

To the County of Maui Healthy Families and Communities Committee,

The Maui Jim Maui Invitational has been a mainstay of the Island of Maui, founded, owned, and operated by KemperLesnik since 1984.

As the privilege for hosting the Tournament is reviewed by the County of Maui Healthy Families and Communities Committee, we urge the council to evaluate the unmatched benefits this event has delivered over the course of its 35 years.

Since the debut of the Tournament's operation in Maui, we at KemperLesnik have worked diligently with local businesses, including hotels, restaurants, and media outlets, to support the economy of Maui in the best way possible.

The event has provided millions of dollars to the local economy year over year, totaling nearly \$260 million. These benefits are provided directly by visiting teams and fans, as well as through charitable donations and initiatives hosted by the Tournament. The 2018 Maui Jim Maui Invitational delivered:

- Direct spend of \$22 million
- State tax revenue generation of \$1.42 million
- \$35,500 to the Maui Food Bank as a result of a silent auction that provided 100 percent of its proceeds to the Maui Food Bank, totaling \$35,500, which provided over 142,000 meals
- A free throw contest with local children and participating head coaches that donated \$2,300 to local Maui schools
- \$2,250 to Lahainaluna High School for the use of their practice facilities
- Basketball clinics to the children of Maui, benefitting approximately 100 boys and girls each year

Maui and the Maui Jim Maui Invitational are synonymous with unrivaled experiences. The Tournament has become an event that mainland fans and locals alike look forward to year after year.

The undersigned petitioners ask that the Government vote in favor of the proposal to extend the agreement to ensure the Tournament's ability to host the event at the Lahaina Civic Center.

Sincerely,

The Maui Jim Maui Invitational

RECEIVED AT HFC MEETING ON 6/6/19
KemperLesnik

David DeMarco

Kapalua Ziplines

of

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The Snorkel Store

of

Signature:

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