



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

JOSH GREEN, M.D.
GOVERNOR

CHRIS J. SADAYASU
DIRECTOR

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Statement of
CHRIS J. SADAYASU
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON CULTURE, ARTS & INTERNATIONAL AFFAIRS

Wednesday, March 15, 2023
10:00 AM
State Capitol, Conference Room 309

In consideration of
SB 449 SD2
RELATING TO THE FESTIVAL OF PACIFIC ARTS.

Chair Tam, Vice Chair Martinez, and Members of the Committee.

The Department of Business, Economic Development, and Tourism (DBEDT) **strongly supports** SB 449 SD 2 relating to the Festival of Pacific Arts which appropriates funds for the planning of the Festival, provided that its passage does not replace or adversely impact the Administration's budget priorities.

Hawaii will host the 13th Festival of Pacific Arts and Culture for the first time ever. Originally scheduled for June 2020, but cancelled due to the Covid-19 pandemic, the Festival is rescheduled for June 6-16, 2024. This Festival is important as a venue where the indigenous cultures from throughout the Pacific region can be celebrated and perpetuated through the sharing and passing of cultural traditions from one generation to the next.

The Festival is expected to have a significant economic impact, as approximately 2,700 delegates and up to 10,000 visitors comprised of accompanying family and friends, and Pacific cultural scholars and enthusiasts from around the world are anticipated to attend. This could potentially generate \$27 million in direct visitor spending resulting in state tax revenues of \$3.2 million.

SD2 adds reporting requirements, including a report detailing how previously appropriated funds were expended. The Department supports these revisions.

Thank you for the opportunity to provide this testimony.



Ke'ena Kuleana Ho'okipa O'Hawai'i
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
[kelepona tel 808 973 2255](tel:8089732255)
[kelepa'i fax 808 973 2253](tel:8089732253)
[kahua pa'a web hawaii.tourismauthority.org](http://hawaii.tourismauthority.org)

[Josh Green, M.D.](#)
Governor

[John De Fries](#)
President and Chief Executive Officer

Statement of
JOHN DE FRIES
Hawai'i Tourism Authority
before the
COMMITTEE ON CULTURE, ARTS & INTERNATIONAL AFFAIRS

Wednesday, March 15, 2023
10:00 a.m.
State Capitol Conference Room 309 & Videoconference

In consideration of
SENATE BILL NO. 449 SD2
RELATING TO THE FESTIVAL OF PACIFIC ARTS

Aloha Chair Tam, Vice Chair Martinez, and Members of the Committee on Culture, Arts & International Affairs,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to testify in support of SB449 SD2, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Thirteenth Festival of Pacific Arts & Culture to be held in Honolulu from June 6 to 16, 2024.

It is an honor for Hawai'i to be selected as the host of this event, the world's largest gathering of indigenous Pacific Islanders which only occurs every four years. Though Hawai'i delegations have participated in the festival since the 1970s, this will be the festival's first time in Hawai'i. In the Hawaiian cultural tradition of ho'okipa, there is a reciprocity associated with the hospitality extended by our fellow Pacific Islanders at festivals hosted in the decades past, so it is important for us to extend the same hospitality to them.

For Hawai'i to host the festival is a monumental opportunity to amplify HTA's four interacting strategic pillars: Natural Resources, Hawaiian Culture, Community, and Branding. With appropriate funding to support the festival, Hawai'i will be able to showcase ourselves as a capable host of high-level international gatherings.

We support SB449 SD2 and stand ready to assist in planning and support the Festival of Pacific Arts & Culture as it relates to the implementation of this measure. We further commend the diligent work of the Commission, led by our own Chief Brand Officer Kalani Ka'anā'anā, that brought us to this point.

Mahalo for the opportunity to provide this testimony.



HO'OUULU LĀHUI
Regenerating Oceania
13th Festival of Pacific Arts & Culture
Hawai'i 2024

**Commission on the 13th
Festival of Pacific Arts &
Culture**

Chair

Kalani Ka'anā'anā
Hawai'i Tourism Authority

Commissioners

Maenette Ah Nee-Benham, Ph.D.
Governor's Designee

Snowbird Bento
Community

Māpuana de Silva
Community

Sylvia Hussey, Ed.D
Office of Hawaiian Affairs

Sen. Jarrett Keohokālole
Hawai'i State Senate

Rep. Richard Onishi
*Hawai'i State House of
Representatives*

Kēhaulani Pu'u
City & County of Honolulu

Chris J. Sadayasu
*Dept. Of Business, Economic
Development & Tourism*

festpachawaii.org
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Pacific
Community
Communauté
du Pacifique

Statement of
KALANI KA'ANĀ'ANĀ

Chair of the Commission on the 13th Festival of Pacific Arts & Culture
before the
**COMMITTEES ON TRANSPORTATION AND CULTURE AND THE
ARTS & ENERGY, ECONOMIC DEVELOPMENT AND TOURISM**

Wednesday, March 15, 2023
10:00 a.m.

State Capitol Conference Room 309 & Videoconference

In consideration of
**SENATE BILL NO. 449 SD2
RELATING TO THE FESTIVAL OF PACIFIC ARTS**

The Commission on the 13th Festival of Pacific Arts & Culture appreciates the opportunity to offer comments in support of SB449 SD2, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Festival of Pacific Arts & Culture to be held in Honolulu June 6-16, 2024.

Hawai'i, home to many different cultures and people, has an opportunity through the 13th Festival of Pacific Arts & Culture to showcase Hawaiian culture as well as the cultures of the various Pacific Island nations and those from around the world who call our islands home.

We, as a state, have the opportunity to use the Festival of Pacific Arts & Culture to position Hawai'i as a premiere host for high-level international gatherings, and a leader in the stewardship of our land and how we interact as a community.

The Commission is honored with the kuleana of planning this festival to showcase and highlight the beauty and splendor of Hawai'i's people and this place.

We support SB449 SD2 and appreciate the opportunity to provide these comments. Mahalo.

SB-449-SD-2

Submitted on: 3/14/2023 7:30:58 AM

Testimony for CAI on 3/15/2023 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Mapuana de Silva	Halau Mohala Ilima	Support	Written Testimony Only

Comments:

Aloha,

I am Mapuana de Silva. I am currently the Chair of the Council of Pacific Arts & Culture, the Council that houses the Festival of Pacific Arts & Culture. I have been the Hawai'i representative on the Council since 2000 and I have been the Chair since 2016.

Next year in June 2024 Hawaii will host the 13th Festival of Pacific Arts & Culture, and at the end of that festival I will no longer be the Chair and the next country to host will become the next Chair. I have been the Head of Delegation or Assistant Head of Delegation of the Hawaii delegation to the festival since 2000, for the last 5 festivals in New Caledonia, Palau, American Samoa, the Solomons Islands, and Guam. Hawaii has sent delegations to every festival since the 2nd festival in 1976. Our people have been hosted beyond the expected means of all of these Pacific Island nations and now it is our turn to host them, to show them who we are as a people, as the most isolated nation in the world and as a thriving, strong community that is still connected to their ancestors and as a nation who knows how to welcome and host our cousins throughout the Pacific.

I promise you and I guarantee that hosting this festival will charge your lives and the life of our nation and our people. I urge you to support and pass SB449.

O au iho no me ka haahaa,

Kumu Hula Mapuana de Silva



HAWAI'I LODGING & TOURISM
ASSOCIATION

LATE

Testimony of
Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

House Committee on Culture, Arts, & International Affairs
Senate Bill 449, SD2
March 15, 2023

Chair Tam and members of the Committee, mahalo for the opportunity to provide testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's oldest and largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers—**is a proponent of the Festival of Pacific Arts, also known as FestPAC, and supports Senate Bill 449, SD2.**

Initially scheduled for 2020, the event was to be hosted in Hawai'i for the first time since its inception in 1972. Had the COVID-19 pandemic not occurred, the event would have brought thousands of artists to our shores from various cultures throughout Oceania cementing Hawai'i's status as a gathering place and destination that excels in displaying and celebrating the many people and cultures of the Pacific.

We look forward to FestPAC being held in Hawai'i in 2024 and support the appropriation of funds to plan and execute this important event.

Mahalo for the opportunity to provide this testimony.

SB-449-SD-2

Submitted on: 3/14/2023 4:28:57 PM

Testimony for CAI on 3/15/2023 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Monte McComber	Individual	Support	Written Testimony Only

Comments:

Aloha,

My support of financial assistance from the state continues. The festival which will take place on Oahu from June 6 to 16, 2024 is an opportunity to place a spotlight on Hawaii, its creatives, makers, artisans, practitioners, and business community. Tax payers will be treated to the cultures, music, art, food, and more of 28 Pacific countries and territories; an experience of a lifetime. The economic revenue generated from visitors and locals will be a boost for small and big businesses. The funding requested in this bill is a fraction of the costs that are required to plan and execute the festival. This bill is a request to invest in an event that will uplift Hawaii culturally and economically. With Aloha Stadium being out of use, the festival helps us pivot towards another viable state revenue stream: cultural tourism. Mahalo.