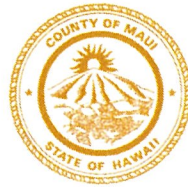


Michael P. Victorino
Mayor

Sananda K. Baz
Managing Director

JoAnn Inamasu
Director



OFFICE OF ECONOMIC DEVELOPMENT

COUNTY OF MAUI
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WAILUKU, MAUI, HAWAII 96793
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April 19, 2021

Honorable Michael P. Victorino
Mayor, County of Maui
200 South High Street, 9th Floor
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

Michael P. Victorino *4/20/21*
Mayor Date

For Transmittal to:

Councilmember Keani Rawlins-Fernandez
Chair, Budget, Finance and Economic Development Committee
200 South High Street, 8th Floor
Wailuku, Hawaii 96793

Dear Chair Rawlins-Fernandez:

SUBJECT: BUDGET, FINANCE AND ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF APRIL 9, 2021 - REPLIES
TO QUESTIONS FROM COUNCILMEMBERS (BFED-1)

Thank you for the opportunity to appear before your Committee recently to answer questions regarding our OED programs. There were a few questions that I deferred to be submitted in writing.

1. Maui has been realizing a large amount of visitors recently. What was the cause of this? Is there a way to control this? (Councilmember Tamara Paltin)

Since the initial onset of COVID, our government leaders have instituted tremendous measures to assure that Hawaii is safe. The strong reputation as a safe destination along with the fact that Hawaii within the U.S. makes it very attractive to travelers. Now that the vaccine is more readily available to more of the U.S. population, visitors are more comfortable with traveling, especially to Hawaii and Maui. In addition, airlines have been

offering inexpensive fares for the Hawaii routes to generate business, which MVCB has no control over. There has also been pent-up demand due to would-be travelers having to stay at home due to travel restrictions this past year. With all these factors in place, along with busy spring break activity, Maui has been experiencing a large number of visitors over the past few weeks.

While we cannot control travelers from coming to Maui, we can influence where they stay on Maui. By regulating short term rentals and blocking the illegal rentals, this will push visitors to stay at resort areas and not within our residential communities.

2. Other than the County, what other agencies fund MVB and how much? (Councilmember Shane Sinenci)

MVB receives \$139,000 from HVCB for discretionary marketing for Maui Nui. HVCB also spends at least 25% of their marketing/PR/Travel Trade budget in supporting Maui Nui. This could be anywhere from \$3 -\$5 million annually. This is indirect funding to MVCB, meaning the agency does not actually receive the funds in their office. Instead, the marketing for Maui Nui is paid for by HVCB in care of MVB.

Thank you again for the opportunity to respond to the questions from the Councilmembers.

Sincerely,



JOANN INAMASU
Director

BFED Committee

From: Michelle Santos <Michelle.Santos@co.maui.hi.us>
Sent: Tuesday, April 20, 2021 11:44 AM
To: BFED Committee
Cc: Josiah Nishita; Kayla Ueshiro; Michele Yoshimura; Sandy Baz; Stacy Takahashi; Tyson Miyake; Zeke Kalua
Subject: MT#8919 Budget, Finance and Economic Development Committee Meeting of April 9, 2021, Replies to Questions from Councilmembers
Attachments: MT#8919-BFED Committee.pdf

NOTE: PLEASE DO NOT FORWARD MY EMAIL TO ANYONE OUTSIDE OF THE COUNTY OF MAUI. YOU MAY CLICK ON THE ATTACHMENT ITSELF AND CREATE YOUR OWN EMAIL TO FORWARD THE DOCUMENT TO ANOTHER PERSON OUTSIDE OF THE COUNTY.

Michelle L. Santos

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