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August 13, 2025

Honorable Richard T. Bissen, Jr.
Mayor, County of Maui
200 South Street
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

For Transmittal to:

 8/13/2025
Mayor Date

Honorable Tasha Kama, Chair
Housing and Land Use Committee
200 South High Street
Wailuku, Hawaii 96793

**SUBJECT: BILL 9 (2025), AMENDING CHAPTERS 19.12, 19.32,
AND 19.37, MAUI COUNTY CODE, RELATING TO
TRANSIENT VACATION RENTALS IN APARTMENT
DISTRICTS (HLU-4)**

Dear Chair and Members of the Housing and Land Use Committee,

Mahalo for your inquiry regarding the County's economic diversification efforts in the context of Bill 9 (2025).

The Administration recognizes that the proposed phase-out of Transient Vacation Rentals in Apartment Districts may carry economic implications for our workforce and local industries. In response, we have been mobilizing with purpose by advancing bold, place-based strategies designed to build a stronger, more resilient economy that reflects the values of our people: equity, sustainability, and cultural integrity.

1. A Bold, Cross-Sector Strategy for a Kama'āina Economy

The Office of Economic Development (OED) is playing a catalytic role in shaping Maui County's economic future. We are convening and aligning a wide range of stakeholders, from non-profits to established industry leaders, to create a truly collaborative and inclusive roadmap forward.

At the heart of this work is our up and coming Kama'āina Economy Advisory Team, an innovative coalition of leaders from construction, technology, healthcare, clean energy, and the creative sectors. Together, we are identifying high-impact opportunities and co-designing strategic programming that delivers livable wages, career mobility, and long-term economic stability for local families.

Key initiatives include:

- Scaling local manufacturing and circular economy models to keep value creation rooted in Maui Nui, while reducing reliance on imported goods.
- Unlocking capital and activating underutilized spaces to enable essential services and community-serving businesses to thrive in areas most affected by systemic and disaster-driven disruption.
- Tackling policy and workforce bottlenecks through targeted investments and reform to ensure our industries can grow responsibly and equitably.

2. Workforce Development That Works for Maui

Economic resilience requires more than vision, it demands infrastructure to support the people who power it. OED serves on the State's Workforce Development Council, ensuring Maui's workforce priorities are elevated at the highest levels and aligned with cross-sector initiatives statewide.

We are also working hand-in-hand with the local Workforce Development Board, industry partners, and educators to build responsive, forward-looking training systems that meet the moment.

Our key priorities include:

- Investing in job training and wraparound services to offer residents the option to transition from tourism-dependent roles into emerging fields with high earning potential.
- Creating seamless education-to-employment pipelines, in partnership with DOE and UH-Maui College, that connect our keiki to meaningful, place-based careers without the need to leave home.
- Expanding access to careers in healthcare, clean energy, skilled trades, and technology, where growth potential is strong and wages can support a family.

3. Innovation with Aloha: Honoring ‘Āina and Ancestry

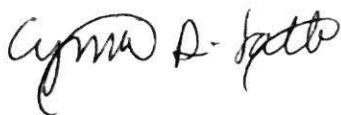
We know that a thriving economy must not come at the expense of our natural or cultural heritage. That's why OED is prioritizing investments that merge cutting-edge innovation with ancestral wisdom, identifying projects that leverage technology to protect our ‘āina while creating new job opportunities in environmental restoration and resilience.

We are actively collaborating with the Department of ‘Ōiwi Resources to ensure our economic strategies are aligned with cultural values and stewardship practices. Together, we aim to support initiatives that uplift Native Hawaiian knowledge systems, protect sacred spaces, and promote long-term environmental sustainability.

It is the position of the Office of Economic Development that, in apartment districts intended for residents, shifting housing from tourists to residents strengthens Maui's year-round economy, fuels local business growth, and creates a more resilient foundation for long-term economic prosperity.

Equally important, we recognize the need for clear, cohesive messaging around economic transition that reflects our shared values and honors the depth of community identity. We are committed to working alongside cultural practitioners and community leaders to ensure that our efforts are rooted in respect, transparency, and trust.

Mahalo,

A handwritten signature in black ink, appearing to read "Cynthia D. Lallo". The signature is fluid and cursive, with the first name "Cynthia" being more prominent and the last name "Lallo" following in a similar style.

Cynthia D. Lallo
Chief of Staff

HLU Committee

From: Michelle L. Santos <Michelle.Santos@co.maui.hi.us>
Sent: Wednesday, August 13, 2025 3:57 PM
To: HLU Committee
Cc: Cynthia D. Lallo; Emily E. Bartow; Cynthia E. Sasada; Erin A. Wade; Josiah K. Nishita; Keli P. Nahooikaika
Subject: MT#11180
Attachments: Image_001.pdf