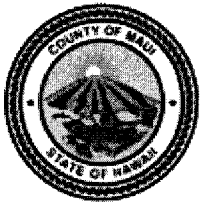


EDB Committee

From: Kelly King
Sent: Thursday, June 04, 2020 8:20 AM
To: EDB Committee
Subject: FW: TESTIMONY by Barry Rivers, Maui Film Festival to Maui County ED&B Committee 6.4.20

With Aloha,



Office of Councilmember Kelly Takaya King

South Maui Residency
Office: 808.270.7108
200 South High Street, 8th Fl
Wailuku HI 96793
mauicounty.us

From: Festival Director <director@mauifilmfestival.com>
Sent: Thursday, June 4, 2020 8:11 AM
To: Keani.Fernandez@mauicounty.us
Cc: Kelly King <Kelly.King@mauicounty.us>
Subject: TESTIMONY by Barry Rivers, Maui Film Festival to Maui County ED&B Committee 6.4.20

Aloha Council Chair Keani Rawlins-Fernandez,

I am writing to provide testimony to today's 9:am meeting of the Maui County Council's Economic Development and Budget Committee.

I would be delivering my message live to the meeting but I have a previously scheduled Zoom call with the HTA that could not be rescheduled.

I had a chance to catch up with Councilmember Kelly King yesterday who made me aware of your idea to provide advance payments for grant projects with budgets of \$50,000 and under.

In addition, with a HUGE MAHALO to the County Council for the \$100,000 in support in FY2020 and, hopefully, a soon to be fully approved FY2021 budget, if the Council could

consider, include and approve an opportunity for the 2021 Maui Film Festival to also receive the cash flow benefits being considered for smaller events.

In the case of the Maui Film Festival, if we were able to receive 50% (\$50,000) of the total grant amount of \$100,000 in advance of the event — which would be a huge help.

Especially in light of the impact of the pandemic this year and in at least a few years to come and be a huge help to future successful Maui Film Festivals.

In addition, this new potential policy change would be simultaneously supporting not only the Festival but the diversification of Maui County's overall economic activity and film industry sector.

I believe that is a goal that we all share.

In closing, from what I've learned from 20+ years of producing the Maui Film Festival — especially in light of the way the life-altering COVID-19 Global Pandemic has turned normal life and business upside-down and inside-out — this change in County grant administration would be a bright beacon in the night to all of the Maui County Council Grantees.

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