



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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January 16, 2018

The Honorable Ronald D. Kouchi,  
President and Members  
of the Senate  
Twenty-Ninth State Legislature  
State Capitol, Room 409  
Honolulu, Hawaii 96813

The Honorable Scott K. Saiki,  
Speaker and Members of the  
House of Representatives  
Twenty-Ninth State Legislature  
State Capitol, Room 431  
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Saiki, and Members of the Legislature:

For your information and consideration, I am transmitting a copy of the Department of Business, Economic Development & Tourism's report to the Hawaii State Legislature on the 13<sup>th</sup> Festival of Pacific Arts pursuant to Act 104, SLH 2017, SB545, SD2, HD1, CD1. In accordance with Section 93-16, Hawaii Revised Statutes, I am also informing you that the report may be viewed electronically at:  
<http://dbedt.hawaii.gov/overview/annual-reports-reports-to-the-legislature/>.

Sincerely,

  
Luis P. Salaveria

Enclosure

c: Legislative Reference Bureau

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**REPORT FROM THE TEMPORARY COMMISSION ON THE 13<sup>TH</sup> FESTIVAL  
OF PACIFIC ARTS PURSUANT TO ACT 104, SLH 2017  
SB545, SD2, HD1, CD1.**

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A Report to the Hawaii State  
Legislature

Submitted by

**The Department of Business,  
Economic Development & Tourism**

**January 2018**

Act 204, SLH 2017, created a temporary commission to oversee the planning of the 13<sup>th</sup> Festival of Pacific Arts (FESTPAC) which will take place in Hawaii in June 11-27, 2020. The legislation also appropriated funds for the Commission to plan for the Festival. The Commission is housed in and the appropriation to be expended by the Department of Business, Economic Development and Tourism (DBEDT).

The FESTPAC Commission is composed of the following members:

Governor's designee (TBD)  
Senator J. Kalani English (Senate President's designee)  
Representative Lynn DeCoite (House Speaker's designee)  
Dennis Ling (DBEDT Director's designee)  
Kalani Ka'ana'ana (HTA President & CEO's designee)  
Mehana Hind (OHA CEO's designee)  
Misty Kela'i (C&C of Honolulu Mayor's designee)  
Mapuana de Silva (Community Member, Governor-appointed)  
Snowbird Bento (Community Member, Governor-appointed)

The Commission convened its first meeting on January 4, 2018 and elected Senator English as chairperson.

In November 2017, DBEDT issued a Request for Proposal (RFP) for a coordinator for the FESTPAC. The PA'I Foundation was the only offeror, and their proposal was responsive to the RFP, so the Evaluation Committee recommended the PA'I Foundation be awarded a contract in the amount of \$450,000. The contract will be effective February 1, 2018 to January 31, 2021.

PA'I Foundation Executive Director Vicky Holt Takamine attended the Commission meeting on January 4<sup>th</sup> and distributed a list of participating nations (Attachment A), a tentative schedule of activities (Attachment B) and a draft budget (Attachment C). These documents were presented as information only at this time, so no action was taken by the Commission.

It should be noted that the total estimated budget to plan, coordinate, produce, manage and promote FESTPAC is over \$24 million. The FESTPAC Coordinator plans to seek additional public (federal, state and county) and private sources of funding.

The next FESTPAC Commission meeting is scheduled for March 7, 2018.

**Festival of Pacific Arts and Culture 2020**

Participating Nations:

1. American Samoa
2. Aotearoa
3. Australia
4. Federated States of Micronesia
5. Fiji Islands (2024 Hosts)
6. Guam (2016 Hosts)
7. Hawai‘i
8. Kiribati
9. Marshall Islands
10. Nauru
11. New Caledonia
12. Niue
13. Norfolk Island
14. Northern Mariana Islands
15. Palau
16. Papua New Guinea
17. Pitcairn Islands
18. Rapa Nui
19. Rarotonga
20. Samoa
21. Solomon Islands
22. Tahiti
23. Tokelau
24. Tonga
25. Tuvalu
26. Vanuatu
27. Wallis and Futuna
28. The indigenous peoples of Taiwan are also invited to participate in the festival.

FESTPAC 2020  
TENTATIVE SCHEDULE OF EVENTS  
June 8-27, 2020

June 8-10	ARRIVAL OF DELEGATES Housing at EWC & UH Dorms Heads of State & Heads of Delegations at Various Waikiki Hotels
June 9-10	Lei Making at the FESTPAC Cultural Village
Thursday, June 11	Lei Draping Ceremony at the King Kamehameha Statue Opening Ceremonies at 'Iolani Palace
Friday, June 12	Canoe Arrivals & 'Awa Ceremonies (Place TBD, PVS) Grand Opening of FESTPAC Village (Place TBD)
June 12-26	Daily Film, Forums, Culinary Demonstrations, Theatre, Music & Dance, Cultural Demonstrations, Performances, Presentations & Gallery Exhibits will be Scheduled for appropriate facilities including: <ul style="list-style-type: none"><li>• Neighbor Islands Pending Sufficient Funding for hosting and travel</li><li>• Arts at Marks</li><li>• Bishop Museum (TBD)</li><li>• East West Center</li><li>• FESTPAC Cultural Village</li><li>• Hawai'i Convention Center (TBD)</li><li>• Hawai'i Theatre (TBD)</li><li>• Hawai'i Theatre for Youth (TBD)</li><li>• Honolulu Community College (TBD)</li><li>• Honolulu Museum of Art (Daily)</li><li>• 'Iolani Palace (TBD)</li><li>• Kapi'olani Community College (TBD)</li><li>• Kapi'olani Park Bandstand (Daytime Performances)</li><li>• Kumu Kahua</li><li>• NBC Concert Hall (TBD)</li><li>• Thomas Square (Weekends)</li><li>• UH Kennedy Theatre (TBD)</li><li>• UH Mānoa</li><li>• UH Orvis Auditorium (TBD)</li><li>• Wa'a Village</li><li>• Waikiki Shell (Evening Performances)</li><li>• Waimea Valley</li><li>• West O'ahu College (TBD)</li><li>• Windward Community College (TBD)</li></ul>
Saturday, June 13	Kamehameha Day Parade/Festival Parade
Sunday, June 14	Ecumenical Services, Stan Sheriff Center

Delegates hosted lunch by community partners  
Annual Flag Day Celebration at Ala Moana Park  
Friday, June 19 Kualoa Ranch – Pacific Island Games Competition  
Saturday, June 20 Waikiki Beach – Surf Contest  
Waimanalo Beach Park – Canoe Regatta & Slack Key Festival  
Sunday, June 21 Ecumenical Services, Stan Sheriff Center

Special Events

- Wearable Art Shows – Hawai‘I Convention Center
- Choral Festival – Kawaiaha‘o Church

## FESTPAC-Hawai'i 2020 Budget DRAFT

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>3-Yr Total</u>	
<b><u>Planning and Design</u></b>					
<b>Salaries</b>					
Festival Coordinator	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Finance Director	\$ 25,000	\$ 40,000	\$ 40,000	\$ 105,000	
Director of Administration and Development	\$ 10,000	\$ 25,000	\$ 50,000	\$ 85,000	
Grant Writer	\$ 15,000	\$ 25,000	\$ 10,000	\$ 50,000	
Administrative Assistant	\$ 10,000	\$ 20,000	\$ 20,000	\$ 50,000	
<b>Travel</b>				\$ -	
South Pacific Community (SPC) Council Meeting in Fiji	\$ 10,000	\$ -	\$ -	\$ 10,000	
<b>Total Planning &amp; Design</b>	<b>\$ 120,000</b>	<b>\$ 160,000</b>	<b>\$ 170,000</b>	<b>\$ 450,000</b>	
<b><u>Artistic</u></b>					
<b>Ceremonies and Protocol</b>					
Opening Ceremony			\$ 150,000	\$ 150,000	Iolani Palace
Arrival of the Wa'a Ceremony			\$ 150,000	\$ 150,000	Magic Island
Closing Ceremony / Flag Handover Ceremony			\$ 150,000	\$ 150,000	Festival Village or Waikiki Shell
Heads of State Welcome			\$ 75,000	\$ 75,000	Washington Place
VIP Gifts and Protocols			\$ 30,000	\$ 30,000	
<b>Programming and Production</b>					
Artistic Planning meetings	\$ 5,000	\$ 5,000		\$ 10,000	
Artistic personnel	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
Artistic contractors		\$ 50,000	\$ 200,000	\$ 250,000	
Community engagement	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
Education programs	\$ 50,000	\$ 100,000	\$ 100,000	\$ 250,000	
<b>Total Artistic</b>	<b>\$ 155,000</b>	<b>\$ 355,000</b>	<b>\$ 1,055,000</b>	<b>\$ 1,565,000</b>	
<b><u>Administration</u></b>					
Salaries - Section Directors and staff	\$ 300,000	\$ 400,000	\$ 400,000	\$ 1,100,000	
Office rental	\$ 250,000	\$ 250,000	\$ 187,500	\$ 687,500	
Furniture, telephone, utilities	\$ 30,000	\$ 30,000	\$ 22,500	\$ 82,500	
Office equipment, computers, software, copiers, printers	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Language services		\$ 70,000	\$ 140,000	\$ 210,000	
Events and meetings	\$ 12,000	\$ 24,000	\$ 48,000	\$ 84,000	
Travel - Festival observation	n/a	n/a	n/a		See Pre-Planning
<b>Communications</b>					
IT and Telecommunications: Infrastructure, Landline, Wireless, Radio Frequency, Public address systems, TV and cable, Internet	\$ 10,000	\$ 50,000	\$ 200,000	\$ 260,000	
<b>Legal</b>					
Legal services	\$ 10,000	\$ 25,000	\$ 50,000	\$ 85,000	
Licensing royalties			\$ 50,000	\$ 50,000	
Insurance	\$ 10,000	\$ 25,000	\$ 100,000	\$ 135,000	
Operational/workplace safety	\$ 50,000	\$ 50,000	\$ 100,000	\$ 200,000	
<b>Human Resources</b>					
HR staff	\$ 50,000	\$ 60,000	\$ 100,000	\$ 210,000	or Contract
Permanent staff	\$ -	\$ 400,000	\$ 400,000	\$ 800,000	10 x 40K

Temporary staff	\$	-	\$ 400,000	\$ 400,000	\$ 800,000	20 x 20K
Volunteers/volunteer coordinator	\$	50,000	\$ 50,000	\$ 75,000	\$ 175,000	
Consultants	\$	50,000	\$ 100,000	\$ 50,000	\$ 200,000	
Contractors	\$	-	\$ 50,000	\$ 200,000	\$ 250,000	
Uniforms	\$	-	\$ 25,000	\$ 25,000	\$ 50,000	
<b>Total Administration</b>	<b>\$</b>	<b>872,000</b>	<b>\$ 2,059,000</b>	<b>\$ 2,598,000</b>	<b>\$ 5,529,000</b>	

#### Government Coordination

Coordinator position	\$	50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Visitor accommodation	\$	10,000	\$ 10,000	\$ 25,000	\$ 45,000	
Fees	\$	-	\$ 5,000	\$ 10,000	\$ 15,000	
<b>Total Government Coordination</b>	<b>\$</b>	<b>60,000</b>	<b>\$ 65,000</b>	<b>\$ 85,000</b>	<b>\$ 210,000</b>	

#### Media, Marketing & Sponsorship

Festival program design	\$	10,000	\$ -	\$ -	\$ 10,000	
Festival program printing			\$ 25,000	\$ 50,000	\$ 75,000	
Decorating - venues	\$	-	\$ -	\$ 50,000	\$ 50,000	
Marketing	\$	35,000	\$ 100,000	\$ 200,000	\$ 335,000	
Sponsorship	\$	5,000	\$ 5,000	\$ 10,000	\$ 20,000	
Merchandise	\$	10,000	\$ 10,000	\$ 200,000	\$ 220,000	
Ticketing	\$	-	\$ 50,000	\$ 150,000	\$ 200,000	
Community relations staff	\$	50,000	\$ 75,000	\$ 100,000	\$ 225,000	
Media relations staff	\$	50,000	\$ 50,000	\$ 100,000	\$ 200,000	
Corporate and Gov't relations staff	\$	50,000	\$ 50,000	\$ 50,000	\$ 150,000	
Website development	\$	100,000	\$ 100,000	\$ 100,000	\$ 300,000	
Broadcasting	\$	-	\$ 100,000	\$ 250,000	\$ 350,000	
Advertising/Media	\$	100,000	\$ 250,000	\$ 500,000	\$ 850,000	
Documentation	\$	6,000	\$ 12,000	\$ 120,000	\$ 138,000	
<b>Total Media/Marketing/Sponsorship</b>	<b>\$</b>	<b>416,000</b>	<b>\$ 827,000</b>	<b>\$ 1,880,000</b>	<b>\$ 3,123,000</b>	

#### Venues and Facilities

##### Venue Build-Up

Exhibition / performance venues	\$	1,000,000	\$ 3,000,000	\$ 1,000,000	\$ 5,000,000	Festival Village
Media / Work force offices	\$	-	\$ 50,000	\$ 50,000	\$ 100,000	
Temporary facilities	\$	10,000	\$ 25,000	\$ 50,000	\$ 85,000	
VIP lounges	\$	-	\$ -	\$ 50,000	\$ 50,000	
HOD administration centers	\$	-	\$ -	\$ 50,000	\$ 50,000	

##### Venue Logistics and Operations

Venue rental	\$	-	\$ -	\$ 250,000	\$ 250,000	
Cleaning/waste management	\$	-	\$ -	\$ 50,000	\$ 50,000	
Laundry service	\$	-	\$ -	\$ 10,000	\$ 10,000	
Utilities	\$	-	\$ -	\$ 20,000	\$ 20,000	

##### Venue Production

Security: crowd control, bag search	\$	-	\$ -	\$ 150,000	\$ 150,000	
Ushers / tickets	\$	-	\$ -	\$ 50,000	\$ 50,000	
Audience service and info	\$	-	\$ -	\$ 10,000	\$ 10,000	
Equipment rental - sound, staging, lighting	\$	-	\$ -	\$ 500,000	\$ 500,000	
Production personnel	\$	-	\$ -	\$ 250,000	\$ 250,000	
Production contractors	\$	-	\$ -	\$ 250,000	\$ 250,000	

<b>Total Venues and Facilities</b>	<b>\$</b>	<b>1,010,000</b>	<b>\$ 3,075,000</b>	<b>\$ 2,740,000</b>	<b>\$ 6,825,000</b>	
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#### Support Services

##### Medical Services

Hospital facilities	\$	-	\$	-	\$	100,000	\$	100,000	
Medical transport	\$	-	\$	-	\$	50,000	\$	50,000	
Venue first aid	\$	-	\$	-	\$	25,000	\$	25,000	
Delegation care	\$	-	\$	-	\$	20,000	\$	20,000	
<b>Catering</b>									
Delegation (2,800)	\$	-	\$	-	\$	1,764,000	\$	1,764,000	3 meals x \$15.00 x 14 days
VIP (200)	\$	-	\$	-	\$	168,000	\$	168,000	3 meals x \$20.00 x 14 days
Hospitality - VIPs, Sponsors, Government	\$	-	\$	-	\$	50,000	\$	50,000	
Staff and volunteers	\$	-	\$	-	\$	100,000	\$	100,000	
Spectator	\$	-	\$	-	\$	28,000	\$	28,000	Food Trucks
Media	\$	-	\$	-	\$	14,000	\$	14,000	
<b>Security</b>									
Equipment and facilities	\$	-	\$	-	\$	150,000	\$	150,000	
Contracted security	\$	-	\$	-	\$	500,000	\$	500,000	
Support to Police	\$	-	\$	-	\$	200,000	\$	200,000	
Planning, training & management	\$	-	\$	50,000	\$	50,000	\$	100,000	
<b>Transportation</b>									
Delegation travel - buses	\$	-	\$	-	\$	400,000	\$	400,000	
VIP travel - rental cars	\$	-	\$	-	\$	70,000	\$	70,000	
Work force, committee	\$	-	\$	-	\$	14,000	\$	14,000	
Media	\$	-	\$	-	\$	-	\$	-	
Corporate/sponsors/donors	\$	-	\$	-	\$	5,000	\$	5,000	
Public	\$	-	\$	-	\$	-	\$	-	
<b>Total Support Services</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>50,000</b>	<b>\$</b>	<b>3,708,000</b>	<b>\$</b>	<b>3,758,000</b>	
<b>Residential</b>									
Accommodations - delegation	\$	-	\$	-	\$	2,016,000	\$	2,016,000	Dorm Rooms @ \$40/night X 2,800 delegates X 18 days
Accommodatons - VIP	\$	-	\$	-	\$	900,000	\$	900,000	Hotel Rooms @ 250/night X 200 VIP X 18 days
<b>Total Residential</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>2,916,000</b>	<b>\$</b>	<b>2,916,000</b>	
<b>TOTALS</b>	<b>\$</b>	<b>2,633,000</b>	<b>\$</b>	<b>6,591,000</b>	<b>\$</b>	<b>15,152,000</b>	<b>\$</b>	<b>24,376,000</b>	

Fundraising Plan: 1) Public - Vicky Holt Takamine will request that the Hawai'i US Congressional delegation request appropriations for FESTPAC 2020 in the Federal Budget; Vicky Holt Takamine will ask State legislators to introduce bills designed to support Hawai'i hosting of FESTPAC 2020 and for Governor's support; Vicky Holt Takamine will ask City and County of Honolulu Council to designate funding in their budget for FESTPAC 2020 and for the Mayor's support; PA'I will submit annual proposals to the State and City and County Grants-In-Aid (GIA) programs for FESTPAC specific funding awards; 2) Private - PA'I will solicit major sponsorships from corporations, such as Bank of Hawai'i, First Hawaiian Bank, Hawaiian Airlines, the Hotel & Lodging Industry and others serving the Pacific Region; PA'I will solicit grants from national and local Foundations; advertising from local businesses; and donations from individual donors. PA'I will create fundraising events to create opportunities for individual and corporate donations, raise public awareness of FESTPAC and build support for the Festival.

Contingency Plan: In the event that the entire budget is not raised from public and private sources before the Festival occurs, adjustments will be made to individual budget items, without reducing the overall scope of work planned. For example, in catering - the budget provides for a certain level of hospitality for media, volunteers and staff; if necessary, meals may only be provided to delegations and VIPs. With Transportation - activities may be substituted at nearby locations, reducing the need for cross-island bus travel. Regardless of the level of funding raised, every effort will be made to encourage businesses and providers to donate as much as possible their services in-kind, with the understanding that the return economic value of 3,000 delegates and up to 100,000 accompanying visitors to the island will benefit their bottom lines.