

## HFC Committee

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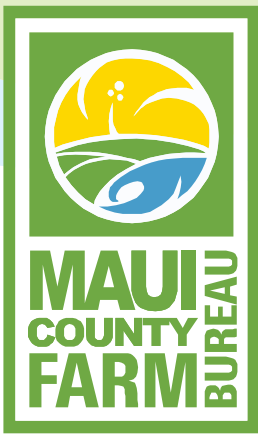
**From:** Warren Watanabe <warrenmcfb@gmail.com>  
**Sent:** Monday, March 23, 2020 10:13 PM  
**To:** HFC Committee  
**Subject:** HFC-19  
**Attachments:** AgFest and 4-H license testimony 3-24-20.doc

Aloha,

Please find attached our testimony for item (HFC-19) for tomorrow morning's meeting. Please distribute to the committee members. We will be available for questions via phone. Thank you.

Warren

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mauicountyfarmbureau.org

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**March 23, 2020**

**Maui Agricultural Festival and 4-H Livestock Fair, War Memorial Complex (HFC-19)**

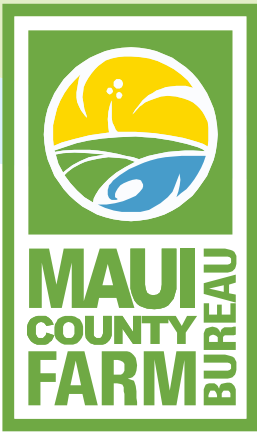
Chair Hokama and Members of the Committee:

Maui County Farm Bureau appreciates your consideration of this matter during these busy times. We respectfully request your support of a license agreement for use of the War Memorial Complex for the Maui Agricultural Festival and 4-H Livestock Fair.

The Maui Agricultural Festival and 4-H Livestock Fair is the merging of what has been known as the Maui Ag Fest and the Upcountry Fair. The event will be entering its' 13<sup>th</sup> year as Maui's signature agricultural event. Originating as "The Ulupalakua Thing", the event features farmers, ranchers, ag educators and entrepreneurs showcasing their products while providing a venue for the public to learn about Maui's agriculture.

Last year was the first year of this merger, coupled with the relocation of the event from the Maui Tropical Plantation to the War Memorial Complex. After much trepidation surrounding the move the event was a success with 6,500 people in attendance. The public was very pleased with the change and previous issues such as parking and traffic were not a problem in the new venue. The 4-H auction had a much larger crowd with a steady flow of traffic in the tent. Tradewinds alleviated concerns about excess heat for the animals and backup fans did not need to be used. The location, centrally located in Wailuku, gives the public easy access to learn about agriculture. We saw families stay the entire day as there were activities for all from toddlers to our kupuna. Friends and families had a great time reuniting at an affordable event.

There is great opportunity to expand the event and make it one that Maui's families can look forward to every year, celebrating Maui's agricultural diversity under "one big tent". It preserves our heritage via the Legacy Pancake Breakfast and looks to the future with our education events. It complements the Maui Fair in the Fall and we appreciate the assistance provided by the administration of the Maui Fair in helping us with the transition to the War Memorial Complex.



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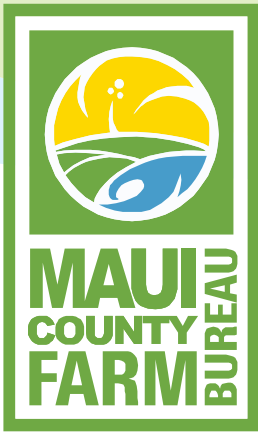
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Their advice and knowledge of the venue set us up for successful event.

The five-year license provides us stability. Knowing that we have a venue will allow us to do advanced planning and market the event more effectively. Your support of this measure will be greatly appreciated. We thank the Parks Department and all of the County departments for working with us in the move to the new venue. Our sincerest mahalo to the Council and the Mayor for this opportunity to have a stable home for our event over the next 5 years. We humbly request your support for this license. If there are any questions, please contact Warren Watanabe at 281-9718. We will be available to call in and answer any questions you may have.

Here are some pictures of past events:





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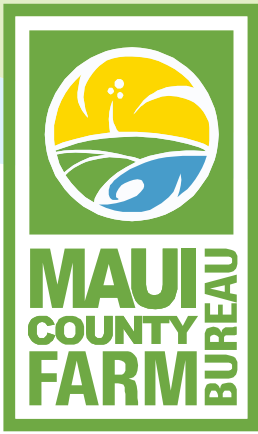
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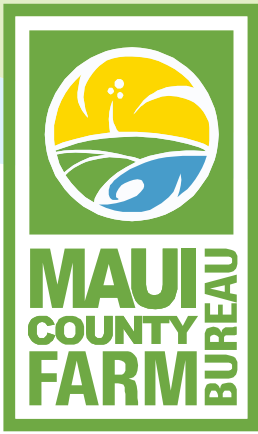
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