

LINDA LINGLE
GOVERNOR



RUSS K. SAITO
Comptroller

BARBARA A. ANNIS
Deputy Comptroller

**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
TOURISM, CULTURE, & INTERNATIONAL AFFAIRS
ON
March 16, 2009

S.B. 1334, S.D. 2

RELATING TO HAWAIIAN MUSIC AND DANCE

Chair Manahan 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

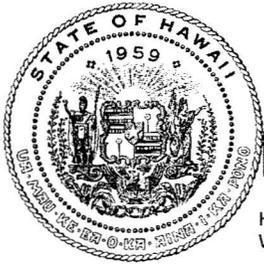
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State cannot afford to proceed with this project while other, urgent projects, including repair and maintenance projects are held because of budget constraints caused by the economic downturn.

DAGS recommends that this bill be held.

Thank you for the opportunity to comment on this matter.

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LINDA LINGLE
Governor

LLOYD I. UNEBASAMI
Interim President and
Chief Executive Officer

Hawai'i Tourism Authority

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Website: www.hawaiitourismauthority.org

Telephone: (808) 973-2255
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Testimony of
Lloyd I. Unebasami
Interim President and Chief Executive Officer
Hawai'i Tourism Authority

on
S.B. 1334, S.D. 2
Relating to Hawaiian Music and Dance

House Committee on Tourism, Culture, & International Affairs
Monday, March 16, 2009
8:30 a.m.
Conference Room 312

The Hawai'i Tourism Authority (HTA) supports S.B. 1334, S.D. 2, which establishes the Museum of Hawaiian Music and Dance, outlines the various steps that must be taken in order to make the Museum a reality, and provides funding for the design and environmental assessment of the museum facilities.

The HTA provides the following comments:

- Act 230, SLH 2007 was signed into law by the Governor on June 13, 2007, establishing the Museum of Hawaiian Music and Dance Committee to determine the appropriate type of institution that should be established, its location, possible financing mechanisms and the completion of an initial business plan. This measure also appropriated funds to HTA to assist the Committee and identified HTA as a member of the Committee.
- Act 48, SLH 2008 was signed into law by the Governor on April 30, 2008 to allow the Committee's extension through June 30, 2009 and to request a final report to the Legislature on the Committee's findings and recommendations. The report submitted in January 2009 recommended the state to proceed with the construction of the museum, identified a preferred site and addressed related considerations.
- The HTA supports the establishment of a Museum of Hawaiian Music and Dance as it will enable the work on this project to continue as well as support the goals of two initiatives in the 2005-2015 Hawai'i Tourism Strategic Plan:
 - Hawaiian Culture and Community: *Honor and perpetuate the Hawaiian culture and community.*
 - Tourism Product Development: *Provide a diverse and quality tourism product unique to Hawai'i that enhances the Hawai'i visitor experience and enriches residents' quality of life.*

Thank you for the opportunity to offer these comments.

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LINDA LINGLE
GOVERNOR



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STATE PROCUREMENT OFFICE**

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Honolulu, Hawaii 96810-0119
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TESTIMONY
OF
AARON S. FUJIOKA
ADMINISTRATOR
STATE PROCUREMENT OFFICE

TO THE
HOUSE COMMITTEE
ON
TOURISM, CULTURE, & INTERNATIONAL AFFAIRS

March 16, 2009

8:30 AM

SB 1334, SD2

RELATING TO HAWAIIAN MUSIC AND DANCE.

Chair Manahan, Vice-Chair Tokioka and committee members, thank you for the opportunity to testify on SB 1334, SD2.

The State Procurement Office recommends amending page 3, line 3, as the Hawaii Public Procurement Code HRS Chapter 103D, is not applicable to non-governmental bodies:

- (2) Enter into such contracts and leases as necessary for the location of the museum for Hawaiian music and dance; ~~without regard to chapter 103D;~~

Thank you.

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TESTIMONY OF
RONALD K. YAMAKAWA

HOUSE COMMITTEE ON TOURISM, CULTURE
AND INTERNATIONAL AFFAIRS

ON
March 16, 2009

S. B. 1334, SD 2

RELATING TO HAWAIIAN MUSIC AND DANCE

Chair Manahan and members of the committee, I am Ronald Yamakawa, chairperson of the Museum of Hawaiian Music and Dance Committee appointed by the Legislature to conduct the feasibility study for the museum. Thank you for the opportunity to testify before you on S. B. 1334, SD 2, which the committee supports.

The Museum of Hawaiian Music and Dance Committee provided recommendations to the Legislature on the feasibility of establishing and maintaining a Museum of Hawaiian Music and Dance in January 2009, after an exhaustive and enriching year of research, dialog and discussion. The report recommended the state to proceed with the construction of the museum, identified a preferred site in Kakaako, and addressed related considerations.

As we are experiencing tough economic times, I defer to the testimony of the Department of Accounting and General Services regarding making an appropriation for this project. This is a worthy investment into the proud and noble history of Hawaii's music and dance.

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Building a museum to celebrate the culture of Hawaii would manifest a timeless tribute to art forms that are a part of us all and more importantly, an integral part of Hawaii's future.

Thank you for the opportunity to testify on this matter.

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

Date of Hearing: March 16, 2009

Committee on Tourism, Culture, International Affairs

Rep. Joey Manahan, Chair

Rep. James Kunane Tokioka, Vice Chair

Rep. Lyla B. Berg, Rep. Isaac W. Choy, Rep. Cindy Evans, Rep. Angus L.K. McKelvey, Rep. Clift Tsuji, Rep. Glenn Wakai, Rep. Jessica Wooley, and Rep. Barbara Marumoto

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.

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Having an institution celebrating music will do much for Hawai'i's 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 would 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
Tropical Music, Inc.

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Amy Luke

From: ~~CC: Amy Luke~~
Sent: Sunday, March 15, 2009 11:23 AM
To: TCItestimony
Subject: SB1334, SD2 Relating to: Hawaiian Music & Dance - Testimony in Support

COMMITTEE ON TOURISM, CULTURE, & INTERNATIONAL AFFAIRS

Rep. Joey Manahan, Chair

Rep. James Kunane Tokioka, Vice Chair

Rep. Lyla B. Berg

Rep. Clift Tsuji

Rep. Isaac W. Choy

Rep. Glenn Wakai

Rep. Cindy Evans

Rep. Jessica Wooley

Rep. Angus L.K. McKelvey

Rep. Barbara C. Marumoto

SB1334, SD2 Relating to: Hawaiian Music & Dance - Testimony in Support

Aloha All!! Just a short note to support SB1334, SD2. This "Living/Breathing/Happening Museum" is exactly what we need to reinvigorate our tourism industry and strengthen our economy while offering our visitors an authentic view into a wonderful culture of music and dance. It will be beneficial to our islands in so many ways. Preserving and sharing our island culture, and also providing a venue and performance space to all the people who love and share these unique and lovely arts! Please support this important effort.

John and Mary Schmidtke

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Amy Luke

From: Bobbie Trenchard-Smith (~~(b) (6), (b) (7)(C), (b) (7)(D)~~)
Sent: Saturday, March 14, 2009 11:45 AM
To: TCtestimony
Subject: SB1334, SD2 Relating to: Hawaiian Music & Dance - Testimony in Support

DATE: Monday, March 16, 2009
TIME: 8:30 AM
PLACE: Conference Room 312
State Capitol
415 South Beretania Street

COMMITTEE ON TOURISM, CULTURE, & INTERNATIONAL AFFAIRS

Rep. Joey Manahan, Chair

Rep. James Kunane Tokioka, Vice Chair

Rep. Lyla B. Berg Rep. Clift Tsuji

Rep. Isaac W. Choy Rep. Glenn Wakai

Rep. Cindy Evans Rep. Jessica Wooley

Rep. Angus L.K. McKelvey Rep. Barbara C. Marumoto

Dear Chair Manahan 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.

Roberta Trenchard-Smith
Gold Coast, Australia

1. Is a museum of Hawaiian music and dance needed?

Yes. It is an economic development project utilizing and recognizing the truly unique cultural and historical assets of Hawaii which will result in short term and ongoing job creation.

2. Does the museum need to be built now?

Yes. In these difficult economic times, the museum will provide construction jobs and once completed long term jobs. It will help grow those businesses engaged in Hawaiian music and dance and provide enhancement to the tourism industry as a unique experience found only in Hawaii.

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Amy Luke

From: ~~TCItestimony~~
Sent: Saturday, March 14, 2009 10:43 AM
To: TCItestimony
Subject: SB1334, SD2 Relating to: Hawaiian Music & Dance - Testimony in Support

DATE: Monday, March 16, 2009
TIME: 8:30 AM
PLACE: Conference Room 312
State Capitol
415 South Beretania Street

COMMITTEE ON TOURISM, CULTURE, & INTERNATIONAL AFFAIRS

Rep. Joey Manahan, Chair

Rep. James Kunane Tokioka, Vice Chair

Rep. Lyla B. Berg

Rep. Clift Tsuji

Rep. Isaac W. Choy

Rep. Glenn Wakai

Rep. Cindy Evans

Rep. Jessica Wooley

Rep. Angus L.K. McKelvey

Rep. Barbara C. Marumoto

Aloha Chair Manahan 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.

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 then there are in Hawaii and there are halau in countries all over the world. The success of the Merry Monarch is an example o f 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 a nd 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 stimulii, 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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