

OFFICE OF THE MAYOR
CITY AND COUNTY OF HONOLULU

530 SOUTH KING STREET · HONOLULU, HAWAII 96813
TELEPHONE: (808) 768-4275 · FAX: (808) 768-4242 · INTERNET: www.honolulu.gov

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MUFI HANNEMANN
MAYOR



CITY COUNCIL
HONOLULU, HAWAII

KIRK W. CALDWELL
MANAGING DIRECTOR

TRUDI S. SAITO
DEPUTY MANAGING DIRECTOR

April 21, 2009

The Honorable Nestor Garcia, Chair
and Members of the Budget Committee
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813

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CITY CLERK
HONOLULU, HAWAII

Dear Chair Garcia and Councilmembers:

Subject: Budget Communication No. 8

Our responses to the questions and issues 1a, 1c, and 1e, raised for the Offices of the Mayor and Managing Director at the Departmental Budget Hearing on March 23, 2009, are provided below. The Mayor's Office of Economic Development will respond to 1b and 1d via a separate communication.

1a. When did public information position move from Customer Services (Public Information office) to Mayor's office, and what was the rationale in doing so?

A public information position was not moved from the Department of Customer Services to the Mayor's Office, as the question implies. Rather, an existing position in the Managing Director's Office was identified to be re-described and transferred to meet a need determined by the Mayor.

Specifically, Position MR-223, Information Officer, was reallocated from an existing Planner VII position in the Managing Director's Office, effective July 1, 2005. In the prior administration, the Director of the Mayor's Office of Information and Complaint functioned as the Mayor's press secretary. Following the 1998 reorganization, this individual became the director of the then-created Department of Customer Services, but also continued to perform the duties of press secretary and remained physically located in the Mayor's Office.

We believe that the Director of Customer Services appropriately should oversee the varied functions of the agency and be located within the department.

1c. Under the category, other professional services, object code 3006, please provide a more detailed listing for FY 2009.

COMMUNITY PARTNERSHIP (Object Code: 3006 Other Professional Services)

PERFORMING ARTS		\$ 190,000
Honolulu Symphony	\$ 75,000	
Hawaii Theatre	\$ 75,000	
Grant Production Awards	\$ 40,000	
ORGANIZATION PARTNERSHIPS		\$ 40,000
Hawaii Arts Alliance	\$ 20,000	
Jazz/Music Festival	\$ 20,000	
YOUTH PERFORMING ARTS		\$ 30,000
Hawaii Theatre for Youth	\$ 20,000	
Hawaii Youth Opera Chorus	\$ 5,000	
Hawaii Youth Symphony	\$ 5,000	
CULTURAL CELEBRATIONS		\$ 40,000
Aloha Festivals	\$ 10,000	
Ka Aha Hula O Halauaola	\$ 25,000	
Ching Ming Festival	\$ 5,000	
COLLABORATIVE COMMUNITY PROGRAMMING		\$ 45,000
Various Events: City Hall Functions, Mission Memorial Events, Ikebana Festival, National Arts Program, Hawaii Academy of Recording Artists, Duke Kahanamoku Celebration, Kalakaua Birthday, Kuhio Day, Kamehameha Day, Cultural Ethnic Festivals		

In keeping with the administration's mantra of transparency and accountability, MOCA evaluates and assess all programs annually. Quantitative and qualitative measures are considered in the evaluation and measures of success of MOCA's programs. Keep in mind no tracking or comparative evaluations were kept prior to this administration.

Qualitative measures, while they may be subjective and difficult to quantify, provides the City a first-hand experiential report by the organizations' targeted audiences and beneficiaries. Often times, quantitative measures will give us insight to the internal operations of organizations and the dynamics of their interaction within the community and its effectiveness. Quantitative measures report on the increase or decrease of programs in terms of finances, population, and the cultural footprint needed to maintain the organizations effectiveness.

Through these reports, we have found that MOCA supported programs collectively affect an average of 300,000 people each year. For every dollar MOCA grants, there is a \$10 gross impact into the community.

Our records also show between the years 2005 – 2008, MOCA has awarded more than \$1.5 million to support various arts programs. These funds have generated a \$17.5 million economic impact in the community. Given Hawaii's current economic climate, we should make every effort to at least maintain this level of support.

1e. Please provide a white paper summarizing the issues being looked at with respect to establishing a fee for use policy at Mission Memorial Auditorium.

The Mission Memorial Auditorium (MMA) is currently used as a venue for City meetings during regular business hours. The MMA is also used by non-profit organizations in the evenings and weekends as a performing arts venue. Thus, the MMA serves City departments and a broad-based performing arts community by providing an affordable venue with technical and administrative support for non-profit organizations with a goal of enhancing the public's understanding and appreciation of the performing arts.

The MMA is classified as a venue with a thrust stage. This means, there are no dressing rooms, curtains or a proscenium. To this extent, the MMA serves a need within the performing arts community as a "small" venue. With a seating capacity of 300 persons, the MMA is appealing to organizations that cannot fill medium or large venues such as the Mamiya Theatre, Hawaii Theatre, or the Neal Blaisdell Concert Hall. The MMA also serves as an "incubator" type of facility where performing artists can develop their skills and build an audience.

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Records indicate that MMA is used an average of 10-15 times a month, with approximately 75% being City employee/City community-based meetings and 25% non-profit organizations' special events.

During the past year, MOCA has been looking into establishing a user fee to fully utilize this venue, to assist organizations in achieving their mission and recoup City costs. The following are concerns which are in discussion in regards to establishing a fee for the use of MMA:

- Would the establishment of a fee for the use of MMA be in competition with the Department of Enterprise Services and the rental of Neal Blaisdell Center facilities?
- What type of schedule of fees would best serve the community and the City? For example, a fee scale that would classify use by the following: "exempt event", "minor events", "major events", "City events".
- Would a "Temporary Concession Permit" from the Department of Budget and Fiscal Services be required in addition to a user permit for organizations wishing to charge for admission or other items associated with the event?
- What is the required liability insurance for use of the MMA? Will community based non-profit organizations be able to afford insurance as well as recoup the cost? Does the City have a means for organizations to be subsidized to lower this cost?
- Can hourly/labor fees be established for MOCA's audio technicians? Would this be in conflict with any civil service position?

MOCA is investigating the above concerns and is working with Corporation Counsel to update the current MMA Usage Policies.

Should you have any questions, please feel free to call Trudi Saito at 768-4811 or Michael Pili Pang at 768-6622.

Sincerely,



Kirk W. Caldwell
Managing Director