

FilmHawai'i



creative industries
HAWAII



2022

CREATIVE ECONOMY UPDATE



www.cid.hawaii.gov

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
CREATIVE INDUSTRIES DIVISION
HAWAII FILM OFFICE
CREATIVE LAB HAWAII
No. 1 Capitol District Building
250 South Hotel Street, 5th Floor
Honolulu, Hawaii 96813
(808) 586-2590

The value

of the creative industries to Hawaii.

The intersection of Hawaii's creative, artistic and cultural sectors positions Hawaii's entrepreneurs to compete in today's global markets.

Anchored by a vibrant local and offshore film industry, Hawaii's creative economy delivers value added experiences for visitors while contributing to the State's GDP.

Statewide, DBEDT's Creative Industries Division is dedicated to building and strengthening the ecospheres of both the creative and media industries, which are intrinsic to the development of an economy based on entrepreneurship and innovation.

In a report prepared by DBEDT's Research and Economic Analysis Division (READ), several emerging areas point to increasing emphasis on intellectual property development where new technologies provide mobile and new forms of content distribution. A number of key industries stand out as having a competitive advantage, which can generate valuable exports while helping to diversify deal flow, further monetizing our entrepreneurs' content and services for global export.

More recently, a [2019](#) Hawaii's Targeted & Emerging Industries Report, also prepared by READ, continues to show the scope of creative activity beyond the previous focal areas of arts and culture. Industries such as Computer and Digital Media, Engineering/R&D, Marketing, and Design, among others, better reflect the integration of art, technology and other creative activities.

FilmHawai'i

Hawaii's film industry
is an anchor of the state's creative economic spectrum,
which continued its record breaking streak in 2021,
projected to reach **\$405 million in estimated**
production spend.



**Creating over 2,170 Hawaii resident
production jobs and an
average salary of \$66,942.**



The immersive workshops, panels and mentorships - facilitated by industry leaders from across the globe - empower entrepreneurs with **relevant business and creative skills.**



Funded by the Hawaii State Legislature and the U.S. Department of Commerce - Economic Development Administration (EDA), participants learn how to monetize their intellectual property and expand distribution channels. The end result positions Hawaii as the nexus of creative media development in the Pacific Region.

Milestones

31 MUSIC PLACEMENTS

- 7 original songs licensed for **network TV series** and online trailers
- 13 original songs licensed to **cable and steaming media networks**
 - 9 original songs sold to **major entertainment studios**
 - 2 original songs licensed for **yearlong ad campaigns**

25 MEDIA CONTENT DEVELOPMENTS

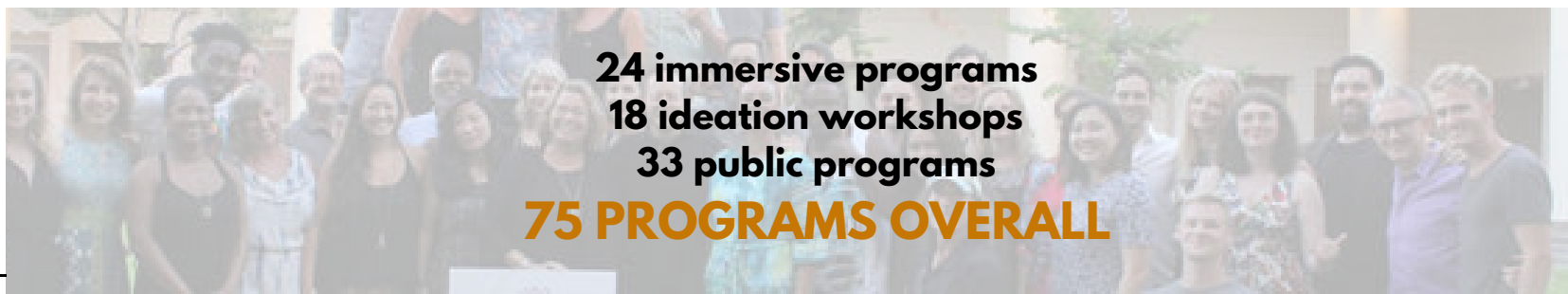
- 3 feature films produced to date, 1 premiered at the **Berlin International Film Festival**
 - 2 features currently in **pre-production**
 - 6 TV Pilots optioned by **producers**
- 4 **Movies of the Week** optioned - 3 produced, 1 in pre-production
 - 1 **Short Film** acquired, produced and distributed by **Lifetime**
 - 1 **Documentary** in pre-production
- 6 **web series** produced, some **winning national/international awards**
 - An **autobiography** and **mobile game app** published

4 FASHION BRANDS

- 4 **fashion brands launched** and new collections **created**

24 immersive programs
18 ideation workshops
33 public programs

75 PROGRAMS OVERALL





The results

Creative Industries Hawaii



2022

Hawaii's Creative Economy in Summary

47,893

jobs, and small businesses

\$3+ billion

Gross Domestic Product (GDP)

.2% annual growth

between 2011 and 2021

2021 Film Production

\$405 million

production expenditures

\$702 million

economic impact*

\$43 million

tax revenues generated

4,060**

total job impacts



*Production jobs and induced jobs combined. Source: Hawaii's Creative Industries: Update Report, DBEDT/READ, 2018 & 2019

**Figures currently exclude calculations for impact of leakage from out-of-state hires/vendors and is continually monitored.