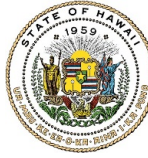




# Creative Industries Hawaii 2018



## Hawaii's Creative Economy in Summary:

- 53,993 jobs, 3,823 businesses
- 6.2% of the state total civilian jobs
- \$3.6 billion Gross Domestic Product (GDP) = 4.1% of total State of Hawaii GDP
- 9.7% growth between 2007 and 2017
- 2017 calendar year, \$319.9 million in estimated production expenditures generated \$554.7 million of economic impact, \$35.1 million in state taxes and 3,288 jobs statewide
- 2018 calendar year, \$420 million in estimated production expenditures generated estimated \$595 million of economic impact, \$39 million in estimated tax revenues and total job impacts of 4,148
- \$500,000 per year in revenues generated through lease rents of Hawaii Film Studio deposited into the general fund = \$5.5 million from 2007-2017. \$360,000 of revenues generated through rents at Kalaeloa Stage Facilities deposited into DBEDT Media Infrastructure R&M Trust Account.



Singer Songwriters **Evan Khay** and **Faith Rivera** record an original song at the **Creative Lab Hawaii Music Immersive (CLMHI)**, a program operated by CID. A song that Faith co-wrote during the CLMHI was licensed and placed in the online trailer for the **Fox Television series "Empire"**.

## 2018 Update



**creative industries**  
**HAWAII**

[www.cid.hawaii.gov](http://www.cid.hawaii.gov)



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
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# The value of the creative industries to Hawaii.

The uniqueness of Hawaii’s creative, artistic and cultural sectors positions Hawaii’s creative entrepreneurs to compete in worldwide markets. Additionally, these creative sectors are key sources of ideas, which are key components for Hawaii’s emerging technology and innovation sectors.

Several emerging areas have been focal points of interest, particularly in developing intellectual property based on new technologies used for delivering content through digital media and the internet. The priority focus by the state within the creative sector is now in a number of key industries for which Hawaii has an established competitive advantage, as well as in new industry ventures based on emerging technology. These key competitive areas can generate valuable exports and monetize our entrepreneurs' intellectual property, which in turn would generate high paying jobs in Hawaii.

These areas include:

- Film and television
- Music
- Digital media products (such as games and mobile applications)
- Animation
- Design/Fashion



KONG SKULL ISLAND, filmed in Hawai’i, continues the legacy of exciting high-profile monster movies filmed in the Hawaiian Islands. Photo courtesy of Warner Bros.



CID/DBEDT developed a relationship with Pixar and set up a program with DOE teachers to field test the new Pixar in a Box curriculum which showcases the mathematics, science and engineering and storytelling behind Pixar’s characters and award-winning films. Photo courtesy of Pixar/Disney.

## Creative Lab Hawaii (CLH)

Founded in 2012 by the Hawaii State Department of Business, Economic Development, and Tourism’s Creative Industries Division (CID), Creative Lab Hawaii has developed an ecosystem and community to increase creative export, attract investment and continue building the state’s artistic entrepreneurial capacity.

Funded by the Administration, Hawaii State Legislature and the U.S. Department of Commerce, Economic Development Administration, the CLH immersive workshops, panels and mentorships - facilitated by industry leaders from across the globe - equips entrepreneurs with the business and creative skill sets required to monetize their intellectual property and expand distribution channels. The end result would position Hawaii as the nexus of creative media development in the Pacific Region.

### CLH Milestones to Date

#### Music Placement

- 6 original songs licensed for network TV series and online trailers
- 9 original songs licensed to cable and streaming media networks
- 4 original songs sold to major entertainment studios
- 2 original songs licensed for yearlong ad campaigns

#### Media Content Development

- 3 feature films produced to date, 1 premiered at the Berlin International Film Festival
- 2 features currently in pre-production
- 5 TV series optioned by producers
- 4 scripts for TV and features acquired by L.A. talent agencies
- 6 web series produced, some winning national/international awards
- An autobiography and mobile game app published

#### Fashion Brands

- 4 fashion brands launched and new collections created

17 immersive programs  
6 ideation workshops  
28 public programs  
51 programs overall