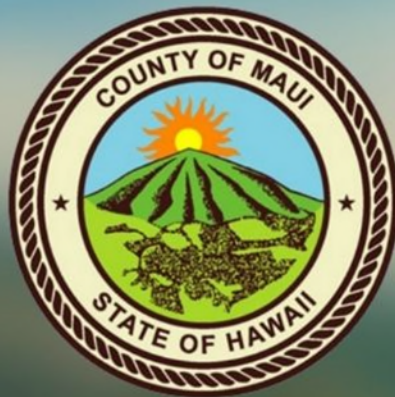


DIRECTOR
LUANA MAHI



2200 MAIN STREET
SUITE 305
WAILUKU, HI 96793

OFFICE OF ECONOMIC DEVELOPMENT



Aloha

Introduction

OED works in partnership with the community, business and government sectors to:

- Strengthen and diversify the economy by supporting existing businesses
- Assisting in the attraction, development and expansion of new businesses and events that will in turn provide new jobs for our community.





Administration

Who We Are

- Foster job creation within Maui County with new and expanding businesses.
- Sustain existing jobs within Maui County by helping existing businesses.



Growth FY23

184%
average growth
in the past 3
years

96 events, conferences and training initiated by the OED

102 partners in the Maui Business Development Strategic Alliance

5 town driven activities and/or events



**5854 Clients
Served FY23**



**73 workshops
offered FY23**



Business Resource Centers

Movement Goal



Maui County Business Resource Center

Offering entrepreneurial resources (providing a space for free workshops) for new or existing business owners who need business assistance for operations within Maui County.



Kuhao Business Center

One-stop shop for business resources and business training for the island of Molokai.

Maui County Business Resource Center



Also located within the MCBRC is the American Job Center, a shared office with our non-profit partners named below providing in-person services to individuals who may be experiencing job loss or employment barriers such as lack of experience, changing careers, or insufficient education. Through programs offered by our partners, we can help people find a better career and be the first step to becoming everything you want to be. Walk-in services welcomed as well as priority veteran services provided to vets as well as family members of veterans.



Native Hawaiian
Non-Profit Organization



Extended Learning and
Workforce Development



Vocational
Rehabilitation (DVR)



Hawaii Job Corps
Maui Center



Carl D. Perkins
Career and Technical
Education Act



Manages the
Adult Dislocated Worker
Program



- Nat'l Farm Workers Program
- Comm. Services Block Grant
- Senior Community Employment Program



Unemployment Insurance
Program



HireNet Hawaii



Reemployment Services
and Eligibility Assessment
(RESEA)



Wagner-Peyser



Workforce Innovation
Opportunity Act



McKinley Community
School for Adults

Kuhao Business Center

Small Businesses Feedback



PoMahina Designs

Mahalo for your aloha and the aloha of Kuha'o Business Center!



ib808apparel

Big Mahalo to Kuha'o Business Center for making these opportunities possible.



Farm Girl Kinis

This was ahmazingggg thank you



Film Industry

CREATE AND NURTURE
JOBS IN THE FILM,
TELEVISION, AND NEW
MEDIA INDUSTRIES.



MAUI COUNTY
FILM OFFICE



103

Local 665 Union crew
members registered in
Maui County

20

Productions with county
permits

146

Days of in-county
productions

03

Tradeshows, events,
conferences attended

The film office has some exciting upcoming projects, including the "Untitled Jeff Bridges Paniolo Project" with an \$8M budget and 100% filming in Maui, Jason Mamo'a's "Chief of War" with an \$85M budget and filming in Lao Valley in late 2023, a local \$1M film called "ALOHA SANTA" to be shot in Maui also in late 2023, and a new Maui County Keiki Film Festival in the Fall of 2023.

HIGHLIGHTS



UPCOMING PROJECTS



FILM PRODUCTION VIRTUAL TRAINING CLASS
Saturday, Feb. 5 & Sunday, Feb. 6, 2022, from 9am-4pm
Learn the industry, jobs, skills & careers in film!

To sign up go to:
www.MEDB.HI.gov??

\$100 entry fee

Upon completion of the classes, attendees will be refunded \$75 & placed on a 'ready to hire' list for incoming films, tv shows, commercials & ad shoots.

GUEST SPEAKERS


Brian Kohne,
Writer, Director,
Producer,
UHMC Instructor


Glenn Beadles,
25 years as
Maui's Premiere
Location Manager



Sponsored by the Maui County Film Office
& Maui Economic Development Board

TRAINING

Additionally, there will be more training classes for upcoming production jobs, and proposed film studio infrastructure development.

OUTSTANDING FILM COMMISSION 2022

Maui County/Hawaii Film Office -- The White Lotus

Workforce Development

Teamwork Is The Key



WIOA

128 Trainings/Venues

Conduct outreach and/or foster relationship for possible training providers to provide individuals various options to obtain necessary skills training

OVERALL

- 4,720 PEOPLE SERVED
- 2,062 PROGRAMS, WORKSHOPS, AND TRAINING OPPORTUNITIES

Initiate programs, workshops, and training opportunities for job seekers and employers

AmericanJobCenter[®]
HAWAII
AMERICAN JOB CENTER
27 Partners

Bring partners together to participate in the AJC



Workforce Development

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Bring partners together to participate in the AJC





GIH WIOA Adult & Dislocated Worker Program

Success Story

- unemployed for **7** years
- Previously worked **thirty** years in the court system
- physical limitations.
- Staff assisted with job search, revamped resume, cover letters, positive encouragement and filling out job applications.
- Hired as a full-time consultant County of Maui's new administration

Maritime CAREER EXPO & JOB FAIR

Partnership



Free

maritime vocational program
in an effort to provide local
people a way into the
maritime industry and earn a
living wage

20 booths

mix of both local and
O'ahu/National maritime
representatives



Service Providers

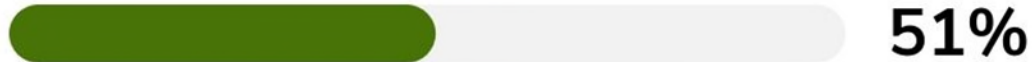
All programs are co-located
at the American Job Center
and provided outreach
services

Made in Hawai'i Branding Workshop

Always Learning

Currently a product can say “Made in Hawai’i” as long as it meets only 51% of the criteria. A bill was introduced to increase that percentage, however, it did not pass. As someone looking to create more jobs for my community and get our residents to stay, Chentelle Rowland; Executive Director, Maui County Workforce Development Board, found this data rather alarming.

“Made in Hawai’i”





Grants Management

Office of Economic Development provides grants for programs, projects, and events for a wide range of activities that will provide positive economic impact within the County of Maui. Grants funds can be awarded to both non-profit and for profit organizations.



Grants Team



OED FY23 GRANT DISTRIBUTION

| | \$5,000 OR LESS | \$5,001-\$20,000 | \$20,001-\$50,000 | OVER \$50,000 |
|------------------------------|-----------------|------------------|-------------------|---------------|
| AG | 3 | 2 | 6 | 13 |
| CULTURAL | 1 | 8 | 5 | |
| EAST MAUI | 4 | 4 | 1 | |
| ECONOMIC DEVELOPMENT PRGM | 1 | 7 | 1 | 1 |
| ECONOMIC DIVERSIFICATION | | 1 | | 2 |
| HAIKU /PAIA MAKAWAO | | 3 | 2 | |
| KAHULUI | 1 | 4 | 2 | |
| LANAI | | 4 | 2 | |
| MOLOKAI | | 1 | 1 | 1 |
| PUKALANI/KULA/ULU PALAKUA | | 4 | | 1 |
| SMALL BUSINESS | | 6 | 2 | 2 |
| SOUTH | | 4 | 2 | 1 |
| SPORTS AND EVENTS | | 1 | | 2 |
| TECHNOLOGY IN BUSINESS | | 2 | | 3 |
| WAILUKU | 1 | 1 | 1 | |
| WEST MAUI | | | 2 | 1 |
| LINE ITEMS | | 4 | 6 | 23 |
| TOTAL | 11 | 56 | 33 | 50 |



TOTAL OF 150 GRANTS

Molokai Rural Health Community Association

Feature Grantee



725 Kupuna Registered:
Utilization Rate of 94%



17 Services
Provided

Local
contractors

21



- Gain knowledge
- More services
- Faster process
- Guaranteed safety



Value

12 building projects were completed.

34 youth were recruited Building Program
vocational training

8K hours students and apprentices
Building Program

18K# harvested of fresh produce

10K paid youth hours agricultural and
cultural projects.



MA KA HANA KA 'IKE

Featured Grantee



Vision

post-secondary youth vocational training and workbased learning in construction, food security, health education, culture, and economic opportunity



Mission

- Offers an educational pipeline to employability in the job-secure areas of building and construction, agriculture, and culinary arts through a service-based learning approach.
- Community-based effort that provides support services to elders in the district of Hāna



PRESENTED BY:  **MAUI**
CHAMBER OF COMMERCE
VOICE OF BUSINESS

9 YEARS

of economic impact:

PERFORMANCE INDICATORS, 2014-2022



85,944+

TOTAL NUMBER OF ATTENDEES



411

COMPANIES
PARTICIPATED
AS VENDORS

FIRST-TIME FESTIVAL BUSINESSES ONLY

3,148



NUMBER OF WHOLESALE
BUYERS & DISTRIBUTORS

\$3,876,194+

TOTAL SUM OF RETAIL SALES



7,541

NEW WHOLESALE LEADS

1,597



NEW WHOLESALE ACCOUNTS

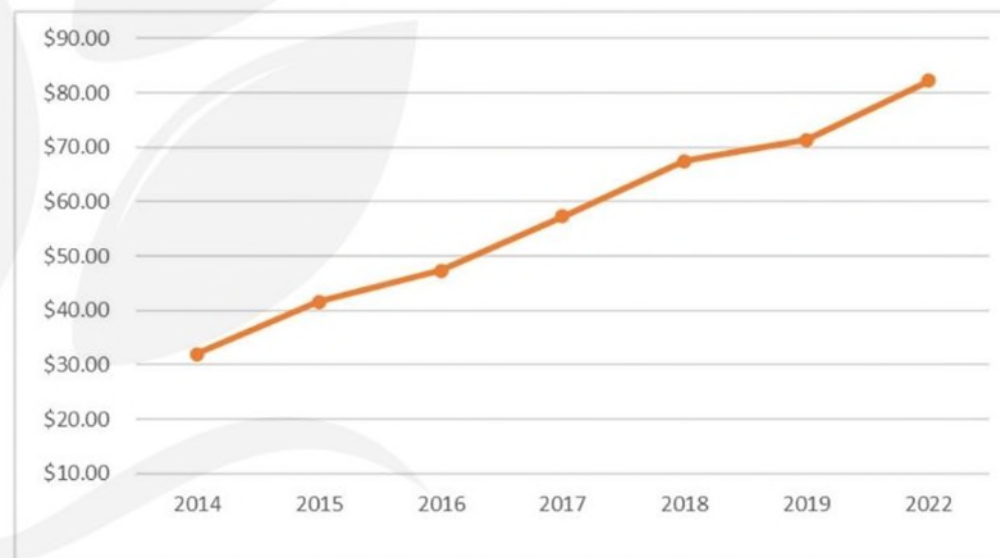


Return on Investment

Over the last 9 years of Maui County grant funding totaling **\$640,000**, vendors have a cumulative revenue of **\$3,878,053** resulting in a return on investment of **505.95%**

Attendee Spending

The average amount each attendee spends has continued to increase year after year, despite changing attendee numbers.



*2020 and 2021 were omitted as the event was held virtually and spending trends at a virtual event versus in person event are very different and incomparable.



Kula Ag Park

Introduction

**\$2.8
Mil**

Feral Animal Fence Installation Project

\$1,300,000 dedicated to farmers and ranchers. KAP also received funding for fencing which includes new main gate entrance equipped with solar security coded auto open/close technology- County and DLNR collaborations.

**\$3.5
Mil**

KAP expansion UMAP project

260 acres; 28 farm parcels average 3 – 10 acres ongoing. Design and construction next phase.





**OED Specialist &
Film Commissioner**



Grant Writing Team

BFED Committee

From: Tina Silva <Tina.Silva@co.maui.hi.us>
Sent: Tuesday, April 18, 2023 8:23 AM
To: BFED Committee
Subject: RE: Fwd: PowerPoint
Attachments: OED Presentation 2023.pptx

You don't often get email from tina.silva@co.maui.hi.us. [Learn why this is important](#)

>>> "Lesley J. Milner" <Lesley.Milner@mauicounty.us> 4/18/2023 8:20 AM >>>
Thank you Tylor. Could you also please send to bfed.committee@mauicounty.us? Thank you!
-Lesley

Lesley Milner
Senior Committee Analyst
Office of Council Services
she/her/hers
808.270.7886
MauiCounty.us

From: Tylor Tanaka <Tylor.A.Tanaka@co.maui.hi.us>
Sent: Tuesday, April 18, 2023 8:16 AM
To: Tina Silva <Tina.Silva@co.maui.hi.us>; Kasie.Takayama@mauicounty.us; Lesley J. Milner <Lesley.Milner@mauicounty.us>
Cc: Luana Mahi <Luana.I.Mahi@co.maui.hi.us>
Subject: Re: Fwd: PowerPoint

You don't often get email from tylor.a.tanaka@co.maui.hi.us. [Learn why this is important](#)

My apologies. Attached is the correct power point.

>>> Tina Silva 4/18/2023 8:00 AM >>>
Aloha,

The attached is a copy of The Office of Economic Development's presentation for today's Council appearance. We will bring a flash drive with us too.

Thank you,

Tina Silva
Grants Manager
Office of Economic Development
County of Maui
2200 Main Street, Suite 305
Wailuku, HI 96793
Phone (808)270-7992
tina.silva@mauicounty.gov

>>> Tylor Tanaka 4/18/2023 7:55 AM >>>

Aloha,

Attached is the finalized PowerPoint for Council.

mahalo,

Tylor Tanaka

Business Specialist

Kuha'o Business Center

County of Maui | Office of Economic Development

2 Kamo'i Street, Suite 600 | P.O. Box 482217

Kaunakakai, Hawaii 96748

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