



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Economic Development & Business
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By

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on behalf of

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University of Hawai'i System

HB 773 – RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM

Chair McKelvey, Vice Chair Kitagawa, and members of the committee:

The University of Hawai'i (UH) greatly appreciates the strong support that the Hawai'i State Legislature has given to the Academy for Creative Media System (ACM System), which now helps fund and coordinate collaboration among 17 different programs across all ten campuses of the UH System.

The Legislature's support for the film, television and digital content industry, which hires ACM graduates and makes it possible for them to stay in the islands with living wage jobs, is also greatly appreciated. In 2018, Hawai'i set a new record of almost \$477 million in direct production spending with an economic impact heading towards a billion dollars for the local economy.

The University of Hawai'i recognizes that the state's film, television and digital production tax credit has been instrumental in attracting much of this production work. However, UH is also aware that this tremendous growth has resulted in increased administrative needs from the industry on everything from marketing, location scouting, permit processing, certifying tax credits -- and even trouble shooting for residents who might feel inconvenienced by production in their neighborhoods. As these growing tasks require additional staff for the Hawai'i Film Office to better serve the industry, UH supports the intent of this measure.

On the additional areas covered in this measure, UH needs to individually assess them more closely, but supports the intent for the State of Hawai'i to streamline its creative industries ecosystem and to align DBEDT's efforts with the University of Hawai'i's creative media education programs.

Thank you for the opportunity to testify on this measure.