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

January 2012

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, 2010 to June 30, 2011)

- 1. The commission hired a new Arts Program Specialist in February 2011. However, the new Arts Program Specialist resigned in June 2011.
- 2. The Honolulu parade route returned to starting at 'Iolani Palace, traversing through Waikīkī and ended at Kapi'olani Park.
- 3. The parade was televised for the first time in several years.
- 4. The Honolulu ho'olaule'a was held at Kapi'olani Park with free entertainment, cultural demonstrations, and food booths.

5. Lei-draping was held in the late afternoon and included traditional ho'okupu.
6. The lei from the ceremony were removed by the commission on the Sunday following the parade and placed at the Kamehameha crypt at Mauna Ala in Nu'uauu.

B. Year 1 (July 1, 2011 to June 30, 2012)

1. Recruit and fill the vacant Arts Program Specialist position.
2. 100% of all media write-ups will include Hawaiian language.
3. 100% of all media write-ups will utilize correct Native Hawaiian grammar and syntax.
4. 100% of all celebration events will have over 75% of activities grounded in Native Hawaiian tradition and culture.
5. 50% of all grants written will be funded.
6. At least one event will be held on each major Hawaiian island.
7. Establish Administrative Rules for the commission.
8. Work with already-established neighbor island celebrations to coordinate statewide planning.
9. Seek personnel funding from 2012 Hawai'i State Legislature for five (5) permanent positions within the commission office: one, 1.0 Executive Director; four, .5 clerk-typists. If approved, start preparing the documentation to establish the positions.

C. Year 2 (July 1, 2012 to June 30, 2013)

1. Continuation of Year 1 activities.

D. Year 3 (July 1, 2013 to June 30, 2014)

1. Continuation of Year 2 activities.

E. Year 4 (July 1, 2014 to June 30, 2015)

1. Continuation of Year 3 activities.
2. Begin planning for 100th parade in 2016.

F. Year 5 (July 1, 2015 to June 30, 2016)

1. Continuation of Year 4 activities.

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)