

BF Committee

From: Patricia Cadiz <psc5@mac.com>
Sent: Tuesday, March 28, 2017 10:23 PM
To: BF Committee
Subject: BF-129 Please EXCLUDE OCEAN ACTIVITIES FROM THE CONCESSION LEGISLATION

Importance: High

RE: Please EXEMPT OCEAN ACTIVITIES FROM THE CONCESSION LEGISLATION.

George D. Szigeti, president and CEO of the Hawaii Tourism Authority (HTA), recently issued the following statement commenting on the release of Hawaii's visitor statistics for 2016.

"Hawaii's tourism industry pumped a record \$15.6 billion into our economy and \$1.82 billion into the State's tax coffers in 2016, revenue that's made a major impact for both the private and public sectors. Moreover, the number of jobs the tourism industry is supporting statewide increased to an estimated 190,000, which is about 15,000 more jobs than the year before.

"Mahalo to all of tourism's stakeholders and industry partners throughout the State for contributing to the success of Hawaii's most important industry.

Your Maui County permitted CORA guides and instructors are one of the industry partners to which he refers. We are the front lines of "Aloha". We develop skills and create lifetime memories and passions for the ocean sports that we offer. The relationships that we build, keeps our guests coming back year after year for healthy non-invasive sports.

As you contemplate the concessions model for activities at your County Beach Parks we ask that you consider these reasons for excluding activities from the concessions proposal:

- The permit system models a "free market" system with healthy competition amongst permits holders, keeping quality up and prices down. A concession model – especially a highly priced concession – which seems to be the fallacy driving this idea - lacks neither the incentives to keep prices down nor quality up.
- The permit system effectively manages many diverse sports in a handful of County Parks and has added to the safe, satisfying, cost-effective access to ocean recreation.
- Maui's CORA law (Chapter 13.04) and 42 pages of Administrative Rules is the most sophisticated activity management system in the state and contributes to our #1 Island status. (Diversity of activities)
- Ocean activities, unlike food or merchandise concessions, need to adapt to varying ocean conditions. The permit system accounts for this. Concessions, by nature, are site specific and therefore would fail for activities. One-size does not fit all for CORA.

- CORA law and rules took 13 years of collaborative effort to finalize. A professional study of parks and activities drove the decision-making. The concession model concept has been devised by a few politicians and administrators and has not been properly vetted with the community. It is bound to fail.
- Your CORA guides and instructors are a wealth of experience and passion for the Parks and activities, yet we have not been included in planning discussions.

For these important reasons please EXCLUDE OCEAN ACTIVITIES FROM THE CONCESSION LEGISLATION.

Submitted by Patricia Cadiz, HST, Inc. 808-283-5070

March 3, 2017