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ECONOMIC DEVELOPMENT & TOURISM**

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Statement of  
**LUIS P. SALAVERIA**  
**Director**  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON WAYS AND MEANS**

Thursday, March 1, 2018  
11:45 am  
State Capitol, Conference Room 211

in consideration of  
**SB 2693**  
**RELATING TO THE FESTIVAL OF PACIFIC ARTS.**

Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee.

The Department of Business, Economic Development, and Tourism (DBEDT) **strongly supports** SB 2693 relating to the Festival of Pacific Arts which appropriates funds for the planning of the Festival, provided that the appropriation of funds does not adversely impact the Administration's budget priorities.

Hawaii will host the 13<sup>th</sup> Festival of Pacific Arts for the first time ever. This Festival is important as a venue where the indigenous cultures from throughout the Pacific region can be celebrated and perpetuated through the sharing and passing of cultural traditions from one generation to the next.

The Festival is also expected to have a significant economic impact, as approximately 3,000 delegates and up to 100,000 visitors comprised of accompanying family and friends, and Pacific cultural scholars and enthusiasts from around the world are anticipated to attend. This could potentially generate \$185.7 million in direct visitor spending resulting in state tax revenues of \$21.7 million.

Thank you for the opportunity to provide this testimony.



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii tourismauthority.org](http://hawaii tourismauthority.org)

**David Y. Ige**  
*Governor*

**George D. Szigeti**  
*President and Chief Executive Officer*

Statement of  
**George D. Szigeti**  
Chief Executive Officer  
Hawai'i Tourism Authority

on

**SB2693 Relating to the Festival of Pacific Arts**

Senate Committees on Ways and Means

Thursday, March 1, 2018

11:45 a.m.

Conference Room 211

Chair Dela Cruz, Vice Chair Keith-Agaran and Committee Members:

The Hawai'i Tourism Authority ("HTA") offers the following **testimony in support of SB2693**, which would make an appropriation from general revenues for the temporary Commission (the "Commission") on the Thirteenth Festival of Pacific Arts ("Festival") to plan for the historic Festival to be held in Honolulu from June 11 to June 27, 2020.

The funds would help the Commission to maximize Hawai'i's opportunity to host the Festival and showcase the indigenous cultures of Oceania. Hawai'i is in a unique position to leverage its experience, infrastructure and capacity to organize a gathering that will bring visitors from around the world. More than 2,000 delegates representing 27 nations and thousands of participants, from visitors to local residents, will join in the Festival bringing a significant economic benefit to the state. It will be the largest gathering of Pacific peoples united in respect and appreciation of each other. In addition, many Hawai'i residents have deep ties to the various cultures represented in the Festival. This unique connection presents an opportunity to strengthen community bonds and deepen our knowledge and understanding.

Mahalo for the opportunity to offer this testimony in support.



February 25, 2018

Senator Donovan M. Dela Cruz, Chair  
Senator Gilbert S.C. Keith-Agaran, Vice Chair  
Members of the Committee on Ways and Means

RE: Strong Support for SB2693 Relating to the Festival of Pacific Arts

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran  
Members of the Committee on Ways and Means,

I am Vicky Holt Takamine, the Festival Coordinator for the 13<sup>th</sup> Festival of Pacific Arts & Culture (FESTPAC) that will be held June 11-27, 2020 here in Hawai'i. FESTPAC is the largest Pacific Arts Festival in the World. We expect 3,000 indigenous scholars, performing, literary, culinary and visual artists, traditional and cultural practitioners and filmmakers from 27 Pacific Islands of Oceania and Taiwan to participate in FESTPAC. We also expect Heads of State, Ministers of Culture, Legislators and other government officials to attend FESTPAC events and activities.

More than 100,000 visitors from all over the world will come to Hawai'i for FESTPAC. We are partnering with businesses, arts organization, colleges, schools and nonprofits to plan an event that will celebrate our island home, showcase the best that Hawai'i has to offer, discuss critical issues that face all island nations such as climate change, rising sea levels, intellectual property rights, loss of language and cultural practices.

We are very proud to have been selected to host this prestigious event and we want to make our State proud to be the host as well. But we cannot do this without your support. We are partnering with many organizations to ensure a successful event.

The Pacific Community (SPC) oversees FESTPAC planning. SPC is an international development organization owned and governed by the 26 country and territory members. While the United States is a member of the Council, Hawai'i has a unique position as a representative of the indigenous people of Hawai'i and holds a seat on the council. <http://www.spc.int> .



Last year the State Legislature set up a Temporary Festival Commission and appropriated \$500,000 to support the planning of FESTPAC. The Commission has been established and through an RFP process, DBEDT selected PA'I Foundation in January 2018, to serve as the FESTPAC coordinator. PA'I will receive \$450,000 over the next three years for staff and administrative support to plan and coordinate the event.

Funding is necessary for matching funds for local and national support, for professional publicity, marketing and development contractors to help raise the additional funding necessary to implement the event.

SB2693 requests funding to continue the planning and implementation. We cannot wait another year for appropriations to implement FESTPAC, and then another year before the funding is distributed. It will be too late to do the job right.

FESTPAC is similar in scope to the Olympics and will receive worldwide national and international coverage. It will be embarrassing for the State of Hawai'i, if we cannot raise the funding necessary to host such an important cultural event.

We know that the returns will be great for local businesses and our residents.

Mahalo for your consideration.

A handwritten signature in black ink that reads 'Vicky Holt Takamine'.

Vicky Holt Takamine  
Festival Director  
13<sup>th</sup> Festival of Pacific Arts & Culture – Hawai'i 2020  
PO Box 17483  
Honolulu, HI 96817  
[vicky@paifoundation.org](mailto:vicky@paifoundation.org)  
Ph. 808-844-2001



Senator Brian T. Taniguchi, Chair, Senate Committee on Judiciary  
Senator Donovan M. Dela Cruz, Chair, Senate Committee on Ways and Means

February 26, 2018

RE: Strong Support for SB2693 Relating to the Festival of Pacific Arts

Aloha Chair Taniguchi and Chair Dela Cruz,

I am Leanne Ferrer, the Executive Director of Pacific Islanders in Communications (PIC), a Hawai'i based 501 C3 that supports the creation of films with Pacific Islander content.

PIC is chairing and coordinating the Film and Media Arts Division for the 13th Festival of Pacific Arts & Culture (FESTPAC) that will be held June 11-27, 2020 here in Hawai'i.

FESTPAC is the largest Pacific Arts Festival in the World and considered the Olympics of Arts in the Pacific.

Not only is it an honor for the State of Hawai'i to have been chosen as the Host for 2020, hosting will also bring in an influx of over 100,000 visitors to O'ahu from all over the world, not just the Pacific, for the events.

Over 3,000 indigenous scholars, performing, literary, culinary and visual artists, traditional and cultural practitioners from 27 Pacific Islands of Oceania and Taiwan will participate in FESTPAC. We also expect Heads of State, Ministers of Culture, Legislators and other government officials will attend FESTPAC events and activities

The FESTPAC organizers are partnering with local businesses, arts organizations, colleges, schools and nonprofits to host this event. We want this to be a shining moment for our state and the people of Hawai'i, but we cannot do this without your support.

SB2693 requests funding to continue the planning and implementation. The previous funding given to FESTPAC was for planning and beginning coordination. We cannot wait another year for appropriations to implement FESTPAC, and then another year before the funding is distributed. It will put everything behind and be too late to do what we need to do to insure a successful endeavor.

Funding is necessary for matching funds for local and national support, for professional publicity, marketing and development contractors to help raise the additional funding necessary to implement the event.

FESTPAC will receive worldwide national and international coverage with the entire State of Hawai'i basking in the glow as the host of such an important cultural event.



**PACIFIC ISLANDERS**  
IN COMMUNICATIONS ▶▶▶

The return on investment will be priceless with the positive promotion it will bring to Hawai'i, local businesses and our residents.

We are the only place on the globe that lives by Aloha. Let's practice aloha now and open our arms to properly welcome the 13th Festival of Pacific Arts & Culture to Hawai'i.

Sincerely,

A handwritten signature in black ink, reading "Leanne K. Ferrer".

Leanne K. Ferrer  
*Executive Director*

**SB-2693**

Submitted on: 2/26/2018 10:17:56 PM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Michael Pang	Testifying for MU?OLAULANI - HALAU HULA KA NO?EAU	Support	No

Comments:

Senator Donovan M. Dela Cruz,

Chair, Senate Committee on Ways and Means

**RE: Support for SB2693 Relating to the Festival of Pacific Arts**

Aloha Chairs Taniguchi and Dela Cruz:

I am writing in support of SB2693 relating to the Festival of Pacific Arts (FESTPAC) which is needed for the planning of the 2020 Festival. FESTPAC is the largest Oceanic arts and cultural festival held every four years in the Pacific. Hawai'i has the honor to host, for the first time, the 13th Festival. Known as the *"Olympics of culture and the arts"* FESTPAC will host 27 Pacific Islands of Oceania and Taiwan here in the Islands for a two week event.

While the State Legislature has set up a Temporary Festival Commission and appropriated \$500,000 funding to support the planning of FESTPAC; planning for an event of this magnitude takes a lot of coordination, skill and strategic planning in order to

implement our goals within the next three years. Additional funding from SB2693 is needed for matching funds to hire planners, marketing the event, secure venues, housing for 3,000 delegates, interpreters, security, and ground transportation just to name a few. Most importantly planning must begin now and funding is needed now!

Past festivals in Guam, American Samoa, Palau and other Pacific Islands have brought an influx of tourists to the host Islands; along with news, radio, and television broadcasting the events around the world. We anticipate with Hawai'i as the FESTPAC host will bring a larger following particularly from North America and Asia as we are more accessible than other South Pacific Islands. Hawai'i will also generate an increase of tourist looking for a cultural experience; and the festival is also known to bring to educators, anthropologists, ethnomusicologists and others to participate in this festival for its two weeks of events.

Conceived by the Pacific Community, the Festival of Pacific Arts began in 1972 with the intention for Pacific Islanders from Melanesia, Micronesia, and Polynesia to come together to "attempt to combat the erosion of traditional customary practices" through the expression of cultural art. The festival is a cultural exchange. It reunites people and reinforces regional identity and mutual appreciation of Pacific-wide culture. Participating countries select artist-delegates to represent their country at this crossroads of cultures is considered a great honor. My aunts attended the first gathering representing Hawai'i in Fiji and I had the privilege of participating in the 1980 Festival in Papua New Guinea and again in 2004 in Palau. My participation in festival was one of the biggest influences in my life as a cultural practitioner as it will be for all who participate in the 2020 event.

I ask that you look favorably at SB2693 as this will be an investment in our community, our artists and in Hawai'i as a cultural mecca of the Pacific. This quadrennial gathering is designed to provide an open and safe space to share and learn about the experiences of our island sisters and brothers and for us to learn more about ourselves as a Pacific community. It is through this exchange of cultural artistic expression that all people are able to gain a broader and deeper appreciation of what it is that we seek to preserve, no matter what discipline of art we practice in.



Mahalo,







## KAMEHAMEHA SCHOOLS®

Senate Committee on Ways and Means

Time: *11:45 a.m.*

Date: *Thursday, March 1, 2018*

Where: *Conference Room 211*

### TESTIMONY

By Kau'i Burgess  
Kamehameha Schools

To: Chair Dela Cruz, Vice Chair Keith-Agaran and Members of the Committee

RE: **SB 2693** RELATING TO THE FESTIVAL OF PACIFIC ARTS.

Kamehameha Schools is writing in **support** of SB 2693, which makes an appropriation to the temporary commission on the 13<sup>th</sup> Festival of Pacific Arts to plan for the historic event to be held in Honolulu from June 11 to June 27, 2020. The event is expected to attract more than 3,000 delegates from 27 Pacific islands and nations and hundreds of visitors to Hawai'i.

This event, through statewide partnerships and support, will allow Hawai'i's people to highlight the uniqueness of our home, while helping to spur economic development by boosting visitor numbers and spending.

Please support this measure.

Founded in 1887, Kamehameha Schools is an organization striving to advance a thriving Lāhui where all Native Hawaiians are successful, grounded in traditional values, and leading in the local and global communities. We believe that community success is individual success, Hawaiian culture-based education leads to academic success and local leadership drives global leadership.

‘A‘ohe hana nui ke alu ‘ia. No task is too large when we all work together! Mahalo nui.

**SB-2693**

Submitted on: 2/27/2018 10:47:56 AM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Monte McComber	Testifying for Royal Hawaiian Center	Support	No

Comments:

**SB-2693**

Submitted on: 2/28/2018 10:56:05 AM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Melodie Aduja	Testifying for OCC Legislative Priorities Committee, Democratic Party of Hawai'i	Support	No

Comments:

**PRESENTATION OF THE  
OAHU COUNTY COMMITTEE ON LEGISLATIVE PRIORITIES  
DEMOCRATIC PARTY OF HAWAI'I**

TO THE COMMITTEE ON WAYS AND MEANS

THE SENATE

TWENTY-NINTH LEGISLATURE

REGULAR SESSION OF 2018

Thursday, March 1, 2018

11:45 a.m.

Hawaii State Capitol, Conference Room 211

RE: Testimony in Support of **SB2693**, RELATING TO THE FESTIVAL OF PACIFIC ARTS

To the Honorable Donovan M. Dela Cruz, Chair; the Honorable Gilbert S.C. Keith-Agaran, Vice-Chair, and Members of the Committee on Ways and Means:

Good morning, my name is Melodie Aduja. I serve as Chair of the Oahu County Committee ("OCC") Legislative Priorities Committee of the Democratic Party of Hawaii. Thank you for the opportunity to provide written testimony on Senate Bill No. **2693**, relating to the Festival of Pacific Arts; Temporary Commission; and an appropriation.

The OCC Legislative Priorities Committee is in favor of Senate Bill No. **2693** and support its passage.

Senate Bill No. **2693** is in alignment with the Platform of the Democratic Party of Hawai'i ("DPH"), 2016, as it makes an appropriation to the temporary commission on the thirteenth festival of pacific arts to plan for the historic event to be held in Honolulu from June 11 to June 27, 2020.

Specifically, the DPH Platform states, "Our community is enriched by the encouragement of visual, musical, dramatic and cinematic arts and diverse cultural activities that communicate both a regional and universal vision. Through multi-cultural and multi-generational participation in the arts, we strengthen our 'ohana, promote tolerance, and add vitality to the economy through cultural tourism. To this end, we support sufficient public funding for the arts, individual artists, arts and cultural organizations, and educational enterprises. Such activities provide a definite public good for all of our citizens and for our community as a whole that is not available through private efforts alone. (Platform of the DPH, P. 8, Lines 398-404 (2016)).

Given that Senate Bill No. **2693** makes an appropriation to the temporary commission on the thirteenth festival of pacific arts to plan for the historic event to be held in Honolulu from June 11 to June 27, 2020, it is the position of the OCC Legislative Priorities Committee to support this measure.

Thank you very much for your kind consideration.

Sincerely yours,

/s/ Melodie Aduja

Melodie Aduja, Chair, OCC Legislative Priorities Committee

Email: legislativepriorities@gmail.com, Text/Tel.: (808) 258-8889

**SB-2693**

Submitted on: 2/26/2018 10:56:40 PM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Kama Hopkins	Individual	Support	No

Comments:

**SB-2693**

Submitted on: 2/26/2018 2:39:07 PM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
cheryl	Individual	Support	No

Comments:

I support the judicious use of funds for this event. It is a chance to bring people of the Pacific to learn from and share with each other.

**SB-2693**

Submitted on: 2/27/2018 10:49:26 AM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Jonathan	Individual	Support	No

Comments:

I am a Native Hawaiian voter in the district of Wai`anae. I am also on the planning committee for this once in a life time event to be held in Hawai`i in 2020. We need to secure funding to host such event. Politicians are quick to say Hawai`i is the melting pot, they are quick to say everyone should spend their money on the islands, we need to spend money to make money. This is the year of the Hawaiian, and an election year. The Native Hawaiian voters are watching your every action. We are watching what you support and what you dont support....

Support and move this bill forward for funding.



**SB-2693**

Submitted on: 2/28/2018 6:43:17 AM

Testimony for WAM on 3/1/2018 11:45:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Leimomi Khan	Individual	Support	Yes

Comments:

The Hawaiian Affairs Caucus, DPH, strongly urges support for SB2693 that would make an appropriation to the commission on the Thirteenth Festival of Pacific Arts to plan for this historic event to be held in Honolulu from June 11 to June 27, 2020.

Hosting this event is competitive and highly sought after by various countries as a means to showcase and advocate for the sustainability of traditional cultural arts and practices while at the same time benefitting from an economic boost to a country's economy. In 2014, Hawai'i Senate Concurrent Resolution 57 HD1 supported Hawaii's bid to the Council of Pacific Arts and Culture for Hawaii to host the 2020 Festival of Pacific Arts. We won the bid.

Funding is necessary to support planning and organizing this event that will require the support of the government of the State of Hawaii, private and community sectors, with linkages across sectors (tourism, health, education, public works, environment, agriculture and so forth) so as to assure an effective hosting process. Funding for the temporary commission on the thirteenth Festival of the Pacific Arts is necessary to enable them to do this work.

Please pass SB2693.

Testimony from: Kainoa Daines (SUPPORT)  
Senate Committee on Ways & Means  
March 1, 2018 – 11:45 a.m.  
SB2693: Relating to the Festival of Pacific Arts

Aloha Chair Dela Cruz and distinguished members of the Ways and Means Committee,

My name is Kainoa Daines and I am submitting testimony in *strong support* of Senate Bill 2693, relating to the Festival of Pacific Arts.

In addition to the goodwill received from hosting the 13<sup>th</sup> Festival of Pacific Arts in 2020, bringing the nations and cultures of the Pacific together, this is an excellent economic opportunity.

Working in the hospitality industry, I know the financial impacts groups of this size can bring. Also, like APEC in 2011 and IUCN's World Conservation Congress in 2016, hosting events of this size highlight Hawai'i's capabilities in managing large, world-class festivals, congresses and conferences.

Thank you for the opportunity to submit testimony in strong support of senate bill 2693.

Mahalo,

Mr. Kainoa Daines  
Ph: (808) 780-8411  
E: [kainoadaines@gmail.com](mailto:kainoadaines@gmail.com)