



**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

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

Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
SENATE COMMITTEE ON TRANSPORTATION AND CULTURE AND THE ARTS

Thursday, March 28, 2024
3:02 PM
State Capitol, Conference Room 224

In consideration of
SCR148 / SR126
**URGING THE STATE FOUNDATION ON CULTURE AND THE ARTS TO CONVENE
A TASK FORCE TO DEVELOP ART, BRANDING, AND NARRATIVES FOR AN
APPROPRIATE SELECTION OF HAWAII'S UNIQUE COMMUNITIES, LANDMARKS,
PARKS AND OTHER SIMILAR AREAS**

Chair Lee, Vice Chair Inouye and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) offers comments on SCR148 / SR126 that urges the State Foundation on Culture and the Arts to convene a task force to develop art, branding, and narratives for an appropriate selection of Hawaii's unique communities, landmarks, parks and other similar areas.

DBEDT and its Creative Industries Division, in executing its arts, culture and music programs, productions and initiatives, has incorporated the expertise of a cultural advisory organization to ensure the authenticity of the narrative associated with Hawaii's cultural landmarks, stories and history.

DBEDT offers comments that SCR148 / SR126 be amended to include an organization with the specialized expertise to act in a cultural advisory capacity that can assist by providing cultural consultation, accurate representation of the cultural history behind Hawaii's various landmarks and parks, and the development of effective and authentic education and communication tools, training programs and research.

Thank you for the opportunity to testify.



No. 1 Capitol District
Building
250 South Hotel Street
Second Floor
Honolulu, HI 96813

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Ex-Officio
Chris Lee
Adrian Tam

Executive Director
Karen A. Ewald

Telephone
808.586.0300

Fax
808.586.0308

Website
sfca.hawaii.gov

**Testimony of KAREN EWALD, Executive Director
State Foundation on Culture and the Arts
Before the
SENATE COMMITTEE ON TRANSPORTATION AND CULTURE AND THE ARTS
THURSDAY, March 28, 2024 Conference Room 224 at 3:02PM**

**SCR 148/SR126
RELATING TO
STATE FOUNDATION ON CULTURE AND ARTS BRANDING TASK FORCE**

Dear Chair Lee and members of the Committee,
The State Foundation on Culture and the Arts (SFCA) **SUPPORTS** S.C.R.148/S.R.126 urging the State Foundation on Culture and the Arts to convene a task force to develop art, branding, and narratives for an appropriate selection of Hawaii's unique communities, landmarks, parks, and other similar areas.

Hawaii's unique communities, landmarks and parks are a valuable resource of the State's economy and community. SFCA recognizes their importance and are available to provide collaborative support as our expertise and funding permits.

The SFCA supports the formation of a task force inclusive of the Department of Land and Natural Resources' Division of State Parks, the Department of Business, Economic Development, and Tourism's Business Development and Support Division, the University of Hawaii Community Design Center and other appropriate entities to examine the best examples of branding and retail strategies at national parks and cities as may be appropriate to develop a plan suitable for Hawaii.

Thank you for the opportunity to provide testimony on this measure.



UNIVERSITY OF HAWAII SYSTEM

‘ŌNAEHANA KULANUI O HAWAII

Legislative Testimony

Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

LATE

Testimony Presented Before the
Senate Committee on Transportation and Culture and the Arts
Thursday, March 28, 2028 at 3:02 p.m.

By

William R. Chapman, Interim Dean
School of Architecture

And

Michael Bruno, Provost
University of Hawai'i at Mānoa

SCR 148/SR 126 – URGING THE STATE FOUNDATION ON CULTURE AND THE ARTS TO CONVENE A TASK FORCE TO DEVELOP ART, BRANDING, AND NARRATIVES FOR AN APPROPRIATE SELECTION OF HAWAII'S UNIQUE COMMUNITIES, LANDMARKS, PARKS, AND OTHER SIMILAR AREAS.

Chair Lee, Vice Chair Inouye, and Members of the Committee:

Thank you for the opportunity to provide testimony on Senate Concurrent Resolution 148 and Senate Resolution 126.

My name is William R. Chapman, Interim Dean for the School of Architecture on behalf of the University of Hawai'i offering comments on these measures. As a long-time member of the Hawai'i Historic Places Review Board, now as Vice-Chair and previously as Chair and as Director of the Graduate Certificate Program in Historic Preservation (now in the School of Architecture), I have been committed to the recognition and protection of sites in Hawai'i of both cultural and aesthetic significance.

The University of Hawai'i is confident that the School of Architecture either through the Graduate Certificate Program or through our very successful Community Design Center could play an active role in the creation of such a task force and in helping to develop a working list of significant places.

With regards to the expected work by the task force, there may be some redundancy since these lists already exist in several different contexts.

Thank you for the opportunity to provide testimony.