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COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

April 19, 2016

Ms. Lisa Paulson, Executive Director
Maui Hotel & Lodging Association
1727-B Wili Pa Loop
Wailuku, Hawaii 96793

Dear Ms. Paulson:

SUBJECT: FISCAL YEAR ("FY") 2017 BUDGET (BF-1)

At its meeting on April 18, 2016, the Budget and Finance Committee discussed the FY 2017 Budget. May I please request a response to the following:

1. Provide an estimate on the total amount of advertising dollars spent by your members for FY 2015 and 2016, to date, to market Maui County as a travel destination. Further provide a breakdown on the types of advertising used and which ones are most effective. (DC)
2. Of the advertising dollars spent, list the specific locations targeted and include reasons why your members choose to advertise there. (MV)

May I further request you transmit your response no later than **noon on April 22, 2016**, to enable the Committee to comprehensively review the FY 2017 Budget. To ensure efficient processing, please duplicate the coding in the subject line above for easy reference.

Should you have any questions, please contact me or the Committee staff (Shelly Espeleta at ext. 7134, Michele Yoshimura at ext. 7663, Steve Selee at ext. 7687, or Yvette Bouthillier at ext. 7758).

Sincerely,

A handwritten signature in black ink, appearing to read "Riki Hokama", with a long, sweeping flourish extending to the right.

RIKI HOKAMA, Chair
Budget and Finance Committee

bf:2017bgt:160418a01:ske

cc: Budget Director