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# SENATE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,  
AND TOURISM TO COLLABORATE WITH UNIVERSITIES IN THE STATE  
TO CONVENE THE HAWAII CREATIVE INNOVATION GROUP.

1           WHEREAS, the State's cultural creatives, fabric and fashion  
2 designers, graphic artists, musicians, songwriters, and  
3 performing artists are intrinsic to the identity of the State;  
4 and

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6           WHEREAS, the fashion and music industries in the State  
7 contribute to economic growth, job creation, cultural  
8 preservation, and tourism development, and the State's diverse  
9 ecosystem of artists, venues, recording studios, and educational  
10 institutions strengthens the State's cultural identity and  
11 enriches the lives of residents and visitors alike; and

12  
13           WHEREAS, programs, events, and organizations, including but  
14 not limited to the Governor's Fashion Awards, the Creative Lab  
15 Hawaii Fashion Immersive Program, Puuhonua Society's Aupuni  
16 Space, and Manaola's Hale Kua business accelerator, are  
17 barometers for the emerging design, fashion, and accessories  
18 industries; and

19  
20           WHEREAS, the success stories of music programs,  
21 accelerators, and projects, including but not limited to:

- 22  
23           (1) The Creative Industries Division of the Department of  
24 Business, Economic Development, and Tourism's Creative  
25 Lab Hawaii Music Immersive Program, which has eighty  
26 feature placements in film, television, advertising,  
27 and streaming;  
28  
29           (2) The Music Entertainment Learning Experience (MELE)  
30 program at Honolulu Community College; and  
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(3) The University of Hawaii Academy of Creative Media System's work on the Hawaiian language project for Moana;

are examples of the opportunities that exist in the intersection between music and media for the State's artists; and

WHEREAS, fashion and design education programs in the University of Hawaii System, specifically at Honolulu Community College, provide the training necessary to advance creative entrepreneurs in these industry sectors; and

WHEREAS, music education and business programs such as MELE educate island residents, including high school seniors and college students, on sound recording, music mixing, songwriting, artist management, audio post-production for film and television, and the new technologies used to record and distribute music; and

WHEREAS, the State's intent is to provide new product development support from early-stage trials to commercialization by establishing the infrastructure, network of programs providing expert advice, and facilities that have equipment of various scales specifically tailored to the fashion and music industry sectors of the creative economy; now, therefore,

BE IT RESOLVED by the Senate of the Thirty-second Legislature of the State of Hawaii, Regular Session of 2024, the House of Representatives concurring, that the Department of Business, Economic Development, and Tourism is requested to collaborate with universities in the State to convene the Hawaii Creative Innovation Group; and

BE IT FURTHER RESOLVED that the Hawaii Creative Innovation Group is requested to include members from the public and private sectors to:

(1) Identify pathways and synergies from middle and high school programs to career opportunities; and



1 (2) Identify the facilities, equipment, and workforce  
2 development programs required to support the State's  
3 fashion and music industries; and  
4

5 BE IT FURTHER RESOLVED that the Hawaii Creative Innovation  
6 Group is requested to identify key partners to develop a  
7 strategy by which the State can grow emerging creative sectors  
8 into new brands, music placement, music sectors, companies, and  
9 value-added businesses in design, fashion, and technology; and  
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11 BE IT FURTHER RESOLVED that to scale-up and expand the  
12 fashion, design, and music industries, the Hawaii Creative  
13 Innovation Group is requested to outline investments required  
14 for innovation facilities, programs, and incentives, including  
15 but not limited to:  
16

17 (1) Access to resources and expertise through education,  
18 entrepreneurship, and workforce development  
19 training;  
20

21 (2) Infrastructure and equipment for businesses and  
22 entrepreneurs in these sectors to scale up;  
23

24 (3) Access to funding and capital;  
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26 (4) Export assistance that will be part of a network of  
27 state facilities that produce products labeled "Made  
28 in Hawaii" or "Produced in Hawaii" in the fashion,  
29 design, and music industries; and  
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31 (5) Incentives and policies in support of the State's  
32 fashion, design, and music industries; and  
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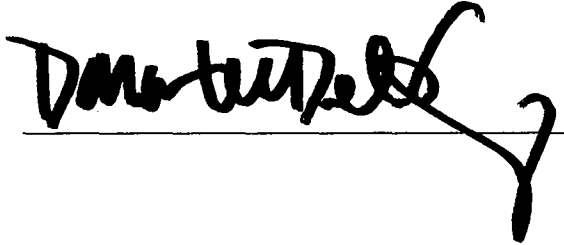
34 BE IT FURTHER RESOLVED that the Hawaii Creative Innovation  
35 Group is requested to submit a report describing the progress  
36 made and its findings and recommendations, including any  
37 proposed legislation, to the Legislature no later than twenty  
38 days prior to the convening of the Regular Session of 2025;  
39 and  
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1 BE IT FURTHER RESOLVED that a certified copy of this  
2 Concurrent Resolution be transmitted to the Director of  
3 Business, Economic Development, and Tourism.

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OFFERED BY:

  
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