

The Museum of Hawaiian Music and Dance

Introduction

In 2007 the Hawaii State Legislature passed SB 880, which was subsequently signed by the Governor becoming Act 230, SLH 2007. The purpose of this Act is to determine the economic feasibility of establishing the **Museum of Hawaiian Music and Dance**. Further, Act 230 creates the **Museum of Hawaiian Music and Dance Committee**.

The Committee is chaired by the Executive Director of the State Foundation on Culture and the Arts (SFCA) with costs shared equally by the SFCA, the Hawaii Tourism Authority (HTA) and the Office of Hawaiian Affairs (OHA). It shall investigate and determine:

- the type of institution that would be appropriate for the Museum,
- the best location or locations for this Museum(s),
- a plan to incorporate the existing Hawaiian Music Hall of Fame and Museum into the Museum of Hawaiian music and dance,
- the feasibility of creating a Hawaiian Dance Hall of Fame to be incorporated into the Museum of Hawaiian Music and Dance, and
- Possible financing mechanisms for these facilities, and most importantly,
- the Committee shall complete an initial Business Plan for the Museum.

The Committee shall submit a report of its findings and recommendations to the legislature no later than twenty days prior to the convening of the regular session of 2008. The final report shall be submitted to the legislature prior to June 30, 2008. The final report shall include a detailed account of how all funds provided for the committee were expended and plans for the future direction of the Museum.

Business Plan including Market Analysis

The Work Plan calls for the key elements of the Business Plan to include:

- an executive summary;
- business description of the Museum including an industry overview, description of the business activities, business positioning, description of the Museum's products and services and the pricing strategy;
- market analysis including a projection of the market size, definition of the Museum's trade area, definition of the primary customer, description of the competition and estimated annual sales by product and service provided;
- description of the development process including site selection, development timeline and the projected cost of development;
- the sales, marketing and promotions strategy;
- recommended "ownership" and management structure (government, private for-profit, private non-profit or some combination); and
- a five year financial plan including capital budget, cash flow statement and income statements.

Key Accomplishments to Date

- The following were appointed members of the Museum of Hawaiian Music and Dance Committee:

State Foundation on Culture and the Arts

Ronald K. Yamakawa, Chairman

Hawaii Tourism Authority

Muriel Anderson

Office of Hawaiian Affairs

Crystal Kua

Kamehameha Schools

Randie K. Fong

Bishop Museum

Nanea Armstrong

Hawaiian Music Hall of Fame and Museum

James Stone

President of the Senate

Aaron Mahi

Kanoë Naone

Lucien Wong

Kanoë Cazimero (Alternate)

Speaker of the House of Representatives

Brickwood Galuteria

Kimo Kahoano

Lea Uyehara

John Lake (Alternate)

- Act 230 (SLH 2007) appropriated \$80,000 (FY 2007-2008) and a like amount for FY 2008-2009 to carry out the purposes of this Act. After encountering funding delays and given the immediacy of the implementation timetable outlined in the legislation the sponsoring agencies allocated \$70,000 from their existing budgets, split evenly amongst the agencies, for FY 2007-2008.
- The delay in funding subsequently resulted in a delay in the selection of a contractor. Once funding was in place, the HTA secured, through competitive bid, the services of a consultant, Pacific Research and Planning Associates, Inc. to complete the following tasks: overall project management, coordination and reporting; committee support and preparation of the Museum's initial Business Plan. PRPA was authorized to begin work on December 1, 2007.

- On December 20, 2007 the Committee held its first meeting. The major purpose of this meeting was to begin the Committee’s discussion of the “Committee’s Charge”, “Purpose” and Work Plan. The Committee also discussed their ideas for the purposes of the Museum. The next Committee meeting is scheduled for January 7, 2008 and will be devoted to the development of the Museum’s “Conceptual Plan.”
- At it’s meeting on the December 20th the Committee authorized the PRPA to develop and distribute to the members, who shall in turn distribute to their network of stakeholders, “Stakeholder Survey #1”. This survey is intended to gather preliminary opinions from stakeholders regarding such issues as a) the purpose of the Museum, b) target markets and c) possible locations.
- The following is the approved Work Plan.

<u>Date</u>	<u>Key Activity</u>
December 1, 2007	Approval to proceed
December 20	Committee meeting, approval of work plan and implementation timetable. Identify key stakeholders
December 20-27	Prepare Draft of the 2008 Report to the Legislature
December 27	Submit 2008 Report to the Legislature
January 2-16, 2008	Preliminary data collection, interviews with Committee members and key stakeholders on Oahu and the Neighbor Islands
January 7	Committee meeting to discuss Conceptual Plan
January 18	Distribute preliminary findings Committee members for approval
January 24	Committee meeting to discuss preliminary findings
January 16-31	Continue data collection, preparation of draft market analysis
February 8	Distribute draft market analysis to committee members and key stakeholders
February 15	Committee meeting, review and approval of draft market analysis
February 15-29	Preparation of draft business plan including discussions/meetings with key stakeholders on Oahu and the Neighbor Islands
March 7	Distribute draft business plan to Committee members and key stakeholders
March 21	Committee meeting, review of draft business plan
March 22-27	Revision of draft business plan
March 28	Distribute revised draft business plan to Committee members and key stakeholders
April 11	Committee meeting, review and approval of revised draft business plan
April 25	Submission of final business plan to the Legislature and key stakeholders
January-May	Respond to Legislative requests, Committee meetings as

April 26-May 15	required Prepare draft final report, Committee meetings as required
May 15	Distribute draft final report to Committee members and key stakeholders
June 1	Committee meeting, review and approve final report
June 30	Submit final report to the Legislature and key stakeholders, Committee sunsets