

LOURDES A. LEON GUERRERO
GOVERNOR



JOSHUA F. TENORIO
LT. GOVERNOR

UFISINAN I MAGA'HĀGAN GUĀHAN
OFFICE OF THE GOVERNOR OF GUAM

Via Hand Delivery
and E-mail: speaker@guamlegislature.org

June 20, 2022

HONORABLE THERESE M. TERLAJE

Speaker

I Mina'trentai Sais Na Liheslaturan Guåhan

36th Guam Legislature

Guam Congress Building

163 Chalan Santo Papa

Hagåtña, Guam 96910

RE: EXECUTIVE ORDER NO. 2022-15

Hafa Adai Madame Speaker:

Pursuant to Public Law 34-16, transmitted herewith is the following Executive Order:

**EXECUTIVE ORDER NO. 2022-15: RELATIVE TO
ESTABLISHING THE TANO' I FAMAGU'ON TASK FORCE FOR
DEVELOPMENT OF A CULTURAL SMART PARK**

Thank you.

Senseremente,



LESLIE A. TRAVIS

Legal Counsel

Enclosure: Executive Order No. 2022-15

cc via email: *Maga'hågan Guåhan*
Sigundo Maga'låhen Guåhan
Hon. F. Philip Carbullido, Chief Justice of Guam
Compiler of Law
Central Files
Cabinet Members



**ISLAND OF GUAM
OFFICE OF THE GOVERNOR
HAGÁTÑA, GUAM 96932
U.S.A.**

EXECUTIVE ORDER NO. 2022-15

**RELATIVE TO ESTABLISHING THE *TANO' I FAMAGU'ON* TASK
FORCE FOR DEVELOPMENT OF A CULTURAL SMART PARK**

WHEREAS, for over fifty years, Guam's tourism industry has served as the backbone of our island economy. Diversifying markets and increasing the number of flights have further enabled Guam to benefit from record visitor arrivals in recent years; and

WHEREAS, the COVID-19 pandemic halted growth and progress in Guam's tourism industry, forcing a precipitous drop in visitor arrivals to levels not experienced since the 1970s. As destinations around the world reemerge from the pandemic to compete for tourism markets, it is more important than ever to offer experiences to travelers that highlight the truly unique qualities of a destination beyond its natural attractions; and

WHEREAS, along with every person who calls Guam home, Lt. Governor Josh Tenorio and I firmly believe that our island is a treasure, and experiencing all that our island has to offer is, truly, a privilege; and

WHEREAS, Guam is a special destination with untold potential for engaging international travelers in memorable cultural experiences and exchanges that other destinations cannot match; and

WHEREAS, our island's greatest attraction is also our island's greatest strength – our CHamoru culture, rooted in values of hospitality, family, and respect for others. Our unique 4,000-year-old culture merged with the natural beauty of our island paradise has drawn travelers to Guam for over half a century. This legacy will continue to provide a stable foundation for our future as we move forward with recovering the island's tourism industry; and

WHEREAS, the Guam Visitors Bureau ("GVB") has engaged in recovery efforts to reestablish a tourism vision to enhance our island's destination value, brand equity, and yield-per-visitor, while building capacity to sustain the island's unique cultural heritage, which enriches travelers and residents alike; and

WHEREAS, our Administration has committed Twenty Million Dollars (\$20,000,000.00) in American Rescue Plan ("ARP") funding for the creation of a Cultural Smart Park, which will provide state-of-the-art infrastructure by which our community and our visitors may enjoy a fully immersive experience highlighting our unique CHamoru cultural heritage, and which will elevate our island's unique character and qualities on the international stage; and

WHEREAS, in addition to providing an authentic opportunity for meaningful cultural exchange for our island's visitors, creation of a Cultural Smart Park will create opportunities for practitioners of traditional arts and practices to pursue mastery of their



**ISLAND OF GUAM
OFFICE OF THE GOVERNOR
HAGÁTÑA, GUAM 96932
U.S.A.**

respective skills and crafts, share their talent with residents and visitors, and cultivate interest in these practices in future generations, while providing financial opportunities for these practitioners and their families and creating a viable market for these skills and talents; and

WHEREAS, the Lt. Governor and I share the hope that by investing in the creation of a Cultural Smart Park, we will help pave the way for a new chapter in Guam's tourism industry, which shares our unique heritage with the world, in a way that is authentic and non-exploitative, and that protects and preserves our island's natural environment and our culture.

NOW THEREFORE, I, LOURDES A. LEON GUERRERO, *I Maga'hågan Guåhan*, Governor of Guam, by virtue of the authority vested in me by the Organic Act of Guam as amended, do hereby order:

1. **ESTABLISHMENT OF THE *TANO' I FAMAGU'ON* TASK FORCE.** I hereby order the establishment of the *Tano' I Famagu'on* ("TIF") Task Force, and direct as follows:
 - a. The members of the TIF Task Force shall consist of the following individuals:
 - i. Chairmen — Governor Carl T. C. Gutierrez, President & CEO, GVB & Dr. Gerry S. A. Perez, Vice President, GVB
 - ii. Vice Chairman — Nico AC. Fujikawa, Director of Tourism Research & Strategic Planning, GVB
 - iii. Melanie Mendiola, Administrator, Guam Economic Development Authority, or her designee
 - iv. Roque A. Alcantara, Director, Department of Parks and Recreation, or his designee
 - v. Angela Camacho, Acting Administrative Director, Chamorro Land Trust Commission, or her designee
 - vi. Edward Birn, Director, Department of Administration, or his designee
 - vii. Melvin B. Won Pat-Borja, President, Department of Chamorro Affairs, or his designee
 - viii. Hope Cristobal, Chairwoman, I Kumisión I Fino' CHamoru yan I Fina'nå'guen I Historia yan I Lina'la' Taotao Tåno', or her designee
 - ix. Vince P. Arriola, Director, Department of Public Works, or his designee



**ISLAND OF GUAM
OFFICE OF THE GOVERNOR
HAGÁTÑA, GUAM 96932
U.S.A.**

- x. Elizabeth Napoli, Acting Executive Director, Guam Housing & Urban Renewal Authority (GHURA), or her designee
- xi. Joseph M. Borja, Director, Department of Land Management, or his designee
- xii. Stephanie G. Flores, Administrator, Guam State Clearinghouse, or her designee
- xiii. Sandra Flores, Director, Council on the Arts and Humanities Agency, or her designee
- xiv. Patrick Lujan, State Historic Preservation Officer, or his designee

The Governor may from time to time designate such other cabinet or executive staff members who shall attend Task Force meetings.

b. The TIF Task Force shall have the following duties and responsibilities:

- i. Examine the feasibility of developing a Cultural Smart Park, an immersive destination attraction and cultural center dedicated to the preservation of the CHamoru culture through education, technology, entertainment and activities, in a manner that protects and preserves the natural environment, including the land, coastal, and marine environments, and that reflects and respects the CHamoru cultural traditions.
- ii. Identify properties that may be suitable for the development of such a park.
- iii. Assess all legal, financial, technical, and logistical concerns associated with the development of the Cultural Smart Park, as well as benefits to Guam's economy and environment.
- iv. Consult with established practitioners of cultural arts and practices, as recognized by Task Force members with specific cultural mandates to ensure the Cultural Smart Park incorporates accurate displays of cultural practices and traditions of the CHamoru culture.
- v. Coordinate with various cultural centers, including, but not limited to, Sagan Kotturan CHamoru, the Guam Museum, and the Chamorro Village, to establish a unified strategy for the marketing of cultural events and activities, and to develop a roster of vendors and talent engaged in cultural practices and traditions of the CHamoru culture.



ISLAND OF GUAM
OFFICE OF THE GOVERNOR
HAGÁTÑA, GUAM 96932
U.S.A.

- vi. Engage with public and private sector entities to leverage government resources to promote additional investment, capital improvements and capacity augmentation for developing the Cultural Smart Park.
- vii. The TIF Task Force, with the written approval of the Governor, may consult with outside experts and retain the services of such experts/advisors or consultants as necessary in the performance of its duties.
- viii. The TIF Task Force, shall hold its initial meeting no later than thirty (30) days from the date of this Order, and submit a report regarding its findings, determinations, and recommendations for the Governor's consideration and approval no later than one hundred eighty (180) days following its initial meeting.

SIGNED AND PROMULGATED at Hagátña, Guam, this 20th day of **June, 2022**.

LOURDES A. LEON GUERRERO
Maga'hågan Guåhan
Governor of Guam

Attested by:

JOSHUA F. TENORIO
Sigundo Maga'låhen Guåhan
Lt. Governor of Guam

