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October 20, 2021

The Honorable Augie Tulba, Chair
and Members
Committee on Parks and Community Services
530 South King Street, Room 202
Honolulu, Hawaii 96813

Dear Chair Tulba and Councilmembers:

SUBJECT: Bill 34 CD1 (2021) – Relating to Commercial Activities at Public Parks

The Honolulu Film Office thanks the Council for its long-standing support and offers the following comments regarding the proposed measure.

The film industry has been a resilient part of Oahu's economic diversification. We have seen this after the attacks of 9/11, the economic collapse of 2008 and it has been a shining economic star throughout the pandemic.

Due to its robust testing and safe protocols, the film industry has been one of the few that has been able to operate safely, and contribute greatly to our local economy. According to DBEDT Director Mike McCartney, $50,000 spent in the community is the equivalent of 30 visitors. Hawaii's film industry in 2018 and 2019 generated nearly $500 million of direct spend each year, and 2021 is poised to be a record-breaking year, reaching or exceeding that figure. $500 million of direct spend is the economic equivalent of 300,000 visitors.

The film industry's use of parks and beaches is intermittent and highly regulated. The film office works closely with the parks department via the permit process to ensure that the activities are appropriate for the time and day requested. This was underscored when the ordinance was amended to add Section 2 (h) (1) and (2) a few years ago. The industry has been operating with great success and community support since then, including a television series based in the Waimanalo area from January through June of this year.

**MAYOR'S MESSAGE 158**
**PCS**

We respectfully request the following revisions:

1. Amend the times in section (h) to correct an error in an earlier measure
2. Clarify that the exemption extends to the area mentioned in (i) regarding the rights of way

Thank you for the opportunity to submit testimony. Please contact me at 808-768-6100 or wconstantina@honolulu.gov should you have any questions.

Very truly yours,

Walea Constantinau
Honolulu Film Office

APPROVED:

Michael D. Formby
Managing Director