

Office of Economic Development

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(Submitted by Economic Development Director)

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What We Do in OED:

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



FY19 Organizational Chart



Mayor
Michael P. Victorino



Chief of Staff
Deidre Tegarden



OED Director
Kay S. Fukumoto

Maui County Business Resource Center

Small Business Specialist/AJC
Federally Funded
Karen Arakawa

Community Liaison
Douglas Rosa (.5)
Christy Gusman

Kuho'o Business Center

Small Business Specialist
Cynthia McCutcheon

Administrative Assistant
Tessie Juorio

Workforce Innovation and Opportunity Act

Federally Funded

Executive Director
Lee Ah Yen

Fiscal Manager
Linda Puppolo (.5)

**Office
Manager**
Zeke Kalua

Agriculture

**Agriculture
Specialist**

**Business
Development**

**Business Development
Specialist**
Tokie Ogawa-Sidney

**HTA
Liaison**
Ipo Mossman

**Energy
Office**

**Energy
Commissioner**

**Environmental
Protection**

**Environmental
Specialist**
Chana Ane

**Grants
Management**

Grants Manager
Tina Silva

Grants Assistant
Linda Puppolo (.5)

**Maui County
Film Office**

**Film
Commissioner**
Tracy Bennett

Revised E. Kalua 02/07/19

Maui County Business Resource Center (MCBRC) And Kuha'o Business Center - Moloka'i Performance Dashboard

Fiscal Year 2019 Statistics (July 2018-February 2019)

Key Data

of workshops offered

MCBRC

45

Kuha'o

16

of workshop participants

305

149

of clients served

3757

541

Maui County Business Resource Center

- ▶ Provides resources to new and existing business owners who need assistance with business operations within Maui County, public access to government resources, and non-profit partners.
- ▶ Became the Federal/State mandated One Stop American Job Center (AJC) in late 2018.
 - ▶ Connects job seekers with jobs through the “Hirenet” web based program. Employers can post their job openings and potential employees can find specific jobs based on their search criteria. Program assists individuals to create resumes and connects them to resources specific to their individual needs.
 - ▶ Currently transitioning 14 partner organizations to be represented within the AJC to offer the “One Stop” experience. Organizations represent those offering financial aid, mentoring, training, and job transition services. Organizations include State DLIR-Workforce Development, DCCA, MEO, Alulike, UH Maui College, Job Corp, etc.
- ▶ County Meeting Space
 - ▶ Provides space for up to 30 people with online conferencing capability. Available to County departments, partner organizations, and those offering free business workshops.
- ▶ Direct County Services
 - ▶ Bus pass sale location and drop off location for water and refuse fees.

Maui County Business Resource Center

- ▶ Mayor's Small Business Awards - Sold out crowd of 200 attendees
 - ▶ 20 nominations in 5 categories
 - ▶ Young Business Person of the Year, Outstanding Non-Profit, Exceptional Small Business (10 and fewer), Exceptional Small Business (11-35), Lifetime Achievement Award
- ▶ Business Development Strategic Alliance Team - meets monthly
 - ▶ Alliance formed in 2011 as a way to collaboratively provide support to entrepreneurs and other small business owners in Maui County.
 - ▶ Organizations represented include UH Maui College, Maui Economic Development Business Development Center, Maui Chamber of Commerce, Maui Economic Development Board, Lanai Chamber of Commerce, Lokahi Pacific and Small Business Development Center.
- ▶ SCORE of Maui County - meets monthly
 - ▶ As of October 1, 2017, SCORE of Maui County has been officially designated as one of the 300 chapters located in the United States. The SCORE of Maui County chapter is the second chapter formed in the State of Hawaii and is located at MCBRC with 10 SCORE volunteers.

Kuha'o Business Center (Moloka'i)

- ▶ Provides resources to new and existing business owners who need assistance with business operations within Maui County, public access to government resources, and non-profit partners.
- ▶ Produces the 2018 Molokai Business Conference
 - ▶ 58 registrants, 15 speakers
- ▶ Assisted with the Molokai Vendors in the 2018 Made in Maui County Festival
 - ▶ 15 product vendors, \$85,786 gross sales
 - ▶ 74 new business leads, 14 new wholesale accounts
 - ▶ 11 internship students who participated in the MIMCF Internship Program
- ▶ Gives referrals to Lokahi Pacific for grant funding.
 - ▶ 2018 Small Business Revitalization Grants varying in size from \$2,300 to \$5,000, totaling \$20,700 was awarded to 5 Molokai small businesses.
 - ▶ 2019 Agriculture Production grants funded to date of \$33,000.

Workforce Innovation & Opportunity Act(WIOA)

- ▶ 100% Federally funded - State administered program for job seekers to access employment, education, training, and support services to succeed in the labor market. Also matches employers with skilled workers to build workforce and economy.

Federal Funding Levels by Program Year (PY)

Programs	PY2013	PY2014	PY2015	PY2016	PY2018	PY2019 (Estimated)
LAC	\$69,831	\$69,334	\$64,307	\$58,409	\$53,902	\$54,835
AP	\$224,978	\$224,727	\$187,611	\$182,339	\$177,431	\$154,302
DWP	\$177,738	\$172,063	\$184,697	\$151,808	\$159,613	\$166,813
YP	\$225,770	\$227,229	\$206,479	\$191,553	\$148,087	\$172,421
Total	\$698,317	\$693,353	\$643,094	\$584,109	\$539,033	\$548,371

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

- ▶ As unemployment drops, so does WIOA funding.

Overall Economic Development Program

- ▶ OED projects initiated and completed in FY2019 to date:
 - ▶ Mayor's Small Business Awards
 - ▶ Made in Maui County Festival
 - ▶ Won program award from the National Association of Counties at their National Conference in June 2018 (largest attendance since inception)
 - ▶ Friday Town Parties umbrella marketing campaign
 - ▶ Shop Small Maui/Small Business Saturday campaign
 - ▶ Hawaii on the Hill - showcased 8 companies products and attended meetings with Hawai'i congressional delegation and administration representatives
 - ▶ Hawaii Small Business Conference
 - ▶ Hawaii Energy Conference (rebranded since this has become the largest conference in Hawai'i)
 - ▶ Coordinated HTA Certified Festivals & Executive Events Program

Overall Economic Development Program

- ▶ OED projects initiated and completed in FY2019 to date:
 - ▶ Molokai Small Business Conference
 - ▶ Chinese New Year Event at the County Building Front Lawn
 - ▶ Worked with DBEDT and Governor's office to create the Maui County Opportunity Zones
 - ▶ Hawaii Tourism Authority grants monitoring
 - ▶ Workshops
 - ▶ OED Grants (4 workshops - 2 Maui, 1 Molokai, 1 Lanai)
 - ▶ Enterprise Zones 1 workshop
 - ▶ Worked in partnership with Maui Visitors Bureau to start the implementation of the 10 year Tourism Strategic Plan
 - ▶ Created American Jobs Center partnership to collaborate and work on opening the Federally mandated American Jobs Center

Overall Economic Development Program

- ▶ OED projects initiated and completed in FY2019 to date:
 - ▶ Received Federal Funds to renovate the Maui County Business Resource Center to accommodate the Federally mandated American Jobs Center. Opened the AJC in November 2018.
 - ▶ Worked over the course of a year with A&B in negotiating the terms of the purchase of the 262 acre agriculture park expansion. Worked with Rep. Kyle Yamashita and the Governor's office to release the state's \$5 million contribution. Transaction closed in December of 2018.
 - ▶ The Kula Ag Park continues to be fully leased with 31 active farms.
 - ▶ Worked with Maui County Farm Bureau and 4H to move Ag Fest to War Memorial Complex for June 1st Festival.

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/Rat Lung Disease Education and Outreach
 - ▶ College of Tropical and Human Resources/Food Safety Modernization Act Training
 - ▶ Hawaii State Department of Agriculture
 - ▶ Maui Agriculture Working Group
- ▶ OED continues to work on Kula Ag Park Expansion appropriation
- ▶ Axis Deer Mitigation Program is funded by two grants in OED.

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 only for our Made in Maui County Festival vendors but also for all other interested businesses.

Made in Maui County Festival Performance Dashboard



Key Data	2015	2016	2017	2018
Number of wholesale buyers, retailers & distributors (Friday)	338	360	360	385
Total number of attendees	10,000+	11,000+	10,000+	10,100
Percentage of visitor attendees	30%	35%	30%	30%
Number of vendors	140	140	140	140
Amount made in retail sales	\$416,000+	\$519,922+	\$572,963+	\$681,175
Total number of items sold	25,746	34,493	37,368	47,047
Number of new wholesale accounts	250	334	217*	138*
Number of new leads	1620	2898	703	487

*Statistics on wholesale leads only reflect new wholesale leads (unlike previous years' data) and do not reflect wholesale accounts from returning vendors who already established wholesale leads during past festival years.

Shop Small Maui - Need to update

► Impact

- 240 registered merchants List available at www.shopsmallmaui.com/participating-businesses
- 1,796 followers on social media (Facebook, Instagram)
 - Paid boosts received up to 4,000 reaches in Maui County
- Maui News ads and Maui Time ads reached more than 20,000 readers

Key Data	Jan 2018	Jan 2019	Percentage Increase
Facebook	276	492	78%
Instagram	1269	1304	3%

Hawaii Small Business Conference

Impact from 2018 Hawaii Small Business Conference

192 attendees from 114 companies

7 speakers

8 sponsors

18 exhibitors

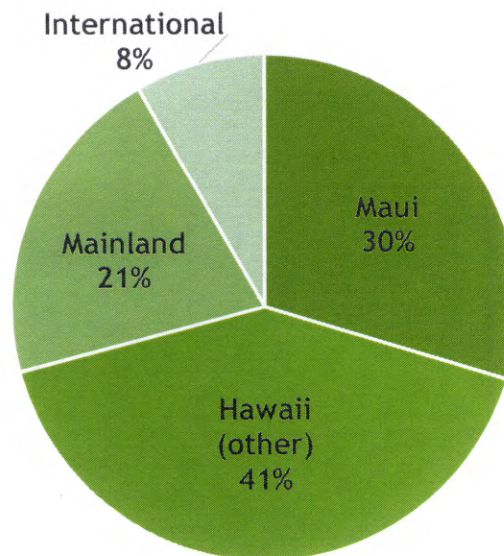
Hawaii Tourism Authority (HTA)

- ▶ Memorandum of Understanding to provide monitoring and report services to the HTA on their grants in Maui County
 - ▶ Community Enrichment Program (festivals, cultural and arts events with visitors), Aloha Aina (natural resource grants) and Kukulu Ola (Hawaiian cultural events)

Key Data	2018	2019
# HTA Contracts	34	40
\$ Value of contracts	\$875,000	\$1,234,500

Moving Our Energy Economy Forward

- ▶ Energy grant funded the EV Charging Station Infrastructure Sustainability Program
 - ▶ Stabilizing the charging stations on Maui as Hitachi exited their Maui EV program.
- ▶ 5th Annual Maui Energy Conference + Exhibition
 - ▶ The 5th Annual Maui Energy Conference was completed and brought light to the idea of Decarbonization as a business opportunity. We included an innovative concept in collaboration with the Elemental Excelerator by doing a reverse pitch that included the Maui Police Department.



Attendance	
International	29
U.S. Mainland	73
Maui	104
Hawaii (other)	144
Total	350

Our Environment is our Economy

- ▶ OED's Environmental Coordinator serves as the liaison between the county and DLNR's Maui office to insure collaborative efforts to address cross jurisdictional environmental issue
- ▶ Ongoing Environmental Protection and Monitoring

OED has a range of grants including invasive species control/ monitoring/ education, coral reef health and protection, water quality monitoring, landfill diversion, watershed restoration, and state efforts to address climate change through the Aloha + challenge.
- ▶ 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. Similarly, the West Maui Ridge to Reef Fast Working Group convenes to address watershed efforts specific to west Maui, working with the EPA, NOAA, DOFAW (State Division of Forestry and Wildlife), and Watershed Partners.

Our Environment Is Our Economy

- ▶ Urban Sustainability Directors Network (USDN) Annual Meeting
 - ▶ Representatives from each of the four Hawaii counties, including OED's Environmental Coordinator, attended the USDN annual meeting in San Diego, along with some 250 sustainability managers from the US and Canada. USDN membership includes a robust network of online resources, conference calls, webinars and planning strategies.
- ▶ 6th International Marine Debris Conference
 - ▶ Nearly 30 representatives from Hawaii, including OED's Environmental Coordinator, attended the conference held in San Diego, with more than 700 attendees from 50 countries in all. The conference highlighted Hawaii Marine Debris efforts with the backdrop of plastic proliferation as a global issue of grave concern.

Our Environment is our Economy

- State and National representation:

- Green House Gas Sequestration Task Force:

- Align the State's clean energy and carbon sequestration efforts with climate initiative goals

- Climate Change and Equitable Transition working group:

- focuses on equity as a key element of climate change mitigation and adaptation policy for Hawaii

- Four County Environmental Network:

- Coordinates Mayoral commitments and policies across counties

Seeking Economic Benefits Through OED Grants

- ▶ Currently managing **130** grants
 - ▶ Process approximately **1000** payments each year
 - ▶ Grant applications can be submitted anytime throughout the fiscal year up to February
- ▶ Gave out **\$10,714,405** million in **line-item** and **proviso** grants in FY2017
 - ▶ These organizations brought in an additional **\$32,000,000** giving OED an approximate **1 to 3 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	FY2018
Number of OED grants workshops offered annually to the public	3	2	4
Percent of grantees that meet reporting deadlines	80%	87%	90%
Average days from completed application submitted to grant being executed	103	61	50

Moving our Film Industry Forward

- ▶ **52+ commercials** shot in Maui County, with clients including Toyota, Chase Bank, Hydroflask, BMW, Subway, Clorox, First Hawaiian Bank, etc.
- ▶ **6 major print campaign ads**, including yearly big-budget Tommy Bahama worldwide catalog, Athleta Women's Fitness Magazine
- ▶ **Several mainstream television episodes**, including History Channel's "Booze Traveler," National Geographic's "Wild Hawaii," HGTV's "Beachfront Bargain Hunt" and "Hawaii Life."
- ▶ **"Temptation Island"** 12 episode series currently airing on USA Network
- ▶ **Four Maui-filmed feature films:** Zombie/horror movie *"The Resort"*, will premiere at the Maui Film Festival in June 2019; local film *"MAUI"* a.k.a. *Kuleana* released in theaters statewide, and Video On Demand begins April, Netflix film starring Ben Affleck *"Triple Frontier"* now streaming, and *"City of Gold"* a.k.a. *"Inquisitor"* now currently available on Video On Demand on iTunes and Amazon Prime.

Moving our Film Industry Forward

► Coming Up

- *The Heart That Roared* film starring Al Pacino; filming Maui Fall '19; \$11M budget
- “Surf Break Hotel” comedy web series; filming Summer '19; \$500k budget
- “American Housewife” ABC comedy, 1 episode; to film July '19; \$4M budget
- “Ohana Moon” Netflix dramatic series, 10 episodes: to film August 2019, \$10 M budget
- ***Temptation Island***” Season 2 USA Network, 12 episodes to film June '19, \$8M budget
- ***“Love Island”*** CBS, 12 episodes to film June '19, \$7.5M budget

Film Office Performance Dashboard

Key Data	FY2016	FY2017	FY2018
Money spent on productions in-county	\$15,101,000	\$5,800,000	\$15,400,000
Active crew members	170	210	256
IATSE Local 655 members registered on Maui	41	47	48
Number of productions filed for County permits	27	48	56