



EXECUTIVE CHAMBERS
KE KE'ENA O KE KIA'ĀINA

JOSH GREEN, M.D.
GOVERNOR
KE KIA'ĀINA

House Committee on Finance

Wednesday, March 29, 2023

2:00 p.m.

State Capitol, Conference Room 308 and Videoconference

In Support

S.B. No. 449, S.D. 2, H.D. 1, Relating to the Festival of Pacific Arts

Chair Yamashita, Vice Chair Kitagawa, and members of the House Committee on Finance:

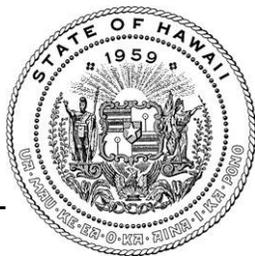
The Office of the Governor supports S.B. No. 449, S.D. 2, H.D. 1, Relating to the Festival of Pacific Arts.

The Festival of Pacific Arts and Culture, also known as FestPAC, was established in 1972 and is the world's largest celebration of indigenous Pacific Islanders. In 2016, Hawaii won its bid to host the 13th FestPAC event in 2020. Unfortunately, the COVID-19 pandemic forced the 2020 FestPAC to be moved to June 6 through June 16, 2024. As noted in the most recent House Committee report, this event is expected to generate up to \$27 million in direct visitor spending, resulting in approximately \$3.2 million in state tax revenues.

S.B. No. 449, S.D. 2, H.D. 1 would provide funds to the Department of Business, Economic Development, and Tourism for the commission on the 13th FestPAC.

We appreciate the Legislature's support to provide necessary funding to help plan and produce the upcoming FestPAC event, which will help to showcase our great State to nations across the Pacific region.

Thank you very much for the opportunity to provide testimony on this measure.



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

JOSH GREEN, M.D.
GOVERNOR

CHRIS J. SADAYASU
DIRECTOR

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Statement of
CHRIS J. SADAYASU
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON FINANCE

Wednesday, March 29, 2023
2:00 PM
State Capitol, Conference Room 308

In consideration of
SB 449 SD2 HD1
RELATING TO THE FESTIVAL OF PACIFIC ARTS.

Chair Yamashita, Vice Chair Kitagawa, and Members of the Committee.

The Department of Business, Economic Development, and Tourism (DBEDT) **strongly supports** SB 449 SD 2 HD 1 relating to the Festival of Pacific Arts which appropriates funds for the planning of the Festival, provided that its passage does not replace or adversely impact the Administration's budget priorities.

Hawaii will host the 13th Festival of Pacific Arts and Culture for the first time ever. Originally scheduled for June 2020, but cancelled due to the Covid-19 pandemic, the Festival is rescheduled for June 6-16, 2024. This Festival is important as a venue where the indigenous cultures from throughout the Pacific region can be celebrated and perpetuated through the sharing and passing of cultural traditions from one generation to the next.

The Festival is expected to have a significant economic impact, as approximately 2,700 delegates and up to 10,000 visitors comprised of accompanying family and friends, and Pacific cultural scholars and enthusiasts from around the world are anticipated to attend. This could potentially generate \$27 million in direct visitor spending resulting in state tax revenues of \$3.2 million.

The Department supports the recommendation in HSCR 1340 for an appropriation of \$5 million.

Thank you for the opportunity to provide this testimony.



LATE *Testimony submitted late may not be considered by the Committee for decision making purposes.



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kelepa'i fax 808 973 2253
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Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES
Hawai'i Tourism Authority
before the
COMMITTEE ON FINANCE

Wednesday, March 29, 2023
2:00 p.m.
State Capitol Conference Room 308 & Videoconference

In consideration of
SENATE BILL NO. 449 SD2
RELATING TO THE FESTIVAL OF PACIFIC ARTS

Aloha Chair Yamashita, Vice Chair Kitagawa, and Members of the Committee on Finance,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to testify in support of SB449 SD2, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Thirteenth Festival of Pacific Arts & Culture to be held in Honolulu from June 6 to 16, 2024.

It is an honor for Hawai'i to be selected as the host of this event, the world's largest gathering of indigenous Pacific Islanders which only occurs every four years. Though Hawai'i delegations have participated in the festival since the 1970s, this will be the festival's first time in Hawai'i. In the Hawaiian cultural tradition of ho'okipa, there is a reciprocity associated with the hospitality extended by our fellow Pacific Islanders at festivals hosted in the decades past, so it is important for us to extend the same hospitality to them.

For Hawai'i to host the festival is a monumental opportunity to amplify HTA's four interacting strategic pillars: Natural Resources, Hawaiian Culture, Community, and Branding. With appropriate funding to support the festival, Hawai'i will be able to showcase ourselves as a capable host of high-level international gatherings.

We support SB449 SD2 and stand ready to assist in planning and support the Festival of Pacific Arts & Culture as it relates to the implementation of this measure. We further commend the diligent work of the Commission, led by our own Chief Brand Officer Kalani Ka'anā'anā, that brought us to this point.

Mahalo for the opportunity to provide this testimony.



HO'OUULU LĀHUI
Regenerating Oceania
13th Festival of Pacific Arts & Culture
Hawaii'i 2024



Pacific
Community
Communauté
du Pacifique

**Commission on the 13th
Festival of Pacific Arts &
Culture**

Chair

Kalani Ka'anā'anā
Hawaii'i Tourism Authority

Commissioners

Maenette Ah Nee-Benham, Ph.D.
Governor's Designee

Snowbird Bento

Community

Māpuana de Silva

Community

Sylvia Hussey, Ed.D

Office of Hawaiian Affairs

Sen. Jarrett Keohokālole

Hawaii'i State Senate

Rep. Richard Onishi

*Hawaii'i State House of
Representatives*

Kēhaulani Pu'u

City & County of Honolulu

Chris J. Sadayasu

*Dept. Of Business, Economic
Development & Tourism*

festpachawaii.org

   [festpachawaii](https://www.facebook.com/festpachawaii)

Statement of
KALANI KA'ANĀ'ANĀ

Chair of the Commission on the 13th Festival of Pacific Arts & Culture
before the
COMMITTEE ON FINANCE

Wednesday, March 29, 2023
2:00 p.m.

State Capitol Conference Room 308 & Videoconference

In consideration of
SENATE BILL NO. 449 SD2
RELATING TO THE FESTIVAL OF PACIFIC ARTS

The Commission on the 13th Festival of Pacific Arts & Culture appreciates the opportunity to offer comments in support of SB449 SD2, to appropriate funds to the Department of Business, Economic Development, and Tourism for the Festival of Pacific Arts & Culture to be held in Honolulu June 6-16, 2024.

Hawaii'i, home to many different cultures and people, has an opportunity through the 13th Festival of Pacific Arts & Culture to showcase Hawaiian culture as well as the cultures of the various Pacific Island nations and those from around the world who call our islands home.

We, as a state, have the opportunity to use the Festival of Pacific Arts & Culture to position Hawaii'i as a premiere host for high-level international gatherings, and a leader in the stewardship of our land and how we interact as a community.

The Commission is honored with the kuleana of planning this festival to showcase and highlight the beauty and splendor of Hawaii'i's people and this place.

We support SB449 SD2 and appreciate the opportunity to provide these comments. Mahalo.



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

Testimony of
Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

House Committee on Finance
Senate Bill 449, SD2, HD1
March 29, 2023

Chair Yamashita and members of the Committee, mahalo for the opportunity to provide testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's oldest and largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers—**is a proponent of the Festival of Pacific Arts, also known as FestPAC, and supports Senate Bill 449, SD2, HD1.**

Initially scheduled for 2020, the event was to be hosted in Hawai'i for the first time since its inception in 1972. Had the COVID-19 pandemic not occurred, the event would have brought thousands of artists to our shores from various cultures throughout Oceania cementing Hawai'i's status as a gathering place and destination that excels in displaying and celebrating the many people and cultures of the Pacific.

We look forward to FestPAC being held in Hawai'i in 2024 and support the appropriation of funds to plan and execute this important event.

Mahalo for the opportunity to provide this testimony.

SB-449-HD-1

Submitted on: 3/29/2023 11:59:58 AM

Testimony for FIN on 3/29/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Leimomi Khan	Individual	Support	Written Testimony Only

Comments:

My apologies for this late submission of testimony in support of SB449, SD2, HD1. Beyond the economic benefits to this state, the Festival of Pacific Arts serves as an opportunity to build relationships with other Indigenous Native groups in the Pacific. As a former representative of the State of Hawaii to the Festival of Pacific Arts, the experience helped to shape my understanding and values of these other Native cultures, plus it cultivated life-long friendships among fellow participants. Please support this legislation.