



**OUTRIGGER**  
 ENTERPRISES GROUP  
 Hospitality • Retail • Development

RECEIVED

2009 JUN -5 P 2: 21

W. David P. Carey III  
 President &  
 Chief Executive Officer

CITY COUNCIL  
 HONOLULU, HAWAII

June 5, 2009

RECEIVED  
 JUN 5 3 02 PM '09  
 CITY CLERK  
 HONOLULU, HAWAII

The Honorable Todd Apo, Chair  
 and Members of the City Council  
 Honolulu City Council  
 530 South King Street, Room 202  
 Honolulu, Hawaii 96813

**Re: Support for FY10 Budget for the Mayor's Office of Economic Development  
 Bill 15 CD2 Executive Operating Budget**

Dear Chair Apo and Members of the City Council:

I am writing this letter on behalf of Outrigger Enterprises Group.

Our economy is in a serious recession. Tourism, our number one industry, is in a crisis mode and it is imperative that leadership efforts be made now to revive and maintain the industry as much and as quickly as possible.

Reducing public funding for tourism marketing will be unthinkable for the next several years, regardless of the search for ways to find money during these hard times. That is because tourism marketing is an investment in jobs, future tax revenues, and economic well being for everyone in the state.

We strongly support Mayor Hannemann's proposal to work with the visitor industry and our neighbor island county mayors to support tourism and help accelerate Hawaii's economic recovery. Through the Council of Mayors, they are coming together and joining with the private sector to establish a statewide special tourism marketing fund. Mayor Hannemann is proposing a nominal amount for Honolulu of only \$100,000. He has already secured \$100,000 from a local bank to increase Honolulu's contribution to the effort and will work to raise additional funds.

One of the programs to be executed with this special tourism marketing fund is a 4-County Mayors West Coast campaign in conjunction with HVCB and all county visitors bureaus to boost visitor arrivals to benefit our counties from our largest source markets on the West Coast. This type of promotional campaign has historically proven to be successful in generating a surge of bookings.

MISC. COM. 1134

The Honorable Todd Apo  
Re: Bill 15 CD2 Executive Operating Budget  
June 5, 2009  
Page 2 of 2

We urge you to support this project and thank you for your continued support for the tourism industry during these economically challenging times.

Mahalo,

A handwritten signature in cursive script, appearing to read "David Lorey".

WDPC/cc