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<td>86-32 (LS)</td>
<td>T.R. Muna Barnes</td>
<td>Relative to recognizing the Guam Unique Merchandise &amp; Arts Incubator Program for creating opportunities for local artists and cultural producers by providing resources, training and tools to develop culturally centric products, create sustainable business enterprises, and provide a platform for the marketing of local products.</td>
<td>03/27/13</td>
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Resolution No. 86-32 (LS)

Introduced by:

T. R. Muña Barnes
T. C. Ada
V. Anthony Ada
Frank Blas Aguon, Jr.
B. J.F. Cruz
Chris M. Dueñas
Michael T. Limtiaco
Brant McCreadie
Tommy Morrison
V. C. (ben) Pangelinan
R. J. Respicio
Dennis G. Rodriguez, Jr.
Michael F.Q. San Nicolas
Aline A. Yamashita, Ph.D.
Judith T. Won Pat, Ed.D.

Relative to recognizing the Guam Unique Merchandise & Arts Incubator Program for creating opportunities for local artists and cultural producers by providing resources, training and tools to develop culturally centric products, to create sustainable business enterprises, and to provide a platform for the marketing of local products.

BE IT RESOLVED BY I MINA'TRENTAI DOS NA LIHESLATURAN GUÅHAN:

WHEREAS, the Guam Unique Merchandise & Arts (GUMA) Incubator Program was formed out of a desire to harness the creativity, passion, and pride of
local artists and cultural producers into a marketable product, delivering the essence of Guam and the Guam Brand promise; and

WHEREAS, DFS Guam, Para I Probechu’ n I Taotao-ta Inc. (PIPIT), and the Galaide Group, partnered to spearhead the creation of GUMA in an effort to preserve and advance the culture of Guam through traditional arts by leveraging the cultural connections of PIPIT with the global merchandising resources of DFS Guam; and

WHEREAS, the Vision Statement of GUMA is to mentor and support aspiring local artists, cultural producers and entrepreneurs, transforming their creativity, skills and innovative spirit into self-sustainable marketable products of the highest quality that are uniquely Guam; and

WHEREAS, guided by their Vision Statement, GUMA has set forth goals and objectives to assist local artists and cultural producers in the creation of sustainable business enterprises; and

WHEREAS, GUMA works to identify local artists and cultural producers with a high potential to succeed in a competitive retail environment, creating a database of cultural producers whose products, skills and drive meet established criteria, developing a comprehensive screening and application process to help identify those with the highest potential for success; and

WHEREAS, GUMA provides selected cultural producers with resources, guidance, tools and training to create marketable and sustainable Guam products, to include partnering with other organizations or individuals to provide training in basic business, marketing, branding and retailing; implementing a real-time monitoring/mentoring program; assisting with business plan development; and providing a dedicated shared-resource studio, training center, gallery and retail space, which acts as a center for excellence; and
WHEREAS, GUMA, in coordination with DFS, provides exclusive retail space for the commission of special collections or exclusive products. GUMA also works to identify other potential retail outlets that help to sustain business enterprises; and

WHEREAS, GUMA encourages a sustainable market for high quality Guam products by assisting in marketing studies and testing to identify the types of Guam products that have appeal; assisting cultural producers in understanding product perceptions and customer expectations; and leveraging partnerships with DFS Guam to create market demand for Guam product lines; and

WHEREAS, GUMA encourages the participation of local artists and crafters to pursue their dreams, including providing public relations and outreach programs to highlight successes of the program and participants, and identify and partner with non-governmental organizations, and private and public sector supporters to build and expand existing programs;

WHEREAS, GUMA is funded strictly through donations and grants. DFS Guam, as part of its commitment to our local community, has generously provided start-up funding for GUMA, including its first year operational funds, and management and administrative costs; and

WHEREAS, GUMA, after reviewing 16 applications, selected four (4) local cultural producers and artists for the pilot program. The artists and local producers chosen were Ron Castro, for his concept to create and market three-dimensional art puzzles featuring Guam’s cultural icons, and model canoes; Barbara Cruz and Dianne Prejean of Island Memories, who are looking to expand their line of baked goods to include the addition of more novelty items, such as mini-figural cookies and cupcakes; Mark A. Murer, for his concept to design and fabricate specialty gift boxes utilizing his unique glass mosaic style; and Denise and Charles Selk of Coco-Jo’s,
who are looking to expand their chocolate candy line to include macadamia nut candy; now therefore, be it

RESOLVED, that I Mina'Trentai Dos Na Liheslaturan Guåhan does hereby, on behalf of the people of Guam, recognize the Guam Unique Merchandise & Art (GUMA) Incubator Program for the creation of opportunities to enhance local offerings by providing tools and resources to local artists and cultural producers that perpetuate the culture and build sustainable business enterprises; and does further endorse the efforts of the Guam Unique Merchandise & Art (GUMA) as an essential community resource for the development of viable economic opportunities for local artists and cultural producers; and be it further

RESOLVED, that the Speaker certify, and the Legislative Secretary attest to, the adoption hereof, and that copies of the same be thereafter transmitted to the Guam Unique Merchandise & Art (GUMA); to DFS Guam; to Mr. Ron Castro; to Ms. Barbara Cruz; to Ms. Dianne Prejean; to Mr. Mark A. Murer; to Mr. Charles Selk and Mrs. Denise Selk; and to the Honorable Edward J.B. Calvo, I Maga'lahen Guåhan.

DULY AND REGULARLY ADOPTED BY I MINA'TRENTAI DOS NA LIHESLATURAN GUÅHAN ON THE 27TH DAY OF MARCH 2013.

JUDITH T. WONPAT, Ed D
Speaker

TINA ROSE MUÑA BARNES
Legislative Secretary