



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKĀ'I

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

JAMES KUNANE TOKIOKA
DIRECTOR

DANE K. WICKER
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Wednesday, April 17, 2024
1:00 PM
State Capitol, Conference Room 225

In consideration of
HCR 184
**REQUESTING THE DEPARTMENT OF BUSINESS ECONOMIC DEVELOPMENT
AND TOURISM COLLABORATE WITH UNIVERSITIES IN THE STATE TO
CONVENE THE HAWAII CREATIVE INNOVATION GROUP**

Chair DeCoite, Vice Chair Wakai and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) supports HCR 184 that requests the Department of Business Economic Development and Tourism collaborate with Universities in the State to convene the Hawai'i Creative Innovation Group.

DBEDT, through its Creative Industries Division's (CID) initiatives, build capacity for our creative community with a focus on development of artists' business acumen. This is achieved through various programs which provide workforce/skills development in public collaboration spaces, with a long-term result of a more robust and thriving, sustainable ecosystem for all creative entrepreneurs across multiple sectors.

An example is DBEDT and the University of Hawai'i, Honolulu Community College's (HCC) history of collaboration in the sectors of music business and fashion design. This includes the foundational support for remote learning systems for the MELE Program, which provided experts from Belmont University in Nashville via real

time course work and the integration of the Fashion Technology Program's (FTP) student involvement in the inaugural Honolulu Fashion Week.

HCC's Fashion Technology Program and MELE programs also continue to be direct feeders to DBEDT/CID's Creative Lab Hawai'i Music Immersive Program and past Fashion Immersive Programs.

HCR 184 would further solidify and expand necessary collaborative work through the formation of the Hawai'i Creative Innovation Working Group.

DBEDT and its Creative Industries Division welcome the opportunity to collaborate with the industries, stakeholders, investors and our education partners in the State to initiate this effort.

Thank you for the opportunity to testify.



UNIVERSITY OF HAWAII SYSTEM

‘ŌNAEHANA KULANUI O HAWAII

Legislative Testimony

Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

Testimony Presented Before the
Senate Committee on Energy, Economic Development, and Tourism
Wednesday, April 17, 2024 at 1:00 p.m.

by

Christopher Lee, Founder/Director, Academy for Creative Media, UH System
on behalf of

Vassilis L. Syrmos, Vice President for Research and Innovation
University of Hawai'i System

HCR 184 – REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO COLLABORATE WITH UNIVERSITIES IN THE STATE TO CONVENE THE HAWAII CREATIVE INNOVATION GROUP

Chair DeCoite, Vice Chair Wakai, and Members of the Committee:

The University of Hawai'i (UH) is in support of HCR 184, as it continues the Legislature's long time support for building Hawai'i's creative economy through education.

Honolulu Community College's Fashion Technology program, which has been recognized internationally for starting the careers of noted graduates Kini Zamora and Ari South; and its Music & Entertainment Learning Experience (MELE), are examples of innovative creative programs originating at UH. Another example is the Academy for Creative Media, UH System, which has been the recipient of legislative support for twenty years and now offers students access to 16 different programs across UH's ten campuses.

The University of Hawai'i welcomes the opportunity for closer collaboration with the Department of Business, Economic Development and Tourism, and other stakeholders through the proposed Hawai'i Creative Innovation Group.

Thank you for the opportunity to testify in support of HCR 184.