

I am writing in SUPPORT of both HCR 182 and HCR 183. The Creative sector has been devastated by COVID and many artists have not been able to get unemployment or PUA when it was available last year. By defining CREATIVE WORKER and using the transient accommodations funds to help support creative workers, the state would help the creative sector recover. To date, nothing has been done for the creative workers. The focus has been on tourism and institutions but not the gig or contract workers who are employed therein.

A Task Force would help reveal the devastation that has crippled the creative sector in Hawai'i. The State cannot recover unless the creative sector is supported and creative workers are employed. The creative sector brought in \$2.6 Billion to the Hawai'i economy before COVID hit (see attached AFTA Hawaii Factsheet). The Hawai'i Arts Alliance is committed to helping with the economic study of the creative sector. Please convene a Task Force to study the creative sector.

Mahalo for the opportunity to submit testimony and mahalo for your work in support of the creative sector.

Mālama pono,

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# WHY THE ARTS MATTER IN HAWAI'I



## NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

**ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$878 billion industry**, representing 4.5% of the nation's GDP—a larger share of the economy than construction or education services.

Source: [U.S. Bureau of Economic Analysis](#), 2017.

**\$878 BILLION** Arts & Culture Sector

**\$790.4 BILLION** Construction

**\$246 BILLION** Education Services

**BONUS:** U.S. exports generate a \$29.7 billion arts trade SURPLUS.

## HAWAI'I ARTS FACTS

**HAWAI'I ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE'S GDP & 22,186 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.6 billion** to Hawai'i's economy, representing 2.9% of the state's GDP—a larger share than some other industries in the state.

Source: [U.S. Bureau of Economic Analysis](#), 2017.

**\$2.6 BILLION** Arts & Culture Sector

**\$1.9 BILLION** Utilities

**\$0.9 BILLION** Education Services

**BONUS:** In 2017, HI arts and culture generated \$1.37 billion in compensation.

GDP & JOBS

BUSINESS

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, [Creative Industries](#), 2017.

**673,656** BUSINESSES & **3.48M** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

In Hawai'i, **2,788 Arts-Related Businesses** employ **12,323 people**.

- In Hawai'i County, **303 Arts-Related Businesses** employ **1,108 people**.
- In Honolulu County, **1,788 Arts-Related Businesses** employ **9,002 people**.
- In Maui County, **516 Arts-Related Businesses** employ **1,530 people**.

Source: Americans for the Arts, [Creative Industries](#), [Hawai'i](#) report, 2017.

**2,788** BUSINESSES & **12,323** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ECONOMICS

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017.

**NONPROFIT ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, nonprofit arts organizations in Hawai'i generated **\$205.6 million in economic activity** annually that supported **5,968 jobs** and generated **\$23.2 million** in state and local government revenue.

- Nonprofit arts and culture events annually attracted 2,907,608 state residents and 249,404 non-resident attendees. Event-related spending was \$25.26 per person, excluding the cost of admission. These audiences generated **\$79.7 million** in economic activity, excluding the cost of admission.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Hawai'i](#) report, 2017.

**NONPROFIT ART IS A \$205.6 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

FUNDING

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just **49¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: [Americans for the Arts Action Fund](#), 2020.  
Read: "Funding The Arts Is Good For the Nation," [The Hill](#), 2015.

**Q** What about Hawai'i—how much does state government budget to the Hawai'i State Foundation on Culture and the Arts each year?

**A** In FY 2020, the state allocated **\$6,945,067** to the Hawai'i State Foundation on Culture and Arts. The Foundation also received **\$737,800** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state.. Another 17 nonprofit arts organizations received direct grants from the NEA totaling \$1,173,700.

Source: [NEA](#) and [NASAA](#), 2020.  
Read: "Art is Education," State Foundation on Culture and Arts, 2017.

“Art is as important as education because art is education”

—Masaru “Pundy” Yokouchi, First Chairman of the Hawai’i SFCA



## HAWAI’I ARTS FACTS

### IN THE ALOHA STATE, THE ARTS UNITE US

Art Bento uses the Hawai’i State Art Museum’s as a learning laboratory for students in grades 2 through 6, along with their teachers and chaperones. A catalyst for inquiry-based learning, the program cultivates an appreciation of our diverse cultural heritages.

**THE STATE FOUNDATION ON CULTURE AND THE ARTS (SFCA)** was established by the Hawai’i State Legislature in 1965, in large part through the vision and effort of Hawai’i leaders such as architect and State Planning Coordinator Alfred Preis, SFCA Founding Chairperson Masaru “Pundy” Yokouchi, State Senator Nadao Yoshinaga, and Governor John Burns. The mission of the SFCA is to promote, perpetuate, preserve, and encourage culture and the arts as central to the quality of life of the people of Hawai’i.

> Learn more [here](#).

### MEET SOME HAWAI’I ARTS ADVOCATES

- **Terence Liu** is CEO of the Hawai’i Arts Alliance and formerly of the National Endowment for the Arts. > [More](#)
- **Georja Skinner** is Chief Officer of the State of Hawai’i Department of Business, Economic Development & Tourism, Creative Industries Division. > [More](#)
- **Jonathan Johnson** is the seventh executive director of the Hawai’i State Foundation on Culture & the Arts. > [More](#)

### ART IN HAWAII

- The Honolulu Star Advertiser’s [Artweek Calendar](#) provides information about arts events.

- Go Hawai’i can direct you to cultural events of each island [here](#).
- Honolulu Magazine’s [Calendar](#) includes a Theater & Arts category.
- Hawai’i Public Radio has a [Community Calendar of great cultural events](#).

### HAWAI’I ART ORGANIZATIONS

ARTS FIRST Partners  
[www.sfca.hawaii.gov/education/education-resources/arts-first-partners](http://www.sfca.hawaii.gov/education/education-resources/arts-first-partners)  
 Creative Industries Hawai’i Resources Page  
[www.cid.hawaii.gov/resources-page](http://www.cid.hawaii.gov/resources-page)  
 Hawai’i Arts Alliance  
[www.hawaiiartsalliance.org](http://www.hawaiiartsalliance.org)  
 Hawai’i Museums Association  
[www.hawaiimuseums.org](http://www.hawaiimuseums.org)

### THE ARTS ARE EVERYWHERE!

- The week-long **Mokihana Festival** on the island of Kaua’i is a celebration of Hawaiian culture, including music and dance, including Hawaiian immersion school students competing musically with songs in the Hawaiian language.
- Native Hawai’ians traditionally celebrated Makahiki, a four-month long season that began in mid-October and included athletic competitions, ceremonies dedicated to the deity Lono, celebrations of renewal and perpetuation of the life cycle with a prohibition on warfare. These cultural traditions and practices have continued with **Ka Moloka’i Makahiki**, involving all of Molokai’s elementary schools, middle school and high school as well as many adults on the island. Joining in on the competition and festivities are

schools from all over the state as well as members from the Coast Guard.

- The annual **Queen Lili’uokalani Keiki Hula Festival and Competition** on O’ahu honors Hawai’i’s last reigning monarch with song and dance in three days of competition for students under the age of 12.
- On Maui, the **Mālama Wao Akua** annual art exhibit of native species in Maui County brings together local conservation organizations, native plant vendors, Maui artists and artisans. Artists are invited to explore Maui’s watersheds and use their creative talents to raise awareness about the importance of protecting native species.

- Hawai’i Island, also called the Big Island, is home to the **Waimea Ocean Film Festival**, an 8-day international film festival dedicated to bringing a greater understanding of the ocean environment and island culture. The **Ukulele & Slack Key Guitar Festival** includes an all-star lineup of musicians visiting schools and leading workshops and classes, reaching over a thousand students.
- Established as the premier international film event in the Pacific, the statewide annual **Hawai’i International Film Festival** showcases features and documentaries from Asia, the Pacific Islands and Hawaii.

**To View the Top 10 Reasons to Support the Arts, Click Here.**

## HAWAI’I ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



To download this fact sheet, “Why the Arts Matter in Hawai’i,” with corresponding resource links visit [www.ArtsActionFund.org/StateFactsheets](http://www.ArtsActionFund.org/StateFactsheets).

DRAFT as of 3/27/2020

**HCR-183**

Submitted on: 3/16/2021 8:09:51 PM

Testimony for CAI on 3/17/2021 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Ross Taosaka	Hawaii Youth Opera Chorus	Support	No

Comments:

To the Honorable Chair Gates, Vice Chair LoPresti, and members of the Committee on Culture, Arts and International Affairs:

I submit this in support of HCR183 to convene a creative resurgence task force to build and foster creativity and innovation through the arts, culture and humanities.

Due to the Covid-19 pandemic, certainly all areas of Hawaii's economy and workforce has been detrimentally affected. Where arts and cultural organizations in Hawaii were constantly working to stay afloat even in times before the pandemic, it is without question that those organizations and individuals are now suffering as never before. HCR183 would be a much needed shot in the arm at this time to keep our valued creativiity and artists going economically, and would likewise be a huge boost by having our state recognize the value that these artists and cultural practitioners add to our one-of-a-kind island community. In a post-pandemic world, we will need to rethink many of the ways that we function as a society. Viewing this time in our history as a great opportunity to help Hawaii shine and be reintroduced to the world with the arts that only we can genuinely provide, a resurgence task force on the arts, culture and humanities is precisely the kind of "stimulus" that we need.

I urge you strongly to pass HCR183.

Thank you for your support of this resolution.

Aloha no e Chair Gates and Committee Members,

I am writing in support of HCR183, to for the creation and convening of the CREATIVE RESURGENCE TASK FORCE. This is a very powerful and simple way to inspire and encourage the continued presence of a whole upenawork (network) of individuals and entities and supporters for new models of thinking/doing. It's exhausting to imagine that anyone would not want this kind of a group being formed for forward thinking solutions. Please accept my simple endorsement of this concept and say how grateful I am that it has come before you and your committee. submitted with gratitude and hopefulness, maile meyer

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**MAILE MEYER //**

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**HCR-183**

Submitted on: 3/16/2021 4:46:03 PM

Testimony for CAI on 3/17/2021 9:30:00 AM

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

Comments:

Dear Chair Gates, Vice Chair LoPresti and members of the Committee on Culture, Arts and International Affairs,

I am writing in strong support of HCR 183 to convene a creative resurgence task force to build and foster creativity and innovation through the arts, culture and humanities. The task force and support of our creative industry, which is an important and often forgotten community in Hawaii. This task force is charged with finding ways to support Hawaii's creative workers (and often cultural preservationists). I support this innovative and much needed resolution, which will result in a stronger, well-supported community of creative artists, cultural practitioners and performers.

Please pass HCR 183 to support Hawaii's creative workers. Mahalo for your time.

**HCR-183**

Submitted on: 3/16/2021 7:20:46 PM

Testimony for CAI on 3/17/2021 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Daniel A. Kelin, II	Individual	Support	No

Comments:

A task force, consisting of people familiar with the extensive collection of artists of many kinds across the state, would help to identify both the benefits this group provides as well as the needs of the artists. Although Hawaii is held up as an example of a culturally-rich state, support tends to focus on a small group of tourist-centric performers. A task force will help define the much greater population of artists that provide multiple experiences and opportunities for the local population.

This is George Kon writing in SUPPORT of both HCR 182 and HCR 183. The Creative sector has been devastated by COVID and many artists have not been able to get unemployment benefits when it was available last year. By defining CREATIVE WORKER and using the transient accommodations funds to help support creative workers, the state would help the creative sector recover. To date, nothing has been done for the creative workers, especially gig workers. The focus has been on tourism and institutions but not the many contract workers who are employed within the industry.

A Task Force would help reveal the devastation that has crippled the creative sector in Hawai'i. The State cannot recover unless the creative sector is supported and creative workers are employed. The creative sector brought in \$2.6 Billion to the Hawai'i economy before COVID hit. The Alliance for Drama Education is committed to helping with the economic study of the creative sector. Please convene a Task Force to study the creative sector.

Mahalo for your work in support of our creative sector.

Aloha, George Kon