



HOUSE OF REPRESENTATIVES

STATE OF HAWAII
STATE CAPITOL
HONOLULU, HAWAII 96813

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2021 JUN 17 PM 4:31

OFFICE OF THE
COUNTY CLERK

June 17, 2021

Council Chair Alice L. Lee
Council Vice-Chair Keani Rawlins-Fernandez
Presiding Officer Pro Tempore Tasha Kama
Councilmember Gabe Johnson

Councilmember Kelly Takaya King
Councilmember Mike Molina
Councilmember Tamara Paltin
Councilmember Shane Sinenci
Councilmember Yuki Lei Sugimura

Re: Supporting CR 21-39 BILL FOR AN ORDINANCE AMENDING THE BUILDING CODE TO ADD
CHAPTER 40 RELATING TO A MORATORIUM ON BUILDING PERMITS FOR VISITOR
ACCOMMODATIONS

Aloha Chair Lee, Vice Chair Rawlins-Fernandez, & Honorable Council Members

Please accept this correspondence as testimony in support of Councilmember King's bill, CR 21-39, a bill for an ordinance amending the building code to add chapter 40 relating to a moratorium on building permits for visitor accommodations.

I recently sent a survey to South Maui constituents, asking "Do you support a moratorium on luxury development in South Maui?" An overwhelming majority 81.4% responded YES. While my question was narrowed to only luxury development, it is clear from the comments they included (pasted below) that the prevailing sentiment is that we need a moratorium on all visitor accommodation development, and better tourism management:

- "Please help control over tourism. The overall traffic congestion, over building and just about over everything on Maui is truly getting out of control. The road to Hana is also another nightmare and a disaster waiting to happen. "
- "I support a moratorium on vacation rentals, including hotels, to help stop the ever-increasing amount of tourists coming to Maui.
- "Moratorium on any hotel, and condo etc. More affordable homes, we don't need anymore luxury development."
- "moratorium on resort and condo development"
- "Definitely need a moratorium"
- "Limiting the number of tourists visiting our island causing overcrowding on roads, stores, trails and beaches."

Office of Representative Tina Wildberger

Proudly serving the 11th House District

415 S. Beretania St. Honolulu, HI 96813, Room 327

Phone: 808.586.8525 | Fax: 808.586.8529 | email: repwildberger@capitol.hawaii.gov

- "Stop overtourism and all development including housing!"
- "reducing tourism for the subsequent destruction of our ocean environment."
- "Too much tourism"
- "Diversifying away from tourism, hospitality, we need higher 21st century jobs!"
- "Managing/reducing tourism, limiting the expansion of more tourism development and high-end real estate development, creating affordable housing, creating sustainable jobs not dependent on tourism."
- "Permanently prohibit any further hotels or additions to hotels or any short term rentals in S. Maui."
- "eliminate dependence on tourism"
- "UNNECESSARY DEVELOPMENT!! Why do we continuously allow non residents drive out locals???? I am born and raised here and all I can afford is a tiny condo? Doesn't make sense to me. Also we DO NOT NEED ANYMORE HOTELS. NO MORE "AIRBNB" NO MORE BED AND BREAKFASTS."
- "Better management of tourism impacts on beaches and infrastructure. No new or additions to hotels."
- "Over development of south Maui especially just to make developers rich!"
- "Over tourism and limiting rental car availability"
- "capping # of tourist entering Maui, too much hotel building"
- "Overbuilding / The traffic is a problem and they continue to allow more expensive condos."
- "Please, stop any more development in Makena."
- "I think the continued development of the tourism industry and real estate properties are only propagating the cycle of disrespect for native culture and land, and will make it harder and harder for people who live on regular budgets to remain here. I also think without out thoughtful care, Maui could end up looking like Waikiki one day, and this would be a true shame."
- "There has to be a limit in tourism. We talk talk talk about it but never do anything about providing other ways to support the economy. There has to be a balance between fun for tourists and quality of life for kamaaina."

Mahalo,



Representative Tina Wildberger
House District 11 - South Maui
Kīhei · Wailea · Mākena

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June 18, 2021

2021 JUN 18 AM 8:21



Council of the County of Maui

Councilmember Alice L. Lee, Council Chair

Councilmember Keani Rawlins-Fernandez, Council Vice-Chair

OFFICE OF THE
COUNTY CLERK

RE: CC 21-280 – "REFERRING TO THE MAUI PLANNING COMMISSION A BILL FOR AN ORDINANCE ESTABLISHING CHAPTERS 19.98 AND 20.41, MAUI COUNTY CODE, DECLARING A MORATORIUM ON NEW TRANSIENT ACCOMMODATIONS ON MAUI"

Hearing date and time: Friday, June 18, 2021 at 9:00 a.m.

Aloha Chair Lee, Vice-Chair Rawlins-Fernandez and Honorable Councilmembers,

Mahalo for the opportunity to provide comments on behalf of Hawai'i Hotel Alliance ("HHA") regarding the County's consideration of a moratorium on building permits for visitor accommodations.

Like so many industries, the pandemic was a game-changer for tourism. The COVID-19 economic recession left Hawai'i's hotels the hardest hit market in the country. For a year, most hotels throughout the county were shut down and/or at occupancy levels that have left many properties operating at a significant loss. Despite the devastating impact that COVID-19 has had on Maui's hotels, the industry doubled down on our commitment to our island home and to the most valuable assets we have: the men and women of Hawai'i who work in and around our hotels.

Throughout the pandemic, our hotels extended the health and welfare benefits for our furloughed employees and developed life-saving 'Safe Stay' protocols to protect our workers, our guests, and the communities we serve. Our hotels invested directly in community food drives, supported kūpuna care, and engaged in countless acts of support for churches, schools, and relief programs. The legitimate visitor industry has worked tirelessly to keep kama'āina safe and healthy while working towards the safe reopening of our hotels. Simply put: our hotel industry will continue its generational commitment to being an integral part of the health of thriving communities across Maui County and across our State because the legitimate visitor industry believes that tourism is additive to support the well-being of those of us who call Hawai'i home. The same cannot be said of illegal short-term rentals.

At the heart of this matter of a moratorium on building permits for visitor accommodations appears to be a desire to control the negative impacts of tourism across Maui County. At HHA and throughout the legitimate visitor industry, we share this concern. We believe the conversation should focus on the causes of the negative impacts of tourism and not the parts of the visitor industry that are crucial to our health, our culture, and our way of life here in the islands.

In 2009, Hawai'i had 43,000 hotel rooms which ran at high occupancy with seven million visitors to our shores. In 2019, we had the same number of hotel rooms but more than



10.2 million visitors. In the last 20 years, our total hotel room count on Maui has actually fallen, while at the same time short-term rentals have exploded, adding unhosted B&B directly into the heart of some of our most coveted neighborhoods and fragile ecosystems across the county. The vast majority of these short-term rental operators do not live in Maui County. While we have made progress in putting tougher laws on the books to deter the operation of illegal hotels in our neighborhoods, our hardworking partners at the county have admitted that we still need additional resources and tools to aid in effective enforcement.

Our hotels consist of entire ecosystems that consider the needs of our guests and our guests' impact on the communities in which our hotels are situated. Hotels are self-contained environments that, with tremendous input from our community members, permitting authorities, employees, and cultural advisors, are designed to minimize the cost and footprint of our visitors while maximizing visitor spend and contribution to our economy. From maintenance of the beaches our visitors use to the promotion of volun-tourism and ecotourism opportunities for our guests, hotels are actively engineering positive visitor impact for the benefit of Hawai'i.

If it is the intent of the Council to align the interests of kama'āina and the visitor industry, then a moratorium on 'permits for visitor accommodations' (which reads as no more hotel rooms) is, in my belief, a misinformed approach. Rather than single out hotels, which contribute to our communities in countless ways, we should focus our ire on the explosion of vacation rentals and enforcement against the illegal short-term rentals that are taking housing away from local families, clogging our streets, breaking the law, not contributing to our tax base, skirting environmental compliance, non-compliant with basic health and safety regulations, lacking in community contributions, and destroying neighborhoods across Maui County and throughout Hawai'i.

Yes, it is time to revisit our relationship with our visitors. And on behalf of HHA and our membership, we welcome every opportunity to continue our work with the Council and our communities in developing projects that put locals to work, invest in environmental stewardship, and promote local business, schools, and non-profits while honoring our host culture. Thank you for your time and consideration of these comments.

With Aloha,

Jerry Gibson, President
Hawai'i Hotel Alliance
Jerry@hawaiihotelalliance.com

County Clerk

From: Buck Joiner <mauibuck@gmail.com>
Sent: Thursday, June 17, 2021 4:56 PM
To: County Clerk
Subject: Testimony, Council mtg June 18: **visitor accommodation moratorium bill**

1. I request that the hearing/discussion be open to the public. There is nothing secret, confidential, or personal involved. This is a highly public impactful topic.

2 I am in full support of the visitor accommodations moratorium bill. As a 40 year resident, I have seen the visitor industry grow from a pubescent teenager into a full-grown voracious monster bully that controls virtually every aspect of Maui life. Visitors are now like an invasion of little fire ants that debilitate the environment and the residents.

We absolutely need to get a handle on dealing with our own popularity and how we can offer a quality experience to the visitors without destroying the lifestyle and amenities for those of us who live here.

Most sincerely

Buck Joiner



Virus-free. www.avast.com

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CR 21-39

Moratorium on New Visitor Accommodations in South and West Maui
Friday, June 18, 2021

Dear Chair Lee, Vice-Chair Rawlins-Fernandez and
Members of the Maui County Council,

We would like to share our concerns on Committee Report 21-39 on the moratorium on new visitor accommodations in South and West Maui.

We support green initiatives to help preserve our environment, visitor education and responsible tourism. Visitor accommodations are some of the top leaders in addressing green initiatives, including educating visitors about various sunscreens and their impact on our ocean life, reducing waste, switching to compostable food ware, phasing out water bottles and so much more. Before a moratorium is put in place, significant data should be released on the purpose of this moratorium and the environmental outcomes expected so that they can be further considered along with the impacts of stopping new visitor accommodations construction in the planned resort areas of South and West Maui.

We have heard from many businesses and individuals who are not familiar with this moratorium and question why the process is being rushed without broad community involvement. They and we feel now is not the right time for a moratorium and we need as much flexibility as possible during this period of economic recovery.

Further, we are concerned that if passed, this bill may face legal challenges. Legal challenges are a burden to the County and take time and resources away from other departments. The time and cost to fight or settle the case also impacts residents and businesses through increased taxes and fees. If the Council knows there are potential legal challenges, why take the chance and pass the bill with that uncertainty?

Therefore, in addition to the Chamber's opposition to moratoriums, we oppose this measure and ask that it be deferred.

Mahalo for the opportunity to provide testimony.

Sincerely,

Pamela Tumpap
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



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CR 21-280
Moratorium on New Visitor Accommodations
Friday, June 18, 2021

Dear Chair Lee, Vice-Chair Rawlins-Fernandez and
Members of the Maui County Council,

We are alarmed by the potential negative impacts of CC 21-280 on the moratorium on new visitor accommodations on Maui and the creation of a TIG. We understand the resolution today is to send this bill to the Maui Planning Commission and wanted to share our thoughts.

We all agree that issues like affordable housing and rentals, infrastructure, traffic and ways to improve resident quality of life are all things must be urgently addressed, but we disagree with the method of simultaneously placing a moratorium on new visitor accommodations and creating a TIG. We strongly believe that a TIG should be created now with broad participation, including leaders from every impacted industry, and that the TIG should address these issues, through legislation if needed, without the need for a moratorium.

We consistently share that the Maui Chamber of Commerce opposes all moratoriums and this is because they are inflexible. We've heard Councilmembers say that this moratorium will *only* last for two years, but two years is significant when looking at growth. According to leading state economic Paul Brewbaker, Maui would forego about \$200 million dollars per year in associated jobs and incomes because of this moratorium. This will directly impact Maui's residents.

Lastly, data shows that the majority of new visitor accommodations in the last 20-25 years has been from vacation rentals, not conventional lodging. Conventional lodging like hotels, condo-tells, and timeshares are built in the appropriately zoned areas, typically where other lodging and visitor attractions are. As many have said, we cannot stop visitors from traveling to Maui and if they cannot find a place to stay or if the legal accommodations are too expensive due to demand, they may knowingly or unknowingly stay in an illegal vacation rental. Instead of a moratorium, let's start with a TIG and truly address resident concerns and tackle the illegal vacation rental problem. We appreciate the opportunity to share our concerns on this moratorium today and ask that you defer this measure.

Sincerely,

Pamela Tumpap
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.

County Clerk

From: Spencer Hyde <spencer_hyde3@hotmail.com>
Sent: Thursday, June 17, 2021 7:49 PM
To: County Clerk
Subject: Testimony in SUPPORT of Visitor Accommodations Moratorium

Aloha Maui County Council Members,

Thank you for representing the values of the citizens of Maui County and considering our concerns as you deliberate over whether or not to impose a moratorium on further hotel development. I am writing to you tonight to please ask that you support the moratorium because we are entering a once in a lifetime opportunity to diversify our economy to meet the 21st century, and a moratorium on visitor accommodations is not only a first step toward diversification (to continue building and expanding hotels is the opposite of diversification), but it would also send a clear message to the community that our leaders are ready to courageously tackle the issue of overdependence on tourism. A moratorium is just the first step. And I know it's scary for some of our leaders to take that first step. It's much safer to keep doing the same thing. But the situation of our economy is dire. Young people here in Maui, like myself, need better opportunities to afford the cost of living here. Many of us will never be able to afford a home in our own home and that is unacceptable. We don't need more of the same opportunities. We need better opportunities. That starts by taking economic diversification seriously. There's never been a better time in history.

Also, I would like to add that I strongly believe that this moratorium should extend to all parts of the county, not just the West Side and the South Side, because otherwise development may just shift to other areas and do nothing to help wean our overdependence on the tourism industry.

Thanks for listening,

Spencer Hyde
4320 E. Waiola Lp.
Kihei, HI 96753
(808) 344-8299

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June 18, 2021

Council of the County of Maui

RE: MORATORIUM ON BUILDING PERMITS FOR VISITOR ACCOMMODATIONS (CR 21-39)

Hearing date and time: Friday, June 18, 2021 at 9:00 a.m.

Aloha Chair and Council Members,

I am Co-Founder of the Hawaii chapter of 350.org, the largest international organization dedicated to fighting climate change. 350Hawaii.org **supports** the proposed moratorium on building permits for visitor accommodations. This proposed bill would amend the building code to place a moratorium on visitor accommodations development in West and South Maui, an action which would help ensure the County stays on track to implement critical plan action items relating to the visitor-industry impact on the County's environment. By doing so, this bill would help preserve the County's environment and efforts towards climate change mitigation and resilience-building.

Earlier this year the State Legislature followed Maui County's lead and officially declared a Climate Emergency for Hawaii. But it is not enough to acknowledge the crisis we face, meaningful actions to address the climate crisis must be taken. This moratorium would do just that by providing the County with clear policy direction to mitigate climate change and work toward resilience.

This proposed bill addresses an issue that is very important to the community. We strongly encourage the Council continue to keep this policy conversation open to the public and not discuss the bill in closed session.

Mahalo for the opportunity to testify in support of the proposed moratorium on building permits for visitor accommodations.

Sherry Pollack, Co-Founder, 350Hawaii.org



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Date: Thursday, June 17, 2021

OFFICE OF THE
COUNTY CLERK

To: The Honorable Keani N.W. Rawlins-Fernandez, Council Vice-Chair

From: Jason Higa, CEO, FCH Enterprises dba Zippy's Restaurants

FCH Enterprises dba Zippy's Restaurants strongly opposes CC 21-280 and CR 21-39, in regards to visitor accommodations. These moratoriums impact a multitude of industries, far beyond the visitor industry, including restaurants, activities, retail, agriculture, and more.

As we recover from a devastating economic downturn, this is not the right time to enact such legislation. During the pandemic-related shutdowns [as well as the CDC restrictions even when businesses reopened], our State saw the deep impacts at every level in every community. The visitor industry continues to be our key economic driver, and a vast number of residents depend on this industry. The State and counties must continue to support other industries and provide resources to diversify our economy.

Should CC 21-280 and/or CR 21-39 go into effect, visitors will have limited options for hotel rooms due to increased prices. This would result in visitors seeking out less expensive, most likely illegal rentals within rural communities, which in turn will directly impact the already limited and extortionate housing market. Our local residents struggle to find affordable housing, which will be exacerbated by such legislation.

The State's efforts to diversify the economy, finding other means to provide for productive and stable employment, and providing tangible assistance to the people and businesses of our communities will ensure economic recovery. Included in a well considered strategic planning effort could be discussions involving regulations with regard to the visitor industry. In the meantime, the Council should focus its efforts on pressing issues such as traffic, infrastructure, and housing. These are problems and issues that directly impact local residents' quality of life.

Thank you for your time and consideration of our testimony in strong opposition of CC 21-280 and CR 21-39.

County Clerk

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From: Larry Stevens <lfstevens@earthlink.net>
Sent: Friday, June 18, 2021 8:25 AM
To: County Clerk
Subject: Accommodations moratorium

2021 JUN 18 AM 8:27**OFFICE OF THE
COUNTY CLERK**

Councilmembers:

Please allow the public to observe the discussions on the accommodations moratorium bill. This is an important subject of broad public interest.

Maui is once again overwhelmed by visitors, while we lack the necessary infrastructure to protect our islands and our residents from the inevitable wear and tear that they bring with them. This also compromises the visitor experience. We must look for ways to restore the balance, so that visitors and residents alike can properly experience the wonders of Maui.

Larry

County Clerk

From: Ashlie McGuire <amcsuperstar@yahoo.com>
Sent: Friday, June 18, 2021 8:45 AM
To: County Clerk
Subject: Moratorium on visitor accommodations

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Aloha,

My name is Ashlie McGuire and I am a lifetime resident of Maui County. I grew up in Kihei, and now live in Keokea. I am in support of a moratorium on visitor accommodations in south and west Maui because I grew up watching it first hand. We went from a small community to an insane hodgepodge of transients, visitors, and transplants. Regardless of your feelings towards all of that, it is well known that the people in South Maui, the people who have been there for many generations, have been saying "nuff already" for decades. This is simply a continuation of that fight. The fight to preserve a sacred area, and blessed area, and a culturally and ecologically significant area. Native sea birds nest in these areas, native plants deserve to thrive in these areas, and native Hawaiian people need access and allowance to both spiritually and culturally significant areas. Areas like fishponds, burial grounds, and surfing spots-all of which are present in both South and West Maui. Not to mention, NO local wants this island to end up like Oahu. I don't care what the rich fat cats on top want, this is about protecting the rights of the PEOPLE, not properties or corporations. Please hear us, NUFF ALREADY.

Mahalo.

Sent from my iPhone

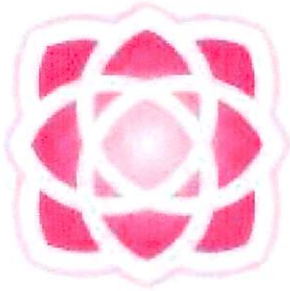
County Clerk

From: Ashlie McGuire <amcsuperstar@yahoo.com>
Sent: Friday, June 18, 2021 8:46 AM
To: County Clerk
Subject: Additionally

I forgot to mention, this visitor moratorium needs to encompass ALL of Maui county, not JUST west side and south side. Don't try to pull that loophole, we see you.

Sent from my iPhone

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June 18, 2021

To the Honorable Chair Lee, Vice-Chair Rawlins-Fernandez and
Maui County Council Members,

We are writing to you today and signing this letter because we are concerned about the two visitor accommodations moratoriums currently being discussed. We all believe in embracing the Aloha Spirit, responsible tourism, education for our visitors, and respect for our environment and culture. We also all want to see issues like affordable housing and rentals, illegal short-term rentals, infrastructure, traffic, protection of sacred places, and education and protection of our ocean life addressed to better improve the quality of life of Maui's residents. We believe these things can be achieved by bringing the right groups together (such as government officials, industry leaders, organizations, and residents) to find winning solutions for all. We do not feel that the two moratoriums will help solve these issues and in fact, believe they will have significant negative impacts to our economy and residents.

Please consider the following:

- The visitor industry is our economic driver and supports many other industries such as activities, retail, restaurants, transportation, agriculture, manufacturing, and nonprofit organizations. With this support, other industries can grow and help to further diversify our economy. We are the most dependent county in the state on our visitor industry.
- Continuing to support this industry, which generated \$73 million in real property tax revenue from hotels and timeshares in FY21, provides the county with resources to invest in economic diversification while also raising revenue for all other programs like affordable housing and rentals, social services, infrastructure, etc. Real property tax is the biggest revenue source for the County and according to DBEDT, hotels/resort properties account for 20% of expected real property tax revenue in 2021. Additionally, 9 of the 10 largest real property taxpayers in the County are hotels and timeshare properties.
- Visitor accommodations provide employment for thousands of Maui residents, helping to provide for them and their families. In fact, the tourism industry accounts for around 75% of all private sector jobs on Maui.
- The bills will shut down opportunities for investment in our economy at a time when we are trying to recover from the effects of the global pandemic. It is important to remember the industry is recovering and had huge losses so now is not the time to do this. According to leading state economist Paul Brewbaker the opportunity cost of shutting down lodging construction for two years would be about \$200 million per year.



MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

- We are concerned these moratoriums will create negative impacts by spurring further illegal short term rental operations, which are often in our local neighborhoods, potentially taking more homes away from residents.
- Hotels and visitor accommodations do their part to address the environmental impacts of visitors through sunscreen education, reducing waste, switching to compostable food ware, phasing out water bottles and more. There is also no factual evidence that tourism is a major factor in environmental issues on Maui.
- We would have preferred to see the Council bring all concerned parties together into a working group to hear all points of view and work towards a sustainability plan to address both current concerns and create a map for our future.
- There are potential legal challenges to these bills and any legal challenges that the County faces impacts residents and business as time and service costs to address these are recouped through taxes and fees.

We all support sustainable tourism, but we do not believe that a shutdown on the construction of new visitor accommodations in appropriately zoned and planned hotel and resort areas is the answer. These bills will have the wrong effect at precisely the wrong time. In creating legislation, in particular a moratorium, both the positive and negative impacts must be weighed. We urge you to defer these measures to seriously consider the unintended consequences and devastating economic impact that measures like these will have on Maui's people and fragile economy.

Sincerely,

Pamela Tumpap, President
Maui Chamber of Commerce

Joshua Berlien, Chair
Construction Industry of Maui

Lahela Aiwohi
Aiwohi Contracting

Joshua Berlien
Berlien Consulting LLC

Jerry Agbanaoang
Individual

MaryAnn Blanchard
Catering Manager
Fairmont Kea Lani, Maui

Merlita Agbanaoang
Individual

Francis Keoni Cabanting
Pool Supervisor
Fairmont Kea Lani, Maui

Mary Albitz, Owner
Island Art Party



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Chris Cashabeck
Areas Group Sales Manager
Fairmont Kea Lani, Maui

Gazel Correia
Individual

Kat Cruz
Hospitality Employee
Fairmont Kea Lani, Maui

Michael Cuthbertson
Area Vice President
Destination By Hyatt Residences

Donnie Dadiz
Beach Supervisor
Fairmont Kea Lani, Maui

David Englert
Rentals Maui Inc.

David Eseke
My Perfect Stays

Thomas Fairbanks, Owner
Old Waiuku Inn at Ulupono

Fred Findlen
General Manager
Hyatt Regency Maui Resort and Spa

Matthew Gray
Revenue Analyst
Hyatt Regency Maui Resort and Spa

Ruth Guiza
Director of Revenue
Hyatt Regency Maui Resort and Spa

Astrid Heckert
Director of Finance & Business Support
Fairmont Kea Lani, Maui

Wayne Hedani
Individual

Sylvia Ho, Treasurer
Maui Chamber of Commerce

Jeff Hoylman
Hospitality Employee
Fairmont Kea Lani, Maui

Jody Joaquin
Assistant Director, Talent & Culture
Fairmont Kea Lani, Maui

William Kamai
Hawaii Regional Council of Carpenters

John Kevan
Maui Paradise Properties

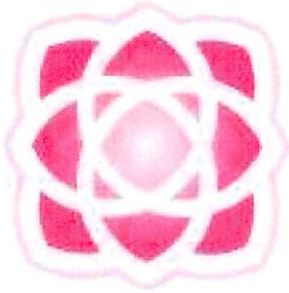
Ivan Lay
Hawaii Regional Council of Carpenters

Angela Leone, President
Professional Rental
Management Association

Angela Leone, Owner
Coconut Condos

David Maleski
StandartPark Hawaii

Perlita Manlansing
Individual



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Rafael Manlansing
Individual

Terri Marinas
Individual

Art Marinas
Individual

Garrett Marrero
Maui Brewing Co.

JS Masson
Director of Revenue Management
Fairmont Kea Lani, Maui

Dave & Cathy Medina, Owners
A Perfect Vacation Rental

Shannah Milstead
Director of Sales & Marketing
Fairmont Kea Lani, Maui

Jurg Munch, Proprietor
Lahaina Grill & Lahaina Ice Cream Parlour

Monica Natividad
Individual

Jorge Natividad
Individual

Adelia Natividad
Individual

Joe Natividad
Individual

Rick Nava, Chair
Maui Chamber of Commerce

Gregg Nelson
General Manager
Napili Kai Beach Resort

Sutee Nitakorn
Director of Sales
Kaanapali Golf Courses

Roger Nitta
Hospitality Employee
Fairmont Kea Lani, Maui

David Olney
Director of Finance
Hyatt Regency Maui Resort and Spa

Anna Pader
Individual

Elpidio Pader
Individual

Janette Paguyo
Individual

Tylun Pang
Fairmont Kea Lani, Maui

Frank "Bud" Pikrone
General Manager
Wailea Resort Association,
Wailea Community Association

Michael Pye, Chair
Maui Hotel & Lodging Association

Michael Pye
Area Vice-President & General Manager
Fairmont Kea Lani, Maui



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Richard Ramirez
Executive Sous Chef
Fairmont Kea Lani, Maui

Gina Rausch
Conference Service Manager
Fairmont Kea Lani, Maui

Carol Reimann, Director
Maui Chamber of Commerce

Dena Roady
Area Vice President
Andaz Maui at Wailea Resort

Leanna Robert
iTrip Vacations Maui

Yolanda Saribay
Individual

Jose Saribay
Individual

Adrianna Schillace
Food & Beverage Coordinator
Fairmont Kea Lani, Maui

Ray Shimabuku
International Brotherhood of
Electrical Workers Local Union 1186

Patrick Sullivan
Sullivan Properties Inc.

Rie Takahashi
Leisure Sales
Fairmont Kea Lani, Maui

Melanie Takushi
Individual

Glenda Tejano
Individual

Roland Tejano
Individual

Chuck Thorne
Hana Lava Tube

Lynn Uchima
Individual

Luly Unemori
Individual

Angela Vento
General Manager
Wailea Beach Resort

Rick Volner, Director
Maui Chamber of Commerce

Tetsuji Yamazaki
General Manager
Sheraton Maui Resort & Spa

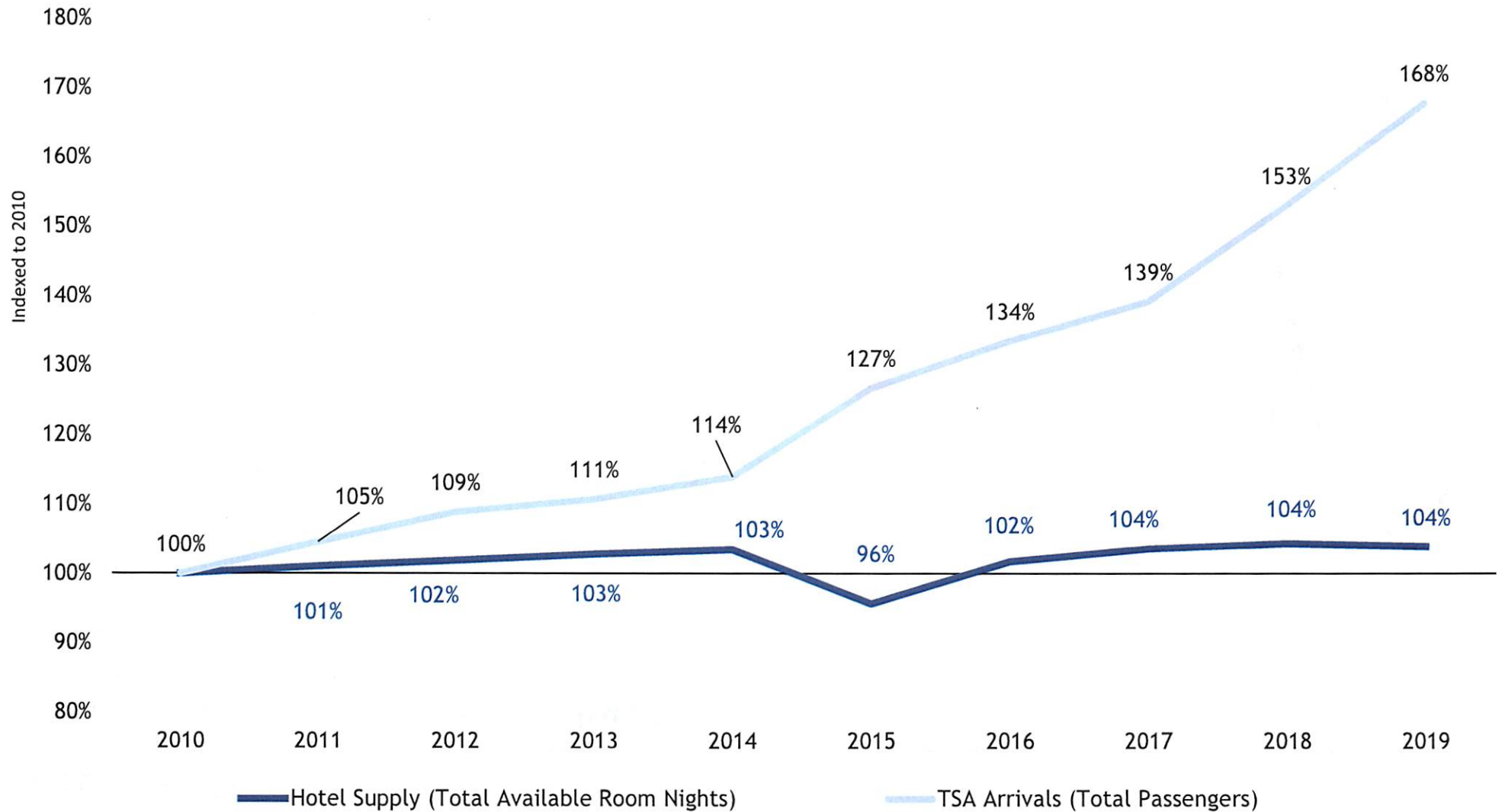
Brian Yano
Vice President, Retail
Jones Lang & Lasalle

Jasper Yun
Area Group Sales Manager
Fairmont Kea Lani, Maui

Maui Travel Trends

Total available hotel rooms have remained stable, despite TSA arrivals to Maui ~70% above 2010 levels

Hotel Supply⁽¹⁾ vs. Passenger Arrivals⁽²⁾

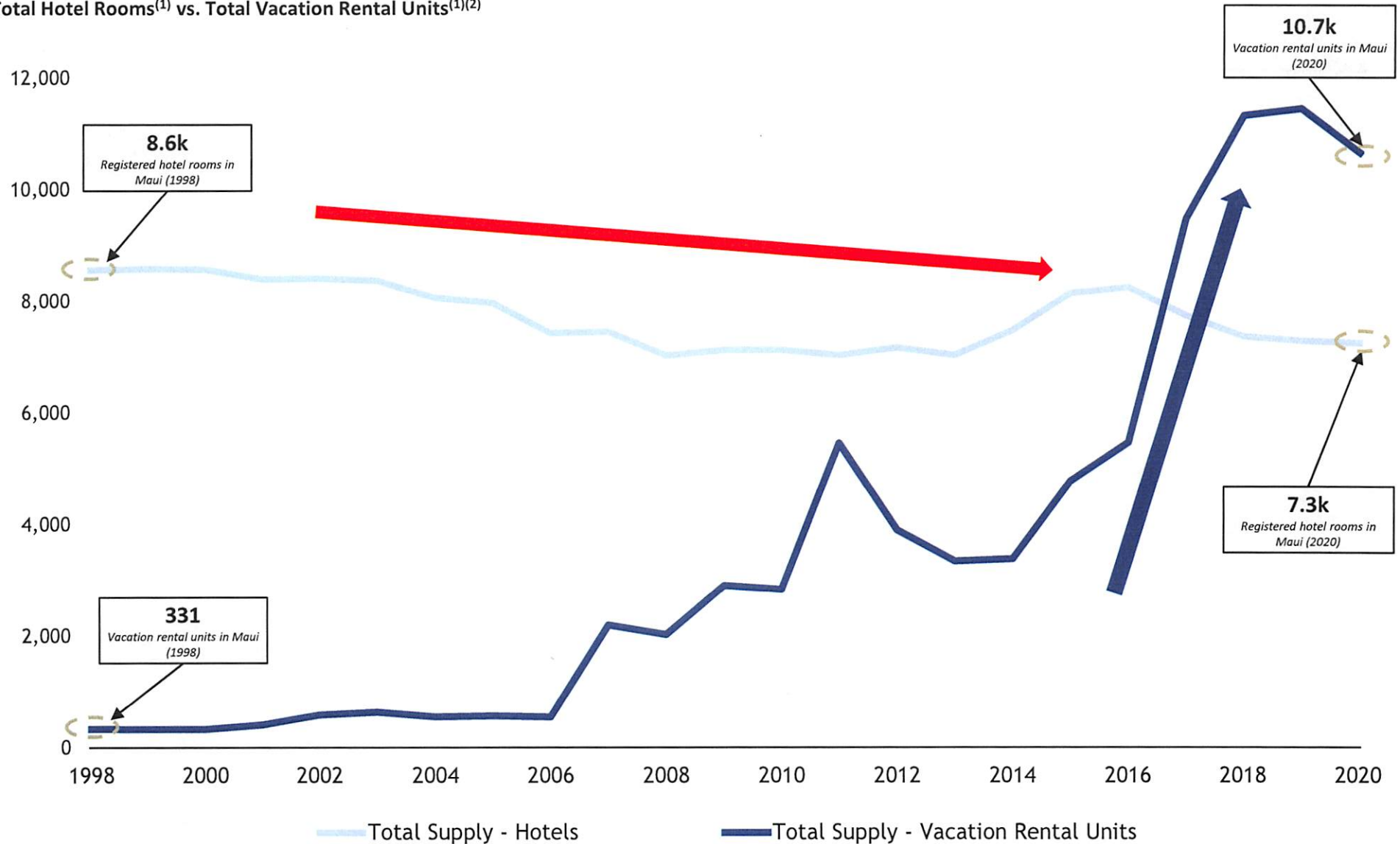


(1) Source: STR
(2) Source: Department of Business, Economic Development and Tourism; represents US arrivals only

Maui Travel Trends

Maui hotel supply has decreased over the last 20 years; rapid growth of vacation rental units is accommodating the rise in visitors

Total Hotel Rooms⁽¹⁾ vs. Total Vacation Rental Units⁽¹⁾⁽²⁾

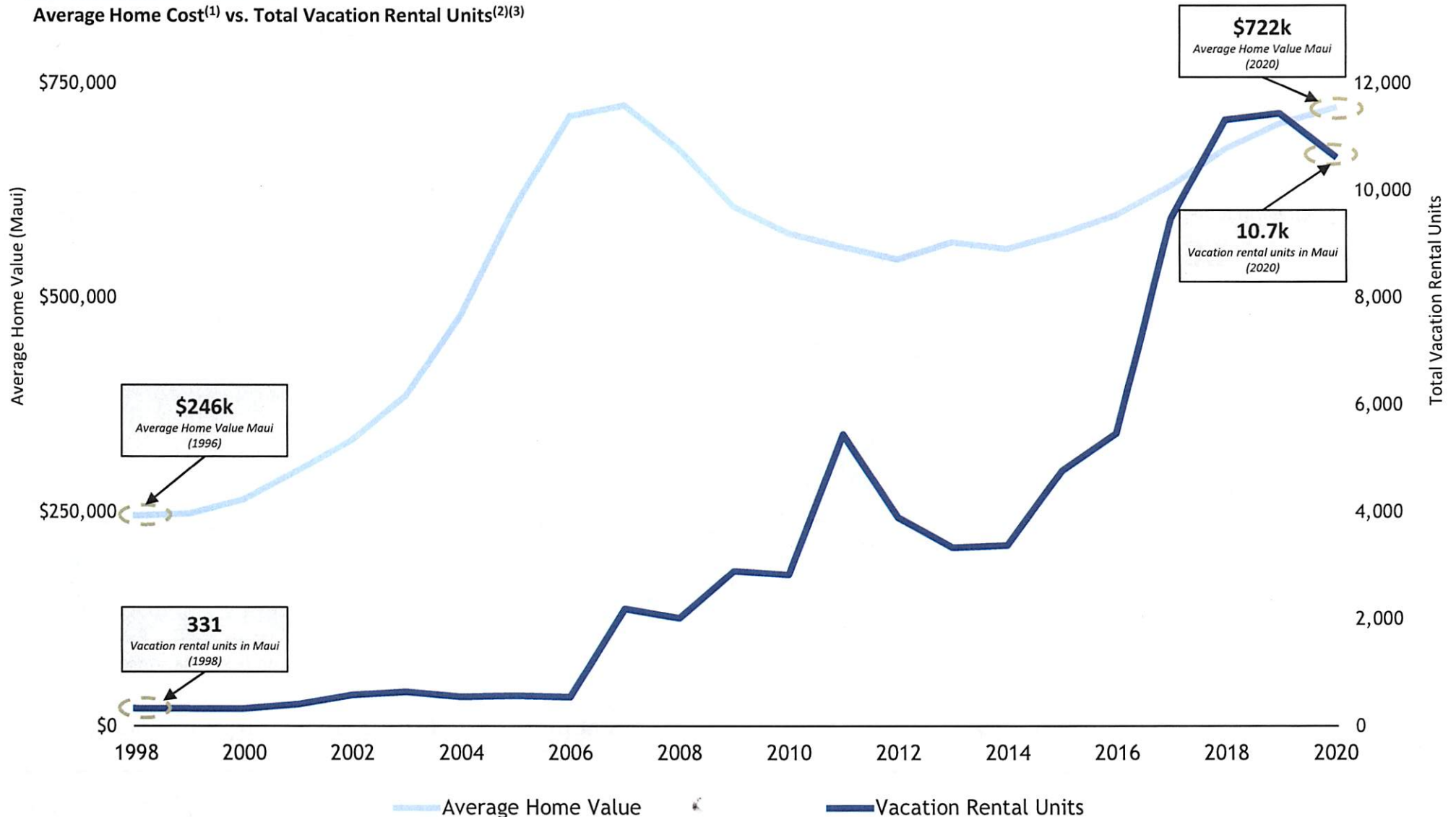


(1) 1998 – 2016: Source - Hawaii Tourism Authority – Visitor Plant Inventory. Note 2006 – 2016 data is subject to retroactive revisions by Hawaii Tourism Authority. 2017 – 2020: Source - AirDNA
(2) Vacation Rental units were referred to as Individual Vacation Units (IVU) prior to the 2014 VPI

Maui Travel Trends

The average price to buy a home has increased nearly 3x, driven in part by the potential income from short term rental properties

Average Home Cost⁽¹⁾ vs. Total Vacation Rental Units⁽²⁾⁽³⁾



(1) Source: Zillow Research Data

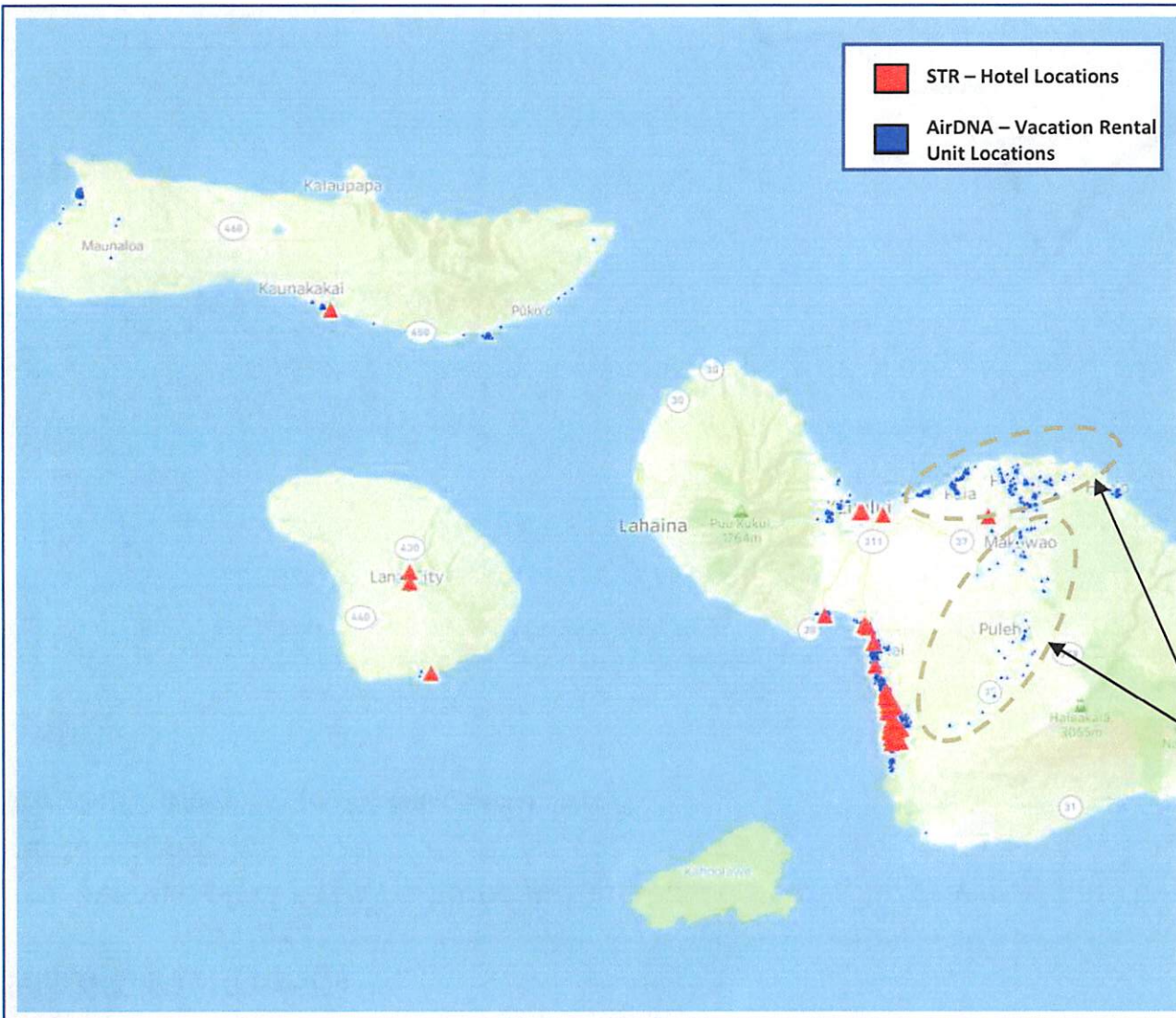
(2) 1998 – 2016: Source - Hawaii Tourism Authority – Visitor Plant Inventory. Note 2006 – 2016 data is subject to retroactive revisions by Hawaii Tourism Authority. 2017 – 2020: Source – AirDNA

(3) Vacation Rental units were referred to as Individual Vacation Units (IVU) prior to the 2014 VPI

Maui Travel Trends

Vacation Rental Units exist throughout Maui while hotel locations are concentrated around resort areas

Hotel Locations vs. Vacation Rental Unit Locations



7,640

Vacation Rentals – Number of Properties⁽¹⁾

39

Hotels – Number of Properties⁽²⁾

Vacation Rental Properties not consolidated within resort areas

Source: Mapbox – OpenStreetMap

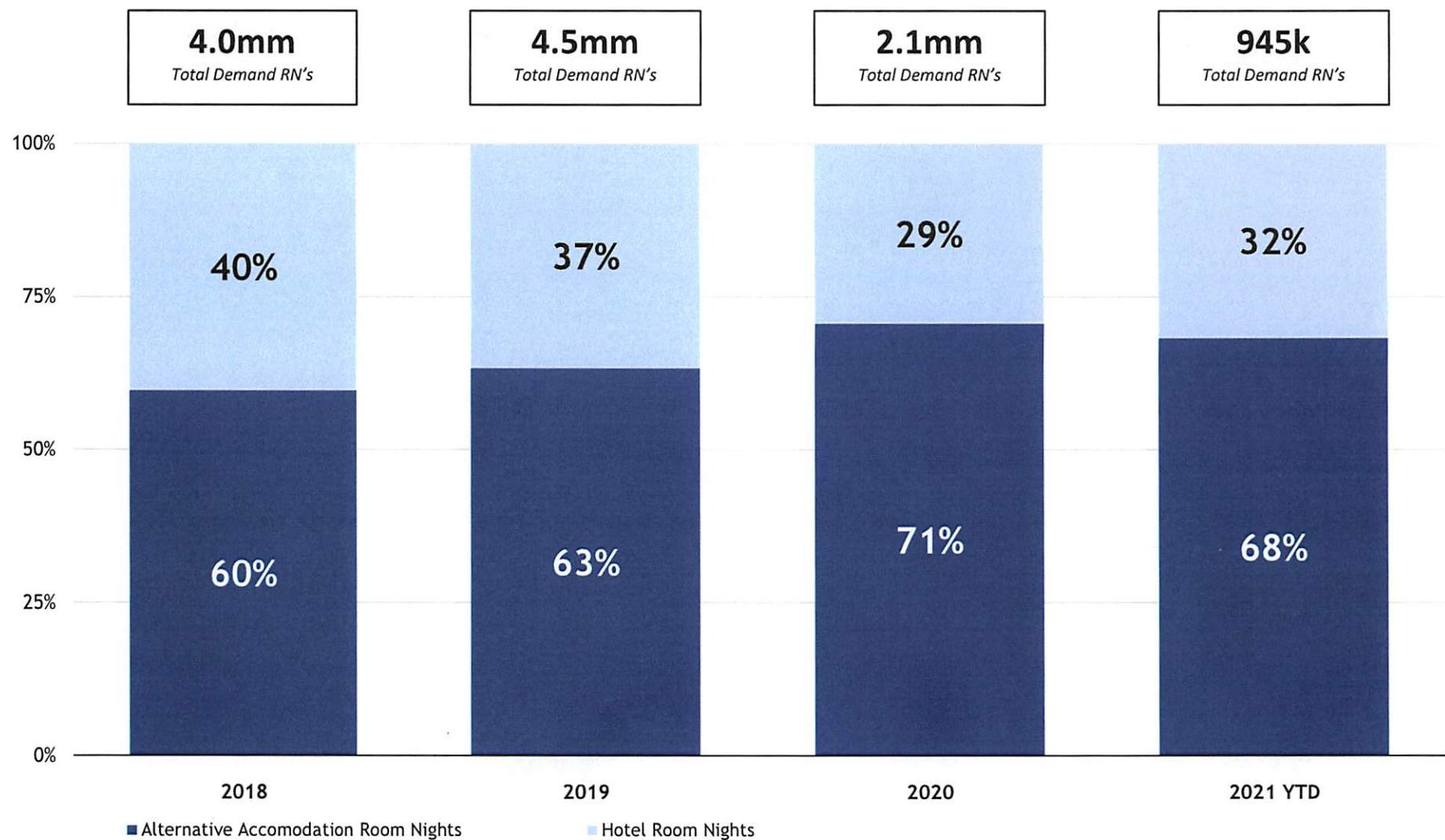
(1) Source: AirDNA as of Apr-21

(2) Source: STR

Maui Travel Trends

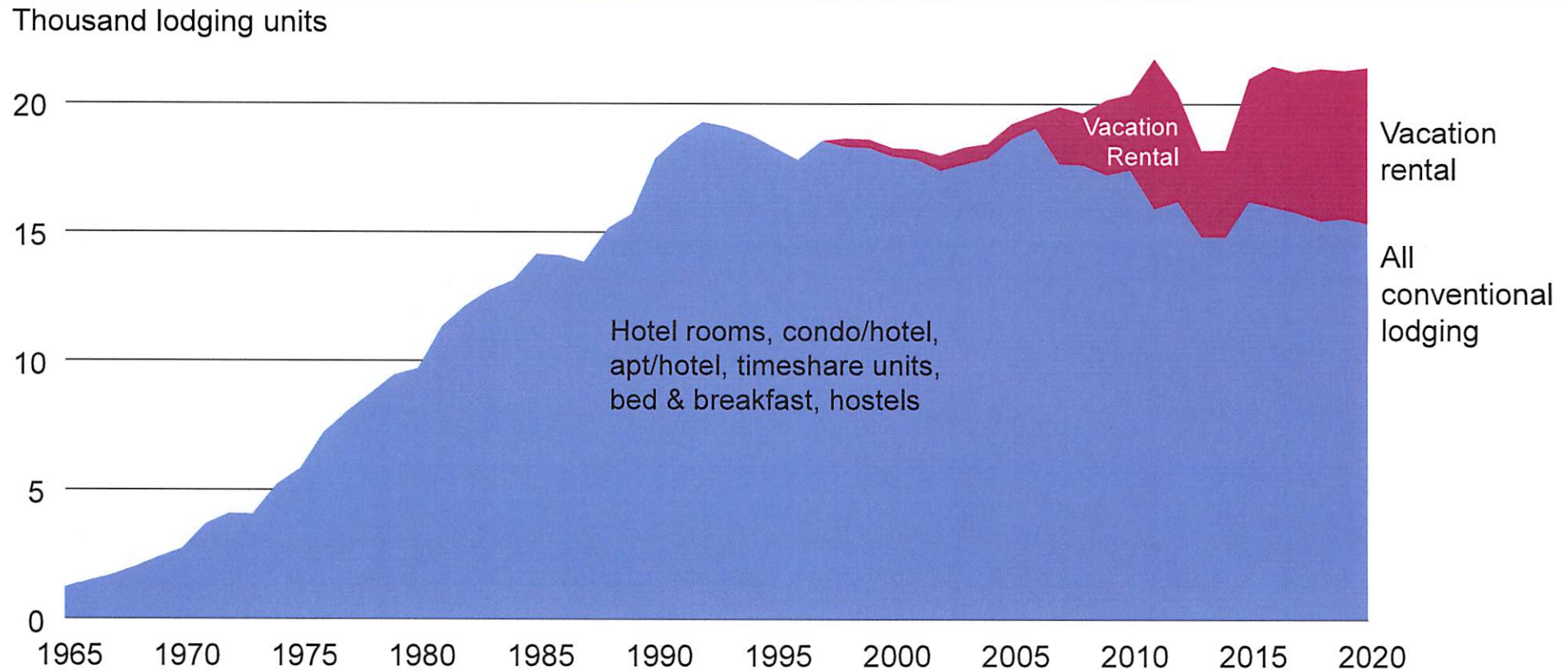
Demand for alternative accommodations continues to grow, capturing the majority of Maui room nights

Hotel Demand⁽¹⁾ vs. Vacation Rental Demand⁽²⁾



(1) Source: STR
(2) Source: AirDNA

Less is More: official Visitor Plant Inventory data show that *all* of Maui Island lodging increase since 1992 comprised vacation rentals



Slide copyright 2021 TZ Economics

Sources: Hawaii Tourism Authority, 2020 Visitor Plant Inventory (<https://www.hawaii tourism authority.org/media/6299/2020-visitor-plant-inventory-report-1-11-report.pdf>)



RECEIVED

2021 JUN 18 AM 9:24

June 18th, 2021

Dear Mayor Victorino and Maui Council Members,

OFFICE OF THE
COUNTY CLERK

We are writing this letter on behalf of Maui PRMA, the Vacation Rental Trade Council under the Maui Chamber of Commerce, to urge you to oppose CC 21-280 & CR 21-39. We strongly believe that these moratoriums will cause significant negative impacts on Maui's community and economy during a critical recovery period. Signing these moratoriums into law would put Maui's visitor industry at a competitive disadvantage, stifle employment opportunities for Maui residents, and seriously hinder our economic recovery.

Maui PRMA strongly opposes the moratoriums (CC 21-280 & CR 21-39) for the following reasons:

- By limiting rooms in the face of increased demand, the moratorium will increase prices in the visitors industry, driving away visitor spending and investment that would otherwise flow into Maui's economy, local businesses, and government budget.
- It does not address specific quality of life issues (traffic, infrastructure, housing) that are currently impacting residents.
- As Maui has been most impacted by the COVID-19 recession in terms of our dependence on the visitor industry and rate of unemployment, local businesses and jobs in Maui, including those in construction, activities, restaurants, retail, agriculture, will be hit even harder by the negative economic impact of these moratoriums.
- It does not grandfather in accommodations with planned expansions already underway, and CR 21-39 violates vested rights by not exempting projects that do not require discretionary approval to proceed.
- Although the moratorium's stated purpose is to," to preserve the County's environment and to work toward economic, cultural and environmental resilience," the moratorium likely will result in the opposite outcome: a noncompetitive visitors industry and economic stagnation in Maui.

We recommend that the Tourism Management Temporary Investigative Group (TIG) present findings and recommendations before we enact moratoriums that do not address quality of life concerns and will detrimentally impact our local jobs, businesses, and economy. To truly preserve the County's environment and to work toward economic, cultural and environmental resilience, we should not needlessly cripple our economic recovery through instating these moratoriums if there is no clear justification to do so.

We welcome any discussion with you or a member of your administration and can be contacted at Mauiprma@gmail.com.

Mahalo,

John Kevan
Angela Leone

Co-Founders of [Maui Professional Rental Management Association \(Maui PRMA\)](#)

County Clerk

RECEIVED

From: Maui_County Council_mailbox
Sent: Friday, June 18, 2021 11:34 AM
To: County Clerk
Cc: celestialroseservices@gmail.com
Subject: FW: Support for 21-39 & 21-280

2021 JUN 18 AM 11:36

OFFICE OF THE
COUNTY CLERK

From: Ariella Upton <celestialroseservices@gmail.com>
Sent: Friday, June 18, 2021 11:16 AM
To: Maui_County Council_mailbox <county.council@mauicounty.us>
Subject: Support for 21-39 & 21-280

Aloha Council,

I attempted to give live testimony earlier today but encountered technical difficulties.

Here is what I intended to say:

My name is Ariella Upton, I'm from Makawao and I would like to express my full support for the Visitor Accommodations Moratorium. I would also like to add that the motion should include the entire island, not exclusive to West and South Maui.

Growing up here, I remember how much undeveloped land used to sit where there are now multi-million dollar homes, expansive resorts and gated communities.

I can't count on my fingers how many classmates, fellow church members and neighbors have been "priced out of paradise" just in the short decade since I graduated from King Kekaulike in 2009.

It's truly heartbreaking to see our elected leaders bend over again and again for an industry which prioritizes it's own gain over any other factor. The tourism industry isn't about cultural awareness or environmental protections. Their only interest is lining their pockets, and all who stand in the way be damned.

I ask - no, PLEAD, - that the council vote in favor of these motions, to give our island a chance to stand on its own and find solutions for a sustainable economy and thriving ecology.

Thank you for your time.