

# MAYOR'S OFFICE OF ECONOMIC DEVELOPMENT MAUI COUNTY

RECEIVED AT BF MEETING ON 4-4-16

*Office of Economic Development Director*

# Grants

- ▶ Managing 119 active grants
- ▶ Audited and processed over \$10 million in payments to grantees
- ▶ Four grant workshops presented last year
  - ▶ June 19 - Molokai - 15 attendees
  - ▶ June 23 - Maui Arts & Cultural Center - 40 attendees
  - ▶ July 2 - Maui Arts & Cultural Center - 67 attendees
  - ▶ August 19 - Lanai - 14 attendees
- ▶ **121 attendees total**



# Maui County Business Resource Center

- ▶ 6802 clients served (422 more than 2015)
- ▶ 87 workshops offered (22 more than 2015)
- ▶ Rebranding
  - ▶ New trifold brochure
  - ▶ PowerPoint presentation on services provided
  - ▶ Revamped monthly workshop schedules
- ▶ Organization and presentation of 6 grants & exporting workshops
  - ▶ USDA Grants Workshop
  - ▶ Export Workshops
  - ▶ ANA (Administration of Native American) Grants
  - ▶ Grant Writing Workshop





# Kuha'o Business Center

- ▶ 1188 clients served (48 new clients)
- ▶ KBC Workshops
  - ▶ 23 + 3 ONABEN ANA Grant workshops
  - ▶ 39 video conferences
  - ▶ 1 MARSEC Training
  - ▶ Grant administration of 5 Molokai Grants
  - ▶ 13 sessions at Molokai Business Conference
- ▶ Updated marketing materials and layout of Kuha'o Business Center
- ▶ Business success
  - ▶ 5 businesses online with new websites and shopping carts for e-commerce
  - ▶ 8 new businesses up and running
  - ▶ 3 business expansions



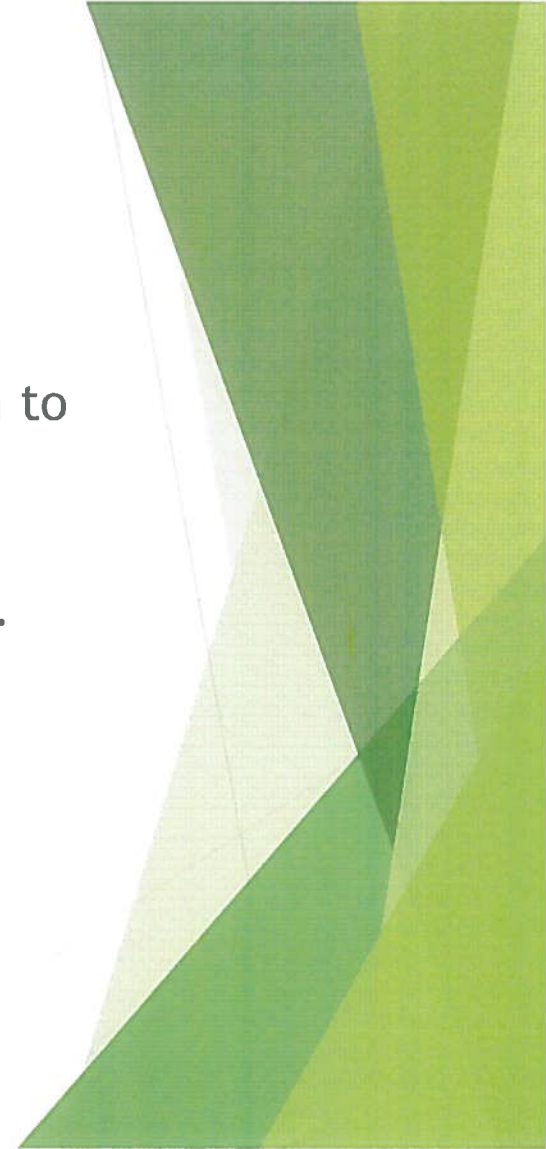
# Environmental Protection and Sustainability

- ▶ Working to encourage International Union for Conservation of Nature (IUCN) World Conservation Congress attendees to come to Maui pre- and post-event
  - ▶ Indigenous Crop Biodiversity Festival
  - ▶ Moana Pasifika Voyage
  - ▶ Maui Conservation Alliance will work with ICBF and others to showcase Maui conservation efforts
- ▶ Environmental Coordinator Rob Parsons appointed to serve as the current Chair of the UHMC Sustainable Science Management Advisory Group



# Agriculture

- ▶ Assisted the Hawai`i Farmers' Union United organization to establish a Farm Apprentice Mentoring program. Seven apprentices completed the program.
- ▶ Managed Kula Ag Park and lessees. All 31 lots are leased.
- ▶ Worked on Kula Ag Park expansion
- ▶ Assisted with Ag Fest
- ▶ Attended Food Safety workshops



# Maui County Film Office

- ▶ Filmed in Maui County this year:
  - ▶ Several nationwide commercials: Chase Bank, Anthropologie, Eddie Bauer and Hawaii Tourism Japan
  - ▶ A feature film “*The Inquisitor*”, which opens in theaters in May
  - ▶ Special segment by NFL Films Presents “*Road to Hana*”
  - ▶ Reality shows “*Surviving Marriage*” on A&E Network, Food Networks “*Diners, Drive-Ins and Dives*” with Guy Fieri shot for 2 weeks and will air in June,
  - ▶ CNN and Travel Channel’s popular Anthony Bourdain series “*Parts Unknown*”
  - ▶ Real estate show “*Hawaii Life*” on HGTV
  - ▶ MTV’s #1 rated reality dating game show “*Are You the One?*”
- ▶ Film Economic Impact for year so far: **\$10,200,000** (compared to **\$4,078,000** for 2015)
- ▶ Hosting of the special screenings and Q&A of award-winning documentaries “*Sons of Halawa*” and “*Roots of Ulu*” at the Maui Arts & Cultural Center’s Castle Theater





The Mayor's Office of Economic Development, Maui County Film Office  
and Pacific Islanders in Communications present

## Returning to Our Roots



### The Roots of 'Ulu

John Antonelli  
Pictograph Productions

Explore the historical roots of the 'ulu tree, as well as the present-day efforts to educate our community on 'ulu's role in cultural preservation, health restoration and food sustainability for Hawai'i's future.

### SONS OF HALAWA

Matt Yamashita  
Quazifilms

The last native resident of one of the oldest inhabited locations in Hawai'i, Pilipo Solatorio searches for a successor to keep Halawa Valley's cultural traditions alive.

**Saturday, January 2, 2016 • 7:00 PM**

**McCoy Theater, Maui Arts & Cultural Center**

**\$10 General Admission**

Includes screening of two locally-produced films, Q&A with the producers and a Meet & Greet with Uncle Pilipo Solatorio

Tickets are available via the MACC Box Office, 808.242.SHOW (7469) or [MauiArts.org](http://MauiArts.org)





# Workforce Development Board

- ▶ Implementation of the Workforce Innovation and Opportunity Act
  - ▶ Took effect on July 1, 2015, and supersedes the Workforce Investment Act of 1998
  - ▶ County worked and continues to work with neighboring counties, the State, and federal officers through the transition process
- ▶ Executed contracts for WIOA Dislocated Worker program to provide much needed funding to assist displaced HC&S employees
  - ▶ Assisting with the Mayor's Sugar Operators Support Task Force

# 2<sup>nd</sup> Annual Made in Maui County Festival

## ► Final Numbers:

- 140 participating local vendors
- Over 10,000 attendees (30% visitors)
- More than \$416,000 in total product sales
- 1,620 wholesale leads
- Over 250 new accounts and wholesale orders







# Other OED-Initiated events

- ▶ Mayor's Small Business Awards
  - ▶ 36 nominees for 2016; 31 nominees for 2015
- ▶ Maui Energy Conference
  - ▶ Over 330 attendees for 2016 Conference from Hawaii, U.S., Canada & Japan
- ▶ Japan Food Expo
- ▶ Tokyo Gift Show
- ▶ Molokai Outreach Trip
- ▶ Hawaii on the Hill
- ▶ Serving on 2016 CEDS review





# International/Sister Cities

- ▶ OED assists the administration and the council members by coordinating various meetings and events with our foreign partners and counterparts in and outside of the County
- ▶ Closely work with Maui Sister City Foundation to keep strong relationship with up to 26 international sister cities
- ▶ Through our various international relationships, we hope to provide the Maui residents opportunities to make friends, expand business, understand other cultures, and share culture of Maui with the world



# Going Forward

- ▶ Focusing on:
  - ▶ Energy policy
  - ▶ Economic diversity
  - ▶ Maui County's Broadband capacity, speed & price
  - ▶ Completing the transfer of Old Maui High School
  - ▶ Streamlining OED Grant process
  - ▶ Actively engaging with HC&S on future ag plans

