

EDB Committee

From: Keiki-Pua Dancil <kdancil@pulamalanai.com>
Sent: Tuesday, February 04, 2020 11:06 AM
To: EDB Committee
Cc: Karlynn Fukuda; Gwen Hiraga; Kurt Matsumoto
Subject: Testimony in Support EDB-73 -- February 6th Agenda
Attachments: Pulama Lanai Testimony Support of EDB-73 EDB Committee 06FEB20.pdf

Aloha EDB Committee,

Please see the attached testimony in **support of EDB-73** from Pūlama Lānaʻi for the February 6th Agenda.

Mahalo for considering this resolution,



Keiki-Pua S. Dancil, Ph.D.
Director, Government Affairs & Strategic Initiatives
733 Bishop Street, Suite 1500 | Honolulu, Hawaiʻi 96813
Tel 808 237 2216 | **Cell** 808 347 8280 | **Fax** 808 566 6927
www.pulamalanai.com | kdancil@pulamalanai.com

Confidentiality Notice: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and permanently delete this transmission and destroy all copies of this communication and any attachments thereto. Thank you.



Testimony for
Economic Development and Budget Committee

Friday, February 6, 2020 at 9:00 A.M.
Maui County Council Chambers

Councilmember Keani N.W. Rawlins-Fernandez, Committee Chair
Councilmember Kelly Takaya King, Committee Vice-Chair

Lanai Enterprise Zone (EDB-73)

SUPPORT Proposed Resolution (County Communication 20-47)

Aloha Chair Rawlins-Fernandez, Vice-Chair King, and members of the Committee:

This testimony is in **SUPPORT** of the County Communication 20-47, from the Economic Development Director, transmitting a proposed resolution to authorize the Mayor to submit an application to the State Department of Business, Economic Development, and Tourism, for processing and recommendation to the Governor, to re-designate Lānaʻi as an enterprise zone for a 20-year period. Lānaʻi's Enterprise Zone's current 20-year period will expire on March 31, 2020.

For decades, Lānaʻi's economy has been almost entirely dependent upon the pineapple industry. Today, Lanai's economy is, again, too reliant on a single industry; this time luxury tourism. A key goal expressed in the Lānaʻi Community Plan is the diversification of Lanai's economy.

The first Strategy of the first issue of the Economic Development chapter of the Lānaʻi Community Plan seeks to help diversity the Lanai economy. In order to do this, the plan notes the need to attract and develop "new industries providing appropriate infrastructure and increasing the supply of commercial and industrial spaces." (Lānaʻi Community Plan, page 6-3)

Pūlama Lānaʻi is in agreement with the County of Maui's interest (County Communication 20-47) to "encourage sound economic development and generate employment by providing tax incentives to approved businesses within such an enterprise zone." Expanding the time horizon of the Lānaʻi Enterprise Zone may help achieve the first Strategy of the Lānaʻi Community Plan.

Pūlama Lānaʻi humbly ask that you **support the County Communication 20-47**, authorizing the Mayor to submit an application to request the Governor to re-designate the island of Lānaʻi as an enterprise zone for additional years.

Mahalo for considering this resolution,

Kurt Matsumoto
Chief Operating Officer
Pūlama Lānaʻi