting the artist/writers from Hawaii know that we have gotten them huge exposure for their music in one of these properties AND we are sending them sometimes, thousands of dollars for them to be able to continue their craft as artsts. What is great about this program is that it continues after the Creative Lab event has ended. We have a mentorship program for all of the writers in place, and we are in the middle of creating a way for independent film makers from Hawaii to connect to independent musicians from Hawaii to license the songs created at Creative Labs. As the conduit to getting these song placed in film/tv/advetisting, my company, Secret Road is dedicated to keeping this program going. We are one of the premiere licensing companies in the world and are honored to be chosen to be part of this yearly event and ongoing creative endeavor.

Last summer, I received the surprising, yet very welcome email inviting me to participate as a music supervisor mentor in the Creative Lab Music Immersive which would take place on the Big Island in Hawaii. Having never had the chance to visit Hawaii, I was immediately a “yes” even though my experience with songwriting camps and conferences in the past had definitely been hit or miss (leaning more towards the miss). When I arrived for the welcome breakfast on the first day, I quickly took note of the people who had participated in the camp before as the comradery was sincere and very noticeable to me as a first timer. I felt a relaxed, welcomed, yet very ambitious energy among everyone that was there, which was extremely refreshing. It was nice to surround myself with great people who were also there to make great music.

As the days continued and I had the opportunity to work with 3 different groups of songwriters and producers, I realized that this was not like the other songwriting conferences I had been to, this was special. The songs that each group created were professional, applicable to the brief given, and different from the material that is normally submitted to us for our project. As we work through the final season of *Nashville*, we continue to try and find the perfect home for each of the songs written for us.

Over the course of the week, we had meals, outings, beach time, and even some paddle board yoga experiences with songwriters, producers, and colleagues that I’ll always cherish. The relationships that were cultivated during this event were priceless and truly make me want to work hard for these artists. I will do anything I can to help these creatives as they’re not only my peers, but now are also friends. Just last week, I met up with one of the songwriters and had coffee as she was in town for a writing session. At the end of the month, we’re also planning a reunion for everyone we met during the week.

When it came time for the final evening where we’d have the chance to hear all songs written and produced over the course of the week, we were all blown away by the talent, to say the least. Each group had such a great grasp on their assignments and therefore produced valuable products. Though these writers/artists/producers have no trouble creating and singing amazing music, Creative Lab has given them another kind of voice, one that gives them the opportunity to be heard and seen in ways they otherwise wouldn’t. Supporting local music and its artists will also show the younger generation that creativity is rewarded and should be experienced and expressed. Please continue to give these artists this chance to not only grow as creatives, but also as valuable contributors to the Hawaiian economy and musical culture.

Sincerely,
Mandi Collier
Whirly Girl Music

LATE

HB-2558-HD-1

Submitted on: 2/16/2018 11:08:47 AM

Testimony for FIN on 2/16/2018 3:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Wayne Nunez	Oceanna	Support	No

Comments:

February 15, 2018

Dear Senate Finance Committee for the State of Hawaii:

As entrepreneurs working within the creative media industry, we encourage you to support and continue to fund Creative Lab Hawaii. We have had the great opportunity to participate in two state funded programs through DBEDT's Creative Industry Division. The experience we gained has allowed us to follow our passion and connect with mainland mentors within the film/TV industry that will help further the project. The mentorship gained from seasoned industry professionals is incredible. Their experience and knowledge helped us tremendously and knowing that we have access to them in the future will enable us to complete our project to industry standards. Our goal is to complete a children's animated television series that focuses on the ocean. We hope to retain local artists, writers, animators and musicians to work with us on our project. Keeping the project local is important to us and we would not have been able to attain this goal without the assistance of CLH. Our hope is that you continue with the CLH program and expand it to the neighbor islands. Providing this opportunity and access to everyone throughout Hawaii would be beneficial for the creative community and encourage local talent to stay in Hawaii. Local creative talent needs to know that there are opportunities here at home and that giving back will help grow the local industry and local economy. In addition, we think a pilot program of the CLH in high schools would be very helpful to our young talent. The youth of Hawaii are our future and they need to be supported to compete and participate with the national and international creative communities. The mentoring and support that CLH could give to a student would have an amazing impact on a young person's future profession in the creative industries. The Program Director, Michael Palmieri, is incredible and has provided us with so much support and encouragement. He is a wealth of knowledge and talent and it's amazing to have access to working with such a mentor with so much industry experience. We are also grateful to CID DBEDT's Georja Skinner for leading and developing this program and her dedicated team, David Nada and Tracie Young.

Sincerest Mahalo,

Wayne Nunez & Laurie Nunez,

Founders Oceanna LLC 808-728-6388 / 808-728-8797

Tracy Davidson
4177 Lahi Pl, Lihue, HI 96766

LATE

Statement of
Tracy's Map

Before the
HOUSE COMMITTEE ON FINANCE
Friday, February 16, 2018
3:00 PM
State Capitol, Conference Room 308

in consideration of
HB2558 HD1
RELATING TO CREATIVE LAB HAWAII.

Chair Luke, Vice Chair Cullen, and Members of the House Committee on Finance.

I am writing in support of HB2558 HD 1 which appropriates funds to expand the Creative Lab Hawaii Program.

I was in the mobile app application mentoring program. I could never have completed my long term project without this fantastic program. I could not find the help locally that I needed to move forward with my project. Through Creative Lab I met other successful experts in the area of expertise that I needed to complete my project. I greatly appreciate the opportunity provided and highly recommend this program to other participants who have a project that needs a little help from advisors in the area of expertise needed for their project. Mahalo nui loa to Creative Lab Hawaii.

Aloha, Tracy Davidson with Tracy's Map www.tracysmapapp.com

Thank you for the opportunity to testify on this measure.

Bernard P. Carvalho Jr.
Mayor

George K. Costa
Director of Economic Development



Wallace G. Rezendes Jr.
Managing Director



OFFICE OF ECONOMIC DEVELOPMENT

County of Kaua'i, State of Hawai'i

4444 Rice Street, Suite 200, Līhu'e, Hawai'i 96766
TEL (808) 241-4946 FAX (808) 241-6399

February 15, 2018

House of Representatives -- Committee on Finance
Chair, Sylvia Luke, Vice-Chair Ty T.J. Cullen and members
Friday, February 16, 2018 -- 3:00 P.M. – Conference Room 308

Dear Chair, Sylvia Luke, Vice-Chair Ty T.J. Cullen and members:
RE: HB 2558: Relating to Creative Lab Hawaii

Thank you for the opportunity to express **SUPPORT** for HB2558. In February 2017, Kauai held its first Creative Lab Hawaii Transmedia Ideation Weekend, which had an applicant pool of nearly 60 and vetted a final number of 30 participants. This first neighbor island/outreach CLH Kauai allowed the diverse group of creatives to have a first-hand intensive weekend to bring their project concept to a first-step of an intensive vetting process which would continue for another 3.5 months of mentorship. The investment of time, resources, talent, dedication, and, most of all collaboration by all attendees under the mentorship of Michael Andres Palmieri, Executive Director CLH inspired each participant to commit himself or herself as to whether or not their project was in the end, realistic.

A previous CLH program on Oahu attended by a Kauai resident provided the alumnus an opportunity to proceed to the next phase, which was to create an application using a Kauai map listing places and businesses that would be accessible on smartphones and other hardware. A third example of how CLH helped a Kauai resident was in an inaugural fashion-related immersive program also held on Oahu. The young woman continued her dream pathway and eventually created a line of couture fashion that since its founder's inception has continued to grow and resonate with many young men and women that fashion entrepreneurship can be a viable and economic career. With the right mentors, supporters and a facilitative business environment and resources, a person can achieve their dream and in this alumnus example, before the age of 20.

Kauai's Creative Industries cluster of diverse creatives looks forward to the next CLH Kauai neighbor island outreach will be in 2018 and will have two summer programs. These will include a Writers Immersive which is an intensive five-day program focusing on script writing and taking projects to market which will continue with a yearlong coaching and mentoring program. The second program is a Producers Immersive, which is a "track for producers to develop new content for motion pictures and television, with an emphasis on packaging, marketing and distribution opportunities in content development/export". These examples are some highlights of what Kauai continues to benefit from are a result of the additional legislative support to Creative Lab Hawaii. Mahalo for your consideration,

A handwritten signature in black ink, appearing to read "Randall Francisco".

Randall Francisco

Creative Industries Division – Kauai Film Commissioner & Small Business Coordinator