

RECEIVED



April 4, 2019

Honorable Keani Rawlins-Fernandez
Chair, Economic Development & Budget Committee
Maui County Council
200 South High Street
Wailuku, Hawaii 96793

SUBJECT FISCAL YEAR FY 2020 BUDGET (EDB-1)

Dear Chair Rawlins-Fernandez:

Mahalo for the opportunity to provide insight on our past and current budget. Please see responses below to your request.

- 1) What is the total amount in advertising dollars spent to promote Maui as a travel destination in FY 2018 and FY2019, to date? Provide a cost breakdown by advertising type and target market, and include the effectiveness of the advertisements.

Maui Nui Advertising

Objective: Shift Perceptions by Positively change current Hawai'i perceptions held by target audience

Target Market: Avid Explorer Never Been (6.4MM People), Age 25-34, Household Income \$75k+, with an affinity for culture, cuisine and soft adventure.

Geography: Focus on the National U.S. market

FY 2018

Print Advertising:

Maui

Dollars Spent: \$137,424

Media: Afar Magazine, Bon Appetit Magazine, Wall Street Journal

Ad: Full page 4/Color + Matching advertorial

Total Circulation: 4,471,033

Maui

Dollars Spent: \$249,924

Media: Cooking Light Magazine, Food & Wine Magazine and Travel + Leisure Magazine

Ad: Full page 4/Color + Matching advertorial

Total Circulation: 924,707

Lanai:

Dollars Spent: \$21,462

Media: Wall Street Journal

Ad: 1/3 page 4/Color

Total Circulation: 1,337,483

Lanai:

Dollars Spent: \$27,739

Media: Travel + Leisure Magazine

Ad: 1/3 page 4/Color

Total Circulation: 1,900,000

Molokai:

Dollars Spent: \$18,354

Media: Afar Magazine

Ad: 1/3 page 4/Color

Total Circulation: 1,337,483

Molokai:

Dollars Spent: \$27,739

Media: Travel + Leisure Magazine

Ad: 1/3 page 4/Color

Total Circulation: 1,900,000

Digital Advertising: (Impressions are defined as number of times content is displayed)

Maui:

Dollars Spent: \$173,361

Media: Trip Advisor, The Knot, Google, Google Search

Impression Results: 9,754,295

Maui:

Dollars Spent: \$149,850

Media: Tastemade, TripAdvisor, YouTube, Google Search

Impression Results: 17,178,411

Lanai:

Dollars Spent: \$37,250

Media: Trip Advisor, The Knot, Google, Google Search

Impression Results: 2,558,124

Lanai:

Dollars Spent: \$37,728

Media: TripAdvisor, YouTube, Google Search

Impression Results: 5,909,770

Molokai:

Dollars Spent: \$25,238

Media: Trip Advisor, The Knot, Google, Google Search

Impression Results: 2,238,061

Molokai:

Dollars Spent: \$19,904

Media: TripAdvisor, YouTube, Google Search

Impression Results: 5,945,601

FY 2019

Print Advertising:

Maui

Dollars Spent: \$212,424

Media: Cooking Light Magazine, Food & Wine Magazine and Travel + Leisure Magazine

Ad: Full page 4/Color + Matching advertorial

Total Circulation: 3.65 Million

Lanai:

Dollars Spent: \$55,748

Media: Travel + Leisure Magazine

Ad: 1/3 page 4/Color

Total Circulation: 925,000

Molokai:

Dollars Spent: \$55,748

Media: Travel + Leisure Magazine

Ad: 1/3 page 4/Color

Total Circulation: 925,000

Digital Advertising:

Maui:

Dollars Spent: \$74,925

Media: Tastemade, TripAdvisor, YouTube, Google Search, Pinterest, Facebook

Impression Results: 9,866,342

Maui:

Dollars Spent: \$67,938

Media: Conde Nast Traveler, Buzzfeed, Great Big Story, Trip Advisor, YouTube, Google Search

Impression Results (Jan + Feb): 4,838,743

Lanai:

Dollars Spent: \$12,578

Media: TripAdvisor, YouTube, Google Search, Facebook

Impression Results: 4,354,709

Lanai:

Dollars Spent: \$14,124

Media: Conde Nast Traveler, Buzzfeed, Great Big Story, Trip Advisor, YouTube, Google Search

Impression Results (Jan + Feb): 591,219

Molokai:

Dollars Spent: \$6,468

Media: TripAdvisor, YouTube, Google Search, Facebook

Impression Results: 3,133,210

Molokai:

Dollars Spent: \$14,124

Media: Conde Nast Traveler, Buzzfeed, Great Big Story, Trip Advisor, YouTube, Google Search

Impression Results (Jan + Feb): 308,738

Advanced TV/Video:

Maui

Dollars Spent: \$91,200

Media: Roku, Video Amp, Hulu, HGTV FEP (Full Episode Player), Programmatic Video on Amazon Fire, Roku and Sling TV, Spotlight Cinema

Impression Results: 7,182,735

April- June 2019 there are \$233,346 in both print and digital advertising to be placed for all 3 islands of Maui Nui.

International Market:

FY2018- \$ 150,000

Japan:

1. Forbes Magazine- 4-page feature on Lanai, published in September 2017, value \$20,000 US per page. Forbes circulation is 80,000, published monthly.
2. RICHESSE Japan Magazine- Produced 8 pages on fashion in Lanai. It has a circulation of 40,000, produced quarterly. Value \$168,000 US, published in the Winter 2017 publication.
3. Aloha Express Japan Yearbook 2018, 16-page insert on travel to Hawaii, highlighting Maui County. Aloha Express Japan Yearbook 2018 is the longest standing travel guidebook that is entirely focused on travel to Hawaii. Published in November, circulation of 2,000,000. Value \$288,000 US.
4. Commons & sense, a luxury/fashion publication, in Japan magazine, featured a 15-page feature on Maui, Lanai, and Molokai, value \$270,000. produced monthly, circulation 45,000.
5. Hawaii Vacation Book and CD featuring Maui, published in December 2017, part of a scheduled Media Blitz in Japan. Circulation of 40,000 annually. Value \$8,000 US.
6. MADURO, Seven & i Publishing, Men's Fashion/ lifestyles magazine with a monthly publication, circulation 40,000. 5 pages on Maui published in April 2018, value \$100,000 US.
7. Pavone, KP Creations. Quarterly publication, circulation 75K. 3 pages, value \$30,000 US. Published in July 2018.
8. Leon magazine, lifestyles magazine. Monthly circulation of 92,275 and 115,000 impressions for the website, 8 pages. Value \$80,000 US. Published in July 2018.
9. CREA Traveller, highly acclaimed travel magazine in Japan, circulation: 33,600, produced quarterly, 4 pages, value \$48,000 US.
10. Fuji TV "Soratabi o anatae Premium Sky". Produced 5 minutes short travel program sponsored by JAL on Maui County. Circulation: 2.1 million, value \$250,000, Aired February 6 to 13, 2018. Feature included Sheraton Maui Resort & Spa, Ka'anapali Beach, boat & snorkel trip to Molokini, Dining, world-class golf in Kapalua and Lahaina.

China:

1. Harper's Bazaar China -featuring Lanai and Maui. Circulation: 1,200,000 per month, 2 pages. Value \$105,000 US
2. Men's Health China, circulation 850,000, produced monthly. 4 Pages, value \$60,000.
3. C-trip campaign- March to December 2018. Room nights sold 4,096, Passengers 4,204, Impressions 15.3 M.

Korea:

1. Korea Power Blogger Sketch Naver. Circulation 300,000 readers, wrote in September 2017.
2. This is Hawaii Korea Travel guidebook. Annual production, circulation: 50,000, 8 pages, value \$60,000 US.
3. Heren magazine, monthly, circulation: 70,000, 12 pages, value \$80,000 US.

4. Golf Digest, Korea, monthly, circulation: 140,000. 2 pages, value \$12,000 US.
5. GRAZIA Korea, monthly, circulation: 100,000. 14-page editorial on Lanai island, Four Seasons Resort Lanai and 4 posts on Grazia Korea's Instagram (115k followers), and 4 posts on Sung's Instagram (217k followers). Value \$28,000 US.

England:

1. Hayes and Jarvis – wholesale Co-op, Campaign December 2017 to February 2018. Reached 68,937 guests. Room nights sold 1,396

Canada:

2. WestJet & WestJet Vacations Hawaii Campaign Featuring Maui. Room nights sold 2,096, Passengers 5,018, Impressions 5.2 M

FY 2019- \$200,000

Japan:

1. Forbes Magazine- created 3 videos of Maui featuring Makawao, Lahaina and visiting with the Locals. Videos to be release per quarter: https://www.vogue.co.jp/lifestyle/travel/VJ1043-MeetWithLocals-2018-12-ORIG_Maui-PaiaInn/videos/page/6 ; https://www.vogue.co.jp/lifestyle/travel/VJ1043-MeetWithLocals-2018-12-ORIG_Maui-PukaPuka/videos ; https://www.vogue.co.jp/lifestyle/travel/VJ1043-MeetWithLocals-2019-02-ORIG_Maui-Kula/videos. Circulation 100,000, value \$120,000 USD
2. Hosted 8 Travel Coordinators, based in Honolulu. They specialize in placing Photo Shoots into Hawaii. The coordinators represented the following companies: JTH Productions, Mo Hawaii, Camp One, Makana Press and HIS Hawaii. Toured the coordinators to sites on Maui and Lanai were possible sites for photo shoots. Trip took place in December 2018 and resulted in two photo shoots for Lanai and Maui in January 2019- Elle Japan wedding online and Hawaii Golf & Vacation.
3. Maya Hawaii 325- Instagram campaign- circulation 325,000. Campaign involves monthly, 12 each, on topics involving travel to Maui. Program began in September and to conclude the following year. Impressions average 65,000 per month. Value \$45,600 USD.
4. Arukikata Website- Circulation 36,600. Similar program to Maya Hawaii 325. Value \$50,400 USD.
5. LaniLani Website- circulation 400,000, 2 pages on Spas of Maui. Value \$4,200 USD.
6. Genic magazine (lifestyle theme) -featuring Travel to Maui, circulation 44,500, produce monthly. 8 pages valued at \$40,000 USD.
7. Omosan magazine- monthly, circulation 100,000. 16 pages on Hawaii total with 6 on Maui, published April 2019. Value \$126,000 USD
8. Japan's Men's Club- circulation 64,500, 1 page published in October. Value \$16,000 USD.
9. Tabi Salad- TV Asalui. Circulation 4,000,000 9 seconds aired in August. Value \$150,000 USD.
10. Mapple Magazine. Circulation 110,000, published in January 2019, 10 pages. Value \$60,000 USD.

China:

1. C-trip campaign- December 2018 to December 2019. Currently, program is active, results to be published at the conclusion of the program. Total expense \$80,000 US
2. National Geographic Traveler, circulation 2,000,000- 8 pages published in January 2019. Value \$680,000.
3. Voyage Magazine, circulation 980,000, monthly. 9 pages published in January 2019. Value \$78,000 USD.

England:

1. Bon Voyage – wholesale Co-op, Campaign September 2018 to March 2019. Program recently concluded results to be published in April 2019

2) Provide a status update on the \$300,000 proviso appropriated in the FY2019 Budget for “Maui Nui halau, entertaining musicians, and artists to be ambassadors of Aloha, spreading the Hawaiian culture in the form of hula, music, language, and other arts on behalf of Maui County.” Provide details on how the funds were used to perpetuate the Hawaiian culture in our County.

1) Provided funding to help the Friday Town parties to further assist with spreading the Hawaiian culture. By supplementing their budget, the town parties are able to use their funds for other operational cost. \$110,000

1) Wailuku First Friday- \$ 25,000

- a. Na Wai ‘Eha Music
- b. Leo Mana
- c. Willie K
- d. Paanakala Tanaka (Lead Professional Cultural Practitioner for Interactive Hawaiian Celestial Wayfinding presentation)
- e. Ahumanu Trio
- f. Haku Maui (Kui A Lei workshop)
- g. Pi’ilani Aries & Josh Kahula
- h. Aloha Missions
- i. Kalani Pe’a

2) Lahaina Second Friday- \$ 25,000

- a. Kuikawa Music
- b. Maui Jam Band (8 members)
- c. Halau Ka Imi Naauao o Hawaii Nei
- d. Willie K
- e. Maui Grown 808
- f. Uluwehi
- g. Arlie Avery Asiu
- h. Kaleo Phillip
- i. Maui Music Mission
- j. Kalani Pe’a
- k. Reiko Fukino
- l. Na Wai ‘Eha
- m. Laniala Masoe
- n. Kason Gomes

3) Makawao Third Friday-\$25,000

- a. Willie K
- b. Pat Simmons Jr. Band
- c. Kaku Maui (Kui A Lei workshop)
- d. Benny Uyetake
- e. Arlie-Avery Asiu
- f. Ka’ehu- providing cultural activities in Keiki Zone (lauhala weaving, lomi lomi and Hawaiian coloring)
- g. Heather Makemae Murray (Hawaiian Cultural Performer)
- h. Amy Hanaiali’I Gilliom
- i. Punana Leo Halau
- j. Halau Ke’alaokamaile

- 4) Kihei Fourth Friday- \$25,000
 - a. Amy Hanaiali'i Gilliom
 - b. Kuaola (3 band members)
 - c. Willie K
 - d. Andrew and Jay Molina
 - e. Kalani Pe'a
 - f. Ekolu
 - g. Ortiz
 - h. Arlie-Avery Asiu
 - i. Pat Simmons Jr. Band

- 5) Lana'i Fifth Friday- \$ 10,000
 - a. Maui Hawaiian Steel Guitar Festival

- 2) While on the road training travel agents and planners, we bring a Maui Nui halau with us to further the overall experience and education to these agents. We have allocated \$90,000 for both on island training island as well as off island at travel trade shows.

Travel and Adventure Show Boston (Trade show)
 February 10, 9:30am -5:00pm & 11, 11:00am-4:00pm
 # of attendees 10, 842
 # of travel agents 271
 # of press 49

Participants

Halau Ke Kani Malie led by Kaniala Masoe
 4 members
 4 half hour performances on Cultural Stage
 2 10-minute performances on Destination stage before and after a Maui Nui Presentation

Other cultural duties

Halau members also did the following at our booth:
 Ti leaf lei making
 Lauhala demo and book mark making
 Konane
 Hula performances
 Hula lessons

Ho'olauna Maui Nui South East (travel agent training events) all events were from 6:00pm-9:00pm
 February 11 Raleigh NC #of attendees 29 Travel agents
 February 12 Charlotte NC # of attendees 40 travel agents
 February 13 Charleston SC #of attendees 33 travel agents
 February 15 Nashville TN # of attendees 36 travel agents

Halau Ke Kani Malie
 2 members
 Hula performances during event
 Ti leaf lei making
 Konane

Travel and Adventure Show Philadelphia (trade show)

March 10, 9:30am -5:00 pm & 1, 11:00am- 4:00pm

of attendees 14, 273

#of travel agents 459

of press 68

Participants

Halau Ke Kani Malie

4 members led by Kaniala Masoe

4 half hour performances on Cultural Stage

Hula performances before and after luncheon event which had 91 attendees

Executive Director of 'Ao 'ao no loko'ia O Maui Joylynn Paman

Fishpond display and talk

Other cultural duties

Halau members also did the following at our booth:

Ti leaf lei making

Lauhala demo and book mark making

Konane

Hula performances

Hula lessons

Travel and Adventure Show Dallas (trade show)

March 30 9:30am -5:00pm & 31 11:00am-4:00pm

of attendees 15,400

of Travel agents 380

of press 49

Participants

Halau Ke Kani Malie

4 members led by Kaniala Masoe

3 half hour performances on Cultural Stage

Angel Doane Maui Cultural practioner

Ahupua'a and Canoe Crops display and talk

Other cultural duties

Halau members also did the following at our booth:

Ti leaf lei making

Lauhala demo and book mark making

Konane

Hula performances

Hula lessons

Penninsula Trade shows and training all events are 5:00-9:00pm

Participants

Halau Ke Kani Malie led by Kaniala Masoe

2 members

Hula performances before and after my presentations

Other cultural duties

Ti Leaf lei making

Konane

3) Rebranding of Kuleana to Maui in the North America and International Markets- \$100,000

Brian Kohne financed and produced a feature-length motion picture, KULEANA, entirely on Maui in 2016; over 500 island residents and businesses had a hand in its creation. In 2017 the movie premiered in Wailea at the Maui Film Festival for a record crowd exceeding 3,500; and went on to win top awards in all of the film festivals in which it played. In 2018 the movie became the first locally originated work in almost a decade to screen in theater chains statewide; when all was said and done the movie ran for seven weeks in thirteen theaters throughout Hawaii and Guam. That same year they held promotional/event screenings in forty U.S. cities, attracting mostly former Hawaii residents to experience our authentic work. The Hawaii Film Critics Society also named it Best Hawaiian Feature that year. It received endorsements from the Maui Native Hawaiian Chamber of Commerce, the Council of Elders, and the Maui chapter of the Royal Order of Kamehameha, among other cultural leaders and organizations. The Maui County Council issued a resolution for cast and crew, and the Los Angeles Mayor's office and Board of Public Works presented the production with a Meritorious Achievement award.

In 2019, with the support of the Maui Visitors Bureau they are working hard to promote the motion picture and spread the message of kuleana to the world under an alternate title, "MAUI." Promotional materials have been created, establishing the website MauiMovie.com, and preparing to launch a new Facebook page to pick up where KULEANA left off to leverage its power and reach, promotionally speaking, to ensure the work is experienced by hundreds of thousands if not millions of people worldwide; online efforts to promote the title alone will provide a positive promotional effect for Maui as the visitors' destination. And we anticipate millions upon millions of impressions in social media, where the trailers and videos and still photographs will be shared and discussed. Through both traditional and online publications, the expectation is copious coverage and reviews — as KULEANA also enjoyed — but as MAUI we gain a significant advantage given the recognizability and love for the island in the world. Soon to open in select Theaters on the mainland, and then launch to Pay Per View (PPV), Video on Demand (VOD), and DVD. We can now extend a broad reach to those outside of our culture who love our islands, and court those who have yet to visit. In the past five months our international sales agent, American Cinema International (ACI) has shopped the work for buyers at industry marketplaces including in Los Angeles, France, Germany, and Canada; and the motion picture was one of a handful to hold an official screening at the American Film Marketplace. Aside from anticipated placement in 50+ international territories, by building the interest and awareness in the global marketplace the movie will eventually arrive on popular streaming services such as Netflix, where it will undoubtedly find an enormous audience and also extend awareness and spurn interest in Maui. It will also find its way onto cable and broadcast television.

We are completing expensive technical processes related to delivering for the bigger stage, have prepared a slew of new multi-media promotional materials, are contracting with an established international publicist, and are completing all of the high-level technical work associated with the website and social media campaigns. In 2019 our movie will become well known far beyond our shores, and every effort we make to promote the locally originated work will shine a direct, positive, cultural light upon our island. On MAUI. And this is before the work is even seen outside the state and around the world. We anticipate, as already experienced in out-of-state film festivals, the work to capture the mind and hearts of audiences, and for potential visitors to learn more about our native language, our authentic history and traditions, and the people of our islands.

- 3) Provide a status update on the proviso included in the FY 2019 Budget: “Campaigns targeted at visitors that will mitigate visitor impacts on infrastructure and the environment. Topics may include, but are not limited to: sunscreen and reef health; safety in and around the ocean and on hiking trails, impacts of illegal short-term rentals on residential housing; identifying illegal vacation rentals; and learning to be respectful guests to culture and the environment.” Include the types of campaigns launched, partner entities you work with, the cost breakdown per campaign, and the effectiveness of the campaign.

This was not a proviso to MVB grant of \$4 million. It was an additional grant from OED in which MVB applied for. The grant was in the amount of \$200,000. \$ 40,000 was provided to the Maui Nui Marine Resource Council for environmental projects, \$ 160,000 to MVB to create enticing educational messaging with regards to the above topics.

We created 4 thirty second (.30) videos about safe and sustainable tourism. The campaign targets on and off island visitors and is launched on Instagram, Facebook, YouTube and our hotel partners through their in-room tv programming. To distinguish between Maui residents and visitors, we’re targeting people whose current GPS location is on Maui but home is located more than 200 miles away. It was launched in December 2018 and will run through May 2019.

We will also be working with Maui Nui’s accommodation and activity partners to include the links in the visitor’s confirmations as one way to reaching pre-arrival. The MVCB Marketing Advisory Committee members, including the Wailea Beach Resort Association and Kaanapali Beach Resort Association, are both assisting MVCB in the outreach to our resort partners in setting up the Kuleana videos as part of their guest communications. Currently the following resort partners are sharing the Kuleana videos include:

- Sheraton Maui
- Westin Nanea Ocean Resort
- Westin Kaanapali Ocean Resort Villas
- The Westin Maui Resort & Spa
- The Ritz Carlton Kapalua

Here is the link to the YouTube playlist for Cultural Appreciation, Astute Renting, Ocean Health, and Ocean Safety videos: <https://www.youtube.com/playlist?list=PL3vu-S1EiKs8r5vpXLRWtmv7oSCEocP5h>

Below is the social performance update for the Maui County videos. Also, here is a link with updated screenshots of some of the comments on each video:

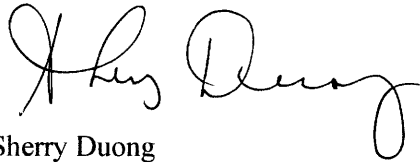
<https://edelmanftp.app.box.com/s/6kixnlrbwij2xbna5oasymfv1ccsf51o>

Overview & Highlights

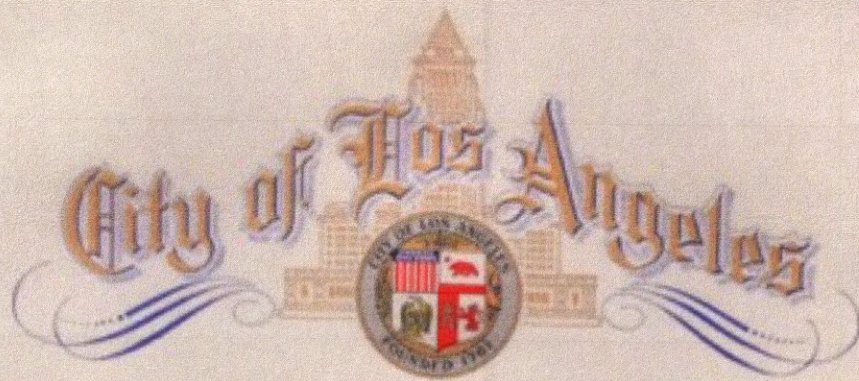
- To date, the videos have generated 1,000,224 impressions and 302,668 video views among an on-island Maui visitor audience.
- The Ocean Safety video continues to drive the strongest completion rate among the four videos, followed closely by the Astute Renting and Cultural Appreciation videos.
- By a significant margin, the Cultural Appreciation video continues to drive the most engagements via liking, sharing, and commenting.
- Most Maui visitors are seeing the video ads via Facebook Mobile In-Feed followed by Instagram In-Feed, and Instagram Stories.
- Overall comment sentiment is mostly positive. Most of the comments continue to consists of people saying they’re in Maui now and they love it.

Video Topic	Reach	Impressions	Video Views	Reactions	Comments	Shares
Astute Renting	96,922	270,225	82,813	882	121	101
Cultural Appreciation	97,476	270,594	73,378	2891	178	668
Ocean Health	76,183	206,294	58,657	1277	67	320
Ocean Safety	98,612	253,111	87,820	1404	91	259
Total	369,193	1,000,224	302,668	6,454	457	1,348

Sincerely,



Sherry Duong
 Executive Director
 Maui County Visitor Association



The
Board of Public Works
presents this

Meritorious **A**chievement

to

Brian Kohne

In recognition of your outstanding achievement and unique role in the creation of the film *Kuleana* and its inclusion in the 2018 Los Angeles Asian and Pacific Islander Film Festival.

Your artistic excellence also serves to highlight the significance of *kuleana*, the Hawaiian word for spiritual responsibility. The film is a reminder that *kuleana* is not a burden, it is a privilege.



Ken Jones
Ken Jones, Mayor
Michael R. Davis
Michael R. Davis, President of the Board
Auregan
Auregan, Vice President

[Signature]
Heather Tate Repovsing, Vice President
[Signature]
Paul Torres, Commissioner
May 5, 2018
DPT



COUNCIL OF THE COUNTY OF MAUI

WAILUKU, HAWAII 96793

CERTIFICATION OF ADOPTION

It is HEREBY CERTIFIED that RESOLUTION NO. 18-58 was adopted by the Council of the County of Maui, State of Hawaii, on the 6th day of April, 2018, by the following vote:

MEMBERS	Michael B. WHITE Chair	Robert CARROLL Vice-Chair	Alika ATAY	Eleanora COCHRAN	S. Stacy CRIVELLO	Donald S. GUZMAN	G. Riki HOKAMA	Kelly T. KING	Yuki Lei K. SUGIMURA
ROLL CALL	Aye	Aye	Aye	Aye	Aye	Aye	Aye	Aye	Aye



Jennifer A. Mateo
COUNTY CLERK

Resolution

No. 18-58

CONGRATULATING THE CAST AND CREW OF
“KULEANA” FOR WINNING THE BEST OF
FESTIVAL AWARD AT THE 7th ANNUAL GUAM
INTERNATIONAL FILM FESTIVAL

WHEREAS, “Kuleana” won the Best of Festival award at the 7th Annual Guam International Film Festival on October 2, 2017, in Hagatna, Guam; and

WHEREAS, “Kuleana” is written and directed by Brian Kohne, an award-winning music producer and independent motion-picture writer, director, and producer, who returned home to Maui in 2005; and

WHEREAS, set on Maui and featuring an all-Hawaii cast, the mystery/drama takes place in two time periods in Hawaii—1959, the year of statehood, and 1971, when a disabled Vietnam veteran rediscovers the Hawaiian warrior within to protect his family, defend their land, and clear his father’s name; and

WHEREAS, according to the Festival website, the Guam International Film Festival is the first and only annual U.S. film festival in the western pacific, and strives to capture the passion and spirit of independent filmmakers and their films; and

WHEREAS, “Kuleana” also won the Audience Choice award at the Maui Film Festival, San Antonio Film Festival, and Santa Cruz Film Festival; and the Best Feature award at the Tribal Film Festival; and

WHEREAS, “Kuleana” will open in eight theaters across Hawaii on March 30, 2018, and will also premiere in theaters across the country starting April 13, 2018; and

WHEREAS, the dedication and tireless efforts of the cast and crew of “Kuleana” have brought pride and honor to the people of the County of Maui; now, therefore,

Resolution No. 18-58

BE IT RESOLVED by the Council of the County of Maui:

1. That it hereby congratulates the cast and crew of "Kuleana" for winning the Best of Festival award at the 7th Annual Guam International Film Festival; and
2. That certified copies of this resolution be transmitted to Brian Kohne, Writer/Director; Stefan Schaefer, Producer/Actor; Adi Ell-Ad, Editor; Byron Warner, Executive Producer; Susan Naylor, Executive Producer; Clyde Ota, Executive Producer; Branscombe Richmond, Executive Producer/Actor; Kathy Collins, Associate Producer; Johnny Wilson, Sound Designer; Willie K, Music Composer; Moronai Kanekoa, Actor; Kainoa Horcajo, Actor/Cultural Liaison; Wayne "Vene" Chun, Actor; Steven Dascoulias, Actor; Kealani Warner, Actor; Teena Rasmussen, Economic Development Director, County of Maui; Tracy Bennett, Film Commissioner, Office of Economic Development, County of Maui; and the Honorable Alan M. Arakawa, Mayor, County of Maui.

Mike White

~~Deif King~~

Ann L. Hymn

Kelly T. King

Robert Carroll

Yuki Sei K. Sijimura

Princess

~~Ruby Hoshama~~

Elle Leckman