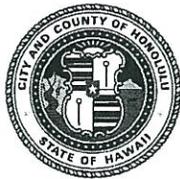


OFFICE OF THE MAYOR
CITY AND COUNTY OF HONOLULU

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KIRK CALDWELL
MAYOR

ROY K. AMEMIYA, JR.
MANAGING DIRECTOR
GEORGETTE T. DEEMER
DEPUTY MANAGING DIRECTOR

May 12, 2015

The Honorable Ann H. Kobayashi, Chair
and Members
Committee on Budget
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813

RECEIVED
2015 MAY 11 P 4: 22
CITY COUNCIL
HONOLULU, HAWAII

Dear Chair Kobayashi and Councilmembers:

SUBJECT: Comments on Proposed Bill 13 (2015), CD2 Amendments for
the Office of Economic Development

Please find attached additional comments regarding the budget amendments in Bill
13 (2015), CD1 and the proposed amendments for Bill 13 (2015), CD2.

Sincerely,

A handwritten signature in cursive script, appearing to read "Roy K. Amemiya, Jr.", written in black ink.

Roy K. Amemiya
Managing Director

Attachment

RECEIVED
CITY CLERK
C & C OF HONOLULU
2015 MAY 11 PM 5: 02

Attachment

DEPARTMENT: OFFICE OF ECONOMIC DEVELOPMENT

REDUCTION – REDUCE FUNDING FOR OC 3006 – OTHER PROFESSIONAL SERVICES

Councilmember: Ernest Y. Martin and Kymberly Marcos Pine

<u>Amount</u>	<u>Fund</u>
\$(92,500)	GN

Department's Comments and Concerns:

Restoration of these funds will allow the Office of Economic Development to fund all planned activities in FY 2016. The full funding of \$470,000 is allocated as follows:

Honolulu Film Office & HIFF	\$120,000
Small Business Development	\$85,000
Community Revitalization	\$65,000
International Relations & Sister Cities	\$110,000
Agriculture	\$85,000
Total	\$465,000

The Office of Economic Development grants will increase over the FY 15 Appropriation of \$443,000 to \$465,000; an increase of \$22,000 (\$15,000 for International Relations and Sister Cities and \$7,000 for Agriculture). The additional \$15,000 for International Relations is to fund a 3-day memorial and peace event in conjunction with Nagaoka, Japan at Pearl Harbor in memory of the 70th year after World War II. The additional \$7,000 for Agriculture is to fund agriculture workshops and training for farmers; current plans include two Value Added Processing workshops and two Food Safety and Pesticide Certification trainings. Plans also include soil conservation research.

The Honolulu Film Office uses the \$120,000 to promote Honolulu as a film and commercial destination via trade advertising in major industry publications, participation in key events to reach critical decision-makers, and by facilitating one-to-one assistance for the majority of film-related needs here on Oahu. In addition to the maintenance and strengthening of Honolulu's film relations worldwide, the Honolulu Film Office provides much-needed funding and industry connectivity to the Hawaii International Film Festival, one of the Asia-Pacific region's most notable and diverse film festivals reaching over 950,000 people worldwide via screenings and insights.

The Community Revitalization grants of \$65,000 are used for approximately 10 community events which have included the Dragon Boat Festival, West Oahu Sunset on the Beach, Maoli Arts Month, and the Honolulu Festival. With an emphasis on economic

development and quality of life, these Community Revitalization grants invigorate neighborhoods with opportunities for cross-cultural experiences in safe and often educational environments. In addition to the added community benefit, funding from this grant also assists the small business community with exposure to the public at-large by way of direct resources for such large-scale events as the Korean Festival, Taste of Kalihi and the We Are Samoa Festival. These events, as supported by the Community Revitalization grant, provide many businesses the ability to reach new patrons both from within and outside of each respective community.

In addition to the increases in the Office of Economic Development, we are seeking \$5,000 for consultant services to assist with the City's performance metrics.