

JAN 18 2013

S.B. NO. 231

A BILL FOR AN ACT

RELATING TO NATIVE HAWAIIAN CULTURE.

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

1 SECTION 1. The legislature finds that a successful,
2 sustainable tourism industry in Hawaii honors Hawaii's host
3 culture, its people and their history; protects its unique
4 natural environment; and engages local communities. People from
5 all over the world representing many different cultures have
6 made Hawaii their home and have helped to make Hawaii a top
7 visitor destination. However, native Hawaiians and the native
8 Hawaiian culture are what continue to make Hawaii unique and
9 different from other destinations around the world.

10 In 1997, the Native Hawaiian Hospitality Association
11 (NaHHA) was founded by George S. Kanahele, Kenneth Brown, and
12 other native Hawaiian professionals to address concerns about
13 how native Hawaiians and Hawaiian culture were perceived and
14 represented in tourism. Since that time, NaHHA, a United States
15 Internal Revenue Code section 501(c)(3) private nonprofit, has
16 advocated for the development and advancement of native
17 Hawaiians in tourism as an investment in Hawaii's future leaders



1 and in the perpetuation of authentic culture in the tourism
2 industry.

3 NaHHA promotes Hawaiian culture in the tourism industry
4 through consulting and educating, developing and implementing
5 effective communication tools, conducting research, and
6 providing project support and coordination. In doing so, NaHHA
7 has formed alliances with various Hawaiian organizations and
8 nonprofits, artists and cultural practitioners, and with tourism
9 associations, hotels, and private businesses. These alliances
10 have gained NaHHA recognition as the lead private sector
11 organization for the Hawaii tourism authority's Hawaiian culture
12 objectives of the Hawai'i Tourism Strategic Plan: 2005-2015.

13 In keeping with this mission, NaHHA completed a two-year
14 train-the-trainer program for twenty-one Hawaiians to provide
15 cultural training and consultation. NaHHA's "Ola Hawai'i,
16 Hawai'i Lives" graduates now offer cultural education for
17 managers and employees and consultation in cultural competency
18 in the workplace.

19 As these and other initiatives move forward, the need for
20 comprehensive information regarding Hawaii's extensive Hawaiian
21 cultural resources has become more and more critical. While
22 numerous Hawaiian and other organizations and agencies compile



1 and maintain cultural resource information, there is no central
2 database of this valuable information.

3 The purpose of this Act is to strengthen the knowledge base
4 of Hawaiian cultural resources and the relationship between the
5 State, the visitor industry, and the native Hawaiian community.

6 SECTION 2. (a) The Hawaii tourism authority shall
7 contract with a United States Internal Revenue Code section
8 501(c)(3) private nonprofit engaged in promoting Hawaiian
9 culture, for the development and maintenance of a comprehensive
10 Hawaiian cultural resources inventory database. The database
11 shall be online and accessible to the public through the Internet
12 and may include:

13 (1) Information relating to Hawaiian cultural resources,
14 including publicly available information and cultural
15 programs and activities from private entities or
16 organizations;

17 (2) Programs and activities with particular relevance to
18 the visitor industry;

19 (3) Activities promoted by local organizations and
20 community groups to organize native Hawaiians and
21 disseminate information about Hawaiian culture; and



(4) Other relevant information, as appropriate, to strengthen the knowledge base of Hawaiian cultural resources statewide.

(b) The comprehensive Hawaiian cultural resources inventory database shall be developed in consultation with the office of the governor; office of Hawaiian affairs; state foundation on culture and the arts; University of Hawai'i school of travel industry management and Hawaiian studies programs; Hawaii Hotel and Lodging Association; Activities and Attractions Association of Hawaii; Hawaii Ecotourism Association; business organizations; residents; visitors; and other appropriate public agencies and private organizations.

(c) The Hawaii tourism authority shall include information on the comprehensive Hawaiian cultural resources inventory database as part of its annual report to the governor and the legislature, pursuant to section 201B-16, Hawaii Revised Statutes.

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2013-2014 and the same sum or so much thereof as may be necessary for fiscal



1 year 2014-2015 for the development and maintenance of a
2 comprehensive Hawaiian cultural resources inventory database.

3 The sums appropriated shall be expended by the Hawaii
4 tourism authority for the purposes of this Act; provided that
5 the Hawaii tourism authority shall contract with a United States
6 Internal Revenue Code section 501(c)(3) private nonprofit
7 engaged in promoting Hawaiian culture, to develop and maintain a
8 comprehensive Hawaiian cultural resources inventory database;
9 provided further that no funds shall be made available unless
10 matched dollar-for-dollar by the office of Hawaiian affairs.

11 SECTION 4. This Act shall take effect on July 1, 2013.

12 INTRODUCED BY: _____

Michelle K. K. K.
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S.B. NO. 23/

Report Title:

Native Hawaiian Culture Resources Inventory Database; Hawaii
Tourism Authority; Appropriation

Description:

Requires the Hawaii tourism authority to contract with a section 501(c)(3) private nonprofit, engaged in promoting Hawaiian culture, to develop and maintain a comprehensive Hawaiian cultural resources inventory database; appropriates funds; requires dollar-for-dollar match by the office of Hawaiian affairs.

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