



March 11, 2019

Aloha County of Maui Healthy Families and Communities Committee,

I understand that the County of Maui is reviewing the future of the Maui Jim Maui Invitational at the Lahaina Civic Center. As a local business owner, I am in full support of retaining the Maui Jim Maui Invitational at the Lahaina Civic Center.

Kapalua Ziplines became a tournament partner in 2014. This high-profile event gives us great exposure as we have the opportunity to feature our signage at the Lahaina Civic Center and on the Maui Jim Maui Invitational's website. We also host a registration tent at the Fan Fest every year, which is a great marketing tool for us with tourists and locals alike.

We generate a lot of business from this Tournament and understand the economic impact extends to whole County as well. Since 2003, the Tournament has contributed an average of \$10 million in economic impact to the County of Maui each year.

In 2018, the Tournament sourced an estimated 6,959 visitors to the island, who spent \$194.20 each day on average. The total economic impact of the 2018 Tournament generated \$6.16 million in household income.

We have found this event to be a valuable marketing resource and request you vote to extend the agreement to ensure the Tournament's ability to host the event at the Lahaina Civic Center.

Mahalo for your consideration,

Michael Binder  
Owner  
Kapalua Ziplines

RECEIVED AT HFC MEETING ON 6/6/19  
Kemper Lesnik