

RICHARD T. BISSEN, JR.
Mayor

JOSIAH NISHITA
Managing Director



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COUNTY OF MAUI
200 SOUTH HIGH STREET
WAILUKU, MAUI, HAWAII 96793
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October 15, 2025

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

APPROVED FOR TRANSMITTAL

 10/15/2025
Mayor Date

For Transmittal to:

Honorable Alice L. Lee, Chair
and Members of the Maui County Council
200 South High Street
Wailuku, Hawaii 96793

Dear Chair Lee and Members:

SUBJECT: AUTHORIZING THE MAYOR TO SUBMIT APPLICATIONS TO REQUEST THE GOVERNOR OF HAWAII TO DESIGNATE THE NAPILI ENTERPRISE ZONE AND TO REDESIGNATE THE GREATER MAUI ENTERPRISE ZONE ON THE ISLAND OF MAUI, UNDER SECTION 209-E, HAWAII REVISED STATUTES, CHAPTER 6 OF TITLE 15, HAWAII ADMINISTRATIVE RULES, AND CHAPTER 3.80, MAUI COUNTY CODE

On behalf of the Office of Economic Development I am transmitting two proposed resolutions entitled:

1. **"AUTHORIZING THE MAYOR TO SUBMIT AN APPLICATION TO REQUEST THE GOVERNOR OF HAWAII TO DESIGNATE THE NAPILI ENTERPRISE ZONE ON THE ISLAND OF MAUI FOR TWENTY YEARS BECAUSE OF THE EXPIRATION OF THE PRIOR WEST MAUI ENTERPRISE ZONE DESIGNATION, UNDER SECTION 209-E, HAWAII REVISED STATUTES, CHAPTER 6 OF TITLE 15, HAWAII**

ADMINISTRATIVE RULES, AND CHAPTER 3.80, MAUI COUNTY CODE”; and

2. **“AUTHORIZING THE MAYOR TO SUBMIT AN APPLICATION TO REQUEST THE GOVERNOR OF HAWAI‘I TO REDESIGNATE THE GREATER MAUI ENTERPRISE ZONE ON THE ISLAND OF MAUI, WITH PROPOSED ADJUSTMENTS, FOR TWENTY YEARS BECAUSE OF THE EXPIRATION OF THE PRIOR ENTERPRISE ZONE DESIGNATION, UNDER SECTION 209-E, HAWAI‘I REVISED STATUTES, CHAPTER 6 OF TITLE 15, HAWAI‘I ADMINISTRATIVE RULES, AND CHAPTER 3.80, MAUI COUNTY CODE.”**

The purpose of the proposed resolutions is to authorize the Mayor to submit applications to the State of Hawai‘i Department of Business, Economic Development, and Tourism (DBEDT) requesting the Governor’s approval for the designation of the Napili Enterprise Zone and redesignation of the Greater Maui Enterprise Zone for new twenty-year terms. These designations are being sought due to the expiration of the prior Enterprise Zone boundaries.

The Enterprise Zones (EZ) Partnership Program, established under Chapter 209E, Hawai‘i Revised Statutes, is a collaborative State-County initiative designed to stimulate business activity, job creation, and private investment in areas facing economic challenges. Participating businesses within EZ boundaries receive State and County tax incentives in exchange for commitments to hire locally, invest in operations, and contribute to community vitality.

The Napili Enterprise Zone seeks to continue support for West Maui businesses following the devastating 2023 wildfires by fostering economic recovery, job creation, and long-term stability for affected communities.

The Greater Maui Enterprise Zone, which includes Central, South, and Upcountry areas, is being proposed for redesignation with adjusted boundaries to better reflect current business activity, infrastructure, and growth potential. This redesignation aligns with the County’s Kama‘āina Economy framework, supporting sustainable self-reliance through diversified local industry development, entrepreneurship, and workforce advancement.

Given the State’s application timeline, we respectfully request that these two resolutions be directly referred to the Budget, Finance, and Economic Development (BFED) Committee for timely consideration.

Alice L. Lee, Chair
October 15, 2025
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Attached are the proposed EZ boundary maps, program descriptions, and required documentation for submission to DBEDT.

Thank you for your attention in this matter. Should you have any questions, please contact me at ext. 8275.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jade' followed by a stylized surname.

JADE ROJAS LETISI
Director of Economic Development