



June 4, 2019

Aloha County of Maui Healthy Families and Communities Committee,

It has been brought to our attention that the County of Maui is reviewing the future of the Maui Jim Maui Invitational at the Lahaina Civic Center. As a local business and partner with the Maui Jim Maui Invitational, Fleetwood's on Front St. is in full support of maintaining the Maui Jim Maui Invitational at the Lahaina Civic Center.

Fleetwood's on Front St. has been partnering with the Maui Jim Maui Invitational since 2015. This high-profile event gives us, and all of the West Side businesses, amazing exposure through signage at the Lahaina Civic Center, Social Media promotion, ESPN broadcasters and through the Maui Jim Maui Invitational Website. We hold an arrival welcome event for their top contributing sponsors that has continuously been a huge success.

Our partnership with the Maui Jim Maui Invitational generates immense business for the restaurant, both during the week of the event, and after through word of mouth recommendations. We host team lunches, dinners, and attendees through all revenue periods at the restaurant. Bill Walton, retired NBA basketball player and television sportscaster, has been in on multiple occasions, bringing great press coverage directly to Fleetwood's on Front St.

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 continue hosting the Maui Jim Maui Invitational at the Lahaina Civic Center.

Mahalo for your consideration,

Ashley Leal

General Manager

Fleetwood's on Front St.

RECEIVED AT HFC MEETING ON 6/6/2019
Kemp-Lesnik