

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

January 2023

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. Held 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.
- 2. Held Parades in Honolulu, Hāwī, Kailua-Kona, and Lahaina that celebrated Kamehameha's life and legacy.

3. Held Ho‘olaule‘a’s Honolulu, Hāwī, Kailua-Kona, Lahaina and Kapa‘a that promoted Hawaiian tradition, food, and culture.
4. Created a statewide 20-page newspaper insert customized with history and activity overviews customized to each island. These following are the links to the publications which were distributed at all events and inserted in each island’s newspaper except for Maui which does not insert brokered special section tabloids:

The Honolulu Star-Advertiser sent me the following revised links for the 150th Anniversary Tabloids:

Hawaii Tribune Herald: <https://opi-data.s3.amazonaws.com/hilo/special-sections/KamDay2022/index.html>

West Hawaii Today: <https://opi-data.s3.amazonaws.com/kona/special-sections/KamDay2022/index.html>

The Garden Island: https://hawaii-newspaper.com/special_sections/150th_king_kamehameha_day_celebration_kauai/

Star-Advertiser: https://hawaii-newspaper.com/special_sections/150th_king_kamehameha_day_celebration/

Social Media Feeds:

facebook.com/KingKamehamehaCelebration

Instagram @KingKamehamehaCelebration

A. Year 1

1. Work with already-established neighbor island celebrations and O‘ahu committees to coordinate statewide planning for 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.
2. Work with already-established neighbor island celebrations and O‘ahu committees to coordinate statewide planning for Parades in Honolulu, Hāwī, Kailua-Kona, Lahaina and Kaua‘i that celebrated Kamehameha’s life and legacy.
3. Work with already-established neighbor island celebrations and O‘ahu committees to coordinate statewide planning for Ho‘olaule‘a’s in Honolulu,

Hāwī, Kailua-Kona, Lahaina and Kapa‘a that promoted Hawaiian tradition, food, and culture.

4. Seek sponsorship monies from private businesses and organizations to help fund celebration events on all islands.

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^h parade in 2024 in Honolulu.
4. Plan for the Lei Draping Ceremony in 2024 in Honolulu.

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)