
SENATE RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM TO COLLABORATE WITH UNIVERSITIES IN THE STATE
TO CONVENE THE HAWAII CREATIVE INNOVATION GROUP.

1 WHEREAS, the State's cultural creatives, fabric and fashion
2 designers, graphic artists, musicians, songwriters, and
3 performing artists are intrinsic to the identity of the State;
4 and

5
6 WHEREAS, the fashion and music industries in the State
7 contribute to economic growth, job creation, cultural
8 preservation, and tourism development, and the State's diverse
9 ecosystem of artists, venues, recording studios, and educational
10 institutions strengthens the State's cultural identity and
11 enriches the lives of residents and visitors alike; and

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13 WHEREAS, programs, events, and organizations, including but
14 not limited to the Governor's Fashion Awards, the Creative Lab
15 Hawaii Fashion Immersive Program, Puuhonua Society's Aupuni
16 Space, and Manaola's Hale Kua business accelerator, are
17 barometers for the emerging design, fashion, and accessories
18 industries; and

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20 WHEREAS, the success stories of music programs,
21 accelerators, and projects, including but not limited to:

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23 (1) The Creative Industries Division of the Department of
24 Business, Economic Development, and Tourism's Creative
25 Lab Hawaii Music Immersive Program, which has eighty
26 feature placements in film, television, advertising,
27 and streaming;

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29 (2) The Music Entertainment Learning Experience (MELE)
30 program at Honolulu Community College; and
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1 (3) The University of Hawaii Academy of Creative Media
2 System's work on the Hawaiian language project for
3 *Moana*;
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5 are examples of the opportunities that exist in the intersection
6 between music and media for the State's artists; and
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8 WHEREAS, fashion and design education programs in the
9 University of Hawaii System, specifically at Honolulu Community
10 College, provide the training necessary to advance creative
11 entrepreneurs in these industry sectors; and
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13 WHEREAS, music education and business programs such as MELE
14 educate island residents, including high school seniors and
15 college students, on sound recording, music mixing, songwriting,
16 artist management, audio post-production for film and
17 television, and the new technologies used to record and
18 distribute music; and
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20 WHEREAS, the State's intent is to provide new product
21 development support from early-stage trials to
22 commercialization by establishing the infrastructure, network of
23 programs providing expert advice, and facilities that have
24 equipment of various scales specifically tailored to the
25 fashion and music industry sectors of the creative economy; now,
26 therefore,
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28 BE IT RESOLVED by the Senate of the Thirty-second
29 Legislature of the State of Hawaii, Regular Session of 2024,
30 that the Department of Business, Economic Development, and
31 Tourism is requested to collaborate with universities in the
32 State to convene the Hawaii Creative Innovation Group; and
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34 BE IT FURTHER RESOLVED that the Hawaii Creative Innovation
35 Group is requested to include members from the public and
36 private sectors to:
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38 (1) Identify pathways and synergies from middle and high
39 school programs to career opportunities; and
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1 (2) Identify the facilities, equipment, and workforce
2 development programs required to support the State's
3 fashion and music industries;
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5 Provided that members from the private sector are requested to
6 be invited by the Director of Business, Economic Development,
7 and Tourism; and
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9 BE IT FURTHER RESOLVED that the Hawaii Creative Innovation
10 Group is requested to identify key partners to develop a
11 strategy by which the State can grow emerging creative sectors
12 into new brands, music placement, music sectors, companies, and
13 value-added businesses in design, fashion, and technology; and
14

15 BE IT FURTHER RESOLVED that to scale-up and expand the
16 fashion, design, and music industries, the Hawaii Creative
17 Innovation Group is requested to outline investments required
18 for innovation facilities, programs, and incentives, including
19 but not limited to:
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21 (1) Access to resources and expertise through education,
22 entrepreneurship, and workforce development
23 training;
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25 (2) Infrastructure and equipment for businesses and
26 entrepreneurs in these sectors to scale up;
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28 (3) Access to funding and capital;
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30 (4) Export assistance that will be part of a network of
31 state facilities that produce products labeled "Made
32 in Hawaii" or "Produced in Hawaii" in the fashion,
33 design, and music industries; and
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35 (5) Incentives and policies in support of the State's
36 fashion, design, and music industries; and
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38 BE IT FURTHER RESOLVED that the Hawaii Creative Innovation
39 Group is requested to submit a report describing the progress
40 made and its findings and recommendations, including any
41 proposed legislation, to the Legislature no later than twenty



1 days prior to the convening of the Regular Session of 2025;
2 and

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4 BE IT FURTHER RESOLVED that a certified copy of this
5 Resolution be transmitted to the Director of Business, Economic
6 Development, and Tourism.

