

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

January 2022

Program ID/Title: AGS-881 KA/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

Past Year Accomplishments

1. The Kamehameha statue Lei Draping ceremony in Honolulu was held in a socially distanced format due to COVID-19. The commission conducted the lei ceremony at the statue to commemorate Kamehameha Day, but the public did go to the statue on their own as we managed the site through reservation with timed presentation. In addition, several royal organizations and held private ceremonies utilizing social distancing and placed lei and

flowers. Painted and refurnished office which had not been updated for at least 20 plus years.

2. The 105<sup>th</sup> annual King Kamehameha Floral parade in Honolulu which normally would have begun at 'Iolani Palace at 9 a.m. on Saturday June 12, 2021 and traversed through Waikīkī and end at Kapi'olani Park was cancelled once again due to COVID-19.
3. Instead of these activities for Honolulu we conducted a statewide campaign featuring video vignettes that covered a variety of subjects related to the holiday festivities including: Pā'u, Statewide Statues, etc. Maui, Kaua'i, Moloka'i and Hawai'i Island each had their own segments representing the festivities on their individual island. All of these vignettes aired on local TV programming and were showcased on social media feeds. These video vignettes now become useful educational tools documenting the history and activities that comprise the celebrations. These following are the links to the video vignettes:

Honolulu Lei Draping: Aired on 'Ōlelo channel 53 for both Spectrum and Hawaiian Tel, and 'Ōlelo channel 1053(HD) on Hawaiian Tel on

6/23/2021-6:00pm

6/24/2021-8:00am

6/25/2021-4:00pm

6/27/2021-10:00pm

### **HAWAII NEWS NOW SEGMENTS:**

#### **Moloka'i**

<https://www.hinowdaily.com/palaa-celebrates-the-history-and-legacy-of-king-kamehameha/>

#### **O'ahu**

<https://www.hinowdaily.com/the-ahahui-kaahumanu-of-honolulu-celebrate-king-kamehameha-day/>

#### **Pā'u**

<https://www.hinowdaily.com/how-pau-riders-became-a-staple-of-the-kamehameha-day-parade/>

#### **Maui**

<https://www.hinowdaily.com/pau-riders-and-mauis-na-kamehameha-parade/>

#### **Hawai'i Island**

<https://www.hinowdaily.com/king-kamehameha-day-and-hula-on-the-big-island/>

**Kaua'i**

<https://www.hinowdaily.com/kauai-museum-celebrates-kamehameha-and-pa%ca%bbu/>

**Island Maui Nui Celebrations**

**Moloka'i Kamehameha Virtual Celebration**

<https://www.facebook.com/events/188754889824598>

**2021 Nā Kamehameha Commemorative Pā'ū Parade**

<https://www.facebook.com/events/202977181627355>

**2021 Nā Kamehameha Commemorative Ho'olaule'a**

<https://www.facebook.com/events/325113855678519>

**Social Media Feeds:**

facebook.com/KingKamehamehaCelebration

Instagram @KingKamehamehaCelebration

A. 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 106<sup>th</sup> parade in 2022 in Honolulu.
4. Plan for the Lei Draping Ceremony in 2022 in Honolulu.
5. Execute the activities that will take place in art galleries and museums celebrating the 150<sup>th</sup> 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.

B. 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 107<sup>h</sup> parade in 2023 in Honolulu.
4. Plan for the Lei Draping Ceremony in 2023 in Honolulu.
5. 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 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)