



RESOURCE HIGHLIGHT: FILM

FUNCTIONS OF THE BIG ISLAND FILM OFFICE

Hawai'i County's Big Island Film Office (BIFO) has three main functions: 1) promote and market Hawai'i Island as a location destination for film production;

2) build our own local industry and capacity; and 3) build infrastructure and business, community, and government relationships to enable our promotion and capacity.



Lava Flow Areas
Location Scouting



Access BIFO website at:
<http://www.filmbigisland.com>

ECONOMIC IMPACT OF MEDIA PRODUCTION

The overall economic impact of film and media production on Hawai'i Island is measured in several ways. One is to add up all the spending the various types of productions leave behind on the island. The film office tracks production spending of many genres of production including: feature films, television shows, travel shows, documentaries, still photography shoots, music videos, etc. In calendar year 2010, the revenue from production on the island was just shy of 2 million dollars. In 2009, the figure was much higher, at close to 20 million. The difference in these annual totals was due to the fact that in 2010, the island did not have any large feature films or television shows to boost the

spending totals. Nonetheless, aggregate spending is one of the key yardsticks by which economic impact is measured.



Predators (2010)
Location Scouting
Director Nimrod Antal (3rd fr L)

A second way economic impact is measured is by the "trickle down" effect of local spending, or by use of various income "multiplier effects" formulations. The idea here is that production spending is like new money pumped into a locale, and this new money circulates through the community as new people who are hired spend this money in turn; or as businesses and services that

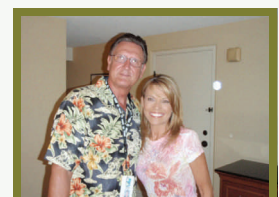
are engaged in the production receive payments, in turn spending that money on other things down the food chain. The state of Hawai'i uses a very conservative multiplier effect of 1.6, so our 2 million in direct production spending is the actual equivalent of 3.2 million of total economic impact.



The Tempest (2010)
Location Scouting
Director Julie Taymor

A third way economic impact is assessed is by the connection film production has to tourism and the possible "after effects" of production to stimulate travel and tourism as a result of production. At its best, the

locations of a popular feature film or television show are viewed by millions of people around the world and act like the ideal visitor's office tourist brochure in the promotion of local attractions. In the recent past, Hawai'i Island has hosted popular features like **Predators**, **The Tempest** and the hugely popular television show, **Wheel of Fortune**. Destination travel based around the locations of these programs has already appeared in travel magazines and tour offerings.



Wheel of Fortune
Film Commissioner John Mason and Vanna White

APRIL 16-JUNE 11

April 16	<u>Aloha For Japan Benefit Concert & Silent Auction</u> Free concert with a silent auction. 100% of the proceeds from the silent auction and collection box will be donated to support the Aloha for Japan campaign. <i>From 12:00 PM until 5:00 PM</i>	Deann Ginoza 808 885-9501 The Shops at Mauna Lani 68-1330 Mauna Lani Drive Suite 100 Kohala Coast, HI 96743 deann@shopsatmaunalani.com
April 23	<u>Earth and Ocean Festival at Keauhou</u> Presented by the Kona-Kohala Chamber of Commerce and the University of Hawai'i Sea Grant College Program. The event gets broad participation from dozens of private businesses, government agencies, non-profit organizations, area schools and other groups, which all share a common goal: to raise awareness of environmental issues through fun, educational and cultural activities. This year's Earth Day Fair at Keauhou will be held Saturday at the Keauhou Beach Resort and Kahaolu Beach Park. <i>From 10:00 AM until 3:00 PM</i>	Sara Peck 808 329-2861 Keauhou Beach Resort 78-6740 Ali'i Drive Kailua-Kona, HI 96740 hawaiiartfest@bigislandeventguy.com
April 24 to 30	<u>Merrie Monarch Festival</u> Thursday through Saturday the Merrie Monarch competition is held at Edith Kanaka'ole Stadium. Most activities during the Festival week are free to the public, however tickets are needed to attend the three-day hula competition. Ticket prices vary depending on seating section and the number of days attending the competition. Ticket request forms at: www.merriemonarch.com	Merrie Monarch 808 935-9168 Edith Kanaka'ole Stadium 350 Kalanikoa Street Hilo, HI 96720
May 1	<u>May Day is Lei Day Festival</u> The May Day Lei Day Festival includes a lei contest, lei making demonstrations, hula performances, guided forest tours with cultural protocols for harvesting lei materials, talk story sessions, orchid and native plant sales, and food booths.	808 967-8222 Volcano Art Center, Niaulani Campus 19-4074 Old Volcano Road Volcano, HI 96785
May 7	<u>Celebrating Hawai'i's Territorial Era</u> Journey back to Hawai'i's Territorial days in this special presentation of the silent film comedy "The Stowaway" (accompanied by organist Bob Adler) and a fascinating slide show about historic theaters of Hawai'i. <i>7:00 PM</i>	808 934-7010 Palace Theater 38 Haili Street Hilo, HI 96720
May 11 to 15	<u>6th Annual Big Island Film Festival</u> Big Island Film Festival celebrates new narrative films and filmmakers from Hawai'i and around the world. Movies are offered day and night allowing residents and visitors to share a unique experience watching brand new stories. Hawaiian music, hula, celebrity honorees, receptions, and trainings along with short and feature films wrap filmmakers and film lovers in the spirit of Aloha. Daytime and Festival evening films are located at the Fairmont Orchid-Hawai'i, Thursday through Saturday. Family films are offered FREE at The Shops at Mauna Lani each evening Wednesday through Saturday. The Best of the Fest concert and Audience Choice Feature and Short Film are the final event on Sunday evening beginning at 5:00 PM at the Fairmont Orchid. Kama'aina discount available on movie tickets and Best of the Fest. Free films for active military personnel. Assortment of passes available. See website for details at: www.bigislandfilmfestival.com	808 883-0394 Mauna Lani Resort 68-1330 Mauna Lani Drive Suite 100 Kohala Coast, HI 96743
May 14	<u>Amy Greenwell Ethnobotanical Garden Tour</u> This tour gives an understanding of the role plants played and still play in the Hawaiian culture. More than 200 species of plants that grew in the traditional farms and native forests of Kona, including endemic, indigenous and Polynesian introduced plants. Free. <i>From 10:00 AM until 11:30 AM</i>	808 323-3318 Amy Greenwell Ethnobotanical Garden 82-6188 Māmalahoa Highway Captain Cook, HI 96704
May 14	<u>Hawai'i County Band Concert</u> The 40-member strong Hawai'i County Band is an Island musical treasure that you can enjoy if you happen to be in Hilo on the one Saturday a month the group performs. The band plays a tapestry of seasonal works, Hawaiian pieces, overtures, movie themes and other selections. Free. <i>12:00 PM</i>	Mooheau Park Bandstand 329 Kamehameha Avenue Hilo, HI 96720
May 15	<u>Niaulani Forest Work Day</u> Enjoy the open air while volunteering to help restore the beauty and diversity of the native, old-growth rainforest at Volcano Art Center's Niaulani Campus in Volcano Village. An opportunity to help the forest and connect with nature plus learn about the rich mixture of flora and fauna on this site. Free. <i>From 9:00 AM until 12:00 PM</i>	808 967-8222 Volcano Art Center, Niaulani Campus 19-4074 Old Volcano Road Volcano Village, HI 96785
May 15	<u>The Wild Hawaiian in Concert at BIFF Best of the Fest</u> Athlete, self-taught musician, singer, songwriter, traveler, author and actor, Kapono is part of Hawai'i's groundbreaking duo, Cecilio & Kapono, which reunites annually. Admission includes Henry Kapono concert, the audience-voted Best Feature and Best Short Films of BIFF 2011 and Silent Auction to benefit the Wounded Warrior Project for America's veterans. In addition, Hawai'i's own Kristina Anapau ("Black Swan") will make a special appearance and receive a Big Island Film Festival Ha'aeo Award. Tickets go on sale April 1, and can be purchased online at: www.bigislandfilmfestival.com . Best of the Fest tickets are \$40 at the door (\$30 kama'aina) and \$35 in advance (\$25 kama'aina), \$10 keiki, 6-12. <i>From 5:30 PM until 7:00 PM</i>	808 883-0394 Fairmont Orchid Hawai'i Resort 1 North Kaniku Drive Kohala, HI 96743
June 4	<u>Ford Ironman Hawai'i 70.3 Triathlon</u> This event is half the Ironman distance—1.2 mile swim, 56 mile bike and 13.1 mile run. Held at the beautiful Fairmont Orchid Hawai'i Resort on the Kohala Coast and is part of the official qualifier series for the 2010 Ironman Triathlon World Championship held in Kona later in the year. www.ironman.com	808 329-0063 Fairmont Orchid Hawai'i Resort 1 North Kaniku Drive Kamuela, HI 96743
June 11	<u>King Kamehameha Day Community Parade</u> A beautiful floral parade through the heart of Kailua-Kona honoring the great Hawaiian monarch. Featuring Hawaiian-themed entries, including pā'u riders representing all the Hawaiian Islands, bands, hula and community groups. Also food booths, crafts and much more. <i>From 9:00 AM until 11:00 AM</i>	808 322-9944 Ali'i Drive Kailua-Kona, HI 96740

Visit: www.gohawaii.com/calendar (to locate additional events)
HVCB's event information is subject to change without notice.

HA'ILONO: *Bringing of News*

COUNTY OF HAWAII : FEBRUARY

	2010		2011		% Change	
	Month	YTD	Month	YTD	Month	YTD
BUILDING PERMITS						
Total value of building permits authorized (\$1,000)	59,086	80,610	22,921	51,625	-61.2	-36.0
Total number of building permits authorized	300	546	164	384	-45.3	-29.7
Valuation of private projects (\$1,000)	55,561	73,986	22,111	46,941	-60.2	-36.6
Number of private projects authorized	289	525	162	377	-43.9	-28.2
Valuation of public projects (\$1,000)	3,525	6,624	810	4,684	-77.0	-29.3
Number of public projects authorized	11	21	2	7	-81.8	-66.7
Total new housing authorizations - Units	507	557	39	101	-92.3	-81.9
New single-family units authorized	67	117	39	101	-41.8	-13.7
New multi-family units authorized**	-	-	-	-	-	-
TOURISM						
Number of domestic visitor arrivals	75,269	152,574	87,409	175,825	16.1	15.2
Number of international visitor arrivals	27,366	55,405	29,600	56,539	8.2	2.0
Number of cruise ship arrivals	19,947	39,856	22,052	42,139	10.6	5.7
Hotel/Condominium Resort Occupancy (%)						
Hawai'i County average	62.2*	57.3*	71.9	67.4	9.7	10.1
Kohala coast	59.7	55.3	69.9	66.2	10.2	10.9
LABOR FORCE						
Civilian labor force	83,150	83,400	82,850	82,950	-0.4	-0.5
Number of unemployed	8,100	8,175	7,800	7,750	-3.7	-5.2
Unemployment rate	9.8	9.9	9.4	9.4	-	-
Total employed	75,050	75,225	75,050	75,200	-	-
Total wage & salary jobs ***	59,550	59,550	60,400	60,200	1.4	1.1
Leisure & Hospitality Services	12,400	12,350	12,600	12,500	1.6	1.2
Accommodation & Food Services	10,700	10,650	10,900	10,800	1.9	1.4
Trade, Transportation, Utilities	12,800	12,825	12,600	12,550	-1.6	-2.1
Wholesale Trade	1,500	1,500	1,600	1,600	6.7	6.7
Retail Trade	8,700	8,700	8,500	8,500	-2.3	-2.3
Government	12,550	12,575	12,500	12,550	-0.4	-0.2
Education and Health Services	7,600	7,575	7,700	7,700	1.3	1.7
Natural Resources, Mining & Construction	3,350	3,425	3,000	2,950	-10.4	-13.9
Manufacturing	1,300	1,325	1,200	1,200	-7.7	-9.4
Finance & Insurance	1,100	1,100	1,000	1,050	-9.1	-4.5
TRANSPORTATION						
Gasoline consumption (1,000 gals.)	4,932	9,833	6,544	11,877	32.7	20.8
TAX COLLECTIONS (\$1,000)						
	23,894	50,841	19,748	36,056	-17.4	-29.1
CONSUMER PRICE INDEX (Honolulu, all items)						
(1982-84=100) (1st = 233.822) (2d = 235.916)		234.869				
POPULATION (April 1, 2010)						
		185,079				

*Revised

**Duplex & apartment units

***Total wage & salary jobs incl. Multiple jobholders & excl. non-agric. Self-employed, unpaid family workers, domestics

Visit: www.co.hawaii.hi.us/info/stats.html (to access earlier statistics from January 2001 through January 2011)

The County of Hawai'i is an Equal Opportunity Provider and Employer



County of Hawai'i

www.co.hawaii.hi.us

Dept. of Research & Development

25 Aupuni Street, Suite 1301

Hilo, HI 96720-4252

Tel. 808 961-8366

Fax 808 935-1205

www.hawaiicountyrandd.net

R&D Library

Information Resources Program

www.hawaiicountyrandd.net/information

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