

EMPOWERING CREATIVE ENTREPRENEURS



**CREATIVE LAB**  
**HAWAII**

CONNECT • COLLABORATE • CREATE



**creative industries**  
**HAWAII**



STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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

# What is Creative Lab Hawai'i?

**Creative Lab Hawai'i (CLH)** was founded in 2012 by the State of Hawai'i Department of Business, Economic Development, and Tourism (DBEDT), Creative Industries Division (CID) to develop an ecosystem to increase creative export, attract investment and continue building the state's artistic entrepreneurial capacity.

Funded by the Hawai'i State Legislature and the U.S. Department of Commerce's Economic Development Administration (EDA), CLH is an accelerator providing mentorship by industry leaders in media, music, and design around the globe. CLH equips entrepreneurs with business and creative skillsets necessary to monetize their intellectual property and expand global distribution channels, positioning Hawai'i as a nexus of creative media development in the Pacific Region.

## Our Mission

- **Accelerate professional development** of media, music, and creative entrepreneurs.
- **Position Hawai'i** as a hub of creative media development.
- **Increase growth** of commercially viable content for global acquisition and distribution.
- **Provide a pipeline of talent** from education to workforce, from Hawai'i to Hollywood.



The **CLH Fashion Immersive** helped put more structure to my business, my brand, and helped pave way for a clearer vision. This opportunity put a lot of the important issues into perspective.

— **Emiko Miyazawa, CLH Fashion Immersive Fellow**



I've never thought of myself as a "creative entrepreneur" until now. The **CLH Web Series Producers Immersive** has been nothing short of transformative. I feel equipped with the tools I need to take my writing and my career to the next level.

— **Mitchel Viernes, CLH Web Series Producers Immersive Fellow**

## Our Strategic Partners





# CLH Program Components

## YEAR-LONG IMMERSIVE PROGRAM

Offered to qualified applicants in high-growth creative clusters: screenwriting, producing, web series, mobile application development, animation, music, and design/fashion. Includes a five-day boot camp in Hawai'i, followed by a one-year mentorship program. Up to three individuals are chosen out of each cohort to attend a global entertainment conference where fellows build their industry network and pitch their products.

## IDEATION WEEKENDS

Geared toward entrepreneurs in the early stages of project development with the goal of developing the prerequisite qualifications to participate in CLH Immersive Programs. Ideation program includes a weekend-long workshop, followed by three months of coaching/mentorship to support participants in executing their material as individuals and as a group.

## PUBLIC PROGRAMS

A collaboration with various industry partners. This program offers free panels and workshops by industry professionals in the areas of screenwriting (live action and animation motion pictures and television), producing, web series, games, music, and design/fashion.

## CLH Milestones to Date

### MUSIC PLACEMENT

- 6 original songs licensed for network TV series and online trailers
- 20 original songs licensed to cable and streaming media networks
- 4 original songs sold to major entertainment studios
- 2 original songs licensed for year-long advertisement campaigns

### MEDIA CONTENT DEVELOPMENT

- 3 motion pictures produced to date, one of which premiered at the Berlin International Film Festival
- 2 motion pictures currently in pre-production
- 6 television pilots optioned by producers
- 8 web series produced
- 2 apps published
- 4 scripts for TV and features acquired by L.A. talent agencies
- 1 two-act play produced
- 1 autobiography published

### FASHION BRANDS

- 4 fashion brands launched and new collections created

**21** immersive programs  
**6** ideation workshops  
**32** public panels  
**59** programs overall  
**1,700+** participants

# Hawai'i's Creative Economy Update

- **53,993 jobs**
- **3,823 businesses**
- **6.2%** of the Hawai'i's total civilian jobs
- **\$3.6 billion** in gross domestic product (GDP), or 4.1% of total State of Hawai'i GDP
- **9.7% growth** between 2007 and 2017
- **2017** calendar year - **\$319.9 million in estimated production expenditures** generated **\$554.7 million in economic impact**, **\$35.1 million in state taxes** and **3,288 jobs statewide**
- **2018** calendar year - **\$479.0 million in estimated production expenditures** generated **\$828.7 million in economic impact**, **\$52.7 million in state taxes** and **4,200 jobs statewide**



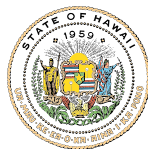
CLH Mentor **Meg LeFauve**, Academy Award-winning screenwriter, Pixar's *Inside Out*.



CLH Web Series Producers Immersive fellows, mentors, and CLH Executive Director **Michael Palmieri**.



CLH Music Immersive fellows **Evan Khay** and **Faith Rivera** record an original song that was licensed and placed in the online trailer for the FOX television series *Empire*.



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