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Statement of
MIKE MCCARTNEY
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON LABOR, CULTURE AND THE ARTS

Monday, March 28, 2022
03:00 PM
State Capitol, Conference Room 225

In consideration of
SCR 118 / SR 105
REQUESTING THAT THE CREATIVE RESURGENCE TASK FORCE CONTINUE TO EXAMINE AND DETERMINE MEASURES AND ESTABLISH POLICIES AND PROGRAMS TO BUILD AND FOSTER CREATIVITY AND INNOVATION THROUGH THE ARTS, CULTURE, AND HUMANITIES IN THE STATE.

Chair Taniguchi, Vice Chair Ihara and members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) supports SCR 118 / SR 105 which requests the continuation of SCR 242, SLH 2021, to convene a creative resurgence task force required to examine and determine measures, including recommendations to establish policies and programs which foster creativity and innovation through the arts, culture, and humanities in the state.

DBEDT's Creative Industries Division (CID) was founded in 2003 on the premise that collectively Hawai'i's arts, culture, performing and visual arts, literary arts, film, media, music, and design are the foundation of a strong creative economy.

The department will join sister agencies in convening of the Creative Resurgence Task Force with stakeholder leaders. DBEDT underscores the importance of focusing on this area of our economy as our creative sectors, particularly performing and visual arts, cultural arts, and music, have been adversely impacted due to the impacts of COVID-19.

Hawai'i's vibrant ecosystem of creatives representing 54,071 jobs or 6.1% of the state total civilian jobs and \$4.2 billion (GDP) as noted in the most recent DBEDT [Creative Industries Report](#)¹ and [Emerging Industries Report](#), including self-employed entrepreneurs and gig workers.

The June 2020 report by Brookings Institute, [The LOST ART: MEASURING COVID-19's DEVASTATING IMPACT ON AMERICAS CREATIVE ECONOMY](#) states "The creative economy is one of the sectors most at risk from the COVID-19 crisis. Arts, culture, and creativity are noted as one of three key sectors (along with science and technology as well as business and management) that drive regional economies."
The report further identifies the State of Hawai'i as one of the top 5 States that have job losses in this sector greater than the national average of 30.3%.

A creative economy strategic plan with input from all stakeholders is paramount to contextualizing the value of the creative economy to the state's economic recovery.

DBEDT welcomes the opportunity to convene, collaborate and provide a report with recommendations to advance policy objectives to further realize the value of these sectors in Hawai'i's economic development strategy for recovery and resiliency.

Thank you for the opportunity to testify.

¹ Source: READ Creative Industries Report



HAWAII

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CULTURE and the ARTS

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**TESTIMONY OF
THE STATE FOUNDATION ON CULTURE AND THE ARTS
TO THE SENATE COMMITTEE LABOR, CULTURE AND THE ARTS
Monday, March 28, 2022/Conf Rm 225 via Videoconference 3:00 p.m.
S.C.R. 118/S.R. 105**

Chair Taniguchi and members of the Committee, I am Jonathan Johnson, Executive Director of the State Foundation on Culture and the Arts (SFCA), and we are grateful for the opportunity to testify in **SUPPORT** of S.C.R. 118/S.R. 105

As a member of the Creative Resurgence Task Force, the SFCA supports the request to continue “to examine and determine measures and establish policies and programs to build and foster creativity and innovation through the arts, culture, and humanities in the State, as specified in Senate Concurrent Resolution No. 242, H.D. 1 (2021)”.

Hawaii’s creative arts workforce of culture and arts organizations, individual artists and cultural practitioners are an important and unique resource of the State’s economy and community. The Creative Resurgence Task Force will provide meaningful insight to the creative sector and the ways in which they can be best supported during the period of recovery, and helping to build thriving arts and culture community in Hawaii.

Thank you for the opportunity to submit testimony on this matter.