

2016 MAY -5 PM 4: 04



KIRK CALDWELL
MAYOR

NELSON H. KOYANAGI, JR.
DIRECTOR

GARY T. KUROKAWA
DEPUTY DIRECTOR

May 4, 2016

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CITY COUNCIL
HONOLULU, HAWAII

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

Dear Chair Kobayashi and Councilmembers:

SUBJECT: Executive Operating Budget Bill 14 (2016) Proposed CD2
Amendments (Amended)

We are submitting the Office of Economic Development's attachment as it was inadvertently omitted from the correspondence dated May 2, 2016.

Should you have any questions, please contact me at 768-3901.

Sincerely,


Nelson H. Koyanagi, Jr.
Director

Attachment

APPROVED:


Roy K. Amemiya, Jr.
Managing Director

PKA

**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

April 05, 2016

MEMORANDUM

TO: Roy K. Amemiya Jr., Managing Director

VIA: Nelson H. Koyanagi, Jr., Director
Department of Budget and Fiscal Services

FROM: Raelynn Gaspar-Asaoka, Administrative Services Officer *RGA*
Office of the Managing Director

SUBJECT: Question from the April 05, 2016 Special Meeting of the Committee on
Budget for the Office of Economic Development.

The following is our agency's response to the questions on the Operating Budget received from the Committee on Budget. Please see our attached response.

Should you have any questions, please contact Raelynn Gaspar-Asaoka, Administrative Services Officer, at 768-4204.

Attachment

OFFICE OF THE MANAGING DIRECTOR
Questions of April 5-6, 2016, Special Meeting
Of the Committee on Budget

Question: Please provide a written report on the “International Relations”, “Small Business & Economic Development” and “Community Revitalization” activities of the Office of Economic Development (OED).

Response:

International Relations:

Each month, OED responds to 50+ international communications, and coordinates seven international courtesy calls on average, including any special events or other collaborations with Honolulu’s sister cities. In the last fiscal year, OED organized the Candon Sister City Signing- the City’s 31st Sister City and one that has been historically, culturally, and ethnically linked to Honolulu since 1906. The signing of the agreement ensures continued development of social, cultural, agricultural, and economic development between our two cities. In collaboration with the City of Nagaoka and the United States Navy, OED assisted in organizing the 70 Years of Peace Events from August 13-15, 2015, with the 15th being significant as it was the day the war ended 70 years ago in 1945.

Through the International Relations function of OED, we assist with a grant for the Honolulu Festival, one of the largest cultural events on the island. As we are honored to be the home to this important and well-attended cultural event, we are glad to report that the Honolulu Festival’s Grand Parade received legacy status last year. Our office also assists with facilitating the co-sponsorship requests from the event coordinators.

OED also organized 4 international trips throughout Japan and China in FY 2016.

- Managing Director’s Trip to Japan (Hiroshima, Uwajima, Nagaoka): 7/29/15-8/9/15
- Mayor’s Trip to Taiwan/China: 10/08/15-10/16/15
- Chief of Staff’s Trip to Chigasaki: 10/16/15-10/20/16
- Mayor Trip’s to Naha: 11/1/15-11/6/16

Small Business and Economic Development:

With the intent of expanding its efforts, OED has taken a closer look at how it approaches Small Business and Economic Development. The grant program attached to this function of OED continues to be a centerpiece of this effort as many organizations count on support from the City to execute community and cultural events that draw residents and visitors alike to support small businesses through vendor patronage. Such events include but are not limited to the organizations and events discussed below.

These organizations are grantees of OED’s Community Revitalization grant that also directly support local small businesses:

- Alternative Structures International dba Kahumana: “More Jobs+More Food= Hope”
- Arts District Merchants Association: “Arts District Community Economic Development Plan”
- Chamber of Commerce of Hawai`i: “Manufacturing and Entrepreneurial Growth”
- Haleiwa Main Street: “North Shore Farmers Resource Workshops”
- Hawai`i Angels: “East Meets West 2016”

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- Hawai'i Korean-U.S. Citizens League: "Immigrant Entrepreneur Assistant Program"
- Honolulu Community Action Program, Inc.: "Na Lima Hana Employment Core Services Program"
- Interisland Terminal: "Unconferenz/Code Across/Open Data Day"
- O'ahu Economic Development Grant Program dba Hawai'i Green Growth: "Aloha+Challenge Measures Project"
- Young Women's Christian Association of O'ahu: "Launch My Business Series"

New Small Business and Economic Development Programs:

Art+Flea x OED Presents: Holiday Chinatown Market

In an effort to bring street activities to Chinatown per the Transit-Oriented Development Chinatown Action Plan, OED collaborated with Art + Flea, a locally-owned business that hosts monthly pop-up markets featuring only local vendors, to present a holiday street market in Chinatown. The market was free and open to the public, and supported Chinatown's local brick and mortar businesses, as well as up to 40 local vendors.

Art+Flea reported that all the vendors and brick-and-mortar businesses did well in sales; some of the shops reached their typical Saturday sales quota within the first 1.5 hours of the event. OED hopes to continue promoting small businesses in other areas of Oahu via partnership with successful event coordinators.

HNL SOUP + OED Presents Chinatown SOUP

Also a part of the effort to bring street activities to Chinatown, OED collaborated with micro-funding event HNL SOUP to host a Chinatown SOUP at The ARTS at Marks Garage, a Chinatown art gallery and community space. Unique from previous SOUP events, this one was tailored to hear from Chinatown community members seeking to improve the neighborhood through projects that advance small businesses, strengthen relationships with local and community partners, and improves the community overall.

Three community projects were chosen to pitch at the event. Over 100 attendees crowd-funded \$1,112 for the winning project, "Fostering Ohana" presented by the Playbuilders of Hawaii Theater Company.

Honolulu Primer Grant for Army Force Reduction - OEA

OED is the lead agency for Honolulu's Army Force Reduction grant with the Office of Economic Adjustment (OEA). The City was approached by OEA and invited to apply for federal grant funding to be used for a program coordinator and for an impact study of the effects of army force reduction on the communities surrounding Schofield Barracks and Fort Shafter, as well as island wide economic impact. This resolution was successfully approved by the City Council.

Community Revitalization:

Community Economic Revitalization is about city-community partnerships and turning community ideas into practical and achievable actions. The goal is to stimulate economic opportunities, strengthen the unique character of Oahu's diverse communities, and improve quality of life of our residents. OED works directly with businesses and communities to focus

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efforts on concrete actions and foster the partnerships that will implement these actions. OED provides the essential coordination and support needed to bring the community together by convening economic summits, sharing progress, and encouraging more businesses and individuals to get involved.

Over the course of the last year, OED has taken a closer look at how it approaches Community Revitalization. The grant program continues to be a centerpiece of this effort as many organizations count on support from the City to execute community and cultural events that draw residents and visitors alike to support small businesses through vendor patronage. Such events include but are not limited to:

Grant recipients:

- Bikeshare Hawai'i: "Bikeshare Loves Local Business"
- Chamber of Commerce of Hawai'i: "Manufacturing and Entrepreneurial Growth"
- Chinatown Improvement District: "Taste of Chinatown Festival"
- Chinese Chamber of Commerce of Hawai'i: "67th Narcissus Festival" and "Moon Festival Celebration"
- Creative Arts Experience: "Discover Art"
- D.B. Productions: "Hawai'i Mid-Autumn Festival" and "Hawai'i Night in Chinatown Festival and Parade"
- Hawai'i Ag and Culinary Alliance: "Hawai'i Food and Wine Festival"
- Honolulu Festival Foundation: "22nd Annual Honolulu Festival"
- The Filipino Chamber of Commerce of Hawai'i Foundation: "A Taste of Kalihi"
- The Filipino Community Center, Inc.: "Explore Waipahu: Filipino Heritage Series"

Co-sponsorships:

- A Taste of Kalihi
- Chinese Chamber of Commerce of Hawai'i/United Chinese Coalition/ D.B. Productions : Chinese New Year
- Honolulu Firefighters Foundation: 7th Annual Signature Chefs Food Festival
- Mayor's Cup Golf Tournament
- D.B. Productions: Mid Autumn Festival

New Community Revitalization Programs and Other Initiatives:

CityFit 2015

In June 2015, OED organized a month of free fitness classes, with the goal of offering City employees the opportunity to experience new health, wellness, and fitness practices. Following the June 2015 pilot program, OED has worked with other city agencies to continue CityFit programming through the rest of 2016. The response from City employees and from volunteer instructors has been positive and encouraging for the latest trend of workplace wellness.

100 Resilient Cities - Rockefeller Foundation

In its third and final round, OED supported the administration with producing the second and third application in an effort to join the Rockefeller Foundation's global cohort of 100 Resilient Cities. This program assists major cities with meeting their sustainability and resiliency needs by providing access to Rockefeller's dossier of experts to address, real-time case studies and information sharing from other cities, and an opportunity to

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establish a system for addressing resiliency issues across sectors. Final results will be announced in April 2016.

U.S. Conference of Mayors Livable Cities

Established in 1979, The U.S. Conference of Mayors City Livability Program honors mayors and their city governments for developing programs that enhance the quality of life in urban areas. The City and County of Honolulu's Honolulu Program of Waste Energy Recovery (H-POWER) program was selected as one of the 15 Second-Round Finalists across the U.S. We are currently in the second round of the application process.

Foodbank Drive 2016

As done in year's past, OED organized the City and County Coalition's efforts in support of the Hawaii Foodbank's 27th Annual Food Drive. In addition to organizing the Coalition's 30 departmental coordinators across all City departments, including HPD, HFD, and HART, organized the Fill the Firetruck Event/ Proclamation of April as Food Drive Month.

In 2015, the City assisted in collecting 15,432 pounds of food and \$22,478 in monetary donations.