



# CREATIVE & PERFORMING ARTS

ECONOMIC DEVELOPMENT STRATEGIES  
& ACTION PLAN 2021-2024



# CREATIVE & PERFORMING ARTS

*Goal: A thriving art economy where art is engaging, accessible, inclusive, and part of all of our lives.*

## STRENGTHS

- Aloha Spirit
- Cultural diversity
- Creative solution making & community bonding
- Fabric arts
- Native aboriginal values and heritage
- Natural environment
- Network of Resilience Hubs
- Reciprocal relationship with environment
- Strong culinary arts connections
- Untapped talent
- Youth creativity

## OPPORTUNITIES

- Platform to express & explore passions
- Tool to address mental health
- Curated experiences
- Cross-sector collaborations
- Community workshops
- Disability awareness using art to create resilience through universal design
- Build confidence and self-esteem
- Tool to use and manipulate environment
- Community needs drive art sector
- Art for all ages, abilities, income levels

## ASPIRATIONS

- Art is more accessible for all ages/levels
- Arts are highly valued by community
- Bring awareness to social issues, events
- More art in the public school system
- Create products with purpose
- Upcycle, repurpose, reuse materials
- Living wages
- Use culture and stories to create art
- More community art projects
- Empowered to study and practice arts
- Grassroots collaborative art showings including pop-ups and strolls
- Access to various art grants and funding
- Alternative licensing process to enable teaching within educational institutions
- Establish Regenerative Recovery Center
- Establish Hawai'i Makers Art Co-op
- Online network of artistic endeavors

## RESTRAINTS

- Financial support for the arts
- Geographic challenges - transportation is barrier to access
- Liability insurance for events
- Minimal government support for industry
- Competition among creatives
- Entrepreneurial capacity is limited
- Unfeasible sign installation guidelines
- Arts not viewed as essential to community well-being
- Art not fully integrated in place-based community planning and development
- Collateral-based loans are restrictive

# OBJECTIVE 1

## *Infuse more arts into neighborhoods*



## STRATEGIES

- Increase access to create art and perform
- Elevate culture and community stories through art
- Public murals and art installations
- Close the gap on geographic limitations
- Support and sustain creatives with meaningful paid work opportunities

# OBJECTIVE 2

## ***Enlighten community around the high value art***



## STRATEGIES

- Ensure access to the arts within our schools
- Offer art therapy
- Gather data to showcase correlations between art and healing
- Identify community art collaborations to unite area residents
- Shift the deficit narrative around arts
- Implement arts for the health and well-being of the military
- Reduce waste through art installations and sustainable products

# CREATIVE & PERFORMING ARTS

## REFLECTIONS

### HOW DO WE REINVIGORATE THE ARTS IN THIS CHANGED WORLD?

- Allow art to guide the path
- Support creatives to offer artistic solutions
- Arts to drive tourism and revenue to local businesses
- Arts play in creativity and innovation

### HOW DO WE BETTER SUPPORT HAWAII'S CREATIVES?

- Strengthen creatives' capacity to serve
- Offer equitable private and public sector resources
- Frame the arts as essential to quality of life and civic health

### HOW ARE THE ARTS AT THE CORE OF A COMMUNITY'S WELL-BEING?

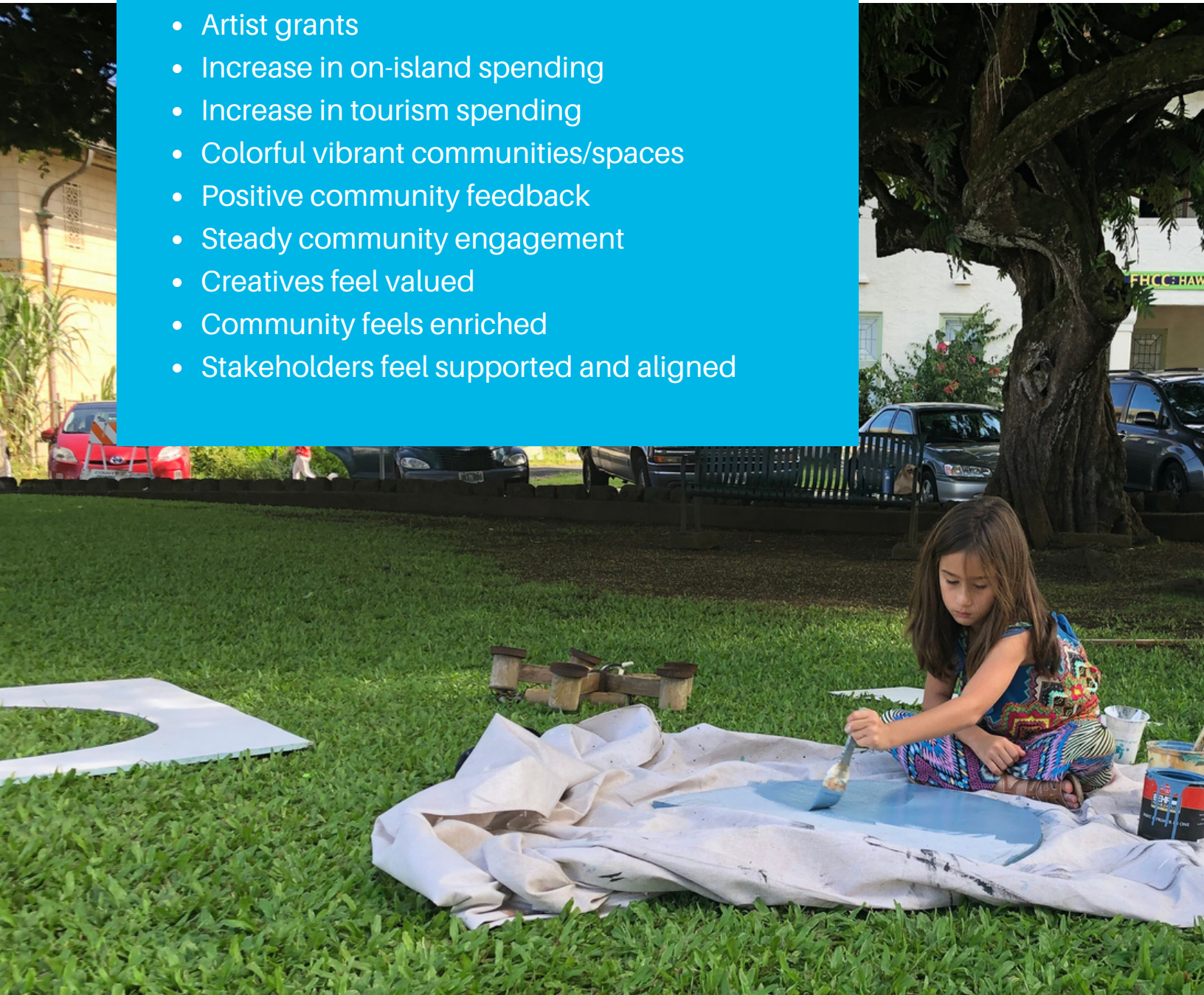
- Arts offer diversity, equity, and inclusion to strengthen positive sentiment
- Arts drive creative industries: museums, theaters, architecture, film, design
- Communities with a high concentration of arts tend to have higher civic engagement, better child welfare, lower poverty rates, more social cohesion
- Arts provide an avenue for productive social and political discussion
- People with art training develop better communication skills and can more easily adapt to diverse ways of thinking

### HOW DO WE MAKE THE ARTS MORE RELEVANT AND MORE ACCESSIBLE TO MORE PEOPLE?

- Commit to building recognition of the importance of the arts through clear messaging and unified storytelling
- Incorporate the arts into health and well-being across all demographics

# PROSPERITY METRICS

- Jobs
- Increased wages
- Artist grants
- Increase in on-island spending
- Increase in tourism spending
- Colorful vibrant communities/spaces
- Positive community feedback
- Steady community engagement
- Creatives feel valued
- Community feels enriched
- Stakeholders feel supported and aligned





# APPENDIX

## LIST OF PROJECTS & TACTICS FOR SECTOR STRATEGIES

Arranged within an ABCD lens: what we can do, what we need help with, and what we need others such as government, philanthropy, and industry to do

# CREATIVE & PERFORMING ARTS

## 1) INFUSE MORE ARTS INTO NEIGHBORHOODS

### *Increase access to create & perform*

#### **What We Can Do**

- Connect and collaborate with local theaters and dance studios
- Create a public list of ASL (American Sign Language) interpreters trained to interpret performances

#### **What We Need Help With**

- Developing creative programs that are accessible to incarcerated or previously incarcerated
- Creating artistic temporary access points into the ocean water for mobility limited and kūpuna
- Improving the quality, affordability, and availability of studio and performance spaces

#### **What We Need Others to Do**

- Provide incentives such as matching grants to local artists and performers and/or grants that are tied to free-of-cost projects/performances/workshops for the community
- ADA friendly/compliant community gardens, art installations, and facilities
- Increase the quantity and improve the quality of venues for arts and performance beyond the current limited options

### *Elevate culture & community stories through art*

#### **What We Can Do**

- Paint shade cloth murals that tell stories of a place and install within community gardens
- Document the development of art pieces and digitize online to provide more context
- Offer storytelling and living history opportunities (interviews, archival, and sharing) that celebrate unique community memories, experiences, and histories

#### **What We Need Help With**

- Creating signage and painting utility boxes, containers, buildings, etc. that speak to culture and values of a community
- Creating spaces at popular tourist destinations for skilled kanaka to demonstrate their artistic talents and conduct creative performances

#### **What We Need Others to Do**

- Carry “products with purpose” made by local creatives and carry the stories and promote the values of their communities
- Require/incentivize hotels and vacation rentals to display key inserts within their onsite guidebook to showcase community stories; couple with public banner and signage program with QR code and/or hashtag program for more information

# CREATIVE & PERFORMING ARTS

## *Public murals & art installations*

### **What We Can Do**

- Connect local artists to communities, schools, and resilience hubs to create art

### **What We Need Help With**

- Having access to reliable funding streams on an ongoing/consistent basis

### **What We Need Others to Do**

- Set aside 1% on new project construction to fund an art installation within the projected project space (i.e. buildings, bridges, road repaving, etc) or surrounding community

## *Close the gap on geographic limitations*

### **What We Can Do**

- Bring art to the people via mobile art galleries, interactive art vans, and bus outreach
- Bring music to the people with mobile music vans and bus outreach

### **What We Need Help With**

- Building and installing bus shelters islandwide that incorporate art
- Better alignment of public transportation schedules with upcoming events, including special service
- Creating a transportation assistance plan for those interested in attending art events and programs regularly

### **What We Need Others to Do**

- Activate a Kona bus terminal
- Establish a Park & Ride in Pāhoa, Ka'ū, and at the head of each private subdivision where the bus or rideshare can stop

## *Support & sustain creatives with meaningful paid work opportunities*

### **What We Need Others to Do**

- Embed paid Artist Residencies at County/State buildings, recycling centers, farmers markets, libraries, community centers, and other highly frequented locales
- Commission an artistic and calming installation that incorporates visuals and sound for the TSA line & CoVid testing areas at the airports
- Pay poets to read their work aloud on the bus and at other government venues, community events
- Government recognize the importance of the arts and fund ongoing development of creative infrastructure

# CREATIVE & PERFORMING ARTS

## 2) ENLIGHTEN COMMUNITY AROUND THE HIGH VALUE OF ART

### *Ensure access to the arts within our schools*

#### What We Can Do

- Contact principals islandwide share importance and value the arts

#### What We Need Others to Do

- Offer low to no cost opportunities for creatives to collaborate and infuse more arts within the school system (i.e. Art Lunches where students watch a demonstration during lunch and are provided kits to try on their own time; murals on school campus that include students in visioning and painting)
- See art as more than just standalone subject, and intentionally weave arts into all aspects of learning (i.e. integrate performing arts into P.E. to foster movement based learning; explore the intersection of art x science)

### *Offer art therapy*

#### What We Can Do

- Work with resilience hubs and regenerative recovery centers to fuse connections between the arts and the practice of 'āina-based healing and mental health

#### What We Need Help With

- Collaborating with non-profits to create unique art projects tailored to their mission
- Partnering with Mental Health First Aid (MHFA) instructors to provide MHFA certification to local artists, so they have explicit background in therapeutic techniques
- Creating opportunities for art programming that serves the whole 'ohana, from keiki to kūpuna, and fosters aloha and inclusion so art is accessible to all ages and all abilities
- Creating art rehabilitation program for people who are incarcerated, or who are reintegrating back into community

### *Gather data to showcase correlations between art & healing*

#### What We Need Help With

- Working with psychology professionals and other relevant stakeholders to identify best data collection methods to show the positive impact the arts have on individual and community health and well-being
- Collecting data and analyzing findings to inform a basic report on the values of exposure to art and engaging in art experiences in our daily lives

# CREATIVE & PERFORMING ARTS

## *Identify community art collaborations to unite area residents*

### **What We Can Do**

- Engage residents and provide opportunities to participate in their local community gardens

### **What We Need Help With**

- Creating ground murals around the island
- Coordinating a paint refresh of buildings in historic downtowns such as Pāhoa
- Painting community boardwalks, such as in Honomu

## *Shift the deficit narrative around arts*

### **What We Can Do**

- Leverage social media to reach people regarding the importance of funding the arts and the vibrancy the arts add to our daily lives

### **What We Need Help With**

- Connecting with Data Justice and what we're learning about the science of thematic analysis to elevate the connection and interplay of art and science
- Developing and testing practices that convey the inherent, economic, and social impacts of the arts
- Supporting local talk-story, traditional creative demonstrations, educational pop-ups, film and theatrical productions that share the cultural diversity and richness of Hawai'i's art scene
- Creating systems for creatives and art organizations to work together and share infrastructure that supports the collective rather than compete for limited resources and duplicate efforts
- Creating opportunities for artists with disabilities to be included as key contributors and leaders in building an inclusive and vibrant arts community

### **What We Need Others to Do**

- Hospitality industry leaders and stakeholders such as Hawai'i Tourism Authority, airlines, car rental companies, hotels, and vacation rentals to collaborate with local creatives to artistically engage island visitors in the Pono Pledge as well as regenerative tourism principles
- Require approved transient rentals to procure an "Aloha Book" containing pertinent information regarding the unique attributes of people and place of surrounding area through artistically designed informational guides

# CREATIVE & PERFORMING ARTS

## *Implement arts for the health & well-being of the military*

### **What We Can Do**

- Implement artistic design on planter boxes for Victory Gardens for Veterans

### **What We Need Help With**

- Demonstrating the ability for the arts to heal mental, physical, and moral injuries of war for Veterans and service members

### **What We Need Others to Do**

- Incorporate the arts to promote resilience during pre-deployment, deployment, and the reintegration of service members, Veterans, their families, and caregivers into communities
- Incorporate therapeutic art programming for correction's officers, first responders, and police to process traumatic events, help them heal, and build empathetic relationships with community
- Healthcare organizations develop cooperative agreements with creatives and art organizations to provide art services including art therapy as part of spectrum of health care options

## *Reduce waste through art installations and sustainable products*

### **What We Can Do**

- Utilize pallets from industrial sites to create raised residential garden beds and outdoor furniture
- Create worm farms from discarded 5 gallon buckets to support household and community gardens
- Create sustainable products for purchase

### **What We Need Help With**

- Diverting waste from landfills and creating useful products out of discarded materials
- Organizing Kamilo beach clean-ups to remove plastics and create art with found materials for installation in community parks, schools, and neighborhoods
- Using clean discarded items to form a base for upcycled sculptures (i.e. hide trash within sculpture)

### **What We Need Others to Do**

- Create opportunities where environmental stewardship and 'āina healing industries intersect

# HOW TO CONTRIBUTE



## CORE TEAM ROLES

This strategy is designed to foster collective action. While priority projects are identified, everyone is encouraged to select a tactic or project that resonates, join (or create!) a core team, and work to implement. Core teams will be empowered with a goal setting framework and evaluative and feedback tools to ensure sustained and measured progress.

### CONVENER

Convene and guide the Core Team to reach 90-day Key Results.

### CONTRIBUTOR

Commit to the success of the initiative: plan, design, launch, evaluate, iterate, and scale. Contributors must have bandwidth (time) and capacity to commit to a 90-day action timeline focused on key results, organizational commitment and alignment, vision for transformation, and a willingness to take risks and weather small failures.

### COLLABORATOR

Supportive community partners who are relied upon to share their knowledge, perspectives, and to bring thought partners into the process.

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### CURIOUS

*For folks who are not ready to jump into a Stream - but want to learn more - Vibrant Hawai'i hosts quarterly CONFLUENCE. An open meeting where all Streams come together to share the outcomes of the last quarter and opportunities to contribute to activities in the next quarter.*

# EVALUATION FRAMEWORK

The Economy Stream co-chairs will lead efforts to conduct quality, on-going evaluation of Core Teams formed to implement Action Plans for this economic development strategy. The purpose of this evaluation is to document objective performance measures and intended outcomes of the identified activities.

Utilizing both quantitative and qualitative methods, co-chairs will develop a way to help Core Teams monitor their progress and ensure that they are meeting their 90-day Key Results.

Process evaluation provides assessment of project implementation efforts. As indicated in the Logic Model (page 4), each activity will have identified Outputs (*direct tangible results*) with corresponding performance measures included as Outcomes (*short-term, positive impacts on the community*) that can be measured within a one year period.

Outcome evaluation is primarily concerned with the efficacy of the project, which is outlined in the Logic Model as Waypoints (*population level indicators*) and the Scorecard (*indicators that tell us how well we are doing in our journey toward a vibrant Hawai'i*). The combination of these tools will effectively assist in assessing the overall effectiveness and impact of this Economic Development Strategy and Action Plans.

This evaluation effort will be enhanced by qualitative information through observation of program activities, site visits, interviews with Core Teams and stakeholders, and focus groups with residents; all of this will tell us how well activities are meeting anticipated outcomes.

White papers and data dashboards will be an option for communicating and visualizing the ongoing progress of the activities within this strategy.





*Vibrant Hawai'i is a growing community that commits to individual and collective 'auamo kuleana to increase equitable opportunities to build wealth: an abundant reservoir of human, social, natural, and financial capital that we contribute to and draw upon.*

# GET INVOLVED

[vibranthawaii.org](http://vibranthawaii.org)



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FOR HAWAI'I ISLAND