

## EDB Committee

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**From:** Keahi Ho <gunghosailing@gmail.com>  
**Sent:** Thursday, September 10, 2020 4:03 PM  
**To:** EDB Committee  
**Subject:** GungHo Sailing Testimony on Behalf of the Kama'aina First Program

Aloha Council Members,

As a small private charter boat business owner on Maui, I am extremely appreciative for the abundance of business the Kama'aina First website has provided me. I hope that the County of Maui will continue this program well into the future, since there are always kama'aina discounts and opportunities to be had on Maui.

The Kama'aina First Program has been a win-win situation for our business. We offered a substantial discount on our private sailing charters July 1st. Initially we had a trickling of business from our usual marketing and social media marketing avenues. Then at the end of July when we registered with Kama'aina First, bookings ramped up and we have been busier than possibly ever before. 75-80% of our customers in August cited the Kama'aina First Program as the way in which they heard about us. As a bonus, we have truly enjoyed connecting with our local Maui community. One lifelong Maui resident had never even been on a sunset sail prior to this summer!

Please continue this excellent program for businesses and residents on Maui!

Mahalo,

Keahi Ho