

EDB Committee

From: Barrycoltjohnson <barrycoltjohnson@gmail.com>
Sent: Friday, April 26, 2019 11:15 AM
To: EDB Committee
Subject: Tax Increase

I understand your desire to increase taxes where you will not get any screaming from the permanent residents who elect you.

Please consider that recreational and second home owners place minimal demands on the most expensive municipal expenses like schools. They already make an inordinate contribution and this excessive increase is JUST WRONG

The propose increase is analogous to strangling the goose that has been laying your golden eggs.

Please reconsider the fairness of the proposal

Barry Johnson

PS

I own one recreational condo that we rent on a short term basis and one condo as a second home which we do not rent. Would your proposal treat these properties equally?

EDB Committee

From: carol carolan <carolanncarolan@yahoo.com>
Sent: Friday, April 26, 2019 1:48 PM
To: Kelly King; Riki Hokama; Alice L. Lee; Mike J. Molina; Tamara A. Paltin; Shane M. Sinenci; Yukilei Sugimura; EDB Committee; Keani N. Rawlins
Subject: STR Potential Property Tax Increase

Dear Economic Development and Budget Committee Members, Committee Chair Rawlins-Fernandez and County Council Members:

Following is my response to Councilmember Kama's email. Sorry I didn't copy everyone on my original email.

Thank you,
Carol Carolan

Dear Councilmember Kama:

Thank you for your response to my testimony regarding the possible increase in the property tax rate for Short Term Rentals.

Yes, of course, I understand the county faces a need to improve its roads, community facilities, and most importantly, to increase affordable housing opportunities for local people. Actually, if you think about it, these needs are not unique to Maui County; all communities face the same requirements.

If you Google "States with Lowest Property Taxes," Hawaii will show up as number one. That's because residents of Maui pay exceedingly low property taxes compared to the rest of the nation. As was pointed out in my initial letter, when my husband, Jim, and I lived in our home a few years ago, we paid \$5,482 per year for our property taxes. Then when we moved back to California because Jim got incredibly ill (stroke, open heart surgery and cancer), our taxes increased to \$12,525. When we were granted our STR permit and were taxed at the Commercial rate, our taxes went to \$16,624 and then, last year, our tax classification changed to Short Term Rental and our tax bill increased to \$24,867 per year. If we were moved to the Timeshare rate, I calculate that our taxes would increase to \$41,404!

Why is it my responsibility to shoulder such high taxes, while others, in comparison, pay so little? We certainly aren't using more county facilities than when we lived in our house. In fact, we're using less because the house is not rented each day of the year.

Surely you and other council members understand that we can only increase our rates so much before guests stop coming. In fact if our taxes are raised to the Timeshare rate we have no choice but to sell our home. We simply cannot absorb higher and higher taxes.

My suggestion is to make a reasonable tax increase for local people as well as other categories. At this stage, the inequity is so extreme, there is no way to view this potential hike as fair or reasonable.

I am still reeling from the fact that our property taxes were raised to the hotel/resort rate. How can my small 3 bedroom house be compared to a huge hotel with all the inherent benefits and bells and whistles? We offer NOTHING but lodging. There is no other income stream. I felt this move was not only unfair but punitive.

If my taxes are hiked to the Timeshare rate, I will throw in the towel and say, "enough." I can't afford it, wouldn't be able to make a profit and, frankly, as a senior with a very sick husband, I can't take the stress.

Please take a moment to consider the information in this letter.

Sincerely,
Carol A. Carolan, Ph.D.

EDB Committee

From: Elaine McLemore <elaine.mclemore@fourseasons.com>
Sent: Friday, April 26, 2019 11:14 AM
To: EDB Committee
Cc: Mark Simon; Alex Arnold
Subject: Funding for Maui Visitors Bureau
Attachments: 04262019120458-0001.pdf

To Whom It May Concern

Please kindly see attached testimonial letters from Four Seasons Resort Maui regarding the funding for Maui Visitors Bureau.

Please do not hesitate to reach out should you have any questions or need any additional information.

Mahalo,

Elaine McLemore
Group Sales Administrative Assistant

Four Seasons Resort Maui
3900 Wailea Alanui Drive, Kihei, HI 96753

Voice: 808-874-2236
elaine.mclemore@fourseasons.com

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April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, HI 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Mark Simon. I am the Director of Marketing for Four Seasons Resort Maui and have been for the past 17 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to read "Mark Simon". The signature is fluid and cursive, with a long horizontal stroke at the end.



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Matt Eyerman. I am the Director of Revenue Management for Four Seasons Resort Maui and have been for the past 13 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to read "Matt Eyerman". The signature is fluid and cursive, with a long horizontal line extending to the right.



FOUR SEASONS
RESORT
MAUI AT WAILĒA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Martin Dell. I am the Resort Manager for Four Seasons Resort Maui and have been for the past 9 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,



FOUR SEASONS
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MAUI AT WAILĒA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Stefanie Cuomo. I am an Executive Administrative Assistant for Four Seasons Resort Maui and have been for the past 5 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,



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April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, HI 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Lorraine Mc Carthy. I am a Senior Sales Manager for Four Seasons Resort Maui and have been for the past 13 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,



FOUR SEASONS
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MAUI AT WAILĒA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, HI 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Kelly Ruder. I am a Group Sales Manager for Four Seasons Resort Maui and have been for the past year. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

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Mahalo,



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Stephanie Lai. I am a Special Events Manager for Four Seasons Resort Maui and have been for the past two years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to read "Stephanie Lai".



FOUR SEASONS

RESORT
MAUI AT WAILIEA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Amy Altorfer. I am a Group Sales Manager for Four Seasons Resort Maui and have been for the past 7 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Lisa Onorato. I am a Group Sales Manager for Four Seasons Resort Maui and have been for the past year. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to read "Lisa Onorato". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Alex Arnold. I am the Director of Group Sales for Four Seasons Resort Maui and have been for the past two years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink that reads "Alex Arnold". The signature is written in a cursive, flowing style.



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Brandi Sagon. I am the Special Events Coordinator for Four Seasons Resort Maui and have been for the past 6 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to read "Brandi Sagon". The signature is written in a cursive style and is followed by a long horizontal line that tapers off to the right.



FOUR SEASONS
RESORT
MAUI AT WAILA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Samantha Beidler. I am a Special Events Manager for Four Seasons Resort Maui and have been for the past year. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

Samantha Beidler



FOUR SEASONS
RESORT
MAUI AT WAILĒA

April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Elaine McLemore. I am the Sales Administrative Assistant for Four Seasons Resort Maui and have been for the past 2 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Jodie Laulusa. I am a Leisure Sales Coordinator for Four Seasons Resort Maui and have been for the past 22 years. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink, appearing to be "Jodie Laulusa". The signature is fluid and cursive, with a long horizontal stroke extending to the right.



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Rebecca Pang. I am the Digital Marketing Manager for Four Seasons Resort Maui and have been for the past year. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink that reads "Rebecca Pang". The signature is written in a cursive style with a large, looping "P" at the end.



April 24, 2019

Economic Development and Budget Committee
200 S. High Street
Wailuku, Hi 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez
Aloha Council Members

My name is Amanda Uriostegui. I am the Marketing and PR Administrative Assistant for Four Seasons Resort Maui and have been for the past year. I am writing in support of the Maui Visitors Bureau's proposed FY 2020 budget.

Being a part of the visitor industry, I hear a lot about the Transient Accommodations Tax (TAT). I would suggest that perhaps, instead of the TAT just being part of the general fund, that it be listed as a separate revenue item. The County receives approximately \$23 million from TAT, and I feel that because it is a tax generated by visitors, it should be used to fund your concerns about infrastructure and other areas. In doing so, you can continue to fund the Maui Visitors Bureau, which is doing an excellent job.

I would greatly appreciate your consideration of Maui Visitors Bureau's proposed FY 2020 budget of \$4 million.

Mahalo,

A handwritten signature in black ink that reads 'Amanda Uriostegui'. The signature is written in a cursive, flowing style.

EDB Committee

From: Everett Balmores <mchrsa.everettbalmores@gmail.com>
Sent: Friday, April 26, 2019 4:55 PM
To: EDB Committee
Subject: Maui Visitor's Bureau Proposed 2020 Budget
Attachments: MVB Testimony Signed.pdf

Aloha Chair Keani Rawlins-Fernandez and Council Members

Please see my attached testimony regarding the Maui Visitor's Bureau Proposed 2020 Budget.

Mahalo and have a fantastic day.

--

Everett Balmores, President
Maui County Hotel & Resort Security Association
P.O. Box 6210
Kahului, HI 96733

This communication contains information from the Maui County Hotel & Resort Security Association (MCHRSA) that may be proprietary and confidential. Except for personal use by the intended recipient, or as expressly authorized by the sender, any person who receives this information is prohibited from disclosing, copying, distributing and/or using it. If you have received this communication in error, please immediately delete it and all copies, and promptly notify the sender. Nothing in this communication is intended to operate as an electronic signature under applicable law.

April 24, 2019

Budget & Finance Committee Chair
200 S. High Street
Wailuku, HI 96793

RE: Maui Visitors Bureau

Aloha Chair Keani Rawlins- Fernandez
Aloha Council Members

My name is Everett Balmores. I am member of the Maui Hotel & Resort Security Association for the past 6 years and I am the current President and have been for the last 1 ½ years. I am writing in support of Maui Visitor Bureau's proposed 2020 budget.

Having to depend on visitors I see the importance it has on our community. It is the key to the financial wellbeing of Maui as it is currently the only economic driver for our county. There are many, not just my family, whose livelihoods directly or indirectly are impacted and dependent upon a successful visitor industry. I have 6 people in my family that depends on me to feed and clothe them.

If Maui is not out in the forefront there are many other destinations that more than happy to take our share of the visitors. Once we lose visitors, it takes a while to build up visitor arrivals back to a level we need to maintain our way of life here on Maui.

I remember when 9/11 and the recession in 2008 occurred. It was a struggle during 9/11 and as well as during the recession.... times were tough for many families. Please don't let this happen again, please support MVB's proposed 2020 budget.

Mahalo



Signature

EDB Committee

From: Gene Gay <genesai@gmail.com>
Sent: Friday, April 26, 2019 12:10 PM
To: EDB Committee
Subject: MVB 2020 Budget comments
Attachments: MVB Budget Comment_4.26.19_GG.pdf

Aloha,

Please provide my comments regarding the MVB 2020 budget to the committee.

Mahalo

Gene Gay

April 26, 2019

Budget & Finance Committee Chair
200 S. High Street
Wailuku, HI 96793

RE: Maui Visitors Bureau

Aloha Chair Keani Rawlins- Fernandez
Aloha Council Members

My Name is Gene Gay, I am the Chief Engineer at Napili Kai Beach Resort. Prior to this role I was the Assistant Director of Engineering at the Ritz-Carlton Club and Residences (now the Montage). For the last three years I also ran a charter boat company in Lahaina called Privacy Charters I am writing in support of MVB's proposed 2020 budget.

My family and I as well as my co-workers at the hotel depend on visitors to Maui for our livelihood. Without visitors we cannot maintain our businesses and support our local economy. Our visitor numbers are directly correlated with our outreach and marketing efforts. We compete with our sister islands and with tourist destinations around the Pacific rim.

Please support our industry by supporting MVB's proposed 2020 budget.

Mahalo

A handwritten signature in black ink that reads "Gene Gay". The signature is written in a cursive, flowing style with a large loop at the end.

Gene Gay
73 Poniu Circle
Wailuku, HI 96793
genesai@gmail.com

EDB Committee

From: Jamie Brown <jamiekbrown@comcast.net>
Sent: Friday, April 26, 2019 7:52 AM
To: EDB Committee
Cc: KeaniRawlins@mauicounty.us
Subject: Vacation Rental Tax Increase

Aloha Committee:

I live in Puamana. Our community allows for short term rentals, and when I travel, I rent my unit legally. We pay TAT, GET and a higher property tax rate. But this arrangement does allow me to make a small profit. This tax increase would make my circumstances unprofitable, so I would quit short term renting, file for the tax rate for primary residence and pay a lower tax. I would make less money, and I would pay less tax. Please do not raise the tax rate on short term vacation rentals.

We are not hotels, nor timeshares that rent 365 days a year. We are small, hard working, small businesses and this tax raise would very likely put us out of business. Also, the tax rate doesn't impact illegal short term rentals, so they would be rewarded and encouraged. Thank you for your consideration.

Jamie Brown
Lahaina

EDB Committee

From: Membership Admin <hanahighwayregulation@gmail.com>
Sent: Friday, April 26, 2019 9:44 AM
To: Mayors.Office@co.maui.hi.us
Subject: Hana Highway Relief - Resident Testimony
Attachments: HanaRelief.4.26.19.pdf

Aloha,

Forwarding testimony regarding the current condition of the Road to Hana, submitted to us by a resident of Hana, attached here.

Mahalo,
Napua Hueu
Hana Highway Regulation Committee Chair
an initiative of the Hana Community Association, a 501(c)3

Jasmine King
PO Box 566
Hāna, Hawai'i 96713
(808) 294-4505

To Mr. Mayor Victorino and/or Council Members of Maui County:

My name is Jasmine King and I am writing in support of tourist education initiative focused on East Maui. I apologize that I am working during this hearing.

I live above Hana Bay. Hundreds of rental cars speed by on our residential street every single day, due in part to Google Maps. Past my backyard, I can see Kauiki—the hill that forms Kaihalulu or Red Sand. I have a direct view of the emergency helicopter operations that are now common place. Just last week, I recall once again my son being woken up by what sounds like being under siege war, only to realize there was yet another tragedy at Kaihalulu.

To stroll my son in Hana, I face tourists buzzing through the first straight roads they have seen in miles, and absolutely no sidewalks. Kauiki hill, without fail I see tourists parking in the senior day center or the community center. Asking tourists to respect signs and not park has been unsuccessful. In fact, tourists turn hostile, stopping at no disrespect to steal a Ziploc bag of red sand. The last times my family visited Kaihalulu were soured by so many clumsy visitors, inept for the challenge, weighted down by bags, with bottles and cameras in their hands. They lack the common sense to have their hands free for balance. They bring their trash, against our advice, though the beach has no facilities. We recently saw a four-generation family walking the trail, from a 3-year-old to her great grandmother, crouched low, fear in their eyes as they inched their way along the cinder trail that so many have fallen down.

As you know, Hāna is reliant on Maui's urban center. It is federally recognized as lacking medical services, and all major civic offices lie on the other side. Hāna is economically distressed, lacking employment opportunities. The many East Maui residents that commute across island every day for work deserve the support of their representatives. My husband is a life-long Hāna resident with ties to this place going multiple generations back. For over six years we commuted the Hana Highway for work, as he worked full time in Hana and I in Wailuku.

For Hana residents, every vital doctor appointment, civic duty, or commute to support a struggling family, means facing the gauntlet of 1000+ tourists "doing the Road to Hana". Regretfully, many tourists experience such fervor for photography, entertainment, and immediate gratification that they are not cognizant of other uses of the highway. It is a regular occurrence for tourists to flip off (middle finger) locals who appear act in a rush as they drive erratically, stopping on a dime or even reversing on the highway to get the perfect picture. Children sitting on the ledge of rental SUV windows snapping photos, or on the roof of a convertible Jeep. Pedestrians run straight into highway traffic without looking from the dark 'cave' in Nahiku and the Bamboo trail. The perils being created by tourism are countless, for themselves and residents alike.

Tens of hundreds of tourists rushing East Maui per day, this is a relatively new phenomenon with the invent of social media and unfettered internet. Assessments by the county in allowing tourism to ever grow in the resort centers seem to **not** account for the fact that a high percentage of those tourists occupy Hana Highway for 8+ hours at least once during their stay. And that Hāna lacks even basic infrastructure, like sidewalks, for this volume of traffic.

The Hana MPD does not have the staff to manage the extensive illegal parking—and by illegal, this often means blocking the entire highway as in the case of the Wailua Nui stream bridge. Residents are eager to photograph and report parking infractions and reckless tourists. However, by statute infractions can only be cited by an officer—citations cannot be served by mail, and cannot be penal summoned. I encourage the county to pressure the State to repeal this prohibition (many states mail tickets, to rental agencies no less).

However, the county itself could improve safety and highway function for East Maui residents. HRS §291C-111, for example, seems to allow the county to identify and create ordinances to prohibit stopping on a state highway. A sign that simply informs tourists that they cannot stop in the middle of the highway, how this would improve road safety! More so would a sign indicating “Pull Off in 50 Meters”. Better yet, signage encouraging pull offs for *slow* motorists, or prohibiting causing a traffic jam of 6+ vehicles. This is an avenue worth exploring. I implore the county to put its counsel, prosecutors, and perhaps MPD, together to look at options within the county’s reach for improving the Hana Highway—options congruent with state law but that would provide East Maui with some relief.

It is encouraging to see the county rising to this evident need for relief in East Maui. I would volunteer my assistance in looking at feasible highway signage improvements, as a licensed attorney. The volunteer efforts of those behind the Hana Highway Regulation have been inspiring to me. In fact, I believe that **their effort has been invaluable in giving Hāna residents hope and in what has seemed like a hopeless situation. For the county to not act today to improve the resident-tourism balance would, no doubt, inevitably result in residents resorting to less-courteous means or aggression.** With the excessive volume—and often disrespectful nature—of tourists, relief for East Maui is crucial.

I appreciate you taking my observations into consideration.

Mahalo Nui,

Jasmine King

Jasmine King

EDB Committee

From: Jerry or Debbie Vantrease <homervantreases@gmail.com>
Sent: Friday, April 26, 2019 11:32 AM
To: EDB Committee
Subject: fair taxes on Maui
Attachments: REtaxes.docx

RE: Maui County Budget Hearings – fair taxes for all

Dear Committee Chair Keani N. W. Rawlins-Fernandez and the Economic Development and Budget Committee Members:

I have recently been informed of the proposal of a very large increase on property taxes for short-term rental properties. I would like to tell you how that works in our case. Our family has owned the same property on Maui for 39 years. We did not purchase this property for income potential, and we do not operate it for profit. It is used by members of my immediate family for about 3 months out of the year, and while there we enjoy participating in community activities and interacting with the many friends we have accumulated in the course of our decades on the island.

As I am sure you are aware, our tax burden there on Maui has increased dramatically since our original purchase. Over the past few years, as the costs of ownership have escalated, we have begun making our second home available to a few select friends as a short-term rental in order to help mitigate the cash outlay involved in maintaining that residence. We do not advertise, do not turn a profit from this enterprise, and we do not hope to, but we do pay additional taxes because of it.

It is our hope to continue to maintain our home on our beautiful island for the foreseeable future, but we do need to make economically rational decisions regarding that idea. One idea that occurs to me is that my family might be better served by no longer operating a S/T rental on our home there on Maui. We could save on taxes and paperwork, reduce maintenance, have less hassles in general, and still enjoy an island getaway. If this type of solution is what the budget committee wishes to encourage, then slapping huge tax increases on S/T rental operators is liable to be a good way to accomplish it.

Please take into consideration the fact that folks like us do not actually turn a profit on our enterprise as it is. If you determine that you need to squeeze us even harder than you already do, we are going to find ways to mitigate that pain, and our solutions are likely to actually reduce the tax base which we all need in order for our community there to thrive.

I am asking you to find an equitable solution for all rather than seeking to target a single group of property owners.

Respectfully yours,
Jerold Vantrease
70 Haouli St
Wailuku, Maui, HI

RE: Maui County Budget Hearings – fair taxes for all

Dear Committee Chair Keani N. W. Rawlins-Fernandez and the Economic Development and Budget Committee Members:

I have recently been informed of a the proposal of a very large increase on property taxes for short-term rental properties. I would like to tell you how that works in our case. Our family has owned the same property on Maui for 39 years. We did not purchase this property for income potential, and we do not operate it for profit. It is used by members of my immediate family for about 3 months out of the year, and while there we enjoy participating in community activities and interacting with the many friends we have accumulated in the course of our decades on the island.

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I am asking you to find an equitable solution for all rather than seeking to target a single group of property owners.

Respectfully yours,
Jerold Vantrease
70 Haouli St
Wailuku, Maui, HI

EDB Committee

From: John Cote <john@96761realty.com>
Sent: Friday, April 26, 2019 1:50 PM
To: EDB Committee; Keani N. Rawlins
Cc: Kelly King; Riki Hokama; Tasha A. Kama; Alice L. Lee; Mike J. Molina; Tamara A. Paltin; Shane M. Sinenci; Yukilei Sugimura
Subject: Short Term Rental Increase
Attachments: Aloha Maui County Council Members.docx

Aloha Committee, Committee Chair & Budget Committee,

Attached find my letter that favors the County Council proposal to increase taxes for Short Term Rentals.

Please contact me for information regarding the subject or for any other reason.

Mahal for the opportunity to have my voice heard.

John Cote, REALTOR (Broker)

96761 Realty Corporation
143 Dickenson St #205
Lahaina, HI 96761
(808) 870-0503
john@96761realty.com

Aloha Maui County Council Members,

April 26, 2019

I am an active State of Hawaii Real Estate Broker living and working in West Maui. I do not agree with the majority of Realtors who do not want an increase in Short Term Rental taxes. I support the County Council's proposal to increase the Short Term Rental rate to \$15.41 per \$1,000 assessed for the following reason:

I reside at Kaanapali Plantation, a 62 unit condominium property, ½ mile from the ocean, that is zoned R-2. A Residential property that the County chose to insert a Variance that allowed Short Term Rentals some years ago. What that did was reduce the Work Force Housing rental possibility in West Maui by 18 units, which is approximately the amount of Short Term Rentals presently. All the while this is going on in a Residential property. Work Force Housing rental growth in West Maui is almost nonexistent.

I am happy to share information regarding the short term rentals at Kaanapali Plantation.

Sincerely,

John Cote' Realtor/Broker/Owner

john@96761Realty.com

808-870-0503

EDB Committee

From: Nancy Esson <nansea5555@gmail.com>
Sent: Friday, April 26, 2019 9:20 AM
To: EDB Committee
Subject: Increase of rental taxes.

I would like to offer my thoughts on this issue. Why is it always us the owners of approved vacation rental properties and not spread out evenly with Hotels also. A 60% increase is not fair when the hotels get away so so much less.

I have missed the deadline but I truly hopeful you will be fairer with us all and spread this through all vacation properties to include all the hotels.

Thanks Nancy Schweiker

EDB Committee

From: Patricia Braun <oceanbreeze405@gmail.com>
Sent: Friday, April 26, 2019 1:16 PM
To: EDB Committee; Keani N. Rawlins; Kelly King; Riki Hokama; Tasha A. Kama; Alice L. Lee; Mike.Moline@mauicounty.us; Tamara A. Paltin; Shane M. Sinenci; Yukilei Sugimura
Subject: FAIR TAX RATE

RE: Maui County Budget Hearings - I support fair tax rates

Dear Committee Chair Keani N. W. Rawlins-Fernandez and the Economic Development and Budget Committee Members:

As you are aware, current Short Term Rental Tax Rates are \$9.28/\$1000, the third highest rate only exceeded by Hotel and Time Share rates. These already high rates are exacerbated by escalating property values that are in many cases in excess of what the property can bring on the open market. So, not only are the current tax rates very high, but they are being applied on an unreasonable value.

In the past several years tax valuations have greatly increased from \$1,800 in 2011 to almost \$5,600 in 2019. Please note not only do we pay the property tax, but also the general excise tax and TAT making our total taxes paid on our Maui property almost \$8,000 per year. Not only do we pay that amount, but also pay another \$8,000 for maintenance/reserve fee to the condo association. Making total dollar amount I am charged per year approximately \$16,000, which is no where near the dollars gained from short term rental. We only rent basically in the high season from December through March meaning the above mentioned costs do not even allow us to break even with the total amount of costs. There appears to be a misconception that short term rentals are making money hand over fists. WRONG! If they break even, so that their costs are equal to charges mentioned above that owner is lucky. Adding another 66% increase for this segment is an unfair burden on us, and puts the entire short term rental industry in jeopardy. This would more than double the tax I pay presently forcing one to remove the property from the short term rental market. As a senior citizen of 70 years, my money does not grow on trees. My fixed income only goes so far. I am wondering if you have taken into account not only do we have to pay to advertise, pay credit card fees for renters who use charge cards, plus a service fee, international charges, etc. We pay an enormous amount to help pay the costs of our short term rental. Such moves are very likely to reduce the value of these properties, which then reduces the tax revenues received.

Please understand, this is not property used as a hotel or time share, it is our second home. We live on Maui approximately 5 months each year, have created many new friendships, and participate in fundraising and other community benefit activities. We love Maui and wish it to prosper for everyone, but this is placing an excessive burden on a select group of people. Short Term Rental property already comprises 25% of real property tax revenue.

We have a healthy vacation rental industry on Maui which allows for varied accommodations and experiences to visitors, which in turn increases return visits and benefits all of the small businesses on Maui as well as supporting thousands of jobs. Please choose not to further burden the Short Term Rental industry with such an aggressive and unfair tax increase. We already pay more than our fair share of property taxes simply because we choose to share our home when we are not on island. Home sharing such as this is only makes sense and maximizes both the usefulness of the space and the positive economic impact on Maui. Please do not further discourage Short Term Vacation Rentals.

- 1) We are retired with a fixed income and worked out the finances to buy our Maui home based on what has been a stable property tax index never anticipating such a dramatic increase; this amount exceeds 4 months of the rental income we rely on to pay the majority of our Maui bills.
- 2) We spend several months a year living on Maui and plan to increase the time over the years thus our property is our home several months a year. Is there an allowance to reduce our property tax based on actual time used as a vacation rental? Will there be a senior discount? If not, why not?

Patricia J. Braun

Sent from my iPad

EDB Committee

From: Bob <bandbfritz@qwestoffice.net>
Sent: Friday, April 26, 2019 4:03 PM
To: EDB Committee
Subject: Maui County Tax Increase Proposal Testimony Letter
Attachments: letter to Maui Mayor 2019.docx

RE: Maui County Budget Hearings – We support fair tax rates

Dear Committee Chair Keani N. W. Rawlins-Fernandez and the Economic Development and Budget Committee Members:
As you are aware, current Short Term Rental Tax Rates are \$9.28/\$1000, the third highest rate only exceeded by Hotel and Time Share rates. These already high rates are exacerbated by escalating property values that are in many cases in excess of what the property can bring on the open market. So, not only are the current tax rates very high, but they are being applied on an unreasonable value.

In the past several years tax valuations have greatly increased, and adding another 66% increase for this segment is an unfair burden on us, and puts the entire short term rental industry in jeopardy. Such moves are very likely to reduce the value of these very properties which then reduces the tax revenues received. Please understand, this is not property used as a hotel or time share, it is our second home. We live on Maui 2-4 weeks each year, have created many new friendships, and participate in fundraising and other community benefit activities. We love Maui and wish it to prosper for everyone, but this is placing an excessive burden on a select group of people. Short Term Rental property already comprises 25% of real property tax revenue.

We have a healthy vacation rental industry on Maui which allows for varied accommodations and experiences to visitors, which in turn increases return visits and benefits all of the small businesses on Maui as well as supporting thousands of jobs. Please choose not to further burden the Short Term Rental industry with such an aggressive and unfair tax increase. We already pay more than our fair share of property taxes simply because we choose to share our home when we are not on island. Home sharing such as this is only makes sense and maximizes both the usefulness of the space and the positive economic impact on Maui. Please do not further discourage Short Term Vacation Rentals.

We bought our condominiums, one in 2001 and the other in 2007, for their beauty, for their convenient location to all parts of the island and we thoroughly enjoy all the local flavors and amenities offered. We look forward to visiting each year and have welcomed many of our guests from all parts of the globe. Our guests have enjoyed their stay so much and have expressed coming back again which always positively contributes to Maui's economy. Plus, we are retired with a fixed income and worked out the finances to buy our Maui condominium based on what has been a stable property tax index never anticipating such a dramatic increase; this amount exceeds all the months of the rental income we rely on to pay all the bills.

Thank you so very much for considering our concerns on this matter.

Sincerely,

Robert and Brenda Fritz
11804 SE 204th Street
Kent, WA 98031
(253) 854-0433
Owners of Island Sands Unit 309 and Maalaea Kai Unit 111

EDB Committee

From: Ryan Tollefsen <ryan@unityhomegroup.com>
Sent: Friday, April 26, 2019 1:59 PM
To: EDB Committee
Cc: Keani N. Rawlins; Kelly King; Riki Hokama; Tasha A. Kama; Alice L. Lee; Mike J. Molina; Tamara A. Paltin; Shane M. Sinenci; Yukilei Sugimura
Subject: RE: Maui County Budget Hearings - I support fair tax rates

Dear Committee Chair Keani N. W. Rawlins-Fernandez and the Economic Development and Budget Committee Members:

As you are aware, current Short Term Rental Tax Rates are \$9.28/\$1000, the third highest rate only exceeded by Hotel and Time Share rates. These already high rates are exacerbated by escalating property values that are in many cases in excess of what the property can bring on the open market. So, not only are the current tax rates very high, but they are being applied on an unreasonable value.

In the past several years tax valuations have greatly increased. Adding another 66% increase for this segment is an unfair burden on us and, puts the entire short term rental industry in jeopardy. Such moves are very likely to reduce the value of these very properties which then reduces the tax revenues received.

Please understand, this is not property used as a hotel or time share, it is our second home. We live on Maui 1-2 months each year, have created many new friendships, and participate in fundraising and other community benefit activities. We love Maui and wish it to prosper for everyone, but this is placing an excessive burden on a select group of people. Short Term Rental property already comprises 25% of real property tax revenue.

We have a healthy vacation rental industry on Maui which allows for varied accommodations and experiences to visitors, which in turn increases return visits and benefits all of the small businesses on Maui as well as supporting thousands of jobs.

Please choose not to further burden the Short Term Rental industry with such an aggressive and unfair tax increase. We already pay more than our fair share of property taxes simply because we choose to share our home when we are not on island. Home sharing such as this is only makes sense and maximizes both the usefulness of the space and the positive economic impact on Maui. Please do not further discourage Short Term Vacation Rentals.

| **Ryan Tollefsen**
| **907 242-6911 - direct**
| ryan@unityhomegroup.com

EDB Committee

From: Scott Crawford <scott@aloha.net>
Sent: Friday, April 26, 2019 6:50 PM
To: EDB Committee; Shane M. Sinenci; Michele Yoshimura
Cc: Dawn Lono; Gina M. Flammer
Subject: Fwd: LLCP 19-03, Mokae to Makaalae Lands, APPROVED

Aloha all,

FYI, forwarding this message from David Penn of Legacy Lands Conservation Program confirming Board of Land and Natural Resources approval today of \$2,225,625 award toward acquisition of (2)1-4-010-004, for which county budget item for \$750,000 of Open Space funds is to serve as matching.

Mahalo,
Scott Crawford

From: Penn, David [<mailto:david.penn@hawaii.gov>]
Sent: Friday, April 26, 2019 4:27 PM
To: Robin Rayner
Subject: LLCP 19-03, Mokae to Makaalae Lands, APPROVED

Aloha Robin, grant approved, next step is an offer letter mailed from Chair to Ke Ao Halii, which Ke Ao Halii signs and returns to me, accepting or rejecting the State's offer.

David

Legacy Land Conservation Program

David Penn, Program Specialist
dlnr.hawaii.gov/ecosystems/llcp
legacyland@hawaii.gov
(808) 586-0921

State of Hawaii Department of Land & Natural Resources, Division of Forestry & Wildlife
1151 Punchbowl Street, Room 325
Honolulu, HI 96813
dlnr.hawaii.gov/dofaw
(808) 587-0166 phone
(808) 587-0160 fax

Growing by the acre: Resources protected for public benefit

EDB Committee

From: Shelley Hee <SHee@napilikai.com>
Sent: Friday, April 26, 2019 11:14 AM
To: EDB Committee
Subject: MBV Testimony
Attachments: MVB-testimony-04.26.2019.pdf

Importance: High

MVB Testimony for today.

Mahalo

Shelley

Shelley Hee
Director of Finance
Napili Kai Beach Resort
Direct Line:1-808-669-9505



NAPILI KAI
BEACH RESORT

April 24, 2019

Budget & Finance Committee Chair
200 S. High Street
Wailuku, HI 96793

RE: Maui Visitors Bureau

Aloha Chair Keani Rawlins- Fernandez
Aloha Council Members

My name is Shelley Hee, and I am the Director of Finance here at the Napili Kai Beach Resort and have been for the past eleven years. I am writing in support of MVB's proposed 2020 budget.

Having to depend on visitors I see the importance it has on our community. It is the key to the financial wellbeing of Maui as it is currently the only economic driver for our county. Other than myself and my family, there are many others who have their livelihoods impacted with a successful visitor industry. My career in the visitor industry allows me to support myself and my family.

If Maui is not out in the forefront there are many other destinations that are more than happy to take our share of the visitors. Once we lose visitors, it takes a while to build up visitor arrivals back to a level we need to maintain our way of life here on Maui.

I remember when 9/11 and the recession in 2008 occurred. It was a struggle during 9/11 and as well as during the recession.... times were tough for many families. Please don't let this happen again, please support MVB's proposed 2020 budget.

Mahalo


Signature

EDB Committee

From: Tara Tabon <tara@crhmaui.com>
Sent: Friday, April 26, 2019 10:54 AM
To: EDB Committee
Subject: support of MVB funding

Budget & Finance Committee Chair
200 S. High Street
Wailuku, HI 96793

RE: Maui Visitors Bureau

Aloha Chair Keani Rawlins- Fernandez
Aloha Council Members

My name is Tara Tabon. I am an Inspectress at Condominium Rentals Hawaii and have been for the past 2 years. I am writing in support of MVB's proposed 2020 budget.

Having to depend on visitors I see the importance it has on our community. It is the key to the financial wellbeing of Maui as it is currently the only economic driver for our county. There are many, not just my family, whose livelihoods directly or indirectly are impacted and dependent upon a successful visitor industry. I have four in my family that depends on me to feed and clothe them.

If Maui is not out in the forefront there are many other destinations that more than happy to take our share of the visitors. Once we lose visitors, it takes a while to build up visitor arrivals back to a level we need to maintain our way of life here on Maui.

I remember when 9/11 and the recession in 2008 occurred. It was a struggle during 9/11 and as well as during the recession.... times were tough for many families. Please don't let this happen again, please support MVB's proposed 2020 budget.

Mahalo,
Tara Tabon

EDB Committee

From: Tom Leuteneker <tomleuteneker@hotmail.com>
Sent: Friday, April 26, 2019 7:04 AM
To: EDB Committee
Subject: Maui Vivitorts Bureau

Tourism is the heart of our Maui economy. A strong economy keeps our Maui residents employed. The Maui Visitor's Bureau does a fantastic job of encouraging people to visit our County. Please do not reduce the County funding to the MVB. Thank you