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# HOUSE CONCURRENT RESOLUTION

CONVENING A TASK FORCE TO IDENTIFY AND SECURE A SITE SUITABLE  
FOR BUILDING FLOATS, STORING MATERIALS, AND SETTING UP  
DISPLAYS FOR PARADES AND MAJOR CELEBRATORY EVENTS.

1           WHEREAS, Hawaii's tourism industry has struggled to regain  
2 its strong foothold since the September 11 attacks and the  
3 recession; and  
4

5           WHEREAS, in addition to working with traditional  
6 stakeholders such as the Hawaii Tourism Authority and the Hawaii  
7 Hotel & Lodging Association, the government may need to find  
8 more creative ways to revitalize tourism; and  
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10           WHEREAS, parades are a source of tourist attraction that,  
11 if properly invested in, may offer that sort of creative  
12 economic relief; and  
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14           WHEREAS, in addition to boosting visitor count, parade  
15 benefits may include raising revenue, creating jobs and new  
16 ventures, sharing our Aloha Spirit, and promoting Hawaii; and  
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18           WHEREAS, Oahu has been home to many famous and grand  
19 parades, including the Aloha Day, Pan Pacific, Kamehameha Day,  
20 Honolulu City Lights, Electric Light, and Honolulu Festival  
21 parades; and  
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23           WHEREAS, the 2005 Honolulu Festival and parade, which  
24 attracted many high-spending Japanese tourists with its  
25 offerings of hula and modern and Japanese dancing, was  
26 responsible for bringing in more than 6,000 visitors to Oahu and  
27 adding nearly \$13 million to our economy as documented in a  
28 Honolulu Star-Bulletin editorial; and



1 WHEREAS, parade groups once enjoyed free rent for years at  
2 a warehouse at Pier 32 to build and store floats and equipment,  
3 but those groups were displaced to make way for Pasha Hawaii  
4 Transport Lines, which began service here in March 2005; and  
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6 WHEREAS, since a Honolulu parade can take up to a year to  
7 plan, and building floats can take about a month, one of the  
8 urgent challenges is to find a permanent structure, pier, or  
9 warehouse in town that is free of charge, where floats can be  
10 built, set up, and decorated, and materials can be stored; and  
11

12 WHEREAS, veteran parade organizer Nelson Fujio, who has  
13 nearly 40 years of experience in staging parades and has earned  
14 several proclamations from the city and state in appreciation of  
15 his volunteer parade work, has pledged to oversee and maintain  
16 that permanent structure and site; and  
17

18 WHEREAS, Fujio currently uses six Matson containers on  
19 state property outside Pier 1 to store parade materials and  
20 such, but that site does not protect Fujio's materials from the  
21 harsh elements, and his materials are currently getting wet and  
22 deteriorating; and  
23

24 WHEREAS, while Fujio has reached out to various state  
25 agencies for assistance in securing another site, he cannot  
26 continue his volunteer parade work without a central storage  
27 site in town, between Ward Avenue and Sand Island; and  
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29 WHEREAS, an initial step would be the formation of a task  
30 force made up of state and city officials to identify a location  
31 where floats and various displays can be built, set up, and  
32 decorated, and parade materials can be stored; and  
33

34 WHEREAS, while the site could be provided on private  
35 property and a grant or other funds could be used to rent the  
36 property, this endeavor can start off as a nonprofit or not-for-  
37 profit operation, and can be privatized; now, therefore,  
38

39 BE IT RESOLVED by the House of Representatives of the  
40 Twenty-sixth Legislature of the State of Hawaii, Regular Session  
41 of 2011, the Senate concurring, that the Director of Business,  
42 Economic Development, and Tourism, with the cooperation of the  
43 Mayor of the City and County of Honolulu, is requested to  
44 convene a state-city task force to identify and secure a site



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1 suitable to build floats, store materials, and set up various  
2 displays for parades and major celebratory events; and  
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4 BE IT FURTHER RESOLVED that the task force comprise  
5 officials from the State and City and County of Honolulu who are  
6 necessary to identify and plan for the securing of such a site,  
7 and include the participation of parade and celebratory event  
8 planners to the extent necessary to determine the needed  
9 characteristics of the site; and  
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11 BE IT FURTHER RESOLVED that the Director of Business,  
12 Economic Development, and Tourism report to the Legislature, no  
13 later than 20 days prior to the convening of the Regular Session  
14 of 2012, the task force's findings and recommendations and  
15 progress in identifying and securing a location suitable to  
16 build floats, store materials and set up various displays for  
17 parades and major celebratory events; and  
18

19 BE IT FURTHER RESOLVED that certified copies of this  
20 Concurrent Resolution be transmitted to the Director of the  
21 Department of Business, Economic Development, and Tourism; Board  
22 of Directors of the Hawaii Tourism Authority; Mayor of the City  
23 and County of Honolulu; Executive Director for the City and  
24 County of Honolulu's Office of Economic Development; and Mr.  
25 Nelson Fujio.  
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27  
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*[Handwritten signatures on the left side of the page]*

OFFERED BY:

*[Handwritten signatures on the right side of the page, including names like Ian W. Chay, Tom Bunn, Jessica Woolly, etc.]*