



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

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

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
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  
**JAMES KUNANE TOKIOKA**  
Director

**LATE**

Department of Business, Economic Development, and Tourism  
before the

**SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

Thursday, March 28 2024  
1:00 PM  
State Capitol, Conference Room 229

In consideration of  
**SCR172 /SR148**  
**REQUESTING THE DEPARTMENT OF BUSINESS ECONOMIC DEVELOPMENT  
AND TOURISM COLLABORATE WITH UNIVERSITIES IN THE STATE TO  
CONVENE THE HAWAI'I CREATIVE INNOVATION GROUP**

Chair DeCoite, Vice Chair Wakai and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) strongly supports SCR172 / SR148 which 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, are developed to build capacity for our creative community with a focus on development of artists business acumen through various programs which provide workforce/skills development in public collaboration spaces, with a long-term result of a more robust and thriving, sustainable ecosystem for all creative entrepreneurs across multiple sectors.

An example is the department and the University of Hawai'i, Honolulu Community College (HCC) have a history of collaboration in the sectors of music business and fashion design. This includes the foundational support for remote learning systems for the MELE Program, which provided experts from Belmont University in

Nashville via real time course work and the integration of 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 past Fashion Immersive Programs.

SCR172 / SR148 would further solidify and expand necessary collaborative work though the formation of the Hawai'i Creative Innovation Working Group.

DBEDT and its Creative Industries Division support welcome the opportunity to collaborate with the industries, stakeholders, investors and our education partners un the State to initiate this effort. 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

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Testimony Presented Before the  
Senate Committee on Energy, Economic Development, and Tourism  
Thursday, March 28, 2024 at 1:00 p.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

SCR 172/SR 148 – REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO COLLABORATE WITH UNIVERSITIES IN THE STATE TO CONVENE THE HAWAII CREATIVE INNOVATION GROUP

Chair DeCoite, Vice Chair Wakai, and Members of the Committee:

The University of Hawai'i (UH) supports SCR 172/SR 148 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.

**SCR-172**

Submitted on: 3/26/2024 11:51:28 AM

Testimony for EET on 3/28/2024 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

SUPPORT.

HOPEFULLY, THEY CAN COME UP WITH SOME GOOD IDEAS THAT PEOPLE WILL LISTEN TO.

MAHALO!