



OFFICE OF THE MAYOR

FISCAL YEAR 2025 PROPOSED BUDGET

Received at BFED meeting on 04-10-2024

MAYOR RICHARD T. BISSEN, JR. | CHIEF OF STAFF LEO CAIRES

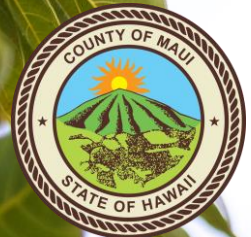
Programs and Services

Administration

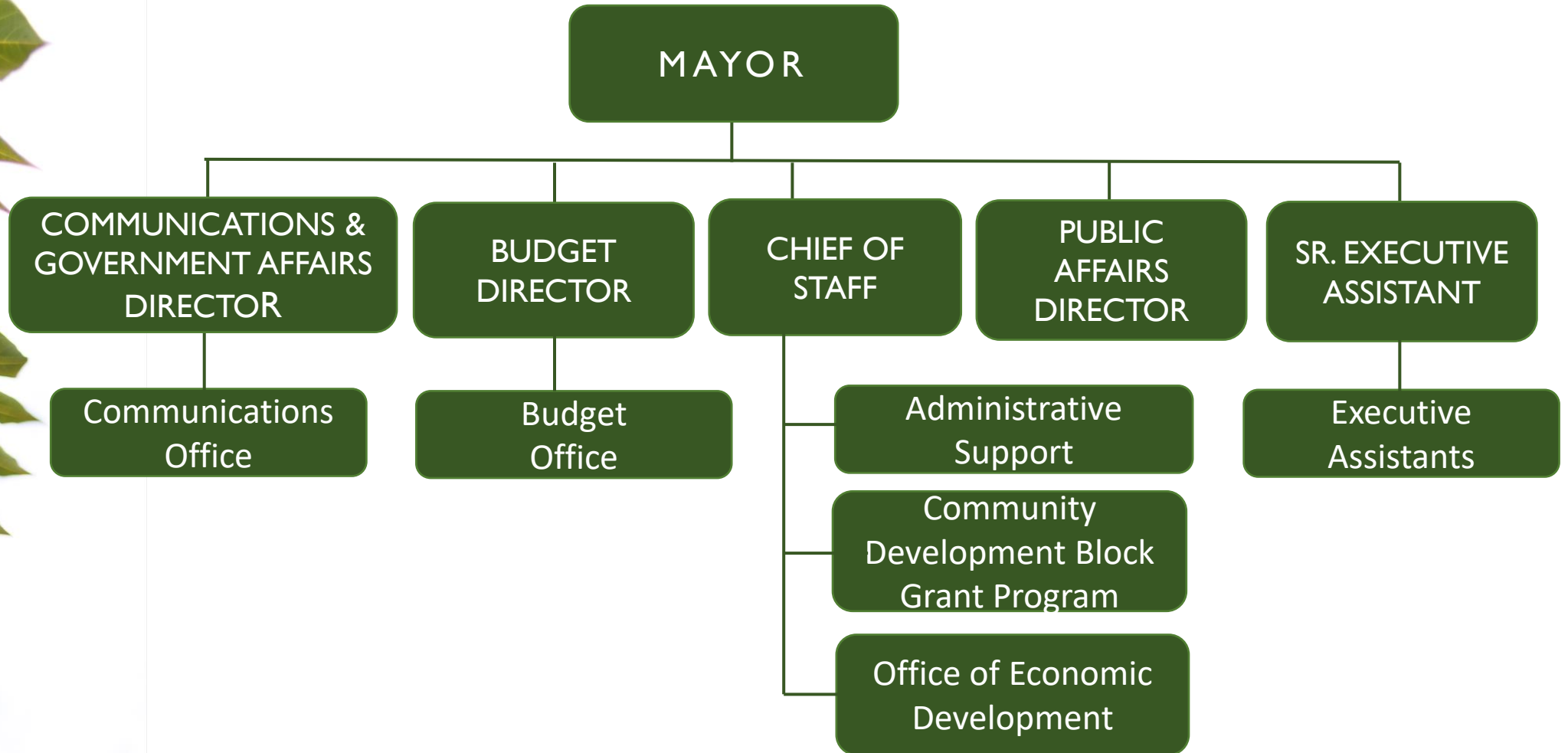
Budget | Communications | Government Affairs | Public Affairs
Executive Assistance | Administrative Support

Community Development Block Grant Program

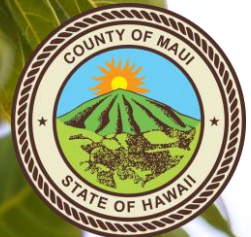
Office of Economic Development



Office of the Mayor



PROPOSED FISCAL YEAR 2025 BUDGET



Fiscal Year 2025

FY25 Proposed Department Budget: \$30,952,924

- Decrease of \$11.6 million
 - Operations decreased by \$674,918
 - Equipment decreased by \$3,825,741
- East Maui Water Authority established as a separate department
- Restore \$20 million to Emergency Fund
- Transfer \$6 million in grants from Administration Program to Office of Economic Development
- Itemized projections for Boards and Commissions of \$47,597
- Addition of one expansion position
- Akakū budgeted amount decreased to align with prior year actual expense

	FY23 ACTUAL	FY24 ADOPTED	FY25 PROPOSAL	
Operations	\$30,549,632	\$22,549,632	\$22,262,381	-2.9%
Salaries	\$3,478,219	\$4,781,106	\$4,864,802	1.8 %
Equipment	\$1,547,967	\$14,895,741	\$3,825,741	-74.3%
DEPARTMENT TOTAL	\$35,575,818	\$42,614,146	\$30,952,924	-27.4%

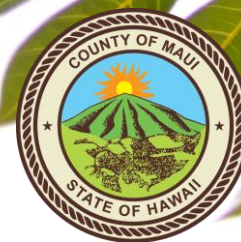


Fiscal Year 2025

	FY23 ACTUAL	FY24 ADOPTED	FY25 PROPOSAL
Administration Program	\$8,538,093	\$11,057,960	\$5,298,478
Budget Program	\$470,294	\$666,349	\$632,920
Community Development Block Grant	\$1,905,730	\$1,933,806	\$1,829,334
Office of Economic Development	\$17,530,605	\$12,788,565	\$18,253,179
Open Space	\$4,253,436	\$14,850,000	\$3,800,00

Emergency Fund	FY24	FY25 PROPOSAL
	<ul style="list-style-type: none"> \$28,213,408 appropriated \$20,000,000 wildfire emergency response 	<ul style="list-style-type: none"> \$20,000,000 to restore fund

PROPOSED FISCAL YEAR 2025 BUDGET

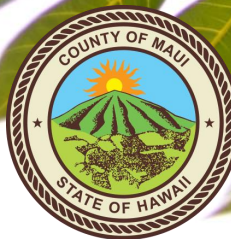


Fiscal Year 2025

Johnson Controls Contract

	20 Years Span Net Savings Identified
Phase I Efficiency measures	\$7,273,668
Phase II Clean energy utilization	\$45,830,509
Phase III	In development

- Savings to date by energy and water efficiency \$300,000
- Ensuring effective communication from contractor



Connecting County to Community

17 departments (21 in FY2025) • 3 islands • 170,000+ residents

PUBLIC AFFAIRS

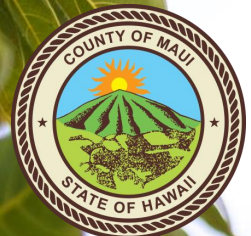
Purposeful collaboration and meaningful inclusion of community on critical issues

- Community engagement
- Strengthen disaster recovery efforts

COMMUNICATIONS

Accurate, responsive, relevant information

- Media
 - Print
 - TV
 - Radio
 - Social media platforms
- Public information materials
- Websites



Public Affairs



Lahaina Disaster Response Community Update Meeting

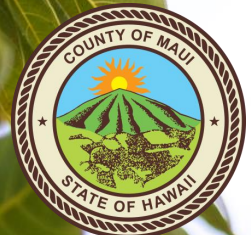


Six-Month Tribute and Memorial

*Alelele Rockfall
Kaupo Community
Meeting*



*Holomua
Kākou
Hāna
Community
Meeting*



Holomua Kākou

Initiative to provide more access to County government for residents of the rural areas of East Maui, Moloka`i, and Lāna`i.

DROP-IN CENTER

Two full days of a drop-in center for residents with questions, concerns and requests for assistance. Staffed by members of the Office of the Mayor

COMMUNITY MEETING

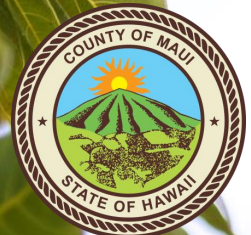
Evening community meeting to offer residents an open forum to pose questions to the Mayor

MEET EMPLOYEES

Employee meetings for personnel of these rural communities to meet directly with the Mayor together with their department director and/or deputy director

NON-PROFIT SITE VISITS

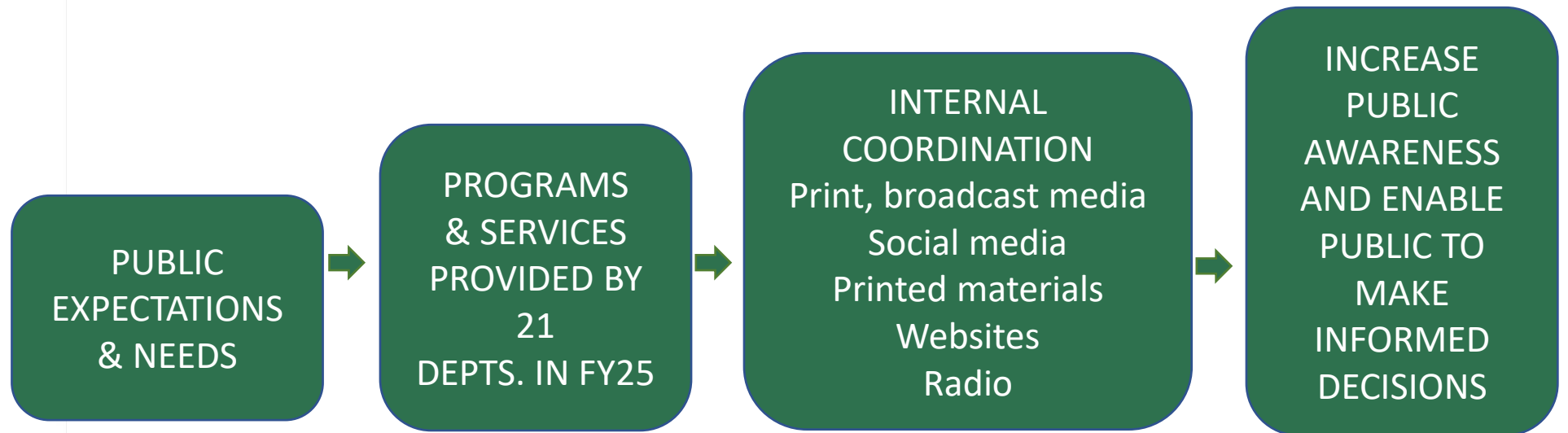
Site visits to non-profit organizations of the area



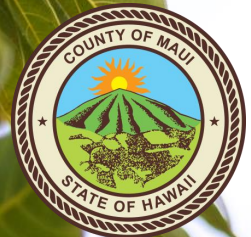
Public Information Officers

Department Public Information Officers

- Bring consistent focus on providing proactive information to public
- Ensure information is accurate, relevant, and timely
- Increase department's ability to be responsive in unexpected situations that affect services and programs

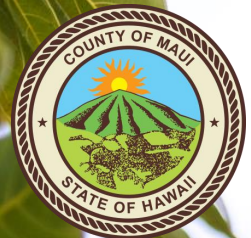


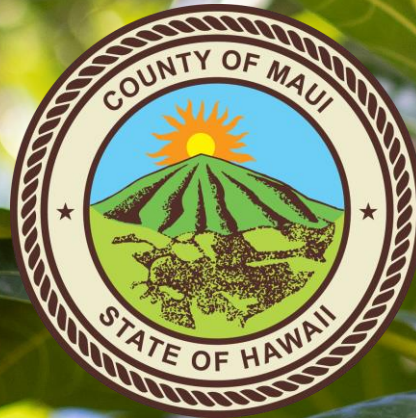
PROPOSED FISCAL YEAR 2025 BUDGET



Public Information Officers

FY2024	Number of Depts.	Department PIOs	Mayor's Communications Office
County of Maui	17	2 (MPD, MFD)	5
County of Kauai	16	2	3
County of Hawaii	22	9	1
City & County of Honolulu	22	13	4





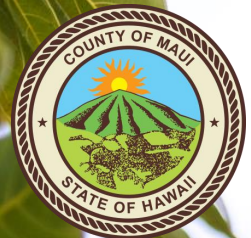
COMMUNITY DEVELOPMENT BLOCK GRANT

FISCAL YEAR 2025 PROPOSED BUDGET

MAYOR RICHARD T. BISSEN, JR. | PROGRAM DIRECTOR PATIENCE KAHULA

COMMUNITY DEVELOPMENT BLOCK GRANT

- Created by Title I of the Housing and Community Development Act of 1974
- The County of Maui receives CDBG funding directly from the federal government
- CDBG funds are allocated annually by the U.S. Department of Housing and Urban Development (HUD) on a formula basis, as established by HUD.



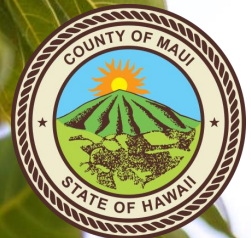
COMMUNITY DEVELOPMENT BLOCK GRANT

PRIMARY OBJECTIVES

The availability and sustainability of:

- Suitable living environments
- Decent housing
- Expanded economic opportunities

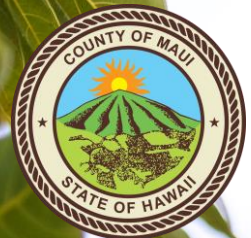
Primarily for persons of low-and moderate-income.



COMMUNITY DEVELOPMENT BLOCK GRANT NATIONAL OBJECTIVES

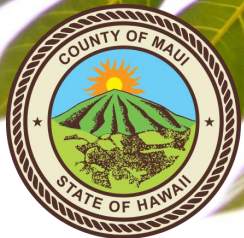
Proposed activities seeking CDBG funding must meet **one** of the following:

- Primarily benefit low- and moderate-income persons or families
- Aid in the prevention or elimination of slums or blight
- Meet an urgent need



COMMUNITY DEVELOPMENT BLOCK GRANT FISCAL YEAR 2025 ALLOCATION

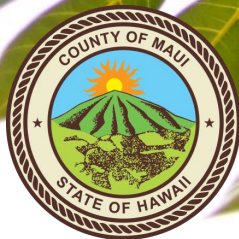
The County's CDBG funding for Program Year 2024 is anticipated to be \$1,829,334 with \$1,463,467 awarded to projects.



COMMUNITY DEVELOPMENT BLOCK GRANT FISCAL YEAR 2025 PROPOSED PROJECTS

Pending the support and approval of the Maui County Council

CDBG Eligible Project	Activity	Proposed Funding Amount
Senior Affordable Rental Housing	Operations: Annual obligation to support the operation of units acquired for income-eligible Kupuna displaced by the Maui Wildfires.	\$ 100,000.00
Maui Wildfire Recovery	Resiliency Center Acquisition: Acquisition to support a Resiliency Center dedicated to serving the survivors of the Maui Wildfires. The Center will create spaces for mental health counseling, healing activities and wrap-around services for Maui Wildfire survivors.	\$1,363,468.00





OFFICE OF ECONOMIC DEVELOPMENT

FISCAL YEAR 2025 PROPOSED BUDGET

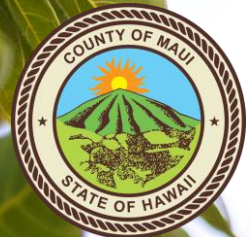
MAYOR RICHARD T. BISSEN, JR. | DIRECTOR LUANA MAHI

Workforce Development

- The Workforce Innovation and Opportunity Act (WIOA) was signed into law with broad, bi-partisan support on July 22, 2014.
- It outlines the vision, goals, objectives, and requirements for how the public workforce system is structured and operates.
- WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market.
- WIOA is also designed to match employers with the skilled workers needed in a thriving economy.



Yes, WIOA Can! is an initiative to pursue innovative actions to strengthen and diversify our workforce infrastructure, while centering equity in everything we do.



Public Workforce System

- Who makes up the Public Workforce System?

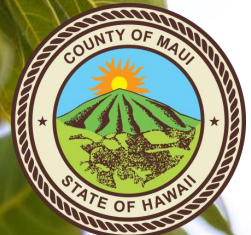
Federal – U.S. Department of Labor, Department of Education

State agencies and State Workforce Development Boards

Local Workforce Development Areas

American Job Centers/Service Providers

PROPOSED FISCAL YEAR 2025 BUDGET



Core Partners

WIOA Title	Federal Legislation/Act	Administering Agency
I	Adult, Dislocated Worker, Youth	U.S. Department of Labor
II	Adult Education & Family Literacy	U.S. Department of Education
III	Wagner Peyser Act	U.S. Department of Labor
IV	Rehabilitation Act of 1973	U.S. Department of Education

Core partners include:

- **Goodwill Industries of HI** - WIOA Adult, Dislocated Worker, and Youth Programs,
- **McKinley Community School for Adults** - Adult Education
- **Department of Labor and Industrial Relations Workforce Development Division** – Wagner Peyser
- **Department of Human Services’ Division of Vocational Rehabilitation (DVR)**



Other Workforce System Partners

- DLIR WDD - Jobs for Veterans State Grants
- University of Hawai'i – Career and Technical Programs at post-secondary level
- MEO – Community Service Block Grant Employment & Training Programs, National Farmworker Jobs Program, Senior Community Services Employment Program
- Alu Like, Inc. – Native American Program
- Hawai'i Job Corps – Maui Corps Center
- DLIR UI Division – State Unemployment Compensation Programs
- Department of Human Services – Temporary Assistance for Needy Families (TANF)



Program & Budget Priorities

- The Maui County Workforce Development Board (MCWDB) in collaboration with the County of Maui's Office of Economic Development (OED) is committed to the continued development and support of a workforce development system that values business engagement and increasing our Maui County partnerships.
- The ultimate goal continues to be to meet the needs of job seekers, employers, and local partners through collaborative efforts, leveraging of resources, and provide job training opportunities through the approved Eligible Training Provider (ETP) list - <https://labor.hawaii.gov/wdc/eligible-training-provider-list/>.
- As a tri-isle County, a high priority is to prioritize services to the vulnerable populations with barriers to employment as described under WIOA, including veterans, individuals with limited language proficiency, unemployed workers, at-risk youth, individuals with disabilities, homeless individuals, and Native Hawaiians (which are currently of critical concern in the State of Hawai'i).



Maui American Job Center



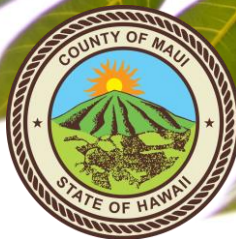
The Maui American Job Center is a one-stop center that provides free employment training services to job seekers and assists employers who are looking to hire or train employees. The Maui American Job Center is operated by the County of Maui and overseen by Maui County Workforce Development Board.

Our mission is to connect businesses and community members to support individual and organizational growth and capacity, improve career and employment opportunities, and to provide high-quality services that promote economic prosperity and stability within the County of Maui. Services at no cost to program participants include:

- On-site Career Specialists/Navigators to assist with computer access for HireNet registration and resume construction
- Support services and training available for qualified participants
- One-Stop for a wide variety of services
- Job Fairs & support services for businesses

The Maui American Job Center is located on the 2nd floor of the County of Maui Service Center in Kahului, located at 110 Ala'ihī St., Suite 209.

Resource Links: <https://mauicountyvirtualjobfair.com/>
<https://mauicountyvirtualjobfair.com/majc-home-2/>



Career & Resource Fairs

- Both virtual and in-person Career & Resource Fairs are created to increase program awareness and assists with identifying barriers to employment
- Past fairs include:



Free MARIMED FOUNDATION MARITIME CAREER EXPO & JOB FAIR

Come explore career opportunities in the maritime industry from land to sea.

**TUESDAY, MARCH 14, 2023
10AM TO 2PM**
UH-MAUI COLLEGE- PAINA DINING HALL
REAR PARKING LOT-ENTER ACROSS FROM MAUI ARTS & CULTURAL CENTER

Booths to include:
20+ Maritime Industry Representatives
Maritime Vocational & Training Programs
USCG Regional Exam Center
Land & Sea Based Careers

Brought to you in partnership with




Maui County Career & Resource Fair

50 Booths **TOP JOBS** **Saturday, Nov. 18, 2023**
10:00 am- 2:00 pm
Contact: 808-270-5777 or Go to: MauiAJC.com

Maui County Career and Resource Fair includes a wide range of local employers and non-profits offering diverse career opportunities for various skill sets.

- Maui County Jobs
- Maui AJC Resource Partners
- Diverse Career Opportunities

- 50 Employer & Non-Profit Booths
- Community Resources
- Statewide Resources
- Door Prizes every 1/2 hour

Whether you're aiming for your dream job or seeking a stepping stone towards future success, exploring these options can open doors to exciting possibilities.

- Community Resources
- State Wide Resources
- Door Prizes every 30 min.

- Administrative
- Hospitality
- Non-Profit
- Business
- Health Care
- Warehouse
- Accounting
- Sales/Marketing

This collaborative event is coordinated by the County of Maui Office of Economic Development - Workforce Development, Maui American Job Center, University of Hawaii's Maui College (UHMC) Extended Learning Workforce Development (ELWD), and UHMC Cooperative Education CareerLink Office.

Scan QR Code for details or...
Call 808-270-5777 or Visit: www.MauiAJC.com




Lahaina Career Fair & Pop-Up Mākeke

Thursday, April 4th

YOU'RE INVITED!
Join us for an exciting event!
Lahaina Career Fair & Pop-Up Mākeke

- 40 Lahaina & Maui Employers + Resources
- 10 Lahaina & Maui Pop-Up Businesses

**THURSDAY, APRIL 4TH
10:00 A.M. - 2:00 P.M.
LAHAINA CIVIC CENTER**

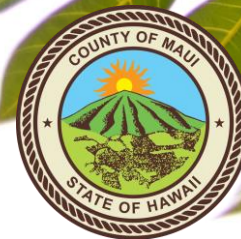
Who Should Attend:

- Job Seekers
- Internships for Students & Adults
- Professionals looking for a career change
- Students exploring opportunities
- Local shoppers and supporters of Lahaina small businesses

Webinars:

- Childcare Training & Resources in 2024 - PATCH Hawaii 3/27 @11:00 a.m.
- Maritime Education & Job Opportunities - Marimed.org 3/28 @11:00 a.m.

Find more information at WWW.MCVJF.com

Career & Resource Fairs cont.

- Upcoming hiring fair:



American Job Center
HAWAII
*Let us guide you to
Your Career*
HIRING EVENT
Hosting Maui's Graduating High School Seniors
FRIDAY APRIL 19TH, 2024
9AM-1PM
MAUI HIGH SCHOOL GYMNASIUM

Schools interested in participating please contact:
Leka Anitema
[click here](#)
Register by 3/11/24
[View businesses here](#)

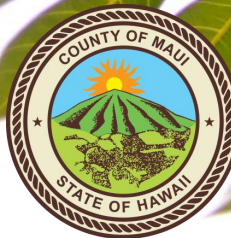
Businesses interested in participating, scan QR Code or Click link below
[click here](#)
Register by 4/1/24

SCAN ME!

This County of Maui Workforce Development Program is supported 100 percent by the U.S. Department of Labor through awards totaling \$2,328,338 (WIOA-22-LA-C-M \$1,122,193; WIOA-22-A&DWP-M \$410,589 & \$326,191; QUEST-Maui County \$1,106,400; WIOA-22-YP-M \$353,965).

Logos for Maui County, DLIR (Department of Labor and Industrial Relations), and State of Hawaii are included at the bottom.

- In partnership with the DOE, we're hosting the first ever hiring fair where all the Maui County schools have been invited. The DOE is able to cover the cost of ground transportation and Moloka'i/Lāna'i airfare as appropriate for all event-registered public schools.
- The intent is to secure gainful employment that will provide an income to support a single-person household above the ALICE threshold at a minimum starting wage of \$18.00/hour.
- If employers are offering positions that pay less than that, we ask that employers explain to the applicants what the opportunities for advancement to that wage are and how long that may take. If additional training and/or education is needed, we connect them to our workforce development programs for supports and services.



Success Story

In the heart of our community, where ambition meets opportunity, Client Patricia stands as a beacon of determination and success. Through her engagement with Goodwill Hawaii's Career Services, Patricia has embarked on a journey towards fulfilling her dreams in the medical field. This story not only showcases her dedication, but also illustrates the transformative impact of the programs offered by Goodwill.

Before joining the Goodwill program, Patricia faced several challenges that made her career aspirations seem distant. However, her passion for healthcare and desire to make a meaningful difference in people's lives led her to seek support from our Career Services department. It was here that Patricia found more than just resources; she found a community committed to her success.

Goodwill's tailored approach focused on enhancing Patricia's skills, aligning with the high demand within the medical sector. Through workshops, one-on-one counseling, and personalized career planning, Patricia gained not only the technical skills required but also the confidence to pursue her ambitions relentlessly. The turning point in Patricia's journey was her enrollment in classes at MedCerts for the Medical Assistant certification. This opportunity, made possible through Goodwill's program, has been instrumental in her growth and development. MedCerts, known for its comprehensive online training programs in healthcare and IT, provided Patricia with the knowledge and hands-on experience essential for her chosen career path.





Today, Patricia stands on the path to success, equipped with the skills, certification, and unwavering determination to make her mark in the medical field. Her story is a testament to the power of perseverance, support, and the right opportunities at the right time. Goodwill Hawaii takes immense pride in being a part of Patricia's journey and looks forward to the positive impact she will undoubtedly have on the healthcare community. Patricia's success is a shining example of how targeted support and education can transform lives. It highlights our commitment to empowering individuals to achieve their career goals and underscores the importance of accessible education and training programs in high demand fields.

As Patricia continues to advance in her career, her story will undoubtedly inspire many others to pursue their dreams with courage and determination. Goodwill Hawai'i remains dedicated to providing individuals with the tools and support they need to succeed, just as we did for Patricia. Her journey from aspiration to achievement is a powerful reminder of the limitless possibilities that await those who dare to dream and work hard to turn those dreams into reality.






Office of Innovation and Sustainability

ENERGY

 Johnson Controls-C7619	Phase I- \$7,273,668 in Net Savings identified	Phase II- \$45,830,509 in Net Savings identified	Phase III- In Development
 AMS- \$148,775 Resilience Hub Study, C7434	Milestones 1 & 2- Completed	Milestone 3- Completed	Milestone 4- To be completed 4 th Quarter FY24
 OATI- \$673,362, C7410 Site Preparation and the installation of Electric Vehicle Supply Equipment	Eddie Tam Memorial Center (Complete)- \$22,290.50 Lahaina Aquatic Center- \$20,475	Kihei Aquatic Center (Complete)- \$20,947.50 Kihei Gym (Complete)- \$0	Completing work on several sites and finalizing invoices
 Grants/Line Items- 903119B	\$100K- Renewable Energy Programs to bolster resilience for Maui Nui		

ENVIRONMENT & SUSTAINABILITY





 Grants/Line Items- 903451B, 903466B, 903456B, 903448B, 903452B, 903453B, 903455B, 903162B	\$700K- Environmental Protection; \$82,500- MNSBRP; \$225K- MNMRC; \$2,800,000- MISC; \$321K- Maui Soil/Water; \$30K- Soil/Water Moloka'i, Lāna'i; \$800K- Wetlands; \$25K- Mālama Hāmākua				
 REPI- Long-term partnership with DOD through NFWF	Feral Ungulate Mgmt./Mobile Slaughterhouse- \$700K	Reforestation & Seed Bank- \$300K	Deer Fencing- \$100K	Gulch Flood Alert System- \$200K	Nearshore/Wetlands Rehabilitation- \$250K
 CPRG- Grant to EPA through the State	Biochar Production- \$1 Million	Compost and Containers- \$500K	Million Trees: Phase I Initiative (Nurseries and Outplanting in Watersheds)- \$2 Million		

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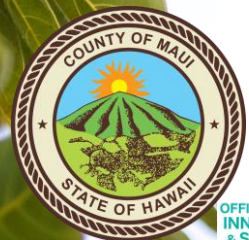
Office of Innovation and Sustainability

- ENVIRONMENT & SUSTAINABILITY

 CARP (Climate Action, Resilience & Implementation Plan)	Nā Hoa‘āina Ku‘ikahi & Ka Hui Aloha ‘Āina Meetings being conducted to give a last review of CARP after pandemic and wildfires. RFP to be issued for any additions or revisions before proposed adoption
 OIS Speaker Series	Several Biweekly Speaker series hosted by OIS which creates opportunities for the community to hear from experts in Sustainability, United Nations panelists and Indigenous leaders. Nearly 20 events held since November of 2023
 Stantec- \$438,231, C7437	Paying final invoices and completing work on Renewable Energy Planning, Fire and Heat Map, and Resilient Housing to integrate into CARP
 Maui Mayor Millennium Fellowship	College students participate in a multi-week fellowship from UH Maui College aimed at fostering an understanding of the government side of environmental protection and sustainability.

- INNOVATION

 Resilience Hubs Rapid Deployment Resilience Hubs Initiative	\$350K for each Resilience Hub: Hāna, Moloka‘i, Lahaina	Planning stage for Lāna‘i & Waihe‘e	Accepting proposals for Kīhei (Kula Kai), Upcountry & Central
 Green Job and Manufacturing	Assisting OED with building economic diversity for Maui Nui by helping bring in green workforce development and manufacturing opportunities		
 Hawaiian Language & Culture Integration Initiative	A collection of initiatives from OIS aimed at expanding access, visibility and engagement opportunities for ‘Ōlelo Hawai‘i and Hawaiian Culture		
Resilient Housing- 903446B, 903468B	100K- Green Building and Resilient Housing; \$200K- Houseless Solutions		

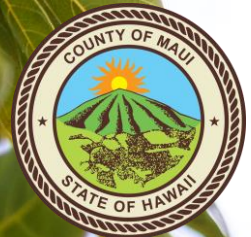


Business Resource Center

- Resources provided:
- Provide information to starting a business
- Assist with DCCA portal to register a business and applying for a General Excise Tax License.
- Work with small business support groups such as Maui Business Brainstormers
- Financial classes and workshops



*Ululani's Shave Ice owners – David and Ululani Yamashiro
Kihei Café – Barry Allison*



Supporting Small Businesses

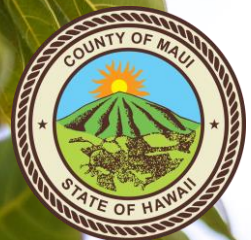
The aim of this gathering is to provide businesses with a space to connect, share experiences, and explore new opportunities. Providing a series of discussions topics and activities to help discover strengths, skills, to create fresh endeavors. Together, we help redefine success and resilience.

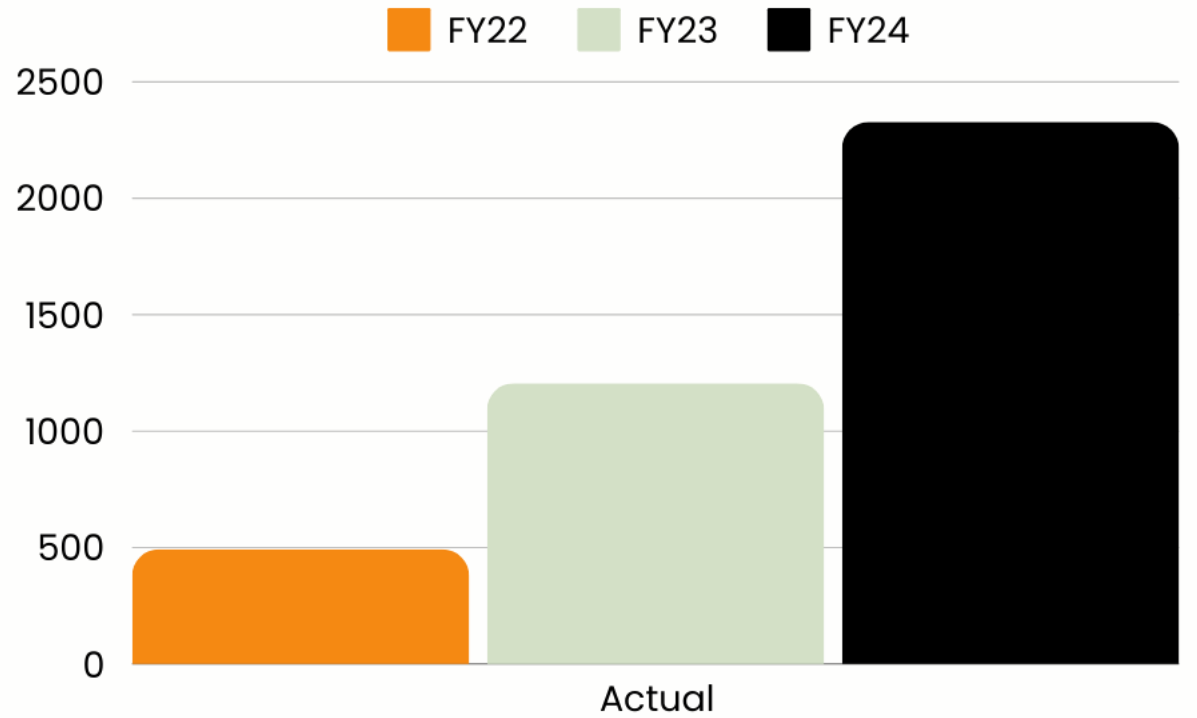
Community Sharing: Begin the meeting with a safe sharing space, finding support with other business owners who are walking similar paths.

Skills Assessments and Engaging in interactive brainstorming exercise designed to help recognize unique skills, talents, and passions. Identify alternative avenues for income and personal growth.

Mentorship Opportunities: Connect with local business owners, resource providers, and potential partners who can support your journey towards a fresh start.

Community Resource Hub: Explore resources for business development, marketing, and emotional support available in our community.





Client Engagement: Successfully served 2,328 clients, indicating a strong community impact and outreach.

Overview:

The Kūhaʻo Business Center has demonstrated significant progress in its mission to support and empower the economic development of Maui County. This year, the center has achieved noteworthy milestones in client engagement, educational programming, and grant management.



EDUCATIONAL WORKSHOPS

Conducted 20 workshops, including a specialized series of financial workshops in collaboration with Hui Malama Advisors LLC, aimed at enhancing financial literacy among Native Hawaiian entrepreneurs.



GRANTS MANAGEMENT

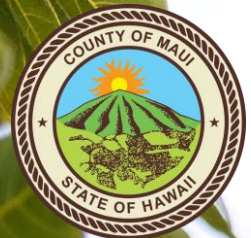
The Kūha‘o Business Center's management of approximately 23 Moloka‘i Grants highlights its integral role in supporting diverse local initiatives, from cultural preservation to small business development. These grants play a crucial role in fostering community projects that enhance local economic and social wellbeing. Also conducted 20 mini grant training workshops, with an emphasis on new grantees. This initiative aids in securing future funding and also strengthens the capacity of local organizations and businesses to contribute to Moloka‘i's growth.



Grants Management Program

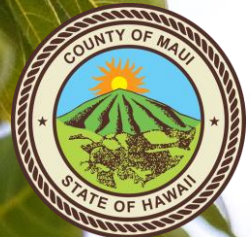
Applications for FY24 and prior

- **\$11 Million Budgeted for FY24 OED Grants**
- **\$ 8,235.00 Budgeted for FY24 OIS Grants**
- **209 grant applications received**
- **26 Transferred to Department of Agriculture**
- **30 Transferred to Office of Innovation and Sustainability**
- **13 Denied**
- **2 Applicants withdrew**
- **80 Total grants managed for prior year**
- **242 Total active grants**



Grants Management Program

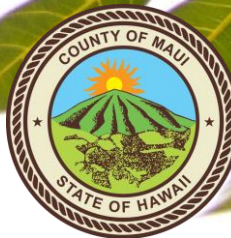
- Team of 7
- Successfully launched our all in one grants management system
- Conducted 12 one on one grant workshop classes both in Maui and Moloka'i attracting 36 attendees
- Currently working on a Grant Reimbursement and Reporting Training video
- FY25 Grant application deadline April 30, 2024



Grants Management Program

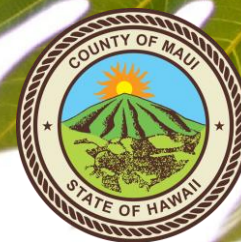
Program	Number of Grants Awarded	Dollar Amount Awarded
Cultural and Arts and Program	17	\$542,000.00
East Maui Economic Development, Environmental, and Cultural Programs	11	\$135,000.00
Economic Diversification	2	\$320,000.00
Feral Animal Control	5	\$640,000.00
Ha'ikū, Makawao, Pā'ia Economic Development, Environmental and Cultural Programs	5	\$135,000.00
Kahului Economic Development, Environmental, and Cultural Programs	2	\$35,000.00
Lāna'i Economic Development, Environmental, and Cultural Programs	5	\$125,000.00
Line Item	23	\$4,732,360.00

PROPOSED FISCAL YEAR 2025 BUDGET



Grants Management Program

Program	Number of Grants Awarded	Dollar Amount Awarded
Molokaī Economic Development, Environmental, and Cultural Programs	3	\$102,000.00
Pukalani, Kula, Ulupalakua Economic Development, Environmental, and Cultural Programs	5	\$103,000.00
Small Business Promotion	15	\$440,850.00
South Maui Economic Development, Environmental and Cultural Programs	3	\$62,500.00
Sports and Events Promotion	11	\$581,032.30
Technology in Business	2	\$110,000.00
Tourism Management	4	\$235,000.00
Wailuku Economic Development, Environmental and Cultural Programs	6	\$140,000.00
West Maui Economic Development, Environmental and Cultural Programs	1	\$ 7,500.00
Workforce Development	11	\$465,804.00



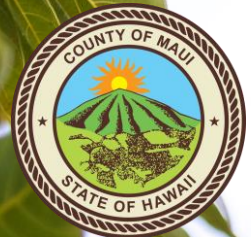
Maui County Film Office

WORKFORCE DEVELOPMENT

- Active partnership with educational institutions (pre-college and higher) to present Creative Industry as a viable and desirable career choice
- Build and maintain a database of local professionals and workers, primarily in technical fields, to facilitate visiting productions in hiring locally
- Support continuing education and/or certification of entry-level workers through workshops, conferences, etc.



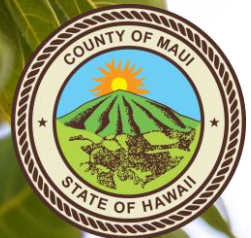
Resident cast and crew shoot a movie in Ma'alaea

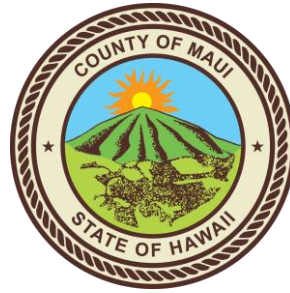


Maui County Film Office

MARKETING

- Launch a multi-media campaign aimed at educating the community on the benefits of fostering an ecologically and culturally conscious film industry in Maui County
- In partnership with County and private sector organizations, continue to promote Maui Nui as a desirable location for motion picture and media production
 - Attendance at industry trade shows/conferences
 - Promotional video and brochures
 - Social media





Mahalo

FISCAL YEAR 2025

PROPOSED BUDGET

