

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

January 2014

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, 2012 to June 30, 2013)
  - 1. The Kamehameha statue Lei Draping ceremony in Honolulu was held in the late afternoon on Friday, June 8, 2013. The Royal Hawaiian band performed prior to the ceremony at Ali`iolani Hale, Robert Cazimero opened the ceremony with an `oli, The Honorable Mayor Kirk Caldwell was a special presenter, and Ka Pa hula o Kauanoë o Wa`ahila closed the ceremony with hula. There were approximately 230-300 in attendance at the event.

2. The 97th annual King Kamehameha Floral parade in Honolulu once again started at 'Iolani Palace at 9 a.m. on Saturday June 9, 2013, traversed through Waikīkī and ended at Kapi'olani Park. The theme of this years parade was "Na Pouhana" honoring U.S. Senators Daniel Inouye and Daniel Akaka. Highlights included Grand Marshal Honorable Senator Akaka and his family and the son of the late Honorable Senator Daniel Inouye, Royal Societies, the Mo'i float representing Kamehameha the Great, various floats, marching bands, Pa'u units representing each island, car clubs, dignitaries, pageant contestants, and a police motorcycle group from Indianapolis which delighted parade viewers with their precision riding and tricks.
3. The Honolulu ho'olaule'a was held at 'Iolani Palace this year with free entertainment, cultural demonstrations, free tours of the Palace, a special presentation on Kamehameha the Great by Walter Kawaiaea, a keiki fun tent and food booths. This was part of a larger "downtown Honolulu" celebration which included Kawaiaha'o Church's annual Hawaiian luau and craft fair, free tours of the Ali'iolani Judicial museum, free admission to the Hawaii State Art Museum, and food trucks parked along Richards Street offering a variety of ethnic dishes.
4. The lei from the ceremony were removed by the commission on the Wednesday 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, 2013.
6. Kamehameha Day Lei draping, parade and ho'olaule's in Kohala on June 11, 2013.
7. A ho'olaule'a at Moku Ola in Hilo on June 11, 2013.
8. Parade and Ho'olaule'a along Ali'i Drive and the King Kamehameha Hotel parking lot in Kailua-Kona on Saturday June 15, 2013.
9. Parade and Ho'olaule'a along Front Street and Kamehameha `Iki park in Lahaina, Maui on Saturday, June 15, 2013.
10. Parade and Ho'olaule'a along Rice Street and Vidinha Stadium in Lihu'e, Kaua'i on Saturday, June 15, 2013.

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

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 personnel funding from 2014 Hawai'i State Legislature for two (1) permanent positions within the commission office: one, 1.0 Executive Director; one (1), .5 clerk-typists. If approved, start preparing the documentation to establish the positions.
9. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.

C. Year 2 (July 1, 2014 to June 30, 2015)

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

D. Year 3 (July 1, 2015 to June 30, 2016)

1. Continuation of Year 2 activities.
2. Hold extraordinary Parade and ho'olaule'a in Honolulu to celebrate 100th anniversary of the O'ahu Floral Parade

E. Year 4 (July 1, 2016 to June 30, 2017)

1. Continuation of Year 3 activities.

F. Year 5 (July 1, 2017 to June 30, 2018)

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)