

HB-2558

Submitted on: 2/5/2018 12:24:50 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Robert Barclay	writer	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.



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

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Statement of
Luis P. Salaveria
Director

Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of
HB2558

RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB2558, which appropriates \$300,000 from the general revenues to provide: 1) \$250,000 to match a federal grant from the US Department of Commerce Economic Development Administration to: a) Expand Creative Lab Hawaii's (CLH) Immersive and Ideation Programs to neighbor islands; c) Develop a pilot program for CLH high school students as well as funding a full time CLH project coordinator to support the year-long programs, so long as the appropriation does not reduce or replace any of the Administration's supplemental budget priorities.

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 1500 entrepreneurs through its programs focused on mentoring, providing access to decision makers and ultimately investors in the media, music and fashion design sectors. Creative Lab Hawaii counts within its notable alumni, writer Amy Bircher, who recently completed a mini-movie for Lifetime; 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*; and designer Jana Lam whose textile line is carried by Nordstrom.

Through a successful pilot program supported by the Legislature, the CLH Transmedia Bootcamp conducted in 2017 on the island of Kauai underscored the demand for DBEDT to expand CLH to all neighboring islands.

\$250,000 will provide the match for EDA funds which call to expand the development of a creative entrepreneurial ecosystem, providing a pipeline of continuity of real world experience; from high school to workforce readiness. With the current successes of 6 series optioned for television, development of 5 web series and 2 mobile game apps, 7 music placements, and the production of 3 feature films and 2 more in preproduction, the expansion of the CLH will afford more of Hawaii's creative entrepreneurs access to key decision makers, the ability to hone their craft and monetize their IP, continuing the growth of exporting creative content from Hawaii.

DBEDT plans to work closely with the Career and Technical Education programs at the University of Hawaii and Department of Education to develop a high school component of CLH, linking the resources we provide with those in existence at these educational institutions.

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.

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 ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

I am writing in support of HB2558 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 in the immersive. 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. I have stayed in touch with all the artists and writers I wrote with and have plans to continue to work with them on future projects. I hope that this event continues as it is making a real difference in the lives of those that take part. Rewards that will continue to help them on their journey to a successful music career and that I am sure will be paid forward to those they know in their own music communities in Hawaii.

Thank you for the opportunity to testify on this measure.

Keilana Mokulehua
91-1013 Akolo Street
Kapolei, HI 96707

Statement of
Keilana Mokulehua

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program. My name is Keilana Mokulehua, I am 23 years old, and a full-time musician. I have been performing professionally as a live musician and a choral teacher at Kamehameha Schools for the last five years, while also pursuing a higher education in music. From a young age, I immersed myself in the arts and grew up with a family that encouraged musicianship. In 2012, I graduated from Kamehameha Schools and from that point on, discovered my deep desire to pursue a field in music.

Initially, I never intended to pursue it professionally, being that there always was a stigmatism that the only possibilities for a stable financial future were to either become a music teacher or somehow miraculously become the next Bruno Mars. This was why I decided to attend the University of Hawaii at Mānoa in hopes of becoming a future teacher at my alma mater. I thought that there was no other way, so I went the safe-yet-still-uncertain route of pursuing music education. While in college, I went to open mics and sought to find a way to pay for my finances while attending school. Eventually I found an in, and became one of the most sought-out live musicians on island at my age. This encouraged me to become better at performing, which in return encouraged me to look into becoming more creative and thus opened my desire to become a singer-songwriter. Being that my music didn't necessarily sound Hawaiian or like any of the music heard on local radio, I felt like songwriting was a dead end for me. However, I was proven wrong when I discovered the Creative Lab Hawaii Program.

Creative Lab Hawaii was something I'd discovered from a friend of mine who also was pursuing his music. I noticed that he started receiving opportunities to write with big names in the songwriting business, he got some of his original songs pitched and purchased by widely-known companies, and was travelling the world singing his songs. He told me about Creative Lab and encouraged me to apply. In August of 2017, I was accepted into the program and attended the week long immersive


camp held on the Big Island that September. The Songwriter's Immersive Program, by far, is one of the most memorable moments of not only my career, but my life.

Now I, finally had the opportunity to write alongside grammy-nominated songwriters, collaborate and learn from those who wrote and created songs for some of the artists that I grew up looking up and listening to. I got to connect and talk to these people in the flesh. And it wasn't only songwriters- I met producers and music supervisors that would never even give me a second glance, had I not met them through this program. I was introduced to a whole new level of opportunity and then I realized, the notion that "*if I pursued music, I'd only have two options...*" was completely and utterly incorrect. There are so many revenue streams in music that no one really knows about... especially in Hawaii. From the program, I was given the ability to connect with other Hawaii artists not only on Oahu but statewide, and it opened my eyes to the reality that Hawaii is *teeming with incredibly gifted and talented* individuals that are hungry for success and opportunity. The difficulty is we're so isolated and far from the proximity of success that people either give up on their passion or pick up their bags and head to the mainland. This doesn't need to be the case for myself, for my peers, or any bright-eyed young soul that has a dream of making a difference through music.

As a result of the program, I have had opportunities to travel to destinations such as LA and New York. In just the past six month, I was able to contact, meet and sit with professionals in Disney, Freeform, and other media platforms. In fact, last month in January, I travelled to Los Angeles and met with an executive in Disney at their creative headquarters. I would've never been able to do that on my own. I found a passion and an avenue for songwriting and have created lifelong contacts that will continue to grow my chance of success. My ultimate goal is to share my story with other Hawaiians, with younger generations, grow a big enough platform, give back to the community, and make a difference for my home, my culture, and for the world. The arts are an integral part of humanity and we need to preserve it as best as we possibly can. There are so many places far and wide that feel that the arts are insignificant to every other subject taught in classrooms, but they create an opportunity for change and the power to provide a voice to the people. There are only a handful of creative opportunities for musical global success in the islands and CLHMI is one of those. Losing one more tool makes it that much harder for individuals like myself, and strengthens the stigma that kids who love music should stay clear of pursuing it because it's a dead end pathway. The people involved in keeping Creative Lab Hawaii and other school arts programs alive, are the progenitors of a new era in Hawaii and the time to create change, is now. Please continue to fund this program and make this young girl's dream a reality.

Thank you for the opportunity to testify on this measure.

Sincerely,



Keilana Mokulehua

HB-2558

Submitted on: 2/5/2018 8:50:31 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Once in a blue moon do you find yourself in the perfect environment with the perfect people, all with the common goal to create music, inspire one another, and build your career. My experience at Creative Lab this past September was unlike any music industry event I have attended in 10 years in the music business. There is a certain energy and creativity that comes about from working in such a beautiful place. I had the pleasure to write a song with a native Hawaii singer, and that song has since been featured as the promotion song for a major network TV show! The same singer has since also taken a meeting with a major record company. These are two major opportunities that would not have been possible had it not been for this awesome conference. However, it is more than just about music at Creative Lab. It's about building lifelong friendships, professionally and personally, and pushing yourself to be a better person. This is something very special that cannot be found quite the same at other "music industry" events. I feel very fortunate to have attended last years event, and I hope to be a part for many years to come. Thanks, Mikey Wax

HB-2558

Submitted on: 2/5/2018 11:27:14 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Chris Mollere	Fusion Music Supervision	Support	No

Comments:

Hello there, my name is Chris Mollere and I'm a film and TV music supervisor in Los Angeles, CA. I've fallen in love with Hawaii over the past few years and I can't say there is a better place in the US than the islands of Hawaii! I was fortunate enough to be invited to the Creative Lab Hawaii program in 2017 as a mentor. The immense talent that we met on this trip was truly inspiring! It is truly vital that this program and immersive teaching continues, because it bridges the talent that might not have a chance to be found to truly be found, nurtured and helped to become successful in their craft of music writing, creation and recording. I wish I could be there to speak forever about the amazing experiences and the fantastic talent that we all encountered while there on the big island! The songs that were written, the friendships that were forged and the power of the island was unlike any professional gathering for music that I've ever been part of! If I wasn't traveling right now for projects I'm working on, I'd be right there with you in person now, because the Creative Lab Immersive Program in Hawaii is a vital program that needs to continue to give the opportunities for local artist to showcase their talent, as well as learn more about the creative and business facets of the music industry. What has been created with the program and also the knowledge, as well as experience of writing, recording and learning about the business of music is vital to the continued success of local Hawaiian artists. Without this program and funding for this program, there will be many artists that are immensely talented that don't have the opportunity to be heard by the masses, which would be the biggest shame. Please keep funding possible for this amazing program to further the arts and to further the music careers of your very talented citizens that will truly have an immense impact on the world musically, as well as their immense impact as the beautiful people that they are day in and day out.

HB-2558

Submitted on: 2/6/2018 12:05:53 AM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Chase Kauhane		Support	No

Comments:

Chase Mana Kauhane
P.O. Box 437377
Kamuela, HI 96743

Statement of
Chase Mana Kauhane

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309
in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

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

Aloha,

My name is Chase Mana Kauhane. I am born and raised in Hawaii and from Waimea, on the Big Island. And as a artist, singer/songwriter and small business owner, I've never seen a more successful program actively cultivating the talent right here in our own islands. I attended the Creative Lab Hawaii Music Immersive 2017. It has not only opened opportunities and connections to the music industry; such as licensing my music and pitching my songs for sync on tv and film, but it has also provided me with hands-on experiences with world-class mentors/music professionals. And since then I have put those contacts and relationships to work and I will soon be traveling to co-write with songwriters from Nashville and pitching to music supervisors from Hollywood.

Being from the Islands, I realized in the early stages of my music career that Hawaii can sometimes be, not only physically separated from the music industry, but mentally as well. And there are very limited resources available to artists here at home that can make a powerful difference for music makers from Hawaii. For the last 10 years I have produced and self-published two full length albums and two singles and have written a number of songs. I have released my music on iTunes, Spotify and Amazon and have even had one of my albums nominated for a Na Hoku Hanohano in 2014. All this to say, that after many years of hard work and persistence I was still separated from the mainstream music industry. The Creative Lab Hawaii Immersive Program has given me a place in the music world and I fully support and believe in this program and hope to see it continue for myself and future artists in years to come.

Thank you for the opportunity to testify on this measure.

Rich Figel
801 Kainui Drive
Kailua, HI 96734
Phone: (808) 262-5073
Email: richfigel@gmail.com

Re: Testimony in support of HB2558

Aloha,

The Creative Lab Hawaii program has made a huge impact on my screenwriting career. I have been writing for several years and had optioned feature movie scripts to producers in the past. However, those projects didn't get far because I lacked direct contacts in the film and TV industry.

After I wrote a pilot episode for a television series that I developed through the CLH 2016 Writers Immersive program, I was able to get it read by major studios such as HBO, Lionsgate TV, Warner Bros., and Fox. I was also able to meet with top executives at Paramount TV when the CLH sent me to the American Film Market, where I was selected to pitch a feature script to over 700 attendees. That movie project is now being shopped around by a producer I met at the AFM Conference, along with the TV series project.

As a screenwriter, I learned the key to getting TV and film projects noticed is to be proactive and develop marketing materials besides the script itself. I'm now in the process of actually producing short films or video trailers to promote my projects because of my participation in the CLH program.

I strongly support expanding the CLH program to our Neighbor Islands and high schools to give the same kind of opportunities to more local writers and filmmakers. CLH has provided terrific mentors with real world experience in the TV and movie business, and prepared fellows like myself to make the most of opportunities such as the American Film Market and other conferences where deals are made.

Sincerely,
Rich Figel

Aloha,

I am a fellow in the 2017 Creative Lab Hawaii Web Series Immersive. 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 all local actors and crew (except my director is from LA, however he did graduate from UH's Academy for Creative Media), and together we shot two episodes of the web series I developed under CLH called "Triple Threat." I'm about to launch a fund raising campaign next month to raise \$16,000 to shoot the next four episodes of "Triple Threat" in Hawaii in April.

Before CLH I had little confidence in my abilities to accomplish any "creative entrepreneurial" things on my own, to take control not only of my writing but my creative life and how to treat it as a business. The CLH program opened up a whole new life for me by giving me tools to pursue my artistic goals. I can't wait to 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. He is a fantastic mentor for anyone to have, young or old. I'm so 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. 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 residents of the outer islands without added costs to them.

I would highly 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, develops problem solving abilities, encourages leadership while working 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 program and demonstrates the genuine support Hawaii has for developing its artists and artists-to-be.

Gina Surles Landovsky

HB-2558

Submitted on: 2/6/2018 7:43:07 AM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lynn Grossman	Secret Road	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 artists.

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.

Best regards,

Lynn

HB-2558

Submitted on: 2/6/2018 9:08:52 AM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Charles Michael Brotman

PO Box 6564

Kamuela, HI 96743

Statement of

Charles M. Brotman

Before the

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of

HB2558

RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

I am writing in support of HB2558 and Hawaii's Creative Lab Program. I have a unique perspective on this program, as current president of the Hawaii Songwriting Festival, and the coordinator of the first two Creative Labs Music Immersive programs. I have been a Hawaii Island resident for over 30 years since leaving Oahu, where I began my career as a musician and composer/producer after graduating from UH at Manoa with an MA in music. Shortly after graduating, I met a music publisher from Los Angeles who not only began representing my music for licensing, he also took the time to mentor me about music publishing world. As I was creating music, his company was licensing it, and I was learning first hand about intellectual property copyrights, and how music royalty streams are created. Over the years this has led to hundreds of music placements on national TV shows, many publishing deals, a Grammy award, and most importantly, it has enabled me to earn a living and raise a family here in Hawaii by creating music. The Creative Labs Music Immersive is now providing this same opportunity for young music creators in Hawaii.

All of us who live here understand that there is a wealth of musical talent in Hawaii. However, in the past there has been a disconnect between the talent here and the mainstream music industry. I was lucky to have been mentored early in my career; my involvement in the Creative Labs Music Immersive has been a result of my desire to 'give back' by creating a bridge between Hawaii's talent and the mainstream music industry. The Creative Labs Music Immersive is changing lives here in Hawaii by developing a community of music creators who can make a living here by licensing music, without relocating to large music hubs like Los Angeles or Nashville.

The Creative Labs program fosters networking between Hawaii's music creators and top music executives, whose job is to find music to place in film, TV and advertising. These music placements create payments and income streams for our music creators. Over the past two years, the program has created music that has been licensed for TV shows, promos, and advertisements, and the catalogue of music that has been created continues to be pitched. As each song is licensed, it generates a payday for the writers, and then generates back-end royalty streams as the TV shows are broadcast.

The allure of Hawaii, and the reputation of the Creative Labs Music Immersive, has captured the attention of top executives in the music business. While young music creators who live in cities like Los Angeles and Nashville may spend years trying to get their music into the hands of the top executives, the Creative Labs program has created a pathway directly to these executives, and enables Hawaii's music creators to develop personal relationships with these industry professionals.

The Creative Labs program has fostered a network of music creators in the state who are connected to industry professionals on the mainland, and who now understand how to make a living by creating music in the digital age. As this community grows, so will its momentum in becoming an increasingly important component of business in Hawaii. On behalf of Hawaii's music community, thank you for supporting this program.



Written Statement of
Robbie Melton
Executive Director & CEO
Hawaii Technology Development Corporation
before the
House Committee on Economic Development & Business
Wednesday, February 07, 2018
9:30 a.m.
State Capitol, Conference Room 309

In consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the Committee on Economic Development & Business.

The Hawaii Technology Development Corporation (HTDC) **supports the intent** of HB2558 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.

Tricia Holloway

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

Statement of **Tricia Holloway**

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

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

I had the pleasure last year (2017), to attend the Creative Lab Hawaii Music Immersive.

As Director of Music at Freeform (TV) <https://freeform.go.com>, a Walt Disney Company, I participated as an industry music executive, providing one-on-one coaching, group coaching and music work sessions to participants.

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 allow 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 a 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 to 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

HB-2558

Submitted on: 2/6/2018 11:42:37 AM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Karen Mitchell	SpEdFANS	Support	No

Comments:

Dear friends,

It is with great joy I write on behalf of the Creative Lab Hawaii Music Immersive program! I had the awesome privilege of winning a ticket to the Kauai Music Festival about six years ago. It introduced me to the wonderful music of Hawaii. I have attend every year since then, visiting both Kauai and the Big Island, and hope to continue this tradition. I also have friends who participated in the Creative Lab Hawaii Music Immersive and would love to participate and/or help in the future. It is amazing to watch young attendees continue to grow in their ability to aptly and eloquently express themselves through music! It was at this event that my husband and I first met Streetlight Cadence and have since been able to bring them to events on the mainland. Last year they played at Career Day for San Bernardino County Superintendent of schools Transition Partnership Program (TPP) where over 300 high school students were introduced to some of the talent cultivated here in Hawaii.

The Hawaii Songwriting Festival and Creative Lab Hawaii Music Immersive are by far the most amazing music development events I have ever experienced and your continued support is greatly appreciated!

Mahalo,

Karen

Karen Mitchell

SpEdFANS

Special Education Financial Administration Network and Support

(760) 617-2866

spedsfans@gmail.com

I've been a writer for as long as I can remember. From the moment I learned to put pen to paper, I delighted in it, writing plays for my siblings to perform with our bunk bed as the stage, scripting the comic books that my sister loved to draw, reveling in any and every creative writing assignment that my teachers could conjure up. I scribbled stories in the margins of my school notes, took writing classes as my electives in college, published shorts for my modest social media following and yet, I never considered the possibility of pursuing it as a profession.

Not until one of my best friends pressured me into applying for Creative Lab.

I won't lie; I applied mostly to get him off of my back. I didn't know what Creative Lab was, had no idea the herculean task that I was taking on. It was not until that first phone call with Michael that I began to understand. A month later, I sat in a conference room with five strangers, clutching a pen in my hand and wondering what the hell I had just gotten myself into. We hit the ground running, diving in headfirst, and I sat at that table trying desperately to pretend like I knew what I was doing.

Then something amazing happened. I started to enjoy it.

Suddenly, pipe dreams became to change. Writing, up until then a simple hobby, began to seem like an obtainable career. I was given the tools to start down the road I had only ever fantasized about. Now, months later, I am working on turning my writing into a webseries.

Creative Lab is not a writing workshop, it's not a series of lectures that will get you rich quick, or give you the twelve-step program to becoming a star. It is practical advice for the aspiring artist, a way to take your creative energy and channel it into something tangible.

Talent is not exclusive to Los Angeles or New York City. Hawaii possesses a uniquely diverse group with a voice that is underrepresented in mainstream entertainment. Fostering that creativity empowers these voices to share their message with the world.

Creative Lab helped empower me to turn my talent into something more. I wish I had been able to partake in a program like this years ago. With more funding, high school students and creatives across all the islands could benefit. There are stories everywhere, in schools, in businesses, of all ages, genders, colors, and creeds, just waiting to be heard. Creative Lab can help put them on that path, all the while keeping that talent and money at home in Hawaii.

I would hope that every writer, actor, producer, director, composer, or creative person would have the opportunity to transform their talents and find a wider audience. To be part of a program who seeks to give that opportunity is a great honor. I look forward to seeing Creative Lab grow, and to seeing the successes of its members.

Mahalo,

Lauren Hillhouse

729 6th Ave. Honolulu, Hawaii

602-803-8705

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

Statement of
Lisa Harriton

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

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

My name is Lisa Harriton. 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

Submitted on: 2/6/2018 12:39:40 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Daniel Higbee

2215 N Beachwood Drive, #103

LA, CA 90068

Statement of

Daniel Higbee

Before the

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of

HB2558

RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

I am writing in support of HB2558 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 for music licensing and an access to some of the top music supervisors and executives in the business. 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

Submitted on: 2/6/2018 12:56:30 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Joshua Bartholomew Ferber		Support	No

Comments:

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

Statement of
Joshua Bartholomew

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

I am writing in support of HB2558 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! Creating the opportunity to meet and collaborate with new, talented people will always 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.

For each day of the Immersive 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 mentorship 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.

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.

Joshua Bartholomew

HB-2558

Submitted on: 2/6/2018 1:17:03 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Hello Committee Members,

My name is Mamie Coleman and I am a FOX TV Network Music Executive who resides in Los Angeles CA. I recently had the pleasure of attending one your Hawaiian Music Immersive programs this past year and I have to say it was one of the best experiences I have had in my 25 years being in this business. I have visited numerous cities and countries searching for new musical talent for our TV series and promos but never have I had such a great experience with professional singer songwriters and producers. I was so honored to have been a part of this creative Lab in Hawaii and we ended up licensing music for some of our promotional TV marketing campaigns. You truly have some young talented musicians in Hawaii and I do hope that you consider continuing the music immersive programs so that the United States television fans and audience can hear and witness the talent you have living on your beautiful islands. I hope you fight to keep music in schools and continue to fund these important music programs for everyone's benefit. I hope you also expand to other islands so we as a creative group can work together to promote and market the vast talent you possess in Hawaii. I would highly recommend continuing with these creative labs and programs. I wish you all the best of luck with expanding the reach for new talent and hope that we will continue to utilize your amazing music in the United States. These talented creatives need their big shots and this is the perfect forum and platform for them to market themselves. Thank you again for an amazing opportunity to work with some the best creatives in the world.

thank you for your time and consideration,

Mamie Coleman

SVP Creative Music & Production

FOX Broadcasting Network

Janine Scalise
2806 Estara Ave
Los Angeles, CA 90065

Statement of
Janine Scalise

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business. I am writing in support of HB2558 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

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



12456 Ventura Blvd • Ste 3 • Studio City, CA 91604-2484 • Phone: 818-766-9200 • Fax: 818-766-9201 • penmusic.com

Statement of
Michael Eames

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of

HB2558

RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

FEBRUARY 6, 2018 - I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program.

My name is Michael Eames and I am a music publisher and president of PEN Music Group, Inc. which has been an independent music publisher since 1994. I also am currently president of the Association Of Independent Music Publishers (AIMP www.aimp.org) and speak and teach about music publishing all over the world.

I was lucky enough to be chosen as one of the music industry executives to take part in the Creative Lab Immersive song camp that took place on the island of Hawai'i in September 2017. I was also able to attend with two of our songwriter/producer clients (JoLi and Mikey Wax) whose music has been heard in everything from *THE LEGO MOVIE* to commercials for Abercrombie & Fitch and United Airlines. We were tasked with meeting and talking to Hawaiian songwriters and artists about our experiences and to hear about theirs and to collaborate together on new music for potential use in films, TV shows and commercials.

The experience was nothing short of magical. Of course, you cannot ask for a better setting for a creative collaboration than the beautiful state (and island) of Hawai'i. But what was even more exciting and interesting for me was the incredible talent that I met and heard at the Creative Lab Immersive song camp and the Hawai'i Songwriting Festival that it was paired with. It was very inspiring and I know all my fellow executives felt similarly and my two clients that attended with me were definitely impacted in a positive way for years to come.

Statement of Michael Eames
In Support of HB 2558
February 6, 2018
Page two

The individuals involved with Creative Lab are dedicated to the development and promotion of Hawaiian talent and they do an incredibly impressive job. It was an honor to work with them on this project last fall and I would devote time out of my busy schedule to work with them on any and all future events.

The music business is built on collaboration. No one songwriter or artist can succeed on their own. They need a team – both creative to help them create their music, and a business team to help them focus and achieve their goals. I have been to many music industry events over my 28 years so far in this business and I would rank last year's September 2017 Creative Lab Immersive song camp one of my most rewarding and exciting experiences, and one that should be shared with countless others for years to come.

I wholeheartedly support and encourage you to approve HB2558 as the Creative Lab Hawai'i program is one that is engaged in meaningful work that is bringing not only positive contributions to the state of Hawai'i but to the worldwide music industry. The songs created during last year's song camp are already being used and are generating income and exposure for the Hawaiian artists and songwriters involved. And those of us who were the executives involved in last year's incredible experience will be pitching these songs for years to come.

Thank you for reading and for the opportunity to submit this testimony on behalf of HB2558.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Eames", written in a cursive style.

Michael Eames
President

HB-2558

Submitted on: 2/6/2018 2:46:48 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Adam Zelkind	Creative Lab Hawaii Program.	Support	No

Comments:

Participant Name Address

Statement of

Adam Zelkind

Before the

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018 9:30 AM

State Capitol, Conference Room 309

in consideration of

HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program. My name is Adam Zelkind from Santa Barbara and I would like to take a moment to tell you that I think the Creative Lab Hawaii Music Immersive is an amazing program for which I am Honored to have participated in for the last two years.

I am an eight time award winning composer, songwriter and producer, having created music for more than 775 television episodes as well as films and records. I was so pleased to be able to work with some of the talented musicians and writers that I've met in this program. I even hired some of them on other projects which I've been working on. It is so gratifying to see a direct result from all of our efforts. Please keep this wonderful program alive and well.

Mahalo! Adam Zelkind

HB-2558

Submitted on: 2/6/2018 3:06:51 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jesse Shiroma	Streetlight Cadence	Support	No

Comments:

09/06/2018

My name is Jesse Shiroma of Honolulu, Hawai'i and I respectfully submit the following testimony in support of HB 2558:

HB 2558 has the remarkable potential to shape and contribute to the next generation of internationally acclaimed visual and audio artists. While born in Honolulu, I was raised in Hilo throughout childhood and having a keen interest in the arts I was always involved in music and theatre to some degree. It was an activity I loved but could never foresee making a full-time career out of it. Instead I went down the path of social sciences in pursuit of what some would consider a more „practical“ career.

Moving ahead to the present I am proud to represent the next generation of contemporary music coming out of Hawai'i as the member of 2x Na Hoku Hanohano Award winning band Streetlight Cadence (SLC). With the support of our friends, fans, and in special regards to Creative Lab we have made leaps and bounds in the music industry rising from street musicians playing nightly in Waikiki to a popular act at Disneyland, Universal Studios, and various locations throughout the world while on tour.

Today's music industry is changing both radically in practice and pace. Revenue for the traditional artist is no longer found in album sales but rather in digital streams and placements in advertisements and it's happening at breakneck speed as it keeps up with technological advances. The entire playing field for artists has been reshaped and Hawai'i is in a wonderful position to claim it's position on the map with it's remarkable variety of skilled artists found on all islands.

I believe the youth of Hawai'i can have an especially profound effect on the world through the creative empowerment and knowledge Creative Labs seeks to share across the state. I have personally seen how their programs actively seek out aspiring youth and invite them to hone their craft at the highest level of professionalism both enhancing Hawai'i's quality of artistry within the islands as well as enabling us to share our unique voice and perspective with the rest of the world. Creative Labs has become an invaluable source of knowledge as well as encouragement and development for the artists of Hawai'i and HB 2558 is a critical point in keeping this momentum of high-quality development moving forward.

One of the greatest advantages to HB 2558 is the increasing returns as we would undoubtedly see more and more local artists having influence in national and international media circles and attracting the interest of businesses around the world. As an artist who has personally seen the incredible effect Creative Labs has had I stand strongly in support of HB 2558. Thank you for your time.

- Jesse Shiroma

Jonathon Franklin
11911 Juniette St. Culver City, California

Statement of
Jonathon Franklin

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

I am writing in support of HB2558 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. We continue to keep in contact with the groups we met with, and now we have an entirely new income stream available to us. Our business opportunities as a band have expanded, and our world-class mentors from the program continue to show us new ways to monetize our work. 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 Music Immersive program is priceless. I hope that you choose to fund the future of the creative industries by fully funding the Creative Lab Hawaii Program.

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 ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309 in consideration of HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House
Committee on Economic Development and Business.

I am writing in support of HB2558 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 people 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. But, programs like the CLH can and do give young people these tools and access to relationships that will help them as they develop their abilities!

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!

Julia Brotman
PO Box 6564
Kamuela, HI 96743

Statement of
Julia Brotman

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Wednesday, February 7, 2018

9:30 AM

State Capitol, Conference Room 309

in consideration of

HB2558

RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business:

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

My name is Julia Brotman and I am a co-director for the Creative Labs Music Immersive. I've known for a long time that my life's work would entail supporting the creators of art and music. I believe that the creative individuals among us reflect our humanity, and I've realized that helping them express themselves is my way of changing the world in a tangible, positive way.

I grew up in Waimea on the Big Island. I went to college on the mainland. After college, I immediately went to law school in Southern California to study intellectual property and entertainment law. I knew that I wanted to work in the music industry, but I thought I had to be on the mainland to do it. I planned on spending several years in Los Angeles establishing a career in the music industry before eventually returning home to settle down in the islands, probably opening a general solo practice in order to pay the bills.

Through my involvement with the Hawaii Songwriting Festival and Creative Lab Hawaii, I realized how wrong I was. In recent years, I have met so many inspiring, passionate creative people in Hawaii. Instead of staying on the mainland to start my career, I accepted a position as an intellectual property attorney on Oahu. I think that more and more local people are starting to realize that they don't need to be on the mainland to work in the creative industries. There is so much happening here already, and it is so exciting to see the creative industries growing around us. The combination of the talent, the passion, the uniqueness of our artists and our rich culture creates an exceptionally dynamic environment for us to cultivate our own connection to the mainstream music industry.

Creative Lab Hawaii is directly contributing to this growth. Talent and passion, unfortunately, are not always enough to support a career in the entertainment industry. Creative Lab Hawaii helps in ways that would not be possible otherwise. By fostering, developing, and maintaining relationships between our artists and industry folks who recognize and appreciate what we have to offer, we have begun to establish ourselves as an enduring and robust industry in Hawaii. The Creative Lab programs break down geographic barriers and give the local

creative network access to some of the most well-connected people in the industry. That access, along with the knowledge they are willing to share with our artists about how the industry works, is invaluable. Those same people go back to Los Angeles, New York, etc. armed with our creations and inspired to place them in television, motion pictures and commercials to be seen by the whole country and around the world. That impact is not only valuable to the individual artists, but to the whole state of Hawaii.

I believe that it is imperative for the State of Hawaii to support innovative and progressive initiatives like Creative Lab Hawaii, which sees the future for our keiki as worthwhile to support. As our world becomes more automated and with the changes that technology brings to society, it is the arts that will keep us connected to our roots, to each other. Creative Lab Hawaii is important because it gives creative people in Hawaii, and those of us who support them, a path and real hope that includes a sustainable future and living in Hawaii. With the support of Creative Lab Hawaii and as this industry grows, young people like me, who believed that moving to the mainland was the only way to realize my dreams, will see that their passion can be put to work right here at home.

Thank you for your consideration and support, and please let me know if you have any questions.

LATE

HB-2558

Submitted on: 2/6/2018 10:06:04 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Testimony in Support of Creative Lab

Robert Bates (808) 383-7383

Feb. 6, 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 now 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. It should be done across the state, and in public schools. The sky is the limit.

Mahalo

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



February 6, 2018

To: The House of Representatives, State of Hawaii

Re: HB2558 - Creative Lab Hawaii

Aloha,

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. Then 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 a pilot Creative Lab Hawaii 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 so much for your support, and I hope that you are inspired to continue to help the people of Hawaii pursue their creative dreams.

Thank you,

Amy Bircher

LATE

HB-2558

Submitted on: 2/6/2018 11:34:02 PM

Testimony for EDB on 2/7/2018 9:30:00 AM

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

Comments:

Date: 7th February 2018

To: House of Representatives, 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.

Aloha pumehana,

Brayden Yoder

Kimberly June Warren
74-5540 Kaiwi St 242
Kailua Kona, HI 96740

LATE

Statement of
Kimberly June Warren

Before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Wednesday, February 7, 2018
9:30 AM
State Capitol, Conference Room 309

in consideration of
HB2558
RELATING TO CREATIVE LAB HAWAII.

Chair Evans, Vice Chair Keohokalole, and Members of the House Committee on Economic Development and Business.

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

I am a singer-songwriter and professional musician based in Kailua Kona on the Big Island. I was honored to be selected as one of the participants in the Creative Lab songwriter immersive program in 2017. You couldn't put a price on the experience! I built many valuable relationships with music industry professionals, mostly based out of LA, and I am currently working with a producer from the program to finish my sophomore album. I had some previous experience writing in Nashville, but I was introduced to a whole new style and business model that goes with the film/tv music industry. The professionals that were chosen to be a part of the program were very enthusiastic, eager to help, and genuinely interested in what we had to offer. I was in Los Angeles only two weeks ago and I took meetings with three of the mentors I met at the program, and finished recording my next single, "Love and Be Loved" that will be released early next month when I perform at the Wanderlust Festival on the North shore of Oahu. This program opened many new doors for me and is helping to take my album to the next level. I have also witnessed friends who were a part of the program benefitting from this experience and the connections they made, having songs placed on TV series and working with new producers and co-writers. This program lit a creative fire under us, motivating us to write and produce music with a bigger purpose. There are so many talented singer-songwriters in Hawaii that deserve the opportunity that I've been privileged to have. I sincerely hope and highly recommend that the bill HS2558 be taken into

consideration, so that this valuable program can continue lighting a fire under local, talented songwriters who otherwise have limited outlets and opportunities here in Hawaii.

Thank you for the opportunity to testify on this measure.

HB-2558

Submitted on: 2/7/2018 10:58:27 AM

Testimony for EDB on 2/7/2018 9:30:00 AM



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

Comments:

February 6, 2018

Dear Representatives for the State of Hawaii:

As an 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 good 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 benefit the local economy. In addition, we think a pilot program of the CLH in high schools would be very beneficial 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 Palimieri, 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,

A handwritten signature in black ink, appearing to read "WN & LN". The letters are stylized and cursive, with the "W" and "L" being the most prominent characters.

Wayne Nunez & Laurie Nunez, Founders Oceanna LLC

808-728-6388 / 808-728-8797