



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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Statement of  
**Luis P. Salaveria**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON  
ECONOMIC DEVELOPMENT, TOURISM, AND TECHNOLOGY**  
Monday, March 12, 2018  
1:15 PM  
State Capitol, Conference Room 414

in consideration of  
**HB2558, HD2**  
**RELATING TO CREATIVE LAB HAWAII.**

Chair Wakai, Vice Chair Taniguchi, and Members of the Senate Committee on Economic Development, Tourism, and Technology.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB2558 HD2, which allows the Creative Lab Hawaii to expand to three neighbor islands and to develop high school programs, provided the appropriation does not reduce or replace any of the Administration's supplemental budget priorities.

CLH Accelerator and supporting programs deliver strategic mentoring for creatives which has resulted in 7 projects in active development for television, motion pictures and web series, as well as 8 national music licensing deals and placements in television and national commercials. Revenues from these export deals of original intellectual property are anticipated to generate \$4 million over the lifetime of the content and songs.

Founded in 2012, through support from the Hawaii State Legislature and the U.S. Department of Commerce, Economic Development Administration (EDA) matching grant, CLH has produced 45 programs reaching 1,500 entrepreneurs focusing on access to decision makers and ultimately investors in the media, music and fashion design sectors.

CLH's most recent success stories include:

- Hawaii Island's Amy Bircher, a writer who recently completed a mini-movie for Lifetime, and has since landed two other projects for television.

- Filmmaker Josh Kim whose film, *How to Win at Checkers [Every Time]* was Thailand's entry as a nominee for best foreign film category at the Academy Awards and Golden Globes.
- Olivia Cargile (LIIV) who had a song licensed for the online trailer for the Fox TV series *The Resident*.
- Designer Jana Lam whose textile line is carried by Nordstrom.

Funds requested in this Bill will provide the match for federal dollars from a new Economic Development Administration grant application which calls to expand the development of a creative entrepreneurial ecosystem, providing a pipeline of continuity of real world experience and mentorship; from high school to workforce readiness.

DBEDT will work closely with the Career and Technical Education (CTE) programs at the University of Hawaii and Department of Education and industry to develop the high school component. In addition, the founding partners including Writers Guild of America West (WGAW), Producers Guild of America (PGA), International Game Developers Association (IGDA) and others will ensure a solid core of mentors who provide a pathway of opportunity in these creative careers.

Having conducted a pilot program funded by the Legislature in 2016-17, CLH conducted two programs: a Transmedia Bootcamp Weekend on Kauai and an Animation Bootcamp Weekend on Maui. These showcased the intensity of interest and underscored the demand from the community to expand CLH to all neighboring islands.

CLH has proven to be a valuable component of Hawaii's emerging innovation economy. Hawaii's creative entrepreneurs are finding the access to decision makers is delivering unprecedented ways in which they can develop the business acumen, connections and master the creative skill sets necessary to be successful in today's global media marketplace. Coupled with a thriving location based film industry, the export of our own creative content, music and fashion will ultimately position Hawaii as a nexus of creative economic development in the Pacific.

Thank you for the opportunity to testify on this measure.



Written Statement of  
**Robbie Melton**  
Executive Director & CEO  
Hawaii Technology Development Corporation  
before the  
**Senate Committee on Economic Development Tourism and Technology**  
Monday, March 12, 2018  
1:15 p.m.  
State Capitol, Conference Room 414

In consideration of  
**HB2558, HD2**  
**RELATING TO CREATIVE LAB HAWAII.**

Chair Wakai, Vice Chair Taniguchi, and Members of the Committee on Economic Development, Tourism and Technology.

The Hawaii Technology Development Corporation (HTDC) **supports the intent** of HB2558, HD2 that appropriates moneys to the Department of Business, Economic Development, and Tourism for the expansion of Creative Lab Hawaii (CLH) to the neighbor islands.

As part of HTDC's vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports initiatives aimed at promoting technology and innovation jobs. HTDC Neighbor Island Innovation Initiative (NI3) provides ongoing mentoring to tech based companies and manufacturers. Now in its second year, neighbor island mentors have met with over 90 companies and provide intensive mentoring to 50+ companies. The activity is a good indication of the growth of innovators and entrepreneurs on the neighbor islands. HTDC has partnered with the Creative Industries Division on multiple projects including the Creative Lab Fashion Immersive and the Digital Media Studio/Creative Lab in the Entrepreneurs Sandbox.

Programs like CLH are a valuable component of Hawaii's innovation economy. Through the CLH immersive programs, ideation workshops, and public panels, Hawaii's creative entrepreneurs can develop the business connections and creative skill sets necessary to develop their stories for the global marketplace, further expanding distribution channels, and ultimately positioning Hawaii as a nexus of creative economic development in the Pacific.

HTDC defers to the Department on implementation of this measure. We support this initiative as long as it does not replace our priorities requested in the Executive Budget. Thank you for the opportunity to offer these comments.

**HB-2558-HD-2**

Submitted on: 3/9/2018 12:51:09 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Randall Francisco	Individual	Support	No

## Comments:

In 2017, an inaugural Creative Lab Hawaii outreach program was brought to Kauai for an intensive weekend program. This first effort resulted in 29 attendees from various media (film, video, etc.) to attend seminars and workshops that provided each creative a first-hand opportunity to refine, define and decide what they needed to do to take a concept to fruition. Executive Director, Michael Palmieri and Director Saliveria as well as Creative Industries Georja Skinner gave us on Kauai with the support of the legislature an opportunity and voice for these artists to experience what Oahu annual has for its residents. Now we have this support and convenience to have CLH programs provided statewide and in June 2018 we look forward to two weeks for a CLH Writers program. Without writers there will be no stories and without stories, there are no films etc. to be produced to share and showcase our humanity and the planet.

**Rich Figel**  
**801 Kainui Drive**  
**Kailua, HI 96734**  
**Phone: (808) 262-5073**  
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**Re: Testimony in support of HB2558**

Aloha,

The Creative Lab Hawaii program has made a huge impact on my screenwriting career. I have been writing for several years and had optioned feature movie scripts to producers in the past. However, those projects didn't get far because I lacked direct contacts in the film and TV industry.

After I wrote a pilot episode for a television series that I developed through the CLH 2016 Writers Immersive program, I was able to get it read by major studios such as HBO, Lionsgate TV, Warner Bros., and Fox. I was also able to meet with top executives at Paramount TV when the CLH sent me to the American Film Market, where I was selected to pitch a feature script to over 700 attendees. That movie project is now being shopped around by a producer I met at the AFM Conference, along with the TV series project.

As a screenwriter, I learned the key to getting TV and film projects noticed is to be proactive and develop marketing materials besides the script itself. I'm now in the process of actually producing short films or video trailers to promote my projects because of my participation in the CLH program.

I strongly support expanding the CLH program to our Neighbor Islands and high schools to give the same kind of opportunities to more local writers and filmmakers. CLH has provided terrific mentors with real world experience in the TV and movie business, and prepared fellows like myself to make the most of opportunities such as the American Film Market and other conferences where deals are made.

Sincerely,  
Rich Figel

GINA SURLES LANDOVSKY  
501 Hahaione St. #1C  
Honolulu, Hawaii 96825

Statement of  
**Gina Surles Landovsky**

Before the  
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM, AND  
TECHNOLOGY**

Monday, March 12, 2018  
1:15 PM  
State Capitol, Conference Room 414.

in consideration of  
**HB2558 HD2**  
**RELATING TO CREATIVE LAB HAWAII.**

Senator Glen Wakai, Vice Chair Brian T. Taniguchi, and Members of the Senate Committee on Economic Development, Tourism, and Technology.

I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program.

I am a fellow in the 2017 Creative Lab Hawaii Web Series Immersive program. I cannot speak highly enough about the importance of the Creative Lab Hawaii (CLH) program. Along with the teaching and mentoring talent of the CLH director, Michael Palmieri, and the guest coaches he brings to Hawaii, this program is changing people's lives. I know it changed mine.

One year ago, I never dreamed I would be doing any of what I've accomplished recently as a participant in the CLH program. In the three months after I finished the immersive I formed a production company in Hawaii. I became a SAG-Aftra signatory producer. I procured liability and worker's comp insurance through a local insurance company. I hired local actors and crew, and together we shot two episodes of the web series I developed under CLH called "Triple Threat." I'm about to launch an IndieGogo fundraising campaign to shoot the next four episodes of "Triple Threat" in Hawaii in April. All of this was a direct result of my participation in the CLH immersive.

Before CLH I had little confidence in my abilities to accomplish "creative entrepreneurial" projects on my own. I simply didn't realize I could do this myself. Through CLH and the mentoring of Michael Palmieri, I learned I needed to be the one to take control of my creative life and to treat it as a business. The CLH program opened up a whole new life for me by giving me the tools and guidance to pursue my artistic goals. I feel that I'm not the same person I was a year ago. I couldn't be happier. And I'm confident I can produce more work in the future.

It's important to acknowledge the CLH director, Michael Palmieri. He is a gifted instructor, brutally honest but in a genuinely heartfelt way! He does not accept irresponsibility or excuses, and makes very clear the intensity of the work expected as a participant in CLH. He wants us to succeed and goes out of his way to help us, above and beyond the scheduled monthly conference calls. He is a fantastic mentor for anyone to have, young or old. I will always be grateful for CLH and for the dedication and passion of Michael Palmieri and of Georja Skinner of the Creative Industries Division.

As this is a state supported program, I feel it is only fair that creative artists on all islands should have the opportunity to be potential participants in CLH. It should not be necessary for them to carry the expensive burden of travel, boarding, and meals if they are chosen to participate in this valuable program. Non-residents who participate expect to bear the costs in order to do so, but again as a state sponsored program, the reach should extend to all residents of the state of Hawaii.

I would definitely encourage bringing a pilot program of CLH into high schools for various reasons. What better time to give people these incredibly valuable tools towards achieving success than during their most impressionable, formative years? This program teaches individuals life skills. It develops problem solving abilities, encourages leadership while working respectfully as a close-knit group, and intently focuses on individual and group goals and how to implement the steps needed to reach those goals. I cannot think of a better, more constructive program for high school students. They would also learn about being a "creative entrepreneur," something I had never heard of until CLH. This program would only strengthen the community by producing leaders and thereby creating more business and jobs in the state of Hawaii. I believe CLH is an extremely important and unique program, and demonstrates the genuine support Hawaii has for developing its artists and artists-to-be.

Thank you for the opportunity to testify on this measure.

Very Respectfully,

Gina Surles Landovsky

**HB-2558-HD-2**

Submitted on: 3/10/2018 8:26:31 AM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	Testifying for OCC Legislative Priorities Committee, Democratic Party of Hawai'i	Support	No

Comments:

PRESENTATION OF THE  
OAHU COUNTY COMMITTEE ON LEGISLATIVE PRIORITIES  
DEMOCRATIC PARTY OF HAWAII  
TO THE COMMITTEE OF ECONOMIC DEVELOPMENT, TOURISM, AND  
TECHNOLOGY

THE SENATE  
TWENTY-NINTH LEGISLATURE  
REGULAR SESSION OF 2018  
Monday, March 12, 2018  
1:15 p.m.

Hawaii State Capitol, Conference Room 414

RE: Testimony in Support of **HB2558 HD2**, RELATING TO CREATIVE LAB  
HAWAII

To the Honorable Glenn Wakai, Chair; the Honorable Brian T. Taniguchi, Vice-Chair  
and Members of the Committee on Economic Development, Tourism, and Technology:

Good afternoon. My name is Melodie Aduja. I serve as Chair of the Oahu  
County Committee ("OCC") Legislative Priorities Committee of the Democratic Party of  
Hawaii. Thank you for the opportunity to provide written testimony on **HB2558 HD2**,  
regarding Creative Lab Hawaii; DBEDT; and an appropriation.

. The OCC Legislative Priorities Committee is in favor of **HB2558 HD2** and  
support its passage.

**HB2558 HD2** is in accord with the Platform of the Democratic Party of Hawai'i  
("DPH"), 2016, as it appropriates funds to the Department of Business, Economic  
Development and Tourism for the expansion of Creative Lab Hawaii immersive  
programs and staff.

Specifically, the DPH Platform provides that "[o]ur community is enriched by the  
encouragement of visual, musical, dramatic and cinematic arts and diverse cultural  
activities that communicate both a regional and universal vision. Through multi-cultural  
and multi-generational participation in the arts, we strengthen our 'ohana, promote  
tolerance, and add vitality to the economy through cultural tourism. To this end, we

support sufficient public funding for the arts, individual artists, arts and cultural organizations, and educational enterprises. Such activities provide a definite public good for all of our citizens and for our community as a whole that is not available through private efforts alone." (Platform of the DPH, P. 8, Lines 397-404 (2016)).

Given that **HB2558 HD2** appropriates funds to the Department of Business, Economic Development and Tourism for the expansion of Creative Lab Hawaii immersive programs and staff, it is the position of the OCC Legislative Priorities Committee to support this measure.

Thank you very much for your kind consideration.

Sincerely yours,

/s/ Melodie Aduja

Melodie Aduja, Chair, OCC Legislative Priorities Committee

Email: legislativepriorities@gmail.com, Text/Tel.: (808) 258-8889

Participant Name  
Address

Statement of  
**Janine Scalise**

Before the  
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM, AND  
TECHNOLOGY**

Monday, March 12, 2018

1:15 PM

State Capitol, Conference Room 414

in consideration of  
**HB2558**  
**RELATING TO CREATIVE LAB HAWAII.**

Chair Wakai, Vice Chair Taniguchi, and Members of the Senate Committee  
on Economic Development, Tourism, and Technology:

I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program. My name is Janine Scalise and I'm the Vice President of Music at Starz Networks. I handle all music matter for the network.

I will be forever grateful to Creative Arts Lab for introducing me to untapped talent in the state of Hawaii. There is something to be said to be taken out of your everyday "workplace" and put into a (beautiful) environment where everyone is after the same goal and have all the same passions. Amazing things happen... the creative juices are flowing, music is being created and lifetime relationships are being made. All of which would not happen if it wasn't for the Creative Labs. The music market is over saturated making it nearly impossible for anyone to get their music heard by music executives. The labs create direct access and the ability for the music executives to get exactly what we're looking for. Although, history will have it that sometimes you end up licensing songs that you were not a part of creating! I ended up licensing 2 songs in a Starz Documentary that were not a part of my group during the time at Creative Labs. This is the beauty of creating music... its initially created for one "purpose" but can be interpreted in an entirely different way. And the most rewarding part for me is the sense of giving back to the struggling musicians, songwriters, vocalists, producers etc. It's the very least I can do being that music has plays such a big part of my life. I hope to go back soon to continue creating amazing music. Thank you for the opportunity to testify on this measure.

Sincerely,  
Janine Scalise

Brian Phillip Webb  
4164 W 147th St  
Lawndale, CA 90260

Statement of  
Brian Phillip Webb  
Before the SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM,  
AND TECHNOLOGY  
Monday, March 12, 2018  
1:15 PM  
State Capitol, Conference Room 414 in consideration of HB2558  
RELATING TO CREATIVE LAB HAWAII.

Chair Wakai, Vice Chair Taniguchi, and Members of the Senate Committee  
on Economic Development, Tourism, and Technology:  
I am writing in support of HB2558 which appropriates funds to expand the  
Creative Lab Hawaii Program.

As a member of Streetlight Cadence: a Na Hoku Hanohano Award Winning music group that started on Oahu eight years ago, I had the wonderful opportunity to participate in the Creative Lab Hawaii Music Immersive (CLH) in September 2017. If our group had the chance to be a part of the CLH when we first became a band and started street performing, I believe we would have wound up on a completely different, probably much more successful musical journey than where we are now! I believe that young entrepreneurs, especially in creative fields, lack access to the proper education on how to succeed in the creative industries; we rely on YouTube videos, articles written by bands barely getting by, or inflated, fictitious, I-did-it-myself stories by established artists, none of which really reveal the path to a stable, long-term career.

As members of the Senate Committee on Economic Development, Tourism and Technology, I'm sure the central question you are asking yourselves is, "Why should we support the CLH?" My answer to you is that by supporting the CLH you support a program that will give young entrepreneurs education, tools and access to relationships that will help them as they develop their abilities! This in turn will increase the number of educated, professional, high-level musicians and musically inclined individuals on Hawaii, increasing the supply of quality made "music of Hawaii" (technology) while also it's attraction as a rich, culturally and artistically capital of the world (tourism). It is my opinion after years of our group seeking this education on Oahu that it is just not readily available! Speaking to two wonderful programs: the Honolulu Community College MELE program and the UH Manoa music department, as great as they both are, do not fully address or create real opportunities for succeeding in the music industry like CLH does.

The CLH is a wonderful program that created immense and immediate opportunities within the music industry, both for our group and for the other attendees as well! Speaking for myself, I was amazed at the level of talent, passion and dedication to the music craft that was present in our fellow attendees, our mentors and the music industry people we had the

opportunity to work with during the CLH. It is so unbelievably rare to be in the situation that the CLH created for us; we were face to face with Hawaii and mainland-based music industry experts! In this capacity, we made music with them, received feedback from them, shared lunch with them and even continue to receive mentorship from some of them, even though the program is over! We are also fully connected with our fellow attendees and continue to find ways to work with them and keep each other abreast of opportunities in the musical world!

I fully support the CLH and programs like it that focus on creating more opportunities for young people to enter and engage in the creative industries, gain the tools and resources they need to survive, and ultimately develop into experts that share their art, skills, culture with the future generations of Hawaii and help to bring Hawaii and art/culture of Hawaii out into the world!

Thank you for the opportunity to testify on this measure.





**HB-2558-HD-2**

Submitted on: 3/10/2018 8:42:22 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Robert Joe	Individual	Support	No

## Comments:

My name is Robert Joe. I was born in New York, grew up in Texas, and am now based in Seoul, Korea. So why am I writing you, the Hawaiian legislature? It's weird; I know. But hear me out.

I'm a presenter for National Geographic and have built a successful career in radio and television over the last 16 years. But I've always been a filmmaker at heart, and thanks to the Creative Lab Hawaii, I've optioned my first feature film script and am in talks with production companies in Seoul and LA to write more.

I've built my career in Asia because as a young man growing up in the States, I looked out at the media landscape and didn't see a place for me, my face, or my stories. The industry looked intimidating and inaccessible, and the opportunities seemed like they were elsewhere, for other people.

That's why programs like Creative Lab Hawaii are so important. People that feel far flung from the creative industries, especially young people starting out, need to see they have a shot, that there's chances for them right at home. Otherwise, that's talent that might give up before getting a chance. Talent that goes to waste, or seeks opportunity elsewhere. Talent that could be cultivated at home.

The hard work I've put in over the last year with Creative Lab Hawaii has shown me my dream career is possible. And because of the program, I start out with a special connection to the state of Hawaii. Every script, every project moving forward, I ask: Could I set this in Hawaii? Could I shoot this in Hawaii? Because thanks to Creative Lab Hawaii, I know I have an ever-expanding network of passionate like-minded people there.

Thank you for your time, and please support Creative Lab Hawaii.

Amy Bircher  
P.O. Box 1026  
Kailua-Kona, HI 96745  
(808) 430-2428

Statement of  
**Amy Bircher**

**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM, AND  
TECHNOLOGY**

Monday, March 12, 2018

1:15 PM

State Capitol, Conference Room 414

in consideration of

**HB2558 HD2**

**RELATING TO CREATIVE LAB HAWAII**

Senator Glen Wakai, Vice Chair Brian T. Taniguchi, and Members of the Senate Committee on Economic Development, Tourism, and Technology,

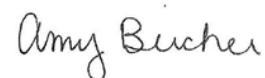
I am writing in support of HB2558, which appropriates funds to expand the Creative Lab Hawaii Program. In January, I was honored to receive a certificate from you recognizing my achievements in screenwriting. While it has taken a lot of work to get to this point, I don't believe I would have reached this level of success without the mentorship, support, and guidance I received while participating in the Creative Lab Hawaii program.

In college I didn't pursue a career in the entertainment industry because I thought it meant moving to L.A. Over the years I worked in a variety of fields without much success, until now. Because of the Creative Lab Hawaii program, and with the support of my fellows, my mentor, and the state employees involved with the program, I now have a produced credit, an optioned spec script, and have been hired to write two made-for-TV movies. This program changed my life. Not only did it help me to become a better writer, it helped me to grow as a person, and showed me that I could pursue my dreams of becoming a screenwriter without having to move away from my home. That's why I strongly support the idea of a pilot Creative Lab Hawaii program for high schools. I want the kids growing up in our wonderful state to know that they don't have to leave their home to follow their dreams. Creative Lab will inspire them to work for their passion whether that's music, media, fashion, or whatever it is that they are meant for.

It's not just me you are helping by continuing to support this program. It's my nine-year-old son, who, inspired by my success, has started to write a book. It's the kids I've helped with reading and writing. It's the people who will be hired if a pitch I submit for a movie set in Hawaii is approved, or the people I will hire if I'm able to make my own movie here in Hawaii someday. Each person who goes through this program uses what they learned to touch the lives of the people around them in so many amazing ways. We need to reach more people, and if the program expands to the outer islands, we can do that.

Thank you for the opportunity to testify on this measure.

Sincerely,



Amy Bircher

**HB-2558-HD-2**

Submitted on: 3/11/2018 7:32:27 AM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lauren Hillhouse	Testifying for Creative Lab	Support	No

## Comments:

I remember the first time I saw my mother cry.

I was five or six years old, squashed next to her in a movie theater chair that was far too big for me. Disney's *the Lion King* was ending on screen. Rafiki lifted that baby lion high on Pride Rock, and my mom teared up. My mother is not a crier in general, and certainly does not make a habit of crying in cartoons. I think, even at that young age, that this was the moment I understood how important representation in media is.

A colorful cartoon about lions was the only thing my mother had seen in years celebrating African and Black culture. I knew I had to change that. I spent my youth penning plays and short stories that I eagerly showed her. She dutifully read them all, watched every bedroom production of my handmade plays on my sister and I's bunkbed. For a while, that was enough for me. My family liked my stories and I was content.

It wasn't until a stranger got a hold of one that I began to suspect I might be a little bit good at storytelling. It was a slow build, a transition over many years from hobby, to college courses, to an obsession. My hard drive filled up with shots, novels, plays, and screenplays that maybe only a dozen or so people read. Then, in an odd twist of fate, one of my works was plagiarized, published on Amazon in the Romance section, and started making money. While I was furious, I was oddly flattered. Was this talent of mine something people might *pay* me to do?

I lacked the tools, the knowledge, and the confidence to set out down that road. I had almost convinced myself it was all a pipe dream until a friend began to pressure me to apply for Creative Lab.

Honestly, I had no idea what it was, and I filled out the application mainly to get my friend off my back about it. After the first call from Michael, I began to suspect that I had unwittingly gotten myself into something serious. After the first day of the immersion program, I was sure of it. I have never been so happy to work so hard.

Screenwriting became achievable after that first week. With each passing month, I have crept slowly but surely towards my goal. I am proud to say that casting is almost

complete for my webseries, *All Natural*, and that soon, I will finally be shooting something that I wrote!

Storytelling is more than just a way to pass the time. Life imitates art, and as representation grows onscreen, acceptance begins to bloom off of it. I cannot wait to add my voice to that diaspora of Black men and women who are telling our stories.

My mother cried a second time in a Disney movie recently, this time in *Black Panther*. She wasn't the only one tearing up. One day, I hope that she will have the privilege to cry happy tears over something I made.

Thank you to Creative Lab for empowering me, and dozens of others, to take our dreams to the next level. I eagerly await my cohorts projects. Thank you to Michael for believing in us enough to push us beyond the bounds of what we thought was possible, and thank you to everyone fighting to extend this privilege to the thousands of voices all over Hawai'i that have a unique story of their own to tell.

Thank you for your time, and please consider funding Creative Lab further.

Sincerely,

Lauren Hillhouse

[lhillhouse@yahoo.com](mailto:lhillhouse@yahoo.com)

**HB-2558-HD-2**

Submitted on: 3/11/2018 9:56:24 AM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jeffrey Orig	Individual	Support	No

Comments:

Aloha,

Please support this bill. This bill is planting the seeds to expand Hawaii's economy beyond tourism and military. It is clear that America's greatest exports in today's economy are creative assets like film, TV, technology, and software. America leads the world in these areas. Hawaii should be a part of that. As you know, tourism and military can go away or shrink due to forces outside our control.

I have personally been affected by the Creative Labs as one of it's successful participants. I created a hit web series called Waikiki PD as a direct development of the Creative Lab. We recently released 4 episodes on Facebook and within one week, 2 of the episodes received over 20,000 views each and hundreds of shares. We are currently working on a feature length version of this project.

In addition, I own and run a small production company based in Downtown Honolulu. I hire all local crew and talent for our corporate, commercial, event, and creative productions. Many of the skills I learned at Creative Lab help to make our company successful and continue to grow.

It is our mission to create film and TV that is seen and loved by millions of fans around the world. Another web series we created recently has gotten traction in the Sundance / Youtube New Voices lab. It is currently a finalist in that program and we will see if it gets in at the end of March. This program is a worldwide competition and I credit much of our success in getting this far to skills learned at Creative Lab Hawaii.

Hawaii has such rich and diverse stories that it can share. We don't have to look far to find massive worldwide hits like both Hawaii 5-0 series, Lilo and Stich, Moana, Jack Johnson, and Bruno Mars. But all of those were developed outside of Hawaii. Imagine if those hits or ones like them were homegrown.

Please keep this program going. It is merely the start of something amazing. As you know, it takes time for things to grow. It also takes the proper care, attention, and resources. There is a wonderful team in place with Georja Skinner and Michael Palmieri. Help them continue to create and develop this part of the economy.

Thank you for your time. Have a great day!

**HB-2558-HD-2**

Submitted on: 3/11/2018 10:23:05 AM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lisa Orig	Individual	Support	No

## Comments:

I am in full support of expanding Creative Lab Hawaii. The program is a huge asset to the state of Hawaii. I am a small business owner and artist living on Oahu. I had the opportunity to attend Creative Lab Hawaii's Web- Series Immersive in 2016. I feel the program brings a sense of urgency, drive, commitment, intelligence, and self-esteem to help the people of Hawaii grow in confidence. With the confidence and knowledge they receive in this program it allows them to participate in creating art/products on a global platform. Often times I work with people in Hawaii who feel they are "not good enough" to succeed. This program eliminates that issue. The project I worked on during my Web-Series Immersive "Waikiki PD" has been nominated for Outstanding Comedy, Outstanding Lead Actor, Outstanding Supporting Actress, and Outstanding Writing at the LA Webfest. Everyone nominated is an Oahu resident. The Web-Series has picked up a tremendous following on Facebook and is in process of being transformed into a feature-length film. In addition, my experience at Creative Lab Hawaii has transformed my online presence with my small business Upside-Down Pilates. Not only are we on OC 16 every day, our YouTube channel has grown to over 37,000 subscribers. We have secured several sponsors for the show. I am in process of writing a book and setting up an online membership site to further sell my services globally. I encourage you to support Creative Lab Hawaii's growth so other artists in Hawaii can reap the benefits I have. In turn, Hawaii will reap the benefits by keeping its talented artists here creating income for our community. Thanks, Lisa Orig

**HB-2558-HD-2**

Submitted on: 3/11/2018 11:27:06 AM

Testimony for ETT on 3/12/2018 1:15:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Marc Delorme	Testifying for Marc Delorme Productions LLC	Support	No

Comments:

Let's nurture and support the Hawaii film industry!

**HB-2558-HD-2**

Submitted on: 3/11/2018 12:08:24 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cliff Bailey	Individual	Support	No

## Comments:

Aloha - the Creative Lab is a vital part of Hawaii's economy and creative industry. They encourage and assist local filmmakers in getting their feet on the ground and allow them a fighting chance to make it in the biz. Having Hollywood come in and use our lands is alright, but what of the local and indigenous voices? Why not cultivate and bolster or local filmmaking community and have our own collective of filmmakers who can then rival the industry bigwigs, allowing a more balanced and accurate depiction of paradise? Not talking about only activist filmmaking, but just stories set here where we get that more realistic depiction and all involved are more likely to honor the Aina and people.

I have confidence that you will do the right thing, and that this, too, shall pass.

Mahalo,

Cliff Bailey

Local filmmaker

# Michael Andres Palmieri

11 March 2018

Senator Glenn S. Wakai, Chair  
Senate Committee for Economic Development  
STATE OF HAWAII  
Hawaii State Capitol, Conference Room 414  
Honolulu, HI 96813

RE: HB 25582 HD2 - Creative Lab Hawaii

Dear Senator Wakai and Esteemed Members of the Committee:

Aloha, I am writing you to express my wholehearted support of the bill before you today.

As some of you may know, I have been honored to have been selected to support Georja Skinner and the team at the State of Hawaii's Creative Industries Division in designing the framework for the media, music, and fashion programs, as well as produce and facilitate the media programs for Creative Lab Hawaii.

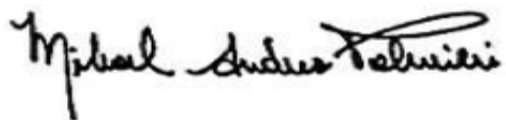
This program has been responsible for touching the lives of over 1,600 individuals in the State of Hawaii whose passion is to create content and products that represent Hawaii and that move, touch, inspire people around the world. Product that would also generate revenue for them and the state.

We have been fortunate enough to have experienced tremendous success in a short amount of time. This success would not have been possible without the support of legislators such as yourselves. For that, I say mahalo!

As for the request for funding today, Georja Skinner and her team seek to continue their efforts to extend the program to neighbor islands and begin work on creating a feeder program by targeting young people in high-school. Their intention is to empower them by training and developing them as budding creative entrepreneurs and let them know of the many wonderful opportunities before them. Opportunities that can be created right here at home.

Mahalo for your time and consideration. Should you have any comments, questions, and/or concerns, please feel free to contact me.

Best,

A handwritten signature in black ink that reads "Michael Andres Palmieri". The signature is written in a cursive, flowing style.

Michael Andres Palmieri

Brian Watanabe  
204A Hao Street  
Honolulu, HI 96821

Statement of  
**Brian Watanabe**

Before the  
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM, AND  
TECHNOLOGY**

Monday, March 12, 2018  
1:15 PM  
State Capitol, Conference Room 414.

in consideration of  
**HB2558 HD2**  
**RELATING TO CREATIVE LAB HAWAII.**

Senator Glen Wakai, Vice Chair Brian T. Taniguchi, and Members of the Senate Committee on Economic Development, Tourism, and Technology.

I am writing in support of HB2558 which appropriates funds to expand the Creative Lab Hawaii Program.

I am a two-time participant in Creative Lab Hawaii programs, once in 2014 for the screenwriting immersive and more recently for the 2017 Animation Immersive. My day job is as a creative director and copywriter at my own freelance business called 26 Keys Creative, but previously I worked for almost 10 years as an associate creative director at MVNP, one of Hawaii's largest advertising agencies. With my past experience, I am very familiar with the creative and production community here in Hawaii, and I cannot stress to you the effect Creative Lab is having on its participants.

Creative Lab has inspired me and helped me grow as a creative. By bringing in some of the best screenwriters, producers and creatives to Hawaii for one-on-one instruction and guidance, Creative Lab has given me the opportunity to learn from the best, make personal connections to the industry, and inspire me to pursue my screenwriting goals. My time with my animation immersive mentor, Pamela Ribon (co-writer of MOANA), was one of the best mentoring experiences of my life. Her insights about Disney's creative processes and her personal time-management tips were invaluable. Throughout the process, director Michael Palmieri has been a constant source of inspiration and encouragement to help me achieve my goals.

Creative Lab has also strengthened Hawaii's Creative community. The program has connected me with so many like-minded screenwriters, directors, producers, and actors. These connections have led to creative collaborations and a purposeful momentum to make films and create content. As introverted writers, Creative Lab has given us a chance to step out of our comfort zones and network. The boot camp of the lab has also given us a common ground to work from with a high level of quality that is a badge of honor within the creative community.

Finally, Creative Lab has helped me produce. While my projects at Creative Lab are still in progress, I've applied the things I've learned to my commercial projects, whether it's in directing trailers for Consolidated Theatres or writing for the new video content campaign for the Hawaii Tourism USA. Creative Lab has also inspired me to share what I've learned. Recently I was named Director of Education at the Ohina Short Film Festival. I was put in charge of the Ohina Filmmakers Lab featuring BLACK PANTHER screenwriter, Joe Robert Cole, where I was able to apply many of my learnings during Creative Lab to a new generation of young filmmakers.

Creative Lab is making a big difference in Hawaii's creative community with results that will bear fruit for a generation of local makers and content creators. I urge you to continue your support for such an important program, a program with the power to jumpstart a productive new sector of Hawaii's economy.

Thank you for the opportunity to testify on this measure.

**HB-2558-HD-2**

Submitted on: 3/11/2018 12:54:26 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chris Mollere	Individual	Support	No

## Comments:

Creative Lab Hawaii is an amazing and special program that is unlike any other! The way that it brings together many top music and entertainment individuals to work alongside extremely talented Hawaiian songwriters and musicians is extraordinary! Truly the talent of the Hawaiian songwriters and musicians was exceptional! These artists showed how talented they truly are and also how great they are to collaborate with. From this they gained the knowledge to share their talents with a songwriting team, learn about various business aspects of the music industry, gain new contacts that they will have for the rest of their life to help them in their musical careers and learned even further how they can utilize and monetize their immense talented in a global marketplace. Beyond taking part in Creative Lab Hawaii, I found time to take multiple adventures around the big island, as I'd only ever been to Maui in the Hawaiian islands. The big island is a gorgeous place and has so very much to do! So much that I couldn't do everything I wanted to do in my downtime from Creative Lab Hawaii. I did find time to take two helicopter tours, one around the island to soak in the beauty of the surroundings and the magic that the big island encompasses and then the second one was an open door helicopter tour that focused on the magnificent volcano, which was breathtaking! Other than that, I took a boat tour to see the island from a different perspective, which was just amazing! We also made our way out to different local restaurants and bars each night to see what the island had to offer. We had such fantastic sushi, seafood and so many other cuisines. All in all, I wanted to keep exploring the island to find more to enjoy and now I'm even more excited to come back on my own trip to enjoy all the island has to offer! Creative Lab Hawaii gave me my first experiences on the big island, but I know I'll now keep coming back more and more to enjoy the big island and all of its amazement time and time again! Please support the bill to fund Creative Lab Hawaii, because it changes the lives of the people in Hawaii that participate in it and gives them an opportunity at a shot to make music their career. It also exposes the big island to new people that see its gorgeousness and amazingness, which will bring us back time and time again to visit, as well as enjoy!

**HB-2558-HD-2**

Submitted on: 3/11/2018 12:57:28 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jody Brotman	Testifying for Palm Records, Inc	Support	No

## Comments:

I am a founder and Vice President of Palm Records, Inc., and the head of our newly formed music licensing division, Palm Music Group. I am also an Advisor on the board of the Recording Academy representing Hawaii. I've volunteered for the Creative Lab Hawaii Music Immersive program for the last 2 years. As an entrepreneur and a Hawaii business owner whose income depends in large part from the export of music from Hawaii, I'd like to share how the Creative Lab program is helping my organization and the local artists we represent.

With the explosion of video and motion picture channels (think Disney, ABC, Netflix, Fox Broadcasting, Amazon, Startz, etc.), music licensing for film and TV has become an avenue for musicians and music companies who represent them to succeed in an industry that has been dramatically changed by technology. Success in music licensing requires creative content that can compete on a global level, and access to top level industry executives who choose which songs are chosen for film and TV. Creative Lab Hawaii is having a significant impact on Hawaii's music industry in these two areas. It is elevating the level of professionalism and creative skill making it possible for some of our local musicians to compete on a national level. This allows my company to promote content from local artists rather than looking elsewhere. And, through Creative Lab, mainland music executives are taking notice of the great talent pool we have here in Hawaii. These executives have thousands of songs to sort through for each placement. It is highly competitive. I've been invited by Creative Lab music supervisors to submit music to them on a regular basis, and I've been asked for submissions when specific placement opportunities have arisen. In summary, Creative Lab is helping musicians from Hawaii create content that is competitive on a global level, and it is giving my organization and our local artists the type of access and visibility we need to compete in this new and profitable direction the music industry has taken.

This is just the beginning. If Creative Lab Hawaii is able to continue, I firmly believe we will look back in 10 years and see how profoundly it has changed the landscape of our music industry in Hawaii, supporting Hawaii's creative talent and Hawaii's entrepreneurs who export it.



**HB-2558-HD-2**

Submitted on: 3/11/2018 1:03:16 PM

Testimony for ETT on 3/12/2018 1:15:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Wayne Nunez	Individual	Support	No

Comments: