

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

January 2015

Program ID/Title: AGS-818/King Kamehameha Celebration Commission

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I. Goal

On December 22, 1871 King Kamehameha V established June 11 as a national holiday in memory of his grandfather and founder of the Hawaiian Kingdom, King Kamehameha I. The first celebration was held on June 11, 1872 and the holiday has been observed ever since. In 1939 the legislature of the Territory of Hawaii established the King Kamehameha Celebration Commission, which formalized the events' planning and coordination by the Hawaiian nobility. Upon statehood in 1959, the holiday was the first to be recognized in the Hawai'i state constitution.

The commission's goal is to commemorate the legacy of King Kamehameha I through culturally appropriate and culturally relevant celebrations that are coordinated throughout various venues statewide.

II. Objectives and Policies

- A. Lei-draping – to dress the statues of Kamehameha in Honolulu, Hāwī, and Hilo with lei in a ceremony marked by Hawaiian tradition, language and culture.
- B. Parade – to hold parades in Honolulu, Hāwī, Kailua-Kona, Lahaina, & Kāpa'a that celebrate Kamehameha's life and legacy, ensuring participants' and public safety.
- C. Ho'olaulea – to hold festivals in Honolulu, Hāwī, Kailua-Kona, Lahaina and Kāpa'a that promote Hawaiian tradition, food, and culture.

III. Action Plan and Timetable

A. Past Year Accomplishments (July 1, 2013 to June 30, 2014)

- 1. The Kamehameha statue Lei Draping ceremony in Honolulu was held in the late afternoon on Wednesday, June 11, 2014. The Royal Hawaiian band performed prior to the ceremony at Ali'iolani Hale, Kahu Kordell Kekoa opened the ceremony with a pule, There were approximately 230-300 in attendance at the event.

2. The 98th annual King Kamehameha Floral parade in Honolulu once again started at 'Iolani Palace at 9 a.m. on Saturday June 14, 2014, traversed through Waikīkī and ended at Kapi'olani Park.
3. The Honolulu ho'olaule'a was also held on Saturday, June 2014 at 'Kaka'ako Waterfront Park with free entertainment, food and cultural demonstrations.
4. The lei from the ceremony were removed by the commission on the Monday following the parade and placed at the Kamehameha crypt at Mauna Ala in Nu'uaniu.
5. Lei Draping Ceremony at the Hilo Kamehameha Statue at 5 p.m. on June 10, 2014.
6. Kamehameha Day Lei draping, parade and ho'olaule's in Kohala on June 11, 2014.
7. A ho'olaule'a at Moku Ola in Hilo on June 10, 2014.
8. Parade and Ho'olaule'a along Ali'i Drive and the King Kamehameha Hotel parking lot in Kailua-Kona on Saturday June 1, 2014.
9. Parade and Ho'olaule'a along Front Street and Kamehameha 'Iki park in Lahaina, Maui on Saturday, June 14, 2014.
10. Parade and Ho'olaule'a along Rice Street and Vidinha Stadium in Lihu'e, Kaua'i on Saturday, June 14, 2014.

B. Year 1 (July 1, 2014 to June 30, 2015)

1. 100% of all media write-ups will include Hawaiian language.
2. 100% of all media write-ups will utilize correct Native Hawaiian grammar and syntax.
3. 100% of all celebration events will have over 75% of activities grounded in Native Hawaiian tradition and culture.
4. 50% of all grants written will be funded.
5. At least one event will be held on each major Hawaiian island.
6. Establish Administrative Rules for the commission.
7. Work with already-established neighbor island celebrations to coordinate statewide planning.
8. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.
9. Begin planning for the 100th parade in 2016 in Honolulu. Seek state funds through 2015-2017 operation biennium budget.

C. Year 2 (July 1, 2015 to June 30, 2016)

1. Continuation of Year 1 activities.
2. Continue planning for 100th parade in 2016 in Honolulu and hold extraordinary Parade and ho'olaule'a to celebrate 100th anniversary of the O'ahu Floral Parade

D. Year 3 (July 1, 2016 to June 30, 2017)

1. Continuation of items 1 to 8 in Year 1.

E. Year 4 (July 1, 2017 to June 30, 2018)

1. Continuation of items 1 to 8 in Year 1.

F. Year 5 (July 1, 2018 to June 30, 2019)

1. Continuation of items 1 to 8 in Year 1.

IV. Performance Measures

A. Customer Satisfaction Measure

1. Percentage of general public surveyed for satisfaction. (Goal: 25)
2. Percentage of general public surveyed who were satisfied. (Goal: 100)
3. Percentage of vendors surveyed for satisfaction. (Goal: 100)
4. Percentage of vendors surveyed who were satisfied. (Goal: 75)

B. Program Standard Measure

1. Percentage of all events coming in at, or below, budget. (Goal: 100)
2. Percentage of all accidents or injuries arising from celebration events. (Goal: 0)
3. Percentage increase of attendance at Honolulu parade. (Goal: 5)
4. Percentage increase of participation in the Honolulu parade. (Goal: 5)
5. Percentage of program compliance with State of Hawai'i rules, including procurement, contract management, and personnel. (Goal: 100)

C. Cost Effectiveness Measure

1. Percentage of all media write-ups will include Hawaiian language. (Goal: 100)
2. Percentage of all media write-ups that will utilize correct Native Hawaiian grammar, syntax. (Goal: 100)
3. Percentage of all celebration events that will have over 75% of activities grounded in native Hawaiian tradition, culture. (Goal: 100)
4. Number of grants funded. (Goal: 50%)
5. Percentage (25% for each major island) of at least one event that will be held on each major Hawaiian island. (Goal: 100)