

## **EDB Committee**

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**From:** Maui's Beach House <lifeisprimo@gmail.com>  
**Sent:** Thursday, September 10, 2020 12:49 PM  
**To:** EDB Committee  
**Cc:** Tokie OgawaSidney  
**Subject:** TESTIMONIAL - KAMAAINA FIRST PROGRAM

**Thank you so much for the opportunity to participate in Kamaaina First. The pandemic has affected us to near the point of closure - if not for the exposure that we received through Kamaaina First and the great support from our Kamaaina guests.**

**Kamaaina First is a great program which enabled us to reach our local demographic, a group that we did not appeal to previously as most Kamaainas thought we served primarily tourists. Through Kamaaina First, our Kamaaina guests discovered that we serve The Best Shaved Ice, The Biggest Hot Dog, sell affordable OOFOS and have an awesome inventory of used and new surfboards to rent, buy, trade or sell!**

**Most Kamaainas have always known about "the funky, colored building with a VW Bug parked on the corner" but most did not venture in until this most challenging/interesting time.**

**If there is anything great about this pandemic; positive; or encouraging, it is that our Kamaainas know who we really are - now - and they intend to support us through this period and beyond. We can only hope that we make it through this period and beyond.**

**Mahalo,**

**Jeannette Lucero**

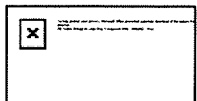
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