

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

January 2021

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, & Kapa'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 Kapa'a that promote Hawaiian tradition, food, and culture.

III. Action Plan and Timetable

A. Past Year Accomplishments

1. The Kamehameha statue Lei Draping ceremony in Honolulu was cancelled due to COVID-19. The commission put representation lei on the statue to commemorate Kamehameha Day but did not conduct festivities, however, the public did go to the statue on their own, as well as several royal organizations and held private ceremonies utilizing social distancing and placed lei and flowers. The following day the lei and flowers were removed

and the statue area cleaned by the Executive Director and volunteers while practicing social distancing.

2. The 104th annual King Kamehameha Floral parade in Honolulu which normally would have began at 'Iolani Palace at 9 a.m. on Saturday June 13, 2020 and traversed through Waikīkī and end at Kapi'olani Park was cancelled due to COVID-19.
3. Instead of these activities for Honolulu we conducted a statewide social media campaign featuring a series of Hawaiian music concerts that took place on our social media feeds.

B. Year 1

1. Work with already-established neighbor island celebrations and O`ahu Ho`olaule`a committee to coordinate statewide planning.
2. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.
3. Plan for the 105th parade in 2021 in Honolulu.
4. Plan for the Lei Draping Ceremony in 2021 in Honolulu.
5. Create activities that will take place in art galleries and museums celebrating the 150th Anniversary of King Kamehameha Day.
6. Develop alternative plans for social distancing in the event that COVID-19 continues to impact community gatherings including the possibility of creating a retrospective video reviewing the history and happenings related to the celebrations that can air on a network television station.

C. Year 2

1. Work with already-established neighbor island celebrations and O`ahu Ho`olaule`a committee to coordinate statewide planning.
2. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.
3. Plan for the 106th parade in 2022 in Honolulu.
4. Plan for the Lei Draping Ceremony in 2022 in Honolulu.
5. Execute activities that will take place in art galleries and museums celebrating the 150th Anniversary of King Kamehameha Day.

6. Develop alternative plans for social distancing in the event that COVID-19 continues to impact community gatherings including the possibility of creating a retrospective video reviewing the history and happenings related to the celebrations that can air on a network television station.

D. Year 5

1. Work with already-established neighbor island celebrations and O`ahu Ho`olaule`a committee to coordinate statewide planning.
2. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.
3. Plan for the parade in Honolulu.
4. Plan for the Lei Draping Ceremony in Honolulu.

IV. Performance Measures

A. Customer Satisfaction Measure

1. Percentage of general public surveyed for satisfaction. (Goal: 25)
1. Percentage of general public surveyed who were satisfied. (Goal: 100)
2. Percentage of vendors surveyed for satisfaction. (Goal: 100)
3. 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. Percentage (25% for each major island) of at least one event that will be held on each major Hawaiian island. (Goal: 100)