



[COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY](#)

Rep. Greggor Ilagan, Chair

Rep. Ikaika Hussey, Vice Chair

[COMMITTEE ON TOURISM](#)

Rep. Adrian K. Tam, Chair

Rep. Shirley Ann Templo, Vice Chair

Date: Thursday, February 12th @10:30 am
Supports HB 2268

Aloha Chairs Ilagan and Tam, Vice Chairs Hussey and Templo, and Committee Members:

My name is Antoinette Davis, and I have had the honor of serving as Executive Director of the Activities and Attractions Association of Hawai'i (A3H), a nonprofit 501(c)(6) trade organization, since 1997.

A3H strongly supports adding the marketing and promotion of film production to the powers and duties of the Hawai'i Tourism Authority.

Mahalo for your time, consideration, and the opportunity to testify.

Toni

Toni Marie Davis
Executive Director
Activities & Attractions Association of Hawaii, Inc.
Statewide 501 (c) (6) not-for-profit Trade Association
PO Box 598, Makawao, Hawaii 96768
(808)871-7947



EXECUTIVE CHAMBERS
KE KE'ENA O KE KIA'ĀINA

JOSH GREEN, M.D.
GOVERNOR
KE KIA'ĀINA

House Committee on Tourism and Economic Development & Technology

February 12, 2026

10:30 a.m.

State Capitol, Conference Room 423 and Videoconference

In Support

House Bill No. 2268, Relating to Film Production

Chairs Tam and Ilagan, Vice Chairs Templo and Hussey, and Members of the House Committee on Tourism and Economic Development & Technology:

The Office of the Governor supports H.B. No. 2268, Relating to Film Production. This bill authorizes the Hawai'i Tourism Authority to market and promote film production as part of its statutory powers.

Film production is a proven driver of tourism, workforce development, and economic growth. Productions filmed in Hawai'i showcase the State's landscapes, culture, and creative talent to global audiences, generating long-term visitor interest. A 2024 DBEDT report found that film-related tourism influenced 12.7 percent of visitors in 2022 and generated approximately \$1.0 billion in visitor spending, resulting in \$121.6 million in state tax revenues.

By authorizing HTA to promote film production, the State can leverage HTA's established marketing infrastructure, global partnerships, and commitment to cultural stewardship to attract high-value productions that support local jobs, reflect Hawai'i's values, and promote sustainable visitor engagement.

Mahalo for the opportunity to provide testimony on this measure.



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority

before the
**HOUSE COMMITTEES ON TOURISM AND ECONOMIC DEVELOPMENT &
TECHNOLOGY**

Thursday, February 12, 2026
10:30 a.m.
State Capitol, Room 423

In consideration of
HB 2268
RELATING TO FILM PRODUCTION

Aloha Chairs Tam and Ilagan, Vice Chairs Templo and Hussey, and Members of the Committees,

The Hawai'i Tourism Authority (HTA) **supports HB 2268**, which adds the marketing and promotion of film production as an express power of HTA by amending section 201B-3(a), Hawai'i Revised Statutes.

Film and television productions help shape Hawai'i's image in global markets and can translate into travel demand and visitor spending. The February 2024 DBEDT report on the impacts of film on tourism found that approximately 12.7% of all visitors in 2022 were motivated at least in part to visit Hawai'i due to television programs and movies filmed in Hawai'i or participated in a filming-location tour.

DBEDT further estimated that film-related motivation and filming-location tours accounted for approximately 4.5 million visitor days (5.3%) and \$1.0 billion in visitor spending (5.3%) in 2022. Those visitor expenditures were associated with broader economic impacts, including \$1,163.5 million in gross domestic product (GDP), \$543.6 million in earnings, and \$121.6 million in state tax revenues.

HB 2268 aligns with this evidence by clearly recognizing film promotion as part of the State's tourism marketing toolkit. Establishing this authority in statute supports coordination between tourism marketing and film-related visitor interest—particularly for managing and guiding visitor demand that may concentrate at well-known filming locations.

Mahalo for the opportunity to share our support for HB 2268.

HB-2268

Submitted on: 2/10/2026 11:37:30 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Eric Uyeda	Individual	Oppose	Written Testimony Only

Comments:

Chair, Vice Chair, and Members of the Committee,

I submit this testimony in OPPOSITION to this measure as currently drafted.

While the bill appears simple, it creates real risk by placing “film production” under the Hawai‘i Tourism Authority’s marketing powers without any guardrails, funding clarity, coordination requirements, or measurable outcomes. In practice, this is the kind of feel-good language that can produce confusion, duplication, and wasted effort—while doing nothing to address what actually makes Hawai‘i competitive for production: workforce depth, predictable permitting, infrastructure (stages/post), and a strong local vendor ecosystem.

My concerns are:

1. It expands authority without accountability.
The bill adds a new power to “market and promote film production,” but includes no performance measures, reporting, or public deliverables. That means the State could spend money on “film promotion” with no way for the public to verify results—no targets for productions landed, local spend, local hires, or neighbor island impact.
2. It blurs HTA’s mission and creates policy confusion.
HTA’s core mission is tourism and destination management. Film is an industry—related, but not the same. Putting film promotion inside HTA’s powers list risks turning film into a branding exercise instead of an economic development strategy. Hawai‘i’s film industry needs operational solutions, not just marketing language.
3. It increases duplication and “turf war” risk.
Hawai‘i already has film-related functions within state government. This bill does not require coordination with DBEDT / the Hawai‘i Film Office or establish a single lead strategy. Without clear lanes, different agencies can end up promoting the same thing, pursuing different messaging, and competing for the same limited resources—while productions still face the same real bottlenecks on the ground.
4. It can become a budget diversion, not a solution.
“Film promotion” inside a tourism authority risks pulling attention and funds into campaigns and consultants instead of directly strengthening the local crew base and vendor ecosystem that production depends on. If we’re serious about jobs, we should be investing in the things productions measure: reliability, cost certainty, and capacity.

5. It makes film vulnerable to politics and reorganization cycles. HTA has been repeatedly debated and restructured. Tying film promotion to HTA means film becomes collateral—subject to shifting leadership priorities and political winds. A stable film strategy should not be dependent on whichever direction tourism governance moves next session.

Bottom line: This bill adds a vague responsibility, without structure, and creates more opportunity for inefficiency than economic impact. If the Legislature wants to help film, do it through clear economic development tools: coordination, measurable outcomes, transparency, and investments that strengthen local capacity—not by tacking “film” onto HTA’s marketing powers list.

For these reasons, I respectfully urge you to HOLD this measure or amend it substantially to: (1) require coordination with the Hawai‘i Film Office/DBEDT, (2) include annual reporting and outcome metrics, and (3) ensure funds are not diverted into duplicative marketing efforts instead of building real production capacity.

Mahalo for the opportunity to testify.

HB-2268

Submitted on: 2/10/2026 5:22:15 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Angela Laprete	International Cultural Arts Network	Support	Written Testimony Only

Comments:

Full support! The impact movies and tv series - or any other media- is highly evident on tourism. The "free" visibility from Hawai'i Five-O alone, both original and remake, brought thousands of tourism in the years they were shooting and broadcasted.

Moat recently, Wrecking Crew, is #1 on Amazon and top 10 movies out right now. Hawaii is a character in itself.

HB-2268

Submitted on: 2/10/2026 7:26:29 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Armani Makaiwa	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

As a SAG-AFTRA member and local actor who has worked on projects such as *Next Goal Wins* here in Hawai‘i, I have seen firsthand how film production creates real opportunities for local talent, crew members, and small businesses. The industry not only supports families across the state but also showcases Hawai‘i’s culture and beauty to audiences worldwide.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Mahalo for your consideration

HB-2268

Submitted on: 2/10/2026 7:36:01 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nicole Rombaoa	Individual	Support	Written Testimony Only

Comments:

Aloha Chair and Members of the Committee,

My name is Nicole Rombaoa, and I am writing in strong support of HB 2268, which would authorize the Hawaii Tourism Authority to include film production marketing and promotion in its official scope of work.

Hawai‘i has always captivated the world with its natural beauty, rich culture, and unique island spirit — qualities that make our islands a dream destination for storytellers and filmmakers alike. This bill represents an exciting and strategic opportunity to elevate our local creative economy by positioning Hawaii not just as a location for tourism, but as a year-round global hub for the film industry. By allowing the Hawai‘i Tourism Authority to actively attract and promote film projects, we can help bring sustainable jobs to our communities, expanded opportunities for local talent, and significant economic benefits that ripple across sectors like hospitality, transportation, and services.

Film production does more than boost the economy — it also enhances our cultural influence on the world stage. When iconic films and series are shot here, the cameras capture more than scenery; they preserve and share our unique stories, traditions, and way of life. This not only strengthens our cultural footprint but also enriches our tourism appeal with authentic experiences that travelers are increasingly seeking.

Empowering the Tourism Authority to pursue this mission thoughtfully and proactively shows foresight. It embraces innovation while continuing our long legacy of hospitality and storytelling — two things Hawai‘i does best. I encourage the Committee to support HB 2268 and help our state build a thriving creative industry that benefits all residents.

Mahalo nui loa for your time and consideration.

Warmest regards,

Nicole Rombaoa

HB-2268

Submitted on: 2/10/2026 7:42:17 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Adam Dulin	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 7:48:46 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Todd Robertson	Hyperspective Studios, Inc.	Support	Written Testimony Only

Comments:

Hyperspective strongly supports HB2268. As a local film, digital media and marketing company, we are acutely aware of how this bill recognizes film and television as a statewide marketing and branding asset, aligns film, tourism, and economic development efforts, supports local jobs while promoting Hawai'i globally, and reflects how audiences discover Hawai'i through screen storytelling.

Films and stories make a powerful impact on people's perceptions and decisions and can greatly influence potential visitors' decisions to come to Hawai'i. So this bill not only supports the growth of the industry in which we do business, but also helps to grow and diversify the economy in Hawai'i. That is why we support HB2268.

Thank you for your consideration.

HB-2268

Submitted on: 2/10/2026 7:53:44 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Tyler Young	Tyler Young Films, LLC.	Support	Written Testimony Only

Comments:

My name is Tyler Young, and I run Tyler Young Films, LLC., a film and television production company based here in Honolulu, Hawaii. I am a Creative Producer, Line Producer, and Unit Production Manager. In the last 25 years I have produced over 450 different productions for the film & television industry. Millions of people worldwide have watched the productions I've worked on, honoring and highlighting the locations and cultures featured in the films. I am writing in support to HB2268 recognizing film production as power marketing tool for Hawaii.

Film and television production are powerful tools for promoting Hawai'i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state's marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai'i's global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Sincerely,

Tyler Young

Creative Producer

Tyler Young Films LLC.

Honolulu, Hawaii

HB-2268

Submitted on: 2/10/2026 7:54:41 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Margaret Pearlman	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 7:56:40 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cameron Prestwich	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 7:58:31 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jean Simon	Individual	Support	Written Testimony Only

Comments:

Aloha,

I strongly SUPPORT HB 2268!

Every day I see posts on social media from visitors to Hawaii who are visiting filming sites from TV and movies! A friend of mine (from acting class) now drives "LOST TOURS". He drives tourists to LOST locations around Oahu. This is how he earns his living. So I KNOW that tourists come here because they see Hawaii on TV and in films.

The film industry supports local jobs (I work as an actress - both background and speaking) and ties to the tourist industry are strong. The film crews need to work - and their work helps bring in revenue for the state. The film industry is a great revenue provider for the state and pairs well with the tourism industry.

Mahalo,

Jean Simon

HB-2268

Submitted on: 2/10/2026 8:28:50 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Noelle Yoza	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 8:30:41 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pono Cummings	Individual	Support	Written Testimony Only

Comments:

I strongly support this bill. I believe it helps to recognize film and television as a statewide marketing and branding asset. It aligns film, tourism, and economic development efforts. It supports local jobs while promoting Hawai'i globally. It also reflects how audiences discover Hawai'i through screen storytelling. Lastly, film is not only an economic driver — it is also one of Hawai'i's most effective long-term marketing tools.

HB-2268

Submitted on: 2/10/2026 8:39:49 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
La Fa'amausili-Siliato	Individual	Support	Written Testimony Only

Comments:

Aloha Chairs and Members of the Committee,

My name is La Fa'amausili-Siliato and I strongly support HB 2268, which allows the Hawai'i Tourism Authority to market and promote film production. As someone who has worked in film, I've seen firsthand how productions create real jobs for local cast, crew, small businesses, and vendors. Film doesn't just showcase our islands, it supports families and strengthens our creative economy.

When Hawai'i is proactive about attracting productions, we keep talent working at home instead of losing opportunities to other states. This bill is a smart step toward growing a sustainable film industry that benefits both tourism and local workers.

Mahalo for your consideration, and I urge you to pass HB 2268.

HB-2268

Submitted on: 2/10/2026 8:44:43 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacob White	Individual	Support	Written Testimony Only

Comments:

I am writing in strong support of HB 2268.

Film and television production play a vital role in showcasing Hawai‘i to the world while creating meaningful employment opportunities for local residents. Treating film production as a strategic component of the state’s broader marketing and branding efforts reflects how audiences today discover and connect with destinations.

HB 2268 helps sustain local jobs, enhances Hawai‘i’s international presence, and strengthens the long-term connection between media production, tourism, and economic growth. I respectfully urge you to support this measure.

HB-2268

Submitted on: 2/10/2026 8:45:15 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Myers	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Mahalo,

Michael Myers

HB-2268

Submitted on: 2/10/2026 8:45:57 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Amelia Matera	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Members of the Committee,

I am writing in strong support of HB 2268.

As a Hawai‘i resident, I have seen firsthand how film and television production serves as far more than entertainment — it is one of the most powerful marketing tools our state has. Every major production filmed here showcases Hawai‘i’s natural beauty, culture, and talent to a global audience in a way that traditional advertising simply cannot replicate.

Film and television create lasting impressions. Viewers around the world connect emotionally with the places they see on screen, often inspiring future visits and long-term interest in our islands. This organic global exposure supports not only tourism but also local businesses, hotels, restaurants, transportation services, and countless small vendors who benefit from production spending.

Beyond marketing value, film production creates quality local jobs and career pathways. It supports a skilled workforce of residents — from crew members and tradespeople to artists and small business owners — allowing them to build sustainable careers without leaving Hawai‘i.

HB 2268 appropriately recognizes what is already true: film production is both an economic engine and a strategic marketing asset for our state. Aligning state policy with this reality is a smart and forward-thinking move.

I respectfully urge you to pass HB 2268.

Mahalo for your consideration.

HB-2268

Submitted on: 2/10/2026 8:47:04 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Soraya-Elena Perez	Individual	Support	Written Testimony Only

Comments:

Aloha,

my name is Soraya-Elena Perez and I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Mahalo,

Soraya-Elena Perez

HB-2268

Submitted on: 2/10/2026 8:47:25 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kulani Watson	Individual	Support	Written Testimony Only

Comments:

I am a Hawai‘i-based screenwriter and I am writing in **strong support of HB 2268**.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the State’s marketing and branding strategy aligns public policy with modern realities. Today, visual media is one of the most influential ways people around the world discover destinations, cultures, and businesses. When Hawai‘i is portrayed authentically and intentionally on screen, it does more than entertain, it markets our islands, our people, and our local economy.

As a local Hawaiian screenwriter, I have personally experienced how storytelling can directly highlight and uplift our community. In my own projects, I intentionally write stories that showcase Hawai‘i’s locations and businesses. I have written a feature where the primary setting is Aloha Stadium, stories where characters work at iconic local establishments such as Rainbow Drive-In or Bobs BBQ. I also make conscious efforts to write in music choices that feature local artists, knowing that even a single placement in a film scene can introduce their work to entirely new audiences.

These creative decisions are not accidental, they are purposeful acts of promotion and cultural representation. When films are written and produced locally, the benefits ripple outward. Local restaurants, venues, musicians, crew members, and small businesses all gain visibility and opportunity. The camera becomes more than a lens; it becomes a marketing engine that operates long after production ends.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. By formally recognizing film and television production as part of the State’s branding and marketing strategy, Hawai‘i positions itself to compete in a modern media landscape where stories shape perception and perception shapes travel, commerce, and investment.

For these reasons, I respectfully urge your support of HB 2268. Mahalo for your time and consideration, and for your continued efforts to strengthen Hawai‘i’s creative and economic future.

HB-2268

Submitted on: 2/10/2026 8:52:34 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Keala Cody Peltier-Nakanelua	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 8:55:31 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dezmond Gilla	Individual	Support	Written Testimony Only

Comments:

Hello,

My name is Dezmond Gilla and I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai'i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state's marketing and branding strategy aligns policy with modern realities.

As a professional working in the film industry, I have seen first hand the crossover benefits to many types of businesses in Hawaii. HB 2268 supports local workers, strengthens Hawai'i's global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Thank You,

Dezmond Gilla

HB-2268

Submitted on: 2/10/2026 9:08:26 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Randall Yokota	Individual	Support	Written Testimony Only

Comments:

Aloha. I am in support of bill HB2268. Working on TV shows like Hawaii 5-0, Magnum PI, NCIS Hawaii and many movies i see the tourist are always excited to watch is filming and wanting to visit sights that we'd filmed movies and the TV shows. And they're are many repeat visitors that come and enjoy watching us doing our thing here. And they tell us whole we are filming on locations. Hawai'i 5-0 reached many many countries. Even after years of it stopping. The tourists are still asking if we are filming Hawaii 5-0. And that's the truth. Mahalo for your time.

HB-2268

Submitted on: 2/10/2026 9:20:41 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Richard Aiwohi-Kim	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns public policy with modern realities.

This will attract visitors from the U.S. mainland and around the world, and having Hawai‘i shown more in film and television can help promote our local culture and show a whole new side of Hawai‘i that has never been seen. I’ll also showcase more of the indigenous side and will benefit as a marketing tool to educate and entertain visitors and thus will benefit the local community and jobs.

HB 2268 strengthens Hawai‘i’s global visibility, supports local workers, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support

HB-2268

Submitted on: 2/10/2026 9:22:52 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ixchel Lopez	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 9:25:15 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cassie Fillhart	Individual	Support	Written Testimony Only

Comments:

Hello!

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

It supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Thank You!

HB-2268

Submitted on: 2/10/2026 9:26:37 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Malik Haynes	SAG-AFTRA	Support	Written Testimony Only

Comments:

Aloha Chair and Committee Members,

My name is Malik Haynes, a proud SAG-AFTRA stunt performer raised in Hau‘ula, Hawai‘i, and a working local filmmaker. I strongly support HB 2268.

Film and television production are more than entertainment — they are economic engines for our state. Every project that comes here creates real jobs for local crew, performers, drivers, caterers, small vendors, and countless other working families. I’ve seen firsthand how one production can ripple through our communities, putting money directly into local households and small businesses.

Recognizing film production as a strategic part of Hawai‘i’s marketing and branding is forward-thinking. Today, global audiences discover destinations through the stories they watch on screen. When Hawai‘i is featured in major productions, it strengthens our identity, increases tourism interest, and keeps our islands culturally visible on an international stage.

As someone building a career in film while also investing back into our local creative and business community, I know how important consistent support and smart policy are for long-term growth. HB 2268 helps secure opportunity for local talent, supports small businesses, and ensures the next generation of Hawai‘i filmmakers and crew members can build sustainable careers at home.

I respectfully urge your support for HB 2268.

Mahalo for your consideration.

HB-2268

Submitted on: 2/10/2026 9:43:53 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Casey Merrill	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/10/2026 10:00:21 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joshua Meredith	Individual	Support	Written Testimony Only

Comments:

My name is Joshua J. Meredith. I'm a member of IATSE Local 665, the union representing technicians and artisans in the entertainment industry in Hawai'i. I strongly support HB 2268.

HB-2268

Submitted on: 2/10/2026 10:11:48 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mark Rosner	Individual	Support	In Person

Comments:

With respect I strongly support HB2268 ..I believe it is of the utmost importance to tell / and remind the world about the wonders of Hawaii. A tv series that airs once weekly for 9 months of the year is the very best way to promote tourism in Hawaii. Films do so also but a weekly series that could run for 8-10 years is the best. And if Tourism flourishes here, Everything else will flourish. However, now for the first time in over 50 years we don't have a series. this could lead to a decrease in tourism, and a downward cycle for our entire economy, everything will suffer. Thank you and i wish you all the best in doing "whatever it takes" to get a weekly tv series shot here in our paradise, Hawaii. thank you, Mark Rosner

HB-2268

Submitted on: 2/10/2026 11:06:31 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Deenie TKam	Individual	Support	Written Testimony Only

Comments:

As a member of the Hawaii Film Community, I respectfully urge you to support HB2268. Not only does film support local jobs, film promotes Hawaii internationally. Film production is one of Hawaii's most powerful drivers of global awareness which can also help facilitate the constant efforts to support the currently lagging tourist industry.

Mahalo for your consideration to Support HB2268

HB-2268

Submitted on: 2/10/2026 11:26:01 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kelsey Sugai	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support. Mahalo!

HB-2268

Submitted on: 2/10/2026 11:26:07 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Matthew Naki	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and TV projects do a lot for Hawai‘i. They help put our islands in front of the world, create jobs for local people, and bring in economic activity that lasts beyond a single production. Treating film production as part of the state’s marketing and branding just makes sense.

This bill supports local workers, raises Hawai‘i’s visibility, and builds on the strong link between film, tourism, and economic growth.

HB-2268

Submitted on: 2/11/2026 4:34:09 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeremy Warner	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 6:21:49 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sally "Kalei" Davis	Individual	Support	Written Testimony Only

Comments:

Aloha,

I am Sally "Kalei" Davis. I have been in the Hawaii film business since the 1990s.

The business has never been this bad.

Producers now chase tax incentives. We need to compete with other states and countries.

I support HB 2268.

Film and television production are powerful tools for promoting Hawai'i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state's marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai'i's global visibility, and reinforces the positive relationship between film, tourism, and economic development.

HB-2268

Submitted on: 2/11/2026 6:55:16 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Genaro Hale Gualdarama	Hawaii Teamsters Local 996	Support	Written Testimony Only

Comments:

In support of HB2268.

HB-2268

Submitted on: 2/11/2026 7:39:25 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kristin Sifton	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai'i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state's marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai'i's global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 7:49:40 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bryan Spicer	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 8:23:25 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kimee Balmilero	Individual	Support	Written Testimony Only

Comments:

Aloha,

My name is Kimee Balmilero, and I support HB 2268.

As a professional actor born and raised in Hawai'i, I have seen how entertainment directly translates into economic impact. A film or television episode provides hours of global exposure for Hawai'i at a scale traditional advertising cannot match. That visibility drives real visitor spending.

People book tours at Kualoa Ranch because of Jurassic Park, take helicopter tours inspired by Magnum P.I., and even seek out local spots like Zippy's after seeing it featured there in The Wrecking Crew. Those moments on screen turn into hotel stays, restaurant visits, tour bookings, and tax revenue.

HB 2268 recognizes that film and television are not just creative projects. They are economic drivers tied directly to tourism and local business growth. I respectfully urge your support.

Thank you for your time,
Kimee Balmilero

HB-2268

Submitted on: 2/11/2026 8:26:03 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Renee Confair	Individual	Support	Written Testimony Only

Comments:

I support HB 2268 and hoping you will also.

Film + TV production are powerful tools for promoting Hawai‘i and empowering the economy.

HB 2268 recognizes film + TV as a statewide marketing/branding asset. It aligns film, tourism, and economic development efforts. Film is not only an economic driver — it is also one of Hawai‘i’s most effective long-term marketing tools.

HB-2268

Submitted on: 2/11/2026 8:31:38 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rachel Whitley	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 8:35:05 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dean Des Jarlais	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268, because it recognizes the value of film and television projects in supporting tourism to Hawaii.

HB-2268

Submitted on: 2/11/2026 8:47:10 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marlena Silva	Individual	Support	Written Testimony Only

Comments:

Productions that are filmed in Hawaii bring attention and business in countless ways. Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities. HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 9:01:36 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur wilson	Individual	Support	Written Testimony Only

Comments:

I support HB 2268 for the promotion of film tax credits in Hawaii to promote our island, our culture and our beauty Of the islands

HB-2268

Submitted on: 2/11/2026 9:22:37 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Tara Lauu	Individual	Support	Written Testimony Only

Comments:

Aloha my name is TARA Lauu.

I fully support this Bill HB2268 relating to Tourism, Jobs for people of HAWAII & Business.
Please pass this people for our HAWAII Film Crews People.

Mahalo Nui Loa,

Tara F.Lauu

Fandoms of MagnumPI.

HB-2268

Submitted on: 2/11/2026 9:22:54 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sheela Sharma	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawaii, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state's marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawaii's global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 9:32:31 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Vincent Laurent Loïc LEQUERTIER	Individual	Support	Written Testimony Only

Comments:

To the Hawai‘i State Legislature,

I am writing to express my strong support for HB2268 – Relating to Film Production.

This measure appropriately recognizes film production as a powerful tool for marketing and promoting Hawai‘i, aligning state policy with the reality that film and television significantly drive global awareness, visitor interest, and local economic activity. In today’s competitive tourism and investment landscape, visibility matters more than ever, and screen exposure provides an unmatched platform to showcase Hawai‘i’s unique culture, natural beauty, and diverse communities.

Recognizing film and television as a statewide branding asset is a forward-looking decision. Aligning film, tourism, and economic development efforts strengthens Hawai‘i’s visibility while supporting local employment and businesses. It also encourages collaboration across sectors, maximizing the long-term return on public investment. Today, many visitors discover Hawai‘i through screen storytelling, creating a meaningful connection long before they arrive and inspiring travel that is intentional and experience-driven.

Film is not only an economic engine — it is also one of Hawai‘i’s most effective long-term marketing tools. Productions generate immediate spending while leaving a lasting promotional footprint that continues to deliver value for years. By supporting HB2268, you are investing in sustainable growth, expanding Hawai‘i’s global presence, and reinforcing opportunities for local communities across the islands.

Thank you for your leadership and thoughtful consideration of this important measure.

Respectfully,
Vincent LEQUERTIER
fandom of Magnum PI

HB-2268

Submitted on: 2/11/2026 9:32:45 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
fabienne lequertier	Individual	Support	Written Testimony Only

Comments:

Objet

Support for HB2268 – Recognizing Film Production as a Strategic Asset for Hawai‘i
Support for HB2268 – Recognizing Film Production as a Strategic Asset for Hawai‘i

To the Hawai‘i State Legislature,

I am writing to express my strong support for **HB2268 – Relating to Film Production.**

This measure appropriately recognizes film production as a powerful tool for marketing and promoting Hawai‘i, aligning state policy with the reality that film and television significantly drive global awareness, visitor interest, and local economic activity.

Recognizing film and television as a statewide branding asset is a forward-looking decision. Aligning film, tourism, and economic development efforts strengthens Hawai‘i’s visibility while supporting local employment and businesses. Today, many visitors discover Hawai‘i through screen storytelling, creating a meaningful connection long before they arrive.

Film is not only an economic engine — it is also one of Hawai‘i’s most effective long-term marketing tools. By supporting HB2268, you are investing in sustainable growth, expanding Hawai‘i’s global presence, and reinforcing opportunities for local communities.

Thank you for your leadership and thoughtful consideration.

Respectfully,
Fabienne Lequertier

Fandom of MagnumPI

HB-2268

Submitted on: 2/11/2026 9:51:23 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Julie Scalpone	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Chair and Members of the Committee,

My name is Lisa Coll, and I am an Assistant Director with nearly three decades in the film and television industry, including many years working in Hawai‘i. I am writing in strong support of HB2268.

Film and television production is not just about what appears on screen. It supports hundreds of local crew members, small businesses, vendors, and families across the islands. One of the ongoing challenges we face is simply making sure Hawai‘i stays visible and competitive as a filming destination.

Allowing the Hawai‘i Tourism Authority to market and promote film production makes sense. Film and television are powerful forms of global marketing in themselves—every project shot here showcases Hawai‘i’s beauty, culture, and talent to the world while creating real, local jobs.

This bill is a practical step that helps the state compete with other regions that actively promote their production industries. Supporting film production is supporting local workers and local businesses.

Mahalo for your time and consideration of HB2268.

HB-2268

Submitted on: 2/11/2026 10:05:15 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Spencer Turley	Individual	Support	Written Testimony Only

Comments:

I support HB 2268.

Film and television production are powerful economic drivers that create high-wage local jobs, support small businesses, and generate significant in-state spending while also providing lasting global exposure for Hawai‘i through screen tourism. By integrating film promotion into HTA’s existing branding and international marketing infrastructure, the State can strengthen its competitive position without creating new fiscal burdens, align production with tourism principles and help ensure authentic and culturally respectful portrayals of Hawai‘i.

HB 2268 recognizes film production as both an economic engine and a strategic branding asset. I respectfully urge your support.

HB-2268

Submitted on: 2/11/2026 10:21:25 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Grace Hall	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns public policy with modern realities.

HB 2268 strengthens Hawai‘i’s global visibility, supports local workers, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Grace Hall

HB-2268

Submitted on: 2/11/2026 10:24:34 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luis Linares	Individual	Support	Written Testimony Only

Comments:

Aloha mai kakou, I urge you to strongly support this bill not only to create a stronger more secure foundation for the film industry but also to ensure that there is no separation on the reality that the film industry has the farthest reaching spectrum all over the globe. Literally the entire Planet Earth, inspiring, introducing and encouraging millions of people to get to know a little more about Hawai'i, it's magnificent landscapes, it's beautiful culture, and it's people. As proven by the giant following of shows like Hawai'i Five-O, NCIS Hawai'i, Lilo & Stitch, LOST, Chief Of War, among others. from Europe to South America, to Asia to Austrelia reaching virtually every corner of the Planet bringing Hawai'is culture, landscapes and creation (Films created by local crew and talent) to the World stage inspiring many to want to learn more about Hawai'i. Shows like Chief Of War bringing Olelo Hawai'i back to the World stage in an actual engaging way to a massive audence of millions and still growing as you read this testimony, after almost being stinct. Ultimately inspiring tourist to want to some day visit the Islands where this shows were made, the iconic sites they feature and the cultural sights that have shaped this magnificent islands. Therefore having a longterm, ever lasting and furthest reaching impact than any other investment from the Hawai'i board of tourism could ever have on it's own and affecting every aspect of the economy possitively from, large to small business, to cultural sites. for example Hotels, Flights, Uber drivers, restaurants, grocery stores, national parks, museums, surf lessons, tours, and absolutely LOCAL JOBS ON THE FILM INDUSTRY and beyond. Therefore, I think is absolutely self mutilating and simply inappropriate to neglect to understand that an investment into the film industry as an investment into the tourism industry is far more reaching and long lasting than most of any other investment, yet at the same time strengthening another leg to the economy of the islands by unifyin, yet diversifying the states economy all at the same time. Supporting this bill should be a no brainer and something that you as the Hawai'i legislature should be proud to accomplish. So, Pls. SUPPORT THIS BILL and get Hawai'is Film Industry back stronger, bigger, better, and more integrated than ever before. Mahalo. Aloha.



State of Hawai'i
The Thirty-Third Legislature
State House of Representatives
Committee on Tourism (TOU)
Committee on Economic Development and Technology (ECD)

Hearing Date: Thursday, February 12, 2026
10:30 AM – Room 423, HI State Capitol

TESTIMONY IN SUPPORT TO HB 2268
RELATING TO FILM PRODUCTION

Aloha Chairs Tam and Ilagan, Vice Chairs Templo and Hussey, and Members of the Joint Committees,

The Hawai'i Film Alliance (HFA) submits this testimony in **SUPPORT of HB 2268** which proposes to expand the statutory authority of the Hawaii Tourism Authority (HTA) to include the marketing and promotion of film production in Hawai'i.

HB 2268 recognizes an important reality: film and television production are no longer isolated entertainment activities. They are powerful economic and branding engines that directly influence travel behavior, workforce development, and global perception of Hawai'i. Aligning film promotion within HTA's existing destination marketing framework is a strategic and forward-looking step. Below are comments regarding the cross promotion of the two industries.

State of Hawai'i
The Thirty-Third Legislature
State House of Representatives
Committee on Tourism (TOU)
Committee on Economic Development and Technology (ECD)

Hearing Date: Thursday, February 12, 2026
10:30 AM – Room 423, HI State Capitol

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RELATING TO FILM PRODUCTION

Aloha Chairs Tam and Ilagan, Vice Chairs Templo and Hussey, and Members of the Joint Committees,

The Hawai'i Film Alliance (HFA) submits this testimony in **SUPPORT of HB 2268**, which proposes to expand the statutory authority of the Hawaii Tourism Authority (HTA) to include the marketing and promotion of film production in Hawai'i.

HB 2268 reflects a clear and timely understanding of Hawai'i's evolving economy. Film and television production are no longer stand-alone entertainment activities; they are powerful



economic drivers and global storytelling platforms that influence travel decisions, workforce development, and the international perception of our islands. Aligning film promotion within HTA’s destination marketing strategy is both practical and forward-thinking.

Below are comments regarding the intersection and cross-promotion of these two industries.

1. Strategic Alignment: Film as a Tourism Multiplier

HTA’s core mission is destination marketing and brand stewardship. Film production naturally complements this mission. Unlike traditional advertising campaigns that run for a defined period, filmed content lives indefinitely across streaming platforms, broadcast television, and digital media worldwide.

When audiences see Hawai’i on screen, they experience it through narrative and emotion. They are not responding to an advertisement — they are responding to a story. That connection inspires travel in a way conventional marketing cannot replicate.

By integrating film promotion into HTA’s portfolio, Hawai’i can:

- Coordinate global marketing efforts with productions filming in the state
- Leverage premieres, press tours, and digital campaigns for broader reach
- Align visitor messaging with the communities and locations featured on screen
- Amplify earned media value that the State does not directly pay for

This is not an expansion outside of HTA’s mission. It is a strategic enhancement of it.

2. Government Efficiency and Coordinated Strategy

HTA already manages international marketing contracts, branding initiatives, and global outreach campaigns. Creating a separate marketing infrastructure for film would risk duplication of effort and fragmented messaging.

HB 2268 allows Hawai’i to utilize existing networks and expertise to promote film production efficiently and cohesively. A unified promotional strategy ensures that:

- Film marketing aligns with cultural stewardship and sustainability goals
- Messaging remains consistent with Hawai’i’s long-term brand identity
- Public resources are leveraged rather than dispersed

Rather than expanding bureaucracy, this measure strengthens coordination and clarity.

3. Economic Diversification and Year-Round Impact

Hawai’i’s economy has long relied heavily on visitor arrivals. Film production strengthens that foundation by adding a complementary economic pillar that generates year-round activity.

Productions support a wide range of industries, including construction, logistics, hospitality, transportation, digital media, and professional services. They:

- Create high-wage employment opportunities for local residents
- Engage small businesses across multiple sectors



- Invest in local infrastructure and services
 - Generate lasting visibility that continues attracting visitors long after filming concludes
- Positioning film promotion within HTA acknowledges that economic diversification and destination branding are interconnected strategies, not separate pursuits.

4. Accountability and Clear Scope

HB 2268 focuses specifically on marketing and promotion. It does not shift responsibility for tax incentives, infrastructure development, or regulatory oversight.

It is important to recognize that film production is a specialized industry with unique operational needs. While HTA is well-positioned to support marketing and visibility efforts, industry expertise and stakeholder collaboration remain essential.

To ensure transparency and measurable success, the Legislature may consider:

- Establishing performance benchmarks tied to production attraction
- Requiring periodic reporting on marketing outcomes and economic impact
- Formalizing advisory input from industry professionals

With defined guardrails and collaboration, HTA can integrate this responsibility effectively while maintaining accountability.

5. Global Competitiveness

Jurisdictions around the world actively market themselves to film studios and streaming platforms. States and countries that integrate film into broader economic strategy are capturing increased production volume.

HB 2268 signals that Hawai'i intends to remain competitive.

Studios evaluate destinations not only on tax policy, but also on marketing support, brand alignment, and government coordination. A unified promotional framework strengthens Hawai'i's negotiating position and demonstrates strategic readiness in the global creative economy.

6. Long-Term Brand Stewardship

Film and television shape global perception more powerfully than conventional campaigns. They influence how audiences imagine place, culture, and experience.

When coordinated thoughtfully, film promotion can:

- Showcase local talent and authentic cultural narratives
- Encourage responsible and sustainable visitation
- Highlight diverse communities across the islands
- Reinforce stewardship messaging consistent with Hawai'i's values

Integrating film promotion within HTA ensures that these narratives align with the State's long-term destination management goals.



7. Addressing Concerns Thoughtfully

It is important to acknowledge potential concerns. Tourism marketing and film industry development are not identical missions. Film production requires workforce development, infrastructure support, and regulatory coordination beyond marketing alone.

However, HB 2268 does not attempt to consolidate all film-related functions under HTA. It simply recognizes that marketing and promotion are natural areas of overlap.

By maintaining clear boundaries and ensuring industry engagement, Hawai'i can capture the synergy between film and tourism without diluting either mission.

Conclusion

HB 2268 represents strategic integration, not expansion for its own sake. It acknowledges that film production and tourism are interconnected drivers of economic vitality and global visibility. By empowering the Hawaii Tourism Authority to market and promote film production, the Legislature positions Hawai'i to strengthen economic diversification, enhance global competitiveness, and maximize the long-term branding impact of every production that chooses to film here.

HFA is a member-based organization comprised of Hawai'i film and television professionals, entertainment union members, creative workers, production companies, small businesses, and allied industry partners who live and work in the State of Hawai'i. Our members represent the full production ecosystem, from crew and talent to supporting business owners.

Mahalo for the opportunity to testify. We respectfully urge the Committees to PASS HB 2268.

HB-2268

Submitted on: 2/11/2026 10:30:15 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lisa Lee Mitchell	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Ilagan, Vice Chair Hussey, and Committee Members,

My name is Lisa Lee Mitchell, and as a member of both IATSE Local 665 and the Hawaii Film Alliance, I am writing to express my strong support for HB 2268.

Film and television production are among the most powerful tools we have for promoting Hawai'i, supporting high-quality local jobs, and driving long-term economic activity. By recognizing film production as an integral part of the state's marketing and branding strategy, HB 2268 aligns our economic policy with the modern reality of how the world "sees" and chooses to visit our islands.

HB 2268 brings:

- **Global Visibility:** Every major production filmed here serves as a multi-million dollar "commercial" for Hawai'i's natural beauty and culture, reaching audiences that traditional tourism marketing cannot.
- **Economic Synergy:** This bill reinforces the positive relationship between the film industry, our tourism sector, and broader economic development.
- **Support for Skilled Labor:** HB 2268 ensures that the technicians and artisans who live and work here have a stable environment to thrive.

I respectfully urge this committee to pass HB 2268. Mahalo for your time.

Sincerely,

Lisa Lee Mitchell

HB-2268

Submitted on: 2/11/2026 10:32:06 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nancy Depicolzuane	Individual	Support	Written Testimony Only

Comments:

Aloha, esteemed ladies and gentlemen,
I support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully request your support.

Mahalo.

HB-2268

Submitted on: 2/11/2026 10:34:31 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Frank Mitchell	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Committee Members,

My name is Frank Mitchell, and as a member of IATSE Local 665, I am writing to express my strong support for HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

Sincerely,

Frank Mitchell

HB-2268

Submitted on: 2/11/2026 11:07:31 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeff Juett	Individual	Support	Written Testimony Only

Comments:

HB-2268

Submitted on: 2/11/2026 11:12:40 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Travis Asaeli	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Members of the Committee,

My name is Travis Asaeli, and I respectfully submit testimony in strong support of HB 2268, relating to film production and expanding the authority of the Hawai‘i Tourism Authority to include marketing and promotion of Hawai‘i’s film industry.

Hawai‘i’s film and television industry has long played a vital role in supporting our local economy, workforce development, and global cultural visibility. Expanding the Hawai‘i Tourism Authority’s authority to include film marketing and promotion recognizes the strong connection between tourism and film production. Film and television projects showcase Hawai‘i’s landscapes, culture, and communities to worldwide audiences, which directly contributes to increased tourism and economic activity across multiple industries.

Beyond tourism, film production creates meaningful employment opportunities for local residents across a wide range of skill levels and professions, including production crew, transportation, hospitality, construction, security, and local vendors. As someone who works in Hawai‘i’s security and event operations sector and has been involved in film-related projects, I have personally witnessed how productions provide supplemental and sometimes primary income opportunities for local workers and small businesses.

Strengthening support and promotional authority for film production will help Hawai‘i remain competitive with other filming destinations that aggressively market their production capabilities and incentives. This bill supports long-term economic sustainability by encouraging productions to choose Hawai‘i, invest locally, and develop local talent pipelines.

Additionally, coordinated promotion through the Hawai'i Tourism Authority can create more strategic alignment between tourism promotion and film exposure, maximizing economic return while preserving and respectfully sharing Hawai'i's cultural identity.

For these reasons, I respectfully urge the committee to pass HB 2268.

Mahalo for the opportunity to provide testimony and for your continued support of Hawai'i's creative and economic development industries.

Respectfully submitted,

Travis Asaeli

HB-2268

Submitted on: 2/11/2026 11:34:52 AM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Milo Magno	Individual	Support	Written Testimony Only

Comments:

We need tv/film to offset the losses in tourism!

HB-2268

Submitted on: 2/11/2026 12:27:25 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michelle Mazzetti	Individual	Support	Written Testimony Only

Comments:

I support this bill because film and television aren't just economic drivers for Hawai'i — they're powerful statewide marketing and branding assets. When we align film, tourism, and economic development, we support local jobs while showcasing our islands to the world in an authentic way. Today's audiences discover Hawai'i through screen storytelling, and that kind of global visibility has lasting impact far beyond a single production. Mahalo for your kokua!

HB-2268

Submitted on: 2/11/2026 1:07:48 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Helena Chow	Individual	Support	Written Testimony Only

Comments:

To whom it may concern:

Mahalo for taking the time to read and consider my testimony. This bill will support many local jobs especially for craftsmen and women. As a makeup artist myself, these jobs have made huge impact in my life and in my family's life. Not only has the film industry driven local business, but it also drives and aligns with the tourism industry as well.

HB-2268

Submitted on: 2/11/2026 8:11:21 PM

Testimony for TOU on 2/12/2026 10:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mariann Tesauro	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 2268.

Film and television production are powerful tools for promoting Hawai‘i, supporting local jobs, and driving long-term economic activity. Recognizing film production as part of the state’s marketing and branding strategy aligns policy with modern realities.

HB 2268 supports local workers, strengthens Hawai‘i’s global visibility, and reinforces the positive relationship between film, tourism, and economic development. I respectfully urge your support.

February 12, 2026

The House Committee on Tourism
Representative Adrian K. Tam, Chair
Representative Shirley Ann Templo, Vice Chair

and House Committee on Economic Development and Technology
Representative Greggor Ilagan, Chair
Representative Ikaika Hussey, Vice Chair



Thursday , February 12, 2026, 10:30 a.m.
Conference Room #423 and via video conference

RE: HB 2268 Relating to the Film Industry

Dear Chairs Tam and Ilagan, Vice Chairs Templo and Hussey, members of the Committee,

My name is Kiran Polk, and I am the Executive Director & CEO of the Kapolei Chamber of Commerce. The Kapolei Chamber of Commerce is an advocate for businesses in the Kapolei region including Waipahu, Kapolei, 'Ewa Beach, Nānakūli, Wai'anae, and Mākaha. We work on behalf of our members and the broader business community to improve the regional and State economic climate and to help West O'ahu businesses thrive.

The Kapolei Chamber of Commerce **supports HB 2268**, which adds the marketing and promotion of film production as a power of the Hawai'i Tourism Authority. Recognizing film and television production as part of the State's marketing and branding strategy aligns policy with modern economic realities and ensures that Hawai'i remains competitive in attracting productions that generate long-term value beyond the screen.

Film and television production are powerful tools for promoting Hawai'i, supporting local jobs, and driving sustained economic activity. In West O'ahu, film production supports a wide network of small businesses—including food vendors, transportation providers, equipment suppliers, and service companies—while also showcasing emerging communities and diverse landscapes beyond traditional visitor areas. With a film studio planned for the region, **strategic marketing of the industry is especially important to maximize workforce opportunities, strengthen small business participation, and reinforce the connection between film, tourism, and economic development in a way that benefits local communities.**

For these reasons, the Kapolei Chamber of Commerce **supports HB 2268**. Thank you for this opportunity to provide testimony.

Respectfully,

Kiran Polk
Executive Director & CEO