

EAR Committee

From: Mary Anne Lynch (mpowerdesign) <mal@mpowerdesign.com>
Sent: Tuesday, May 17, 2016 12:34 PM
To: EAR Committee
Cc: noelani808@gmail.com
Subject: in support of a Paia SID

Dear Chair Guzman,

I'm writing on behalf of Noelani Sugata, the executive director of Paia Town Association.

Last November I visited Maui for the first time. We actually stayed in Lahaina, and locals told me to be sure and visit Paia too (I'd never heard of it). I can tell you that I am very glad I stopped by. I love Paia! It's such a charming town and more people should know about it! I was so intrigued that I searched online and found Ms. Sugata through social media and follow her broadcasts on Periscope – I love it when she shows us around the town. I heard about the Special Improvement District on several of her scopes.

Personally I think Paia could use more publicity and a SID could do it a world of good. Where I live in Pennsylvania, we also have established areas like this, and they are known under various names such as the Neighborhood Improvement Zone or the Keystone Innovation Zone. I can tell you firsthand that they bring much-needed benefits wherever they are set up. Existing businesses are improved, and new ones are established; there are things to do, places to go, jobs are brought in, and the neighborhoods are safer.

I'll be back to Maui and Paia this November. Please support a SID for Paia! Thank you for listening.

Sincere regards,

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