



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**  
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI  
A HO'OMĀKA'IKĀ'I

**JOSH GREEN, M.D.**  
GOVERNOR

**CHRIS J. SADAYASU**  
DIRECTOR

**DANE K. WICKER**  
DEPUTY DIRECTOR

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

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

Statement of  
**CHRIS J. SADAYASU**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON WAYS AND MEANS**

Friday, March 3, 2023  
10:20 AM  
State Capitol, Conference Room 211

In consideration of  
**SB 449 SD1**  
**RELATING TO THE FESTIVAL OF PACIFIC ARTS.**

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

The Department of Business, Economic Development, and Tourism (DBEDT) **strongly supports** SB 449 SD 1 relating to the Festival of Pacific Arts which appropriates funds for the planning of the Festival, provided that its passage does not replace or adversely impact the Administration's budget priorities.

Hawaii will host the 13<sup>th</sup> Festival of Pacific Arts and Culture for the first time ever. Originally scheduled for June 2020, but cancelled due to the Covid-19 pandemic, the Festival is rescheduled for June 6-16, 2024. 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 expected to have a significant economic impact, as approximately 2,700 delegates and up to 10,000 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 \$27 million in direct visitor spending resulting in state tax revenues of \$3.2 million.

Thank you for the opportunity to provide this testimony.



Ke'ena Kuleana Ho'okipa O'Hawai'i  
Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
[kelepona tel 808 973 2255](tel:8089732255)  
[kelepa'i fax 808 973 2253](tel:8089732253)  
[kahua pa'a web hawaii tourism authority.org](http://hawaii tourism authority.org)

**Josh Green, M.D.**  
*Governor*

**John De Fries**  
*President and Chief Executive Officer*

Statement of  
**JOHN DE FRIES**  
Hawai'i Tourism Authority  
before the  
**COMMITTEE ON WAYS AND MEANS**

Friday, March 3, 2023  
10:20 a.m.  
State Capitol Conference Room 211 & Videoconference

In consideration of  
**SENATE BILL NO. 449 SD1**  
**RELATING TO THE FESTIVAL OF PACIFIC ARTS**

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

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to testify in support of the intent of SB449 SD1, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Thirteenth Festival of Pacific Arts & Culture to be held in Honolulu from June 6 to 16, 2024.

It is an honor for Hawai'i to be selected as the host of this event, the world's largest gathering of indigenous Pacific Islanders which only occurs every four years. Though Hawai'i delegations have participated in the festival since the 1970s, this will be the festival's first time in Hawai'i. In the Hawaiian cultural tradition of ho'okipa, there is a reciprocity associated with the hospitality extended by our fellow Pacific Islanders at festivals hosted in the decades past, so it is important for us to extend the same hospitality to them.

For Hawai'i to host the festival is a monumental opportunity to amplify HTA's four interacting strategic pillars: Natural Resources, Hawaiian Culture, Community, and Branding. With appropriate funding to support the festival, Hawai'i will be able to showcase ourselves as a capable host of high-level international gatherings.

We support SB449 SD1 and stand ready to continue our work in planning and support of the Festival of Pacific Arts & Culture as it relates to the implementation of this measure. We further commend the diligent work of the Commission, led by our own Chief Brand Officer Kalani Ka'anā'anā, that brought us to this point.

Mahalo for the opportunity to provide this testimony.



HO'OUULU LĀHUI  
Regenerating Oceania  
13th Festival of Pacific Arts & Culture  
Hawai'i 2024

**Commission on the 13th  
Festival of Pacific Arts &  
Culture**

**Chair**

Kalani Ka'anā'anā  
*Hawai'i Tourism Authority*

**Commissioners**

Maenette Ah Nee-Benham, Ph.D.  
*Governor's Designee*

Snowbird Bento  
*Community*

Māpuana de Silva  
*Community*

Sylvia Hussey, Ed.D  
*Office of Hawaiian Affairs*

Sen. Jarrett Keohokālole  
*Hawai'i State Senate*

Rep. Richard Onishi  
*Hawai'i State House of  
Representatives*

Kēhaulani Pu'u  
*City & County of Honolulu*

Chris J. Sadayasu  
*Dept. Of Business, Economic  
Development & Tourism*

[festpachawaii.org](http://festpachawaii.org)  
Facebook Instagram Twitter [festpachawaii](https://www.facebook.com/festpachawaii)



Pacific  
Community  
Communauté  
du Pacifique

Statement of  
**KALANI KA'ANĀ'ANĀ**

Chair of the Commission on the 13th Festival of Pacific Arts & Culture  
before the  
**COMMITTEE ON WAYS AND MEANS**

Friday, March 3, 2023  
10:20 a.m.

State Capitol Conference Room 229 & Videoconference

In consideration of  
**SENATE BILL NO. 449 SD1**  
**RELATING TO THE FESTIVAL OF PACIFIC ARTS**

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The Commission on the 13th Festival of Pacific Arts & Culture appreciates the opportunity to offer comments in support of SB449 SD1, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Festival of Pacific Arts & Culture to be held in Honolulu June 6-16, 2024.

Hawai'i, home to many different cultures and people, has an opportunity through the 13th Festival of Pacific Arts & Culture to showcase Hawaiian culture as well as the cultures of the various Pacific Island nations and those from around the world who call our islands home.

We, as a state, have the opportunity to use the Festival of Pacific Arts & Culture to position Hawai'i as a premiere host for high-level international gatherings, and a leader in the stewardship of our land and how we interact as a community.

The Commission is honored with the kuleana of planning this festival to showcase and highlight the beauty and splendor of Hawai'i's people and this place.

We support SB449 SD1 and appreciate the opportunity to provide testimony. Mahalo.

**SB-449-SD-1**

Submitted on: 3/2/2023 2:21:07 PM

Testimony for WAM on 3/3/2023 10:20:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leimomi Khan	Individual	Support	Written Testimony Only

Comments:

Aloha, In past years, I have given testimony in support of funding by the state for the Pacific Festival of the Arts. Unfortunately, my attention was placed on giving testimony on other bills of importance to Native Hawaiians in housing, health, government, and education. Thus, am very appreciative that the Committees on Transportation and Culture and the Arts and Energy, Economic Development, and Tourism passed out this bill. Beyond the economic benefits, the Pacific Festival of the Arts builds lifetime relationships among the Pacific countries and gives each of us the opportunity to appreciate their culture, values, and even their challenges. For Hawaii, it also provides the opportunity for Native Hawaiian and other organizations to bring about joyful artistic events to build our spirits as we continue to be affected by the fallout of COVID. I know this firsthand as a past participant representing the State of Hawaii to the Pacific Festival of the Arts.

Strongly urge that your Committee pass out this bill to enable funding for the Pacific Festival of the Arts. Mahalo for your consideration of my comments.