
A BILL FOR AN ACT

RELATING TO CREATIVE MEDIA.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that in 2007, emerging
2 creative media programs at the University of Hawaii academy for
3 creative media, at Waianae High School, or within a broad range
4 of multidisciplinary programs like Project EAST on the neighbor
5 islands have now achieved a specific level of achievements to
6 evaluate their performance in the context of what a globally-
7 integrated economy requires. As pointed out by New York Times
8 columnist, Thomas Friedman, in his recent op-ed commentary
9 endorsing the National Center on Education and the Economy's
10 report: "We need to radically overhaul . . . an education
11 system designed in the 1900's for people to do 'routine work'
12 and refocus it on producing people who can imagine things that
13 have never been available before, who can create ingenious
14 marketing and sales campaigns, write books, build furniture,
15 make movies and design software that will capture people's
16 imaginations and become indispensable for millions" (December
17 13, 2006, *New York Times*). Just as Waianae Searider Productions



1 have demonstrated the transformational power of multi-media
2 literacy to engage our most at-risk students, and Project EAST
3 students have distinguished themselves in national competitions
4 with their homegrown science/technology and multimedia skills,
5 Hawaii has the opportunity to establish itself as a true
6 "crossroads of the Pacific" for digital education. It is time
7 for Hawaii to take full advantage of its natural constituency
8 with the countries of the Pacific rim and the rising tide of
9 global popular culture in all its forms (including video games,
10 animation, and indigenous film) leveraging Hawaii's inherent
11 strengths.

12 Digital entertainment, in the form of computer animated
13 films and video games not only dominates the entertainment
14 business today (e.g., top box office hits like *Finding Nemo* and
15 *Happy Feet*), but it is a globally-distributed economy.
16 Technology means that companies can grow where people want to
17 live, not where they have to work. Today's biggest hits come
18 from outside Hollywood – from Emeryville (Pixar), Australia and
19 New Zealand (*Happy Feet* and *Lord of the Rings*), and upstate New
20 York (*Ice Age*). The \$25 billion video game industry is based
21 wherever the talent is; not where the legacy infrastructure is.
22 In the competition for artistic talent, Hawaii offers the



1 perfect place to raise a family and the perfect lifestyle for
2 the artists in the creative digital field.

3 Since being approved by the University of Hawaii board of
4 regents three years ago, the academy for creative media is the
5 fastest growing program at the University of Hawaii. With two
6 hundred seventy enrolled students (including forty-five majors)
7 who fill two hundred fifty-three seats in twenty-nine courses in
8 film production, screenwriting, indigenous filmmaking, computer
9 animation, critical studies, and video game design. More than
10 three hundred fifty original short films and video games have
11 been written, directed, and produced by students that reflect
12 their unique diversity and backgrounds. Over forty student
13 films were screened at film festivals from Atlanta to Shanghai,
14 including the Hawaii International Film Festival 2004-2006.
15 Students are offered internship opportunities with major motion
16 picture productions (*Superman Returns*) and television shows
17 (*LOST* and local morning news shows), and have opportunities to
18 showcase their work on local television, such as commercials for
19 Toyota/Scion of Hawaii, which were entirely produced by
20 students.

21 The school recently received a total of \$795,600 that was
22 privately raised or gifts from generous donors and supporters to



1 build, expand, and install the school's Animation RenderFarm at
2 Leeward community college. The Animation RenderFarm will
3 provide system-wide animation computing power, via the Internet,
4 to digital media programs on all of the University of Hawaii
5 campuses and Hawaii schools. Furthermore, a \$500,000 federal
6 grant was received for the school to produce an original
7 documentary on statehood, which is currently in post-production.

8 The creative media industry is a billion dollar industry
9 with the potential to create thousands of high-paying jobs in
10 Hawaii. The academy for creative media is a logical choice to
11 create, develop, and educate Hawaii's homegrown creative media
12 workforce. The school can accelerate the State's efforts to
13 become a creative media digital hub.

14 The purpose of this Act is to provide creative financial
15 incentives and appropriate funds for a permanent facility for
16 the academy for creative media to house the appropriate mix of
17 digital equipment and media, classrooms, production
18 laboratories, and related facilities, so that the school can
19 serve as Hawaii's premiere digital media enterprise that will be
20 devoted to building the creative media industry in Hawaii.

21 SECTION 2. There is appropriated out of the general
22 revenues of the State of Hawaii the sum of \$, or so

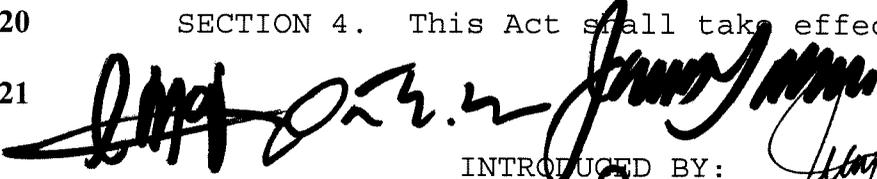
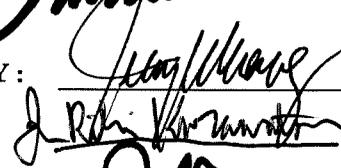
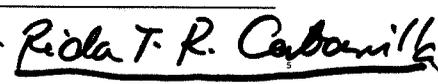


1 much thereof as may be necessary for fiscal year 2007-2008, and
 2 the same sum, or so much thereof as may be necessary for fiscal
 3 year 2008-2009, for the planning, design, and construction of a
 4 permanent facility for the academy for creative media at the
 5 University of Hawaii.

6 The sums appropriated shall be expended by the University
 7 of Hawaii for the purposes of this Act.

8 SECTION 3. In the alternative, notwithstanding any law to
 9 the contrary, including any law that may either limit or
 10 disqualify the costs associated with the planning, design, and
 11 construction of a permanent facility for the academy for
 12 creative media at the University of Hawaii from utilizing the
 13 tax credits available under Act 221, Session Laws of Hawaii
 14 2001, or any other tax credit provisions that may apply, any
 15 applicable tax credit relating to digital media, film,
 16 television, or new market development, or any combination of
 17 general funds and tax credits may be utilized for the financing
 18 of the construction and equipping of the academy for creative
 19 media at the University of Hawaii.

20 SECTION 4. This Act shall take effect on July 1, 2007.

21  INTRODUCTION BY:  
 2007-0579 HB SMA-2.doc 

Tom Brown
Manif. B. Lee
Quarles
Michael Nagay
K. H.
 Matt P.
 J. V.
Ray Sanders

JAN 24 2007



Report Title:

Academy for Creative Media; University of Hawaii; Appropriation

Description:

Creates financial incentives for and appropriates funds to the academy for creative media for plans for a permanent facility in Hawaii.

