

Office of Economic Development

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Submitted by OED Director

What We Do in OED:

Look for opportunities that will strengthen our economy and match them with resources.

Overall Economic Development Program Performance Dashboard

Key Data	FY2017	FY2018	FY2019
Leveraged consulting: number of business development partners who have participated in OED projects	13		
Number of OED projects initiated and completed	21		
Leveraged funds from OED line-item and proviso grants	FY2017	FY2018	FY2019
Amount in County grant awards	\$9,485,275		
Amount in grantee contributions	\$20,533,531		
Leverage ratio	1:2		

Overall Economic Development Program

- ▶ OED projects initiated and completed in FY2017:
 - ▶ New 5-year “Comprehensive Economic Development Strategy” (CEDS)
 - ▶ Mayor’s Small Business Awards
 - ▶ Made in Maui County Festival 2016
 - ▶ Made in Maui County website (www.madeinmauicounty.com)
 - ▶ Friday Town Parties umbrella marketing campaign
 - ▶ Shop Small Maui/Small Business Saturday campaign
 - ▶ Hawaii on the Hill
 - ▶ Molokai Small Business Conference
 - ▶ Hawaii Small Business Conference

Overall Economic Development Program

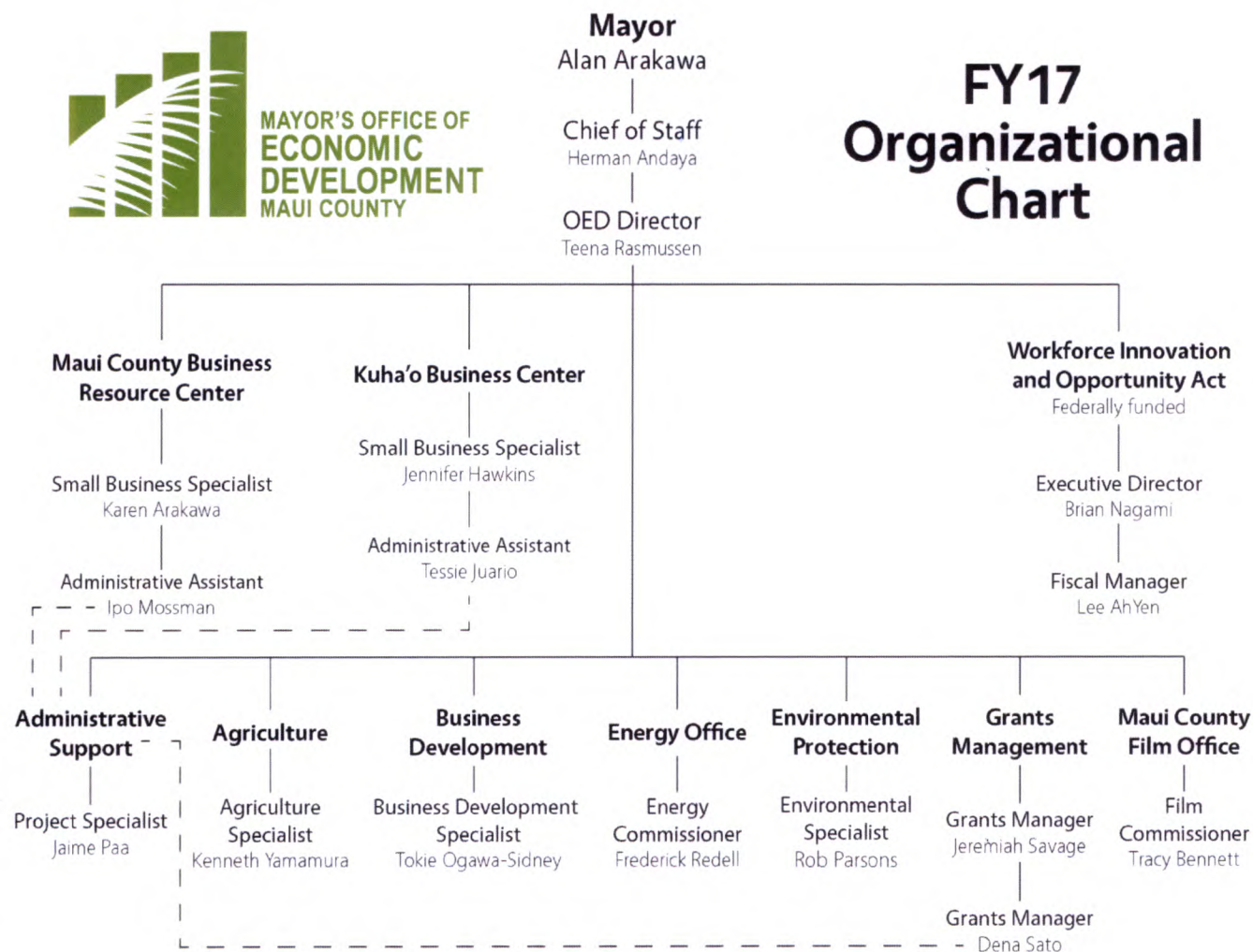
- ▶ OED projects initiated and completed in FY2017 (Cont.):
 - ▶ International Union for Conservation of Nature (IUCN) World Conservation Congress participation
 - ▶ Maui County Film Office trade booth at Association of Film Commissioners International (AFCI) Locations Show in Burbank, CA
 - ▶ Film Offices of Hawaiian Islands booth at the Association of Independent Commercial Producers (AICP) Show in New York
 - ▶ Reseating of the Workforce Innovation & Opportunity Act (WIOA) Board
 - ▶ Maui Local Workforce Development Plan
 - ▶ RFP to create Federally mandated “American Jobs Center”

Overall Economic Development Program

- ▶ OED projects initiated and completed in FY2017 (Cont.):
 - ▶ Power Supply Improvement Plan, Analysis and Statement of Position to the Public Utilities Commission (PUC)
 - ▶ MECO's Temporary Diesel Generator Request, Intervention, Information Requests, and Statement of Position to PUC
 - ▶ Demand Response Forum with MECO and hotel/condo engineers
 - ▶ Transfer of JumpSmart Maui assets to County
 - ▶ Kaunoha Senior Center carport and PV system
 - ▶ Maui Energy Conference



FY17 Organizational Chart



Transitioning Maui to Diversified Agriculture

- ▶ OED's Agriculture Specialist manages the Kula Agriculture Park and all tenant concerns and is the liaison to:
 - ▶ Maui County Farm Bureau
 - ▶ Hawaii Farmer's Union United
 - ▶ Hawaii State Department of Health
 - ▶ College of Tropical and Human Resources/Food Safety
 - ▶ Modernization Act Training
 - ▶ Hawaii State Department of Agriculture
 - ▶ Maui Agriculture Working Group
- ▶ OED participated in the Sugar Workers Task Force
- ▶ OED is working with Legislature on Ag Park Expansion appropriation

Key Data	FY2015	FY2016	FY2017 Estimate
Number of lots leased in Kula Ag Park	31	31	31

Business Development: Creating an Entrepreneurial Eco-System



The Office of Economic Development has collaborated with 13 business development partners to create an entrepreneurial eco-system not for only our Made in Maui County Festival vendors but also for all other interested businesses.

Made in Maui County Festival Performance Dashboard



Key Data	2014	2015	2016
Number of wholesale buyers, retailers & distributors (Friday)	300	338	360
Total number of attendees	9,400+	10,000+	11,000+
Percentage of visitor attendees	30%	30%	35%
Number of vendors	130	140	140
Amount made in retail sales	\$300,000+	\$416,000+	\$512,922+
Total number of items sold	21,307	25,746	34,493
Number of new wholesale accounts	180	250	334
Number of new leads	1070	1620	2898

Maui County Business Resource Center/ Kuha'o Business Center (Moloka'i) Performance Dashboard

Fiscal Year 2016 Statistics		
Key Data	MCBRC	Kuha'o
# of workshops offered	82	27
# of workshop participants	733	360
# of clients served	7674	1200

Moving Our Energy Economy Forward

► **Led and Leading Energy Market Transformation:**

- Led the effort to conduct the Guernsey Report; recommending an Independent System Operator (ISO) over utility acquisition.
- Finding ways to begin an ISO without expending large County funds, while still advancing transformation through the use of the Hawaii Electricity Reliability Administrator law.

► **Led and Leading the County's PV System Roll-out:**

- Led the implementation of all PV systems throughout County facilities, resulting over 2.5 MW of PV systems installed and an estimated annual production of nearly 4 million kWh.
- At 2017 prices, the PV projects save the County approximately \$488K per year.

Moving Our Energy Economy Forward

▶ **Assisted with the JumpSmart Maui Program**

- ▶ Coordinated with MEDB and OED
- ▶ Worked to bring the program to a close in a way that is beneficial to all stakeholders.
- ▶ Next will be to promote more workplace charging, fleet charging and public charging.

▶ **Preparing programs to directly help the community (residential and businesses):**

- ▶ Preparing a plan for the County to assist in Community Based Renewable Energy projects through the use of County land or the guarantee of revenues to increase low- and moderate-income residents' participation.
- ▶ Informing and educating the community on upcoming programs like Demand Response, where they will be able to make the grid more flexible without large investments by the utility.

Moving Our Energy Economy Forward

- ▶ **Working with County departments on their projects:**
 - ▶ Assisted and assisting the Department of Environmental Management (DEM) on contracts with Anaergia to mitigate County risk
 - ▶ Assisting Parks with procuring energy audits.
 - ▶ Working with Department of Parks & Recreation, Department of Water Supply and DEM on determining how the County can participate in Demand Response to cut energy costs.
- ▶ **Developed the Maui Energy Conference:**
 - ▶ Idea generated in OED; brought in MEDB as a Co-Presenter
 - ▶ Dashboard - see next slide



2014-2017 Maui Energy Conference Attendance



Film Office Performance Dashboard

Key Data	FY2013	FY2014	FY2015	FY2016	FY2017 Estimate	FY2018 Goal
Money spent on productions in-county	Under \$1,500,000	\$1,700,000	\$3,787,000	\$15,101,000	\$5,500,000	\$6,000,000
Active crew members	66	111	170	210	230	250
IATSE Local 655 members registered on Maui	20	30	41	47	48	50
Number of productions filed for County permits	21	39	27	47	40	60

Moving our Film Industry Forward

- ▶ **36 commercials** shot in Maui County, including Tommy Bahama, Abercrombie & Fitch, Chase Bank, First Hawaiian Bank, J Crew, Porsche, BMW, Jeep, Subway, Victoria's Secret, Athleta, Nike and AquaBottles
- ▶ **Several mainstream television episodes**, including Food Network's "Diners, Drive-Ins and Dives," Travel Channel's "Booze Traveler," USA Network's "Chrisley Knows Best," Bravo Network's "Little Women of LA," HGTV's "Hawaii Life," CNN's "Parts Unknown with Anthony Bourdain" and a full season of MTV's "Are You the One?"
- ▶ **Three feature films:** *Inquisitor*, set for a May 2017 release; Brian Kohne's *Kuleana* and the Chinese production *Lost in Love*

Seeking Economic Benefits Through OED Grants

- ▶ Manage between **90-100** grants at any one time
 - ▶ Process approximately **1000** payments each year
 - ▶ Grant applications can be submitted anytime throughout the fiscal year up to February
- ▶ Gave out **\$9,485,275** million in **line-item** and **proviso** grants in FY2017
 - ▶ These organizations brought in an additional **\$20,533,531**, giving OED an approximate **1 to 2 leverage ratio** for County funding.
 - ▶ All grantees requesting funding for more than one year are required to create a performance dashboard for their event or project.

Grant Program Performance Dashboard

Key Data	FY2016	FY2017 Estimate	FY2018 Goal
Number of OED grants workshops offered annually to the public	3	2	3
Percent of grantees that meet reporting deadlines	80%	87%	90%
Average days from completed application submitted to grant being executed	103	61	60

Our Environment Is Our Economy

- ▶ Consistent funding of the Environmental Protection portion of the OED budget has resulted in outstanding conservation efforts and initiatives.
 - ▶ The Maui Conservation Alliance is a collaboration of 14 environmental protection, watershed and conservation partners, plus county, state and federal agencies. This has created awareness and synergy and non-duplication of effort.
 - ▶ Maui County is recognized statewide as the strongest supporter of efforts for invasive species, watersheds, and widespread conservation and restoration efforts.
 - ▶ OED's Environmental Coordinator has been appointed to the State of Hawaii Environmental Council which provides perspective on the environmental health of our state. He also serves as Chair of the UHMC Sustainable Science Management Advisory Group.

Workforce Innovation & Opportunity Act (WIOA)

Federal Funding Levels by Program Year (PY)

Programs	PY2012	PY2013	PY2014	PY2015	PY2016	PY2017 (Estimated)
LAC	\$93,108	\$69,831	\$69,334	\$64,307	\$58,409	\$54,126
AP	\$299,971	\$224,978	\$224,727	\$187,611	\$182,339	\$160,379
DWP	\$236,984	\$177,738	\$172,063	\$184,697	\$151,808	\$148,790
YP	\$301,026	\$225,770	\$227,229	\$206,479	\$191,553	\$177,987
Total	\$931,089	\$698,317	\$693,353	\$643,094	\$584,109	\$541,282

LAC - Local Administrative Cost pool • AP - Adult Program • DWP - Dislocated Worker Program • YP - Youth Program

- As unemployment drops, so does WIOA funding.