



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

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Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

Friday, March 22, 2024
11:00 AM
State Capitol, Conference Room 423

In consideration of
HR 164 / HCR 184
**REQUESTING THE DEPARTMENT OF BUSINESS ECONOMIC DEVELOPMENT
AND TOURISM COLLABORATE WITH UNIVERSITIES IN THE STATE TO
CONVENE THE HAWAII CREATIVE INNOVATION GROUP**

Chair Holt, Vice Chair Lamosao and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) supports HR 164 / HCR 184 that requests the Department of Business Economic Development and Tourism collaborate with Universities in the State to convene the Hawai'i Creative Innovation Group.

DBEDT, through its Creative Industries Division's (CID) initiatives have been working to build capacity for business acumen, export of intellectual property, through programs such as Creative Lab Hawai'i, including support of various community-based programs for creative entrepreneurs through workforce development, infrastructure, and access to capital.

DBEDT/CID and the University of Hawai'i, more specifically through Honolulu Community College (HCC), have a history of collaboration in the sectors of Music and Fashion including DBEDT/CID's involvement in the development of the MELE Program's Mike Curb Recording Studios in relationship with Belmont University in Nashville, and the Fashion Technology Program's (FTP) student involvement in the

inaugural Honolulu Fashion Week. HCC's FTP and MELE programs also continue to be direct feeders to DBEDT/CID's Creative Lab Hawai'i Music Immersive Program and Fashion Immersive Program creating a pipeline of talent in the specific industry sectors of Music and Fashion/Design.

DBEDT/CID are actively engaged in discussions with UH via HCC regarding ways to further collaborate and advance the career pathways to succeed in the areas of music business, applied design, fashion and accessories creative careers.

HR 164 / HCR 184 would further solidify and expand this collaborative work through the formation of the Hawai'i Creative Innovation Working Group to identify educational pathways, career placement, and the necessary facilities, equipment, and workforce development programs required to support this emerging sector of Hawai'i's creative economy.

DBEDT and its Creative Industries Division support HR 164 / HCR 184 and welcome the opportunity to collaborate with the Department of Education, Career and Technical Education and the Universities in the State, to initiate this effort.

Thank you for the opportunity to testify.



UNIVERSITY OF HAWAII SYSTEM

‘ŌNAEHANA KULANUI O HAWAII

Legislative Testimony

Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

Testimony Presented Before the
House Committee on Economic Development
Friday, March 22, 2024 at 11:00 a.m.

by

Christopher Lee, Founder/Director, Academy for Creative Media, UH System
on behalf of

Vassilis L. Syrmos, Vice President for Research and Innovation
University of Hawai'i System

HR 164/HCR 184 – REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO COLLABORATE WITH UNIVERSITIES IN THE STATE TO CONVENE THE HAWAII CREATIVE INNOVATION GROUP

Chair Holt, Vice Chair Lamosao, and Members of the Committee:

The University of Hawai'i (UH) supports HR 164/HCR 184 as it continues the Legislature's long time and crucial support for building Hawai'i's creative economy through education.

The Academy for Creative Media, UH System, which has been the recipient of legislative support for twenty years, now offers students access to 16 different programs across UH's ten campus on all islands. Honolulu Community College's Fashion Technology program, which has been recognized internationally for starting the careers of noted graduates Kini Zamora and Ari South; and its Music & Entertainment Learning Experience (MELE), are further examples of innovative creative programs originating at UH.

The University of Hawai'i welcomes the opportunity for closer collaboration with the Department of Business, Economic Development and Tourism, and other stakeholders through the proposed Hawai'i Creative Innovation Group.

Thank you for the opportunity to testify.