

FilmHawai'i



creative industries
HAWAII

2021

**CREATIVE ECONOMY
UPDATE**



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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 2020 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,
hitting a record breaking year in 2019, reaching over
\$405 million in estimated production spend.



**Creating over 2100 Hawaii resident
production jobs and an estimated**

\$707 million in economic impact.



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

58 MUSIC PLACEMENTS

- 15 original songs licensed for **network TV series** and online trailers
- 34 original songs licensed to **cable and steaming media networks**
 - 4 original songs sold to **major entertainment studios**
 - 5 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**
 - 4 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

25 immersive programs
23 ideation workshops
50* public programs

98 PROGRAMS OVERALL

*includes panels scheduled through June 2021





The results

Creative Industries Hawaii



2020

Hawaii's Creative Economy in Summary

54,071

jobs, and small businesses

\$4.2 billion

Gross Domestic Product (GDP)

7% growth

between 2009 and 2019

2019 Film Production

\$405 million

production expenditures

\$707 million

economic impact*

\$43.7 million

tax revenues generated

3,303**

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.