



**STATE OF HAWAII
DEPARTMENT OF ACCOUNTING
AND GENERAL SERVICES
P.O. BOX 119
HONOLULU, HAWAII 96810-0119**

TESTIMONY
OF
RUSS K. SAITO, COMPTROLLER
DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
TO THE
HOUSE COMMITTEE
ON
HAWAIIAN AFFAIRS
ON
March 25, 2009
S.B. 1334, S.D. 2

RELATING TO HAWAIIAN MUSIC AND DANCE

Chair Carroll and members of the Committee, thank you for the opportunity to testify on S.B. 1334, S.D. 2.

The Department of Accounting and General Services (DAGS) opposes S.B. 1334, S.D. 2, because, if implemented, it will reduce the funding available for State CIP projects. DAGS understands that Act 230, SLH 2007, created the Museum of Hawaiian Music and Dance Committee which conducted a study and provided a report to the Legislature in January 2009 recommending that the State proceed with the construction of the museum.

DAGS does not take issue with the recommendation to build a museum. However, the effort between DAGS, the State Foundation on Culture and the Arts, and the community at large will cost about \$2 million, or so much thereof, as may be necessary in FY 2010 to finance the design and environmental assessment, and \$27 million, or so much thereof, as may be necessary in FY 2010. DAGS believes that the

State cannot afford to proceed with this project while other, urgent projects, including repair and maintenance projects are held because of budget constraints caused by the economic downturn.

DAGS recommends that this bill be held.

Thank you for the opportunity to comment on this matter.

**SB 1334, SD2 RELATING TO HAWAIIAN MUSIC AND DANCE.
ESTABLISHES THE MUSEUM FOR HAWAIIAN MUSIC AND DANCE.
APPROPRIATES AN UNSPECIFIED SUM FOR THE DESIGN OF AND
ENVIRONMENTAL ASSESSMENT FOR THE MUSEUM. EFFECTIVE
07/01/90.**

HOUSE COMMITTEE ON HAWAIIAN AFFAIRS

March 25, 2009

9:30 a.m.

Room: 329

Aloha Chair Carroll, Vice Chair Shimabukuro, and members of the committee.

My name is Crystal Kua and I am the Director of Communications with the Office of Hawaiian Affairs. I am also OHA's representative to The Museum of Hawaiian Music and Dance Committee.

OHA **SUPPORTS** Senate Bill 1334, SD2, which establishes the museum and appropriates an unspecified amount of funding.

OHA's support for this measure is rooted partly in the purpose of the museum as set forth in the committee report transmitted to the Legislature: "The purpose of the Museum of Hawaiian Music and Dance is to provide a center for the perpetuation and preservation of Hawaiian culture through its music and dance through education, practice and performance."

This museum's purpose coincides with OHA's mission to better the conditions of Native Hawaiians through the perpetuation of the Hawaiian culture.

Within the past two years alone, our community has lost an array of iconic figures in the world of Hawaiian music and dance: Nona Beamer, Raymond Käne, Genoa Keawe, Tony Lindsey, John Keola Lake and Kindy Sproat, to name a few.

With the passing of kūpuna and other cultural practitioners, it is important to establish a place where Hawaiian traditions through mele, oli and hula will live on and thrive. A Museum for Hawaiian Music and Dance as being

proposed in SB 1334 would be such a place. This "living" museum would be a site where the past could be celebrated, studied and preserved while the Hawaiian music, chant and dance of today could be enjoyed by keiki and kūpuna, kama'aina and malihini, Hawaiian and non-Hawaiian.

As part of the museum committee's deliberations, we have put together, what I believe to be, a solid plan for a culturally-centered, economically-viable and financially-sound attraction for both local residents and visitors.

Committee members are keenly aware of the state's current financial situation but I believe a museum like this could be viewed as a wise investment and a vehicle toward helping to shore up Hawai'i's economic base through jobs and tourists while also perpetuating Hawaiian cultural traditions.

On behalf of OHA, we ask the committee to respond favorably to SB 1334, SD2. Mahalo for your time and consideration.



Testimony to the House Committee on Hawaiian Affairs
Wednesday, March 25, 2009
Conference Room 329, 9:30 a.m.

LATE TESTIMONY

RE: SB 1334 SD2-Relating To Hawaiian Music and Dance

Dear Chair Carroll, Vice Chair Shimabukuro and members of the committee:

The Chamber of Commerce of Hawaii ("Chamber") supports SB 1334 SD2- Relating to Hawaiian Music and Dance.

This would be an important step in developing Hawaii's many cultural and historical assets as economic development projects, because in the case of the museum there would not only be interest by residents but by visitors bringing benefits to our tourism industry. For example, it has been reported that there are more hula halaus in Japan than there are in Hawaii and over 600,000 Japanese own ukuleles. Bradda Iz's medley song Over the Rainbow was reported to be the most downloaded song over the Internet last year and was a song in two Hollywood movies. Finally, Hawaiian music is now a category in the Grammy's proving the popularity of Hawaiian music. A museum would be a center and a collection for all of this stimulating the growth of this industry.

We believe this measure is well-deserved and a positive move in highlighting some of Hawaii's best. For these reasons, The Chamber of Commerce of Hawaii respectfully requests that the Committee approves SB 1334 SD2. Thank you for the opportunity to provide testimony.

Testimony in support of SB 1334 - RELATING TO HAWAIIAN MUSIC AND DANCE.

Date of Hearing: March 25, 2009

Committee Hawaiian Affairs

Representative Mele Carroll, Chair
Representative Maile Shimabukuro, Vice Chair

LATE TESTIMONY

Aloha,

As a member of the Museum of Hawaiian Music and Dance Committee, the President of Tropical Music, and a member of the Board of Governors of the Hawai'i Academy of Recording Arts I have great interest in the proposed legislation.

The music and dance of Hawai'i is unique in the world and is one of the things, with language, that defines our culture. There are many hula hālau and several organizations supporting music in Hawai'i but a single institution similar to the Rock and Roll Hall of Fame, the Country Music Hall of Fame, the new Grammy Museum in Los Angeles, would do much to celebrate and promote our music and dance.

In our Committee discussions the value of promoting and perpetuating these cultural forms was foremost. We noted that many kūpuna including Genoa Keawe, Nona Beamer, Ray Kāne and John Lake have passed on recently heightening the need to perpetuate our cultural forms.

We also realized the value and impact it would have on tourism, noting that authentic presentations of music and dance were often missing from hotels and other areas where visitors stay. In these challenging economic times the importance of an enhanced and refreshed visitor experience cannot be overstated: there are competing visitor destinations but none has our unique culture and we can showcase it to our advantage. The Committee envisioned a museum that is interactive, whose displays revolve and change, one that hosts live performances, conducts classes all designed to promote the music and dance with the visitor as well as kama'āina. The educational component would complement the entertainment aspect.

Having an institution celebrating music will do much for record companies and recording artists alike. Not only will our citizens and visitors learn about and appreciate Hawaiian music from the early chants through its many forms today, but the

museum will also afford opportunities for artists to sell their CDs and earn income through concerts, workshops and lectures.

Also the recording industry is changing with digital sales poised to overtake physical sales of CDs and DVDs. This impacts the brick and mortar stores and we have seen the demise of record outlets big and small in Hawai'i. Even while the record industry seems to contract, the future of Hawaiian music will be in live music and in digital media. The proposed museum will provide a space for more live music. And with a website and links on social networks the museum can bring Hawaiian music (and also hula) to a greater audience through streams of concerts, workshops and other events held at the museum.

Hawaiian music has always had a presence from the early 20th century when Hawaiian artists performed on the mainland, and Tin Pan Alley churned out Hawaiian themed songs. But recent developments including the Grammy Award for Best Hawaiian Album, the proliferation of hula hālau throughout the world particularly in Japan, have poised music and dance to grow further and farther. A singular institution will lead the way.

The Hawai'i Academy of Recording Arts supports the recording industry and working with other organizations particularly the Hawaiian Music Hall of Fame its programs, exhibits, concerts and workshops could be held at the museum creating a dynamic center to stimulate economic activity.

In these challenging economic times some may argue that the museum is a "nice to have" but not essential. I argue that during these challenging times we look to what opportunities will sustain and grow our economy. A museum will preserve and promote Hawai'i's culture, afford its citizens economic opportunities, become a visitor destination itself to drive our tourism industry, and be a good investment in our future. I urge the Committees to support this measure for the long-term health of our economy.

Thank you for the opportunity to voice my support of this measure.

Lea A. Uehara

HOUSE COMMITTEE ON HAWAIIAN AFFAIRS
Representative Mele Carroll, Chair
Representative Maile S. L. Shimabukuro, Vice Chair

SENATE BILL 1334, SD2
RELATING TO HAWAIIAN MUSIC AND DANCE
Wednesday, March 25, 2009
House Conference Room 329
9:30 AM

LATE TESTIMONY

Aloha Chair Carroll, Vice Chair Shimabukuro and Committee Members:

I am a member of the Kaka 'ako Makai Community Planning Advisory Council (CPAC) presently affiliated with the Hawaii Community Development Authority in accordance with HCR 30, 2006. I support the intent of Senate Bill 1334. This individual testimony is presented as an informational update on the CPAC's adoption of the Vision and Guiding Principles for any future plans for the development of Kaka'ako Makai.

Senate Bill 1334 is consistent with the Vision and Guiding Principles for Kaka'ako Makai. The leading Guiding Principles stress that Kaka'ako Makai will be a community cultural gathering place, with emphasis on the Hawaiian culture and perpetuation of the values of the ahupua 'a. Among these cultural values, and an important public value reflected in local planning policy documents, is the significance of Kaka'ako Makai's panoramic mauka and makai open view planes from the mountains to the sea. The Guiding Principles also call for preservation and protection of coastal and marine resources, and an expanded park open space that will be essential for the growing island population.

Coupled with these priorities is the consensus concept of significant cultural facilities that contribute to the quality of life and cultural enrichment of residents and visitors alike. These would be facilities that blend compatibly with the shoreline open space, perhaps with both indoor and outdoor venues that encourage the teaching, practicing and presentation of hula and chants expressing the culture and legends of Hawai'i, and museums that communicate Hawai'i's cultural history. A Museum of Hawaiian Music and Dance would be an important part of this comprehensive plan for Kaka'ako Makai.

Further, §206E-34(d)(5), relating to the plan for Kaka'ako Makai, provides for contemplation of "museums or other educational facilities focusing on the history and cultures of the various ethnic groups within Hawaii, including Hawaiian history." Regardless of the statute in which this may be placed or the agency overseeing it, a Museum of Hawaiian Music and Dance would clearly be compatible with the needs, wishes and desires of the larger community in the greater public interest.

Respectfully,

Michelle S. Matson

Michelle S, Matson

Rep. Maile Shimabukuro

From: LMDNM@aol.com
Sent: Tuesday, March 24, 2009 4:58 PM
To: HAWtestimony
Cc: Schmidtkes@aol.com; Aaronmahi@aol.com; Caztwin@aol.com; crystalk@oha.org; estelle.enoki@hawaii.gov; mmattson@hawaii.rr.com; hmattson@hawaii.rr.com; James@pitluck.com; kkahoano@pelatron.com; manderson@hawaiitourismauthority.org; nanea@bishopmuseum.org; naonek@inpeace-hawaii.org; nwong@nettricity.net; rafong@ksbe.edu; shirani.dole@hawaii.gov; tropicalmusic@hawaii.rr.com; admin@hmfhof.org; kumukahi@hawaii.rr.com; raeannegreg00@yahoo.com; bobbiesmith@optusnet.com.au; oswalds@oha.org; lidiya.peralta@actuslendlease.com; kamakane73@yahoo.com; takuyao@hawaiianwaters.com; sherrym@cochawaii.org; boblindsey808@hawaii.rr.com; wendy.truer@actuslendlease.com; rperrier@hgea.org; mladena.yankova@actuslendlease.com; nadine.utz@gmail.com; michellew84@gmail.com; kahu_mai@juno.com
Subject: SB1334 SD2 Relating To Hawaiian Music & Dance - Support

DATE: Wednesday, March 25, 2009
TIME: 9:30 a.m.
PLACE: Conference Room 329 State Capital

LATE TESTIMONY

COMMITTEE ON HAWAIIAN AFFAIRS

Rep. Mele Carroll, Chair
Rep. Maile S.L. Shimabukuro, Vice Chair
Rep. Della Au Belatti Rep. Scott Y. Nishimoto
Rep. Joe Bertram, III Rep. Ryan I. Yamane
Rep. Tom Brower Rep. Gene Ward
Rep. John M. Mizuno

Aloha Chair Carroll and Committee Members:

The following is testimony on the economic benefits of SB1334, SD2 Relating to Hawaiian Music and Dance and why I support its passage and respectfully request your support for this important project.

Mahalo nui loa
Lucien Wong

Given our local economy there are two questions regarding this Museum:

1. Do we need a museum of Hawaiian music and dance?

Short answer: Yes, it is an economic development project utilizing truly unique cultural and historical assets which will result in short term and ongoing job creation by contributing to the growth of our primary industry tourism and promoting the growth of many small local businesses involved in these cultural arts.

It is clear that Hawaii is facing some very difficult economic times with our primary economic engine tourism showing declines month after month for

more than a year and continuing to do so. We know there is a global recession but now more than ever before is the time we should be examining what reasons we give visitors to come to our beautiful islands besides sun, sea, sand and shopping. Some have argued persuasively that the decline has been ongoing (note: Japanese visitors) for almost a decade except for 9-11 which caused visitors who wanted an overseas experience to fear going to foreign destinations opting instead to come here. Does it make sense to continue to rely only on this fear factor and our sun, sea, sand and shopping? What else has been done to improve "our product"? Is building more shops, more resorts, more golf courses etc, in other words, more of the same a successful strategy?

Tourism is a competitive business and any destination that does not constantly reexamine it's "product" is almost certain to decline. So what then can Hawaii do to improve its product in a way that is sensitive to our host culture and our quality of life? What is it that makes Hawaii unique and special surely not sun, sea and sand or more shopping that can be found elsewhere and in many cases for a lot less. The answer lies in our truly unique rich history and culture which can give Hawaii a definite competitive edge simply because no other competitors can offer the same. Hawaiian music and dance which has grown in popularity over the years is an expression of that culture with a long history. Hawaiian music is now included in the Annual Grammy Awards receiving national and international recognition. Braddah Iz's medley song "Over the Rainbow/What A Wonderful World" was the number one downloaded song over the Internet, and that same song was featured on the immensely popular television show "American Idol". In addition that song was the theme in two Hollywood movies and was featured on both Dick Clark's Rockin New Years Eve and in the Philadelphia fireworks display shortly after midnight on January 1, 2009. It was reported recently that there are more hula halau in Japan than there are in Hawaii and there are halau in countries all over the world. The success of the Merry Monarch is an example of the interest in hula and if you Google hula halau there are over 3 1,000 sites. Other local artist who gained fame beyond Hawaii include Don Ho, Kui Lee, Al Lopaka, Keali'i Reichel, Keola Beamer, Jake Shimabokura and the list goes on and on and back in time. Hawaii has even given the world the ukulele and slack key guitar both immensely popular outside of Hawaii.

A museum of Hawaiian music and dance would bring a focal point, a home, a catalyst to these cultural arts in such a way that it will give more exposure to and promote our local talented artists, and at the same time tell the history and help sustain and grow them. Hawaii's best economic development assets are it's culture and history as they are unique, meaning, they cannot be duplicated anywhere else in the world. We are also truly blessed as this music and dance is popular everywhere and growing in popularity. A museum dedicated to these cultural arts will long be enjoyed by visitors and residents alike. The City of Cleveland built the Rock and Roll of Fame And Museum as an economic development project, and where would Nashville be without Country Music and New Orleans without Dixieland Jazz?

2. Do we need to build this museum now?

2. Short Answer: Yes, our economy, because of the continuing decline in tourism, needs local economic stimuli, and most of what has been proposed are large infrastructure projects which will provide construction jobs, but what happens when these projects are completed? The museum will provide construction jobs and once completed long term jobs, in fact, it will help grow those businesses engaged in Hawaiian music and dance and enhance our tourism industry that has been relying mostly on sun, sea, sand and shopping.

Our tourism industry has shown continuing declines as a result of a global recession severely impacting our major visitor markets. Hawaii Tourism Authority's efforts to reverse this trend, especially the Japanese market, have been largely unsuccessful. The hope is that once the recession has ended, when is uncertain, visitors will return, while that could possibly happen it is also likely that the price of travel to Hawaii primarily because of oil, will increase substantially. The solution, therefore, is to improve our "visitor product" by giving visitors a reason to come here besides sun, sea, sand and shopping, all of which can be found elsewhere and often at less cost. The museum will be one of those reasons as already explained in the answer above. While funds are being requested for infrastructure projects, funds should also be authorized for the museum for the reasons given earlier. Perhaps it might be easier to understand if the museum is considered "tourism infrastructure" because of the role it will play in enhancing the tourism product. As has already been pointed out, in terms of permanent jobs it is a far better economic development project than any infrastructure project. Permanent jobs will be created not just because of the operations of the museum, but also because it will promote and support the many small local businesses engaged in Hawaiian music and dance, e.g., musicians, dancers, kumu hula, record companies, recording studios etc etc.

Many of those who were surveyed in this report even asked why it has taken so long to build a museum of Hawaiian music and dance. This is an excellent question!

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