

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES  
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

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Program ID/Title: AGS-818/King Kamehameha Celebration Commission

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I. Goal

The King Kamehameha Celebration Commission (the Commission) was established by the Territorial Legislature in 1939, to plan and implement an annual celebration on a statewide basis to honor the life and accomplishments of Kamehameha the Great. Our objective is to educate and entertain the residents and visitors and provide activities for leisure time, in addition to bringing awareness to a wider audience concerning the traditions and history of Hawai`i.

II. Objectives and Policies

The objective of the Commission is to coordinate and provide the activities for the annual celebration statewide.

A. Events on Oahu include: Statue Decorating Ceremony, Annual King Kamehameha Celebration Floral Parade and the Na Hana Noeau O Ka Pakipika highlighting various ethnic cultures.

B. Events on Maui include: Ho`olaule`a in Lahaina along with a parade featuring pa`u riders and decorated vehicles, arts and crafts and entertainment.

III. Action Plan and Timetable

The Commission's plan is to provide all of the celebration's activities and events to the scope and breadth that it has provided in the past.

A. Past Year Accomplishments

1. The Statue Decoration Ceremony, the 92nd Annual King Kamehameha Celebration Floral Parade and Na Hana Noea`u O Ka Pakipika were held on O`ahu. A parade and ho`olaule`a was conducted in Lahaina, Island of Maui. For four consecutive years, all Police expenses were waived. Grants and sponsorship funds totaled around \$50,000.

B. Year 1

1. Increase participants and floats in the Annual King Kamehameha Celebration Floral Parade.

An increase in float units due to the nature of the theme was evident in previous year's parades. Increase in participation was due to earlier notifications and expanding the advertisements through various media.

2. Explore and expand grant and donation opportunities.

Secure more permanent funding through legislative action.

Funding opportunities and community partnerships are continually being sought. Several grant applications are pending awards.

Develop alternating funding methods such an increase in In Kind funding.

3. Appoint commissioners for the Island of Moloka`i and the Island of Maui commissioner due to resignation. Another position remains vacant for the Daughters and Sons of Hawaiian Warriors.

C. Year 2

1. Continuation of Year 1 activities with more involvement by general community.
2. Expand and restore neighbor island events, to produce a statewide celebration.

D. Year 5

1. Continuation of Year 1 activities. Expand and enhance O`ahu activities.
2. Expand and restore neighbor island events to conduct statewide celebrations.

Appointing commissioners to fill vacant positions will allow the celebration to once again be represented on O`ahu and 4 major islands.

3. Request restoration and additional funding to enhance statewide program.

IV. Performance Measures

- A. Customer Satisfaction Measure – If necessary, an annual written survey/evaluation will be developed and distributed to measure target audience satisfaction.
- B. Program Standard Measure – Number and type of events to be held annually will be developed.
- C. Cost Effectiveness Measure – Targets for annual donations and grants solicited and received will be developed.