



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
Thursday, April 11, 2024 at 11:30 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

SCR 172 SD1 – 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) is in support of SCR 172 SD1, as it continues the Legislature's long time support for building Hawai'i's creative economy through education.

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 examples of innovative creative programs originating at UH. Another example is the Academy for Creative Media, UH System, which has been the recipient of legislative support for twenty years and now offers students access to 16 different programs across UH's ten campuses.

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 in support of SCR 172 SD1.



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

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

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

Thursday, April 11, 2024
11:30 AM
State Capitol, Conference Room 423

In consideration of
SCR172 SD1
**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) strongly supports SCR172 SD1 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, build capacity for our creative community with a focus on development of artists' business acumen. This is achieved 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 DBEDT and the University of Hawai'i, Honolulu Community College's (HCC) 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 Fashion Technology Program 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 SD1 would further solidify and expand necessary collaborative work through the formation of the Hawai'i Creative Innovation Working Group.

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

Thank you for the opportunity to testify.



April 9, 2024

'Āina Design Corp.
1105 Uluopihi Lp.
Kailua, HI 96734

RE: SCR172 SD1

Dear Committee on Economic Development,

We are in full support of SCR172 SD1 and its intentions. We strongly agree with the committee's findings that the State's cultural creatives, fabric designers, fashion designers, graphic artists, musicians, songwriters, and performing artists are intrinsic to its identity. The committee's intention to provide new product development support signals a need for coordination that can kickstart a nascent tech-driven manufacturing industry tailored to our State. Support for creative design implies building out tech-driven manufacturing sectors of creative support industries. The economic strategy must align with community-based backing, contributing to future workforce development and retention.

Sincerely,

Joseph Hagedorn

Joe Hagedorn

Founder, 'Āina Design Corp.