

Office of Economic Development

Fiscal Year 2022 Annual Report

July 1, 2021 – June 30, 2022

Nalani Brun

Director

OFFICE OF ECONOMIC DEVELOPMENT

I. MISSION STATEMENT

The Office of Economic Development (OED) works in partnership with the community to create economic opportunities toward the development of a healthy, stable, and balanced economy of the County of Kauaʻi.

II. DEPARTMENT GOALS

The goals of this office are:

- A. Assist businesses of all sizes, emerging industries, and organizations in providing technical and possible financial support, as feasible, in an effort to provide full employment opportunities for all of the County of Kauaʻi's residents.
- B. Utilize the Guiding Principles of the Kauaʻi Economic Development Plan – Comprehensive Economic Development Strategy (CEDs) to help improve and diversify Kauaʻi's economy over the next 10 years:
 - Economic Diversification: To strengthen selected industry clusters to minimize dependence on a single industry
 - Economic Self-Sufficiency: To minimize imports and promote import substitution
 - Economic Opportunity for all: To offer an appropriate education and training opportunities to give workers choices and to promote living wages.
- C. To work with the business community to ensure Kauaʻi's workforce meets their needs today, as well as in the future.
- D. Assist the business industries in growing their businesses to meet the needs of the island and beyond, through technical assistance, education and accessing the right resources.

Duties and Functions

1. *TOURISM*: Co-Lead and work on projects related to the Destination Management Action Plan which has replaced the Tourism Strategic Plan and cooperate with and support visitor industry partners.
2. *FILM*: Increasing film opportunities on Kauaʻi and support film partners.
3. *AGRICULTURE*: Increase agricultural products on Kauaʻi, support agriculture partners, and monitor viability of the Sunshine markets.
4. *SUSTAINABILITY*: 1) to have county government lead by example by developing, adopting, and implementing sustainable practices and policies,

and 2) to support and leverage community efforts that promote island sustainability.

5. *ENERGY*: The objective of the County's Energy Program is two-fold: (1) to manage, reduce, and facilitate the County's fossil energy use through increased efficiency in both facilities and fleets, and (2) to initiate, coordinate, and partner with stakeholders and the community on innovative programs and projects in the clean energy and transportation sector.
6. *WORKFORCE*: Support workforce training and workforce programs as they relate to our Comprehensive Economic Development Plan.
7. *BUSINESS SUPPORT*: Provide support to local business to grow, innovate and diversify in targeted areas of sectors.

III. PROGRAMS

GRANT PROGRAM (All sectors)

The OED grant program is generally a competitive awards program that supports sustainable economic development in agriculture, tourism management, film & creative industries, sustainability, business, and workforce capacity building. Application proposals must address and support the chosen sector area program goals and objectives. This fiscal year we continued to focus our efforts on larger grants of most in the \$50,000 range for projects that helped move the needle on solving problems including those called out in community plans. Staff is assigned grant funded programs monitoring sector areas of the program.

INNOVATION AND LINE ITEMED GRANTS:

A. Objective

- The objective of the grant program is to create funding opportunities that support partners in creating opportunities in the sectors of agriculture, sustainability, energy, destination management, product enhancement, creative industries, workforce, business support and special events.

B. Highlights: See listing of grants provided.

Sector	Vendor	Description	Amount
Direct Grants	YWCA of Kauai	2021 Family Violence Shelter	85,518.00
Direct Grants	YWCA of Kauai	2021 Sexual Assault Treatment	70,518.00
Direct Grants	Kauai Visitors Bureau	2021 Consumer Promotion	300,000.00
Direct Grants	Kauai Economic Development Board	2022 Ag Economic Dev Plan	75,000.00

Agriculture	Hoomalu Ke Kai*	Kaua'i Sea Farm Innovation Project 2022	49,213.65
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Workforce	Kaua'i Economic Dev. Board*	2022 Hoakeolapono Nawashine HVAC Training	50,000.00
Tourism	Equine Therapy*	2022 Healing Horses Project	50,000.00
Business	Dev-Island Inc.*	2022 Dev-Island Training	50,000.00
Agriculture	Common Ground Foundation*	2022 Common Ground Incubator	50,000.00
Sustainability	Garden Island RC&D*	2022 Community Composting	50,000.00
Tourism	Kauai Museum*	2022 Cultural Exhibits Virtual Tour	40,500.00
Sustainability	National Tropical Botanical Garden*	2022 Fern Lab Project	50,000.00
Stewardship	GIRC&D*	2022 Makauwahi Cave & Malae	11,000.00
Stewardship	Aina Hookupu O Kīlauea	2022 Community Garden Project	2,500.00
Stewardship	Pihana Ka Ikena	2022 Poliahu and other varied heiau support	5,000.00
Stewardship	Hui Mālama O Polihale	2022 Polihale Stewardship support	10,000.00
Stewardship	Hui Mālama o Kaneiolouma	Kaneiolouma Stewardship support	18,000.00
Business	Rice St. Business Association	2022 Rice St. Support	5,000.00
Workforce	Kauai Community College - OCET	2022 Targeted Training Services	47,000.00
Business	Royal Coconut Coast Assn.	2022 Feasibility Study on Mobility Hub	21,000.00
Business	Kauai Economic Development Board	2022 CEDS Related Projects	313,125.00

2022 GIA Expenditures	1,353,374.65
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* Indicates innovation grant and other is OED general funds

Figure 1: OED Innovation Grant Program Data

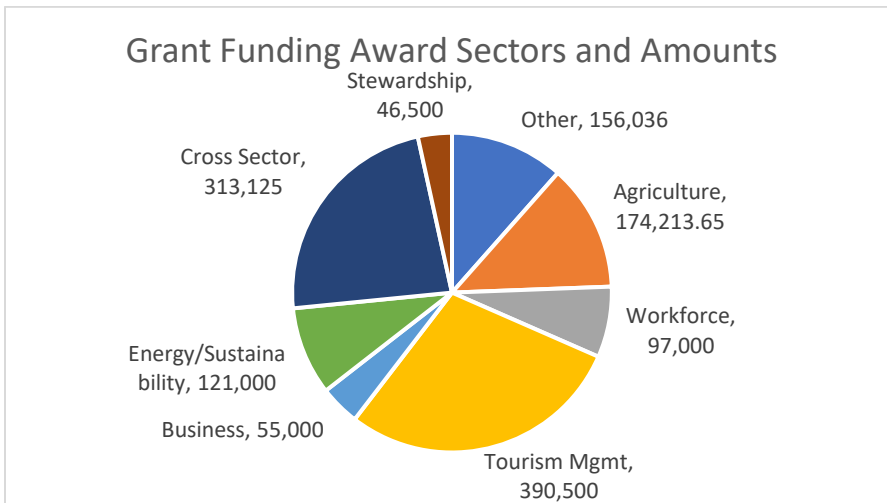


Figure 2: Innovation Grant Funding Award Distributions

ARPA PROGRAMS (\$1.5 million):

OED managed several ARPA funded programs during this fiscal year including:

- ARPA Rise to Work for Nonprofits continuation
- ARPA Non-Profit Support Grant program in house
- ARPA Sustainable Ranching support programming

TOURISM: DESTINATION MANAGEMENT

During the FY2022, OED participated, along with the Kaua'i Visitor's Bureau, the Kaua'i Community, and the Hawai'i Tourism Authority in working on projects called out by the Destination Management Action Plan (DMAP) for the Visitor Industry which has replaced the work of the Tourism Strategic Plan (TSP). Many of the goals in the TSP were reiterated again in the DMAP. This allowed OED to continue efforts on previous work.

A. Objectives

- The objective of the tourism strategic plan is to refocus tourism by responsibly managing the economic activity of Kaua'i tourism in a sustainable manner while creating memorable experiences for visitors, improving quality of life for residents, and ensuring the stewardship of our natural and cultural resources.

B. Highlights

- Highlights include a feasibility study for a preferred location for a comprehensive, multi-modal land transportations system for residents; Stewardship partnership support for our wahipana that have State and County agreements in place, and the restart of the Harbor Greetings program. In addition, OED secured funding for next steps for the mobility hub plan as well as secured funding for the Ambassador program which was created to mitigate visitor and resident behavior at some of our hotspots. We expect that in 2023 FY we will have completed curriculum and started hiring and training these ambassadors.

CREATIVE INDUSTRIES/FILM PROGRAM:

A. Objective

- The Film Commission program's objective is to increase film production and creative industry activities on Kaua'i and to assist incoming productions with resources.

B. Highlights

- Film Commission program measures are based on economic impact through film production company expenditures and jobs created which are tracked on a Fiscal Year basis. The below figure represents the film production data for FY '21-22'.

- Kaua'i reopened for business in early 2021 and film was no exception. However, the opening of the island and State saw a huge influx of "pandemic" travel, causing lack of accommodations and rental car availability. This was noted among top scouts who had come looking for production, however Kaua'i's niche wedding photography and documentary and commercial markets came through and we saw a large uptick in permit issuances both at the State and County levels.
- The Film Kaua'i website and new film logo are in final stages and prepped to deploy in late summer of 2022.
- Collaboration with other offices continues to be challenging, as the State Commissioner is unable or unwilling to set meetings. Attempts by other Commissioners was swatted back for lack of respect to the State Commissioner.
- The Kauai Creative Technology Center, headed by KEDB, secured a \$600,000 grant from the US Government and planning of the space, located in the Waimea Tech Center, is underway.
- The Kauai Film Challenge, although delayed several times due to pandemic issues, will be launched sometime next year.

	# of Permits Issued	Filming Days	Approx. Spend	Hawai'i Crew
Print or Digital Ads	7	22	386000	30
Documentary - TV or other	6	24	94000	10
Feature Film	0	0	0	0
TV Show/Series	2	8	215000	8
Music Videos	2	11	55000	12
Misc (Wedding, etc.)	29	38	127000	26
Totals	46	103	877000	86

AGRICULTURE

A. Objectives

- The Agriculture Program is tasked with supporting the viable growth of Kaua'i's agriculture sector by working closely with agriculture producers, agriculture organizations, federal and state agencies, and other key stakeholders. To this end, OED supports various agriculture endeavors and participates in networking to match agricultural needs in the county with opportunities represented by state, federal, and educational agencies.

B. Highlights

- **Workforce Development:** In response to challenges in recruiting new interns, the summer internship program shifted to a work-based learning (WBL) format

that will occur in conjunction with students' school year. OED is partnering with the Kaua'i Employee Advisory Council and the Department of Education to develop a semester-long agriculture-oriented, work-based learning program.

- **Food Security:** OED staff participates in the Kaua'i Food Network. Malama Kaua'i convenes the network via the Department of Health SNAP-Ed Program to collaborate and support ongoing food access programs and create a 2030 Food Access Plan. OED staff provided ongoing support through outreach, data analysis, and infographic development for Malama Kaua'i's 2022 Food Insecurity Survey. OED administered a \$25,000.00 grant to the Hawai'i Food Bank - Kaua'i Branch to purchase five cold storage units. These units will allow emergency food access providers to receive more local perishables and distribute fresh food to community members facing food insecurity. Cold storage unit distribution was informed by analyzing geographic gaps in emergency food access locations.
- **Agriculture Economic Development Plan:** OED is partnering with the Kaua'i Economic Development Board to develop a comprehensive agricultural economic development plan. The most recent county-wide agriculture plan was developed in the mid-1980s. While some takeaways from that plan are still relevant, the broader context of agriculture on Kaua'i has dramatically shifted. As a result, the industry and greater Kaua'i community will benefit from a contemporary plan moving forward once it is complete in the next fiscal year.
- **Legislative Support:** OED tracks and testifies on key State legislative pieces that impact the Kaua'i agriculture industry. We review and provide feedback on local government policies and proposed bills impacting the agricultural industry.
- **Groups and Affiliations:** The Agriculture Specialist is a member of several groups that aim to improve the community and industry resiliency, including but not limited to a. Hawai'i Alliance for Community Economic Development's Resiliency Hui; b. County of Kaua'i Resiliency Team - working to develop the Climate Adaptation Plan; c. Hawai'i Four County Sustainability Network; d. Garden Island Resource Conservation and Development

AGRICULTURE (County Sunshine Markets)

The Sunshine Market Program provides access for farmers to the public via produce sales events.

A. Objectives

- The objectives of the Sunshine Market Program include helping to promote and provide a venue for selling local farmers' produce.

B. Highlights

- Although the goal was to reopen all eight (8) markets by January 2022, due to the increasing number of farmers who have retired or found more fulltime venues to sell from, we permanently closed the smaller markets. (Kekaha Market, Kalaheo Market, Rice Street and Lihu'e Markets.) OED released the

Kilauea Market back to 'Aina Ho'okupu O Kilauea, as they have been managing the market for a few years now and have set up their own Farmers Market schedule.

- The Hanapepe market has been slow. Farmers are struggling out there to make their daily sales. Majority of the customers are the local community members, which is a very small group. This market is under observation, and we will decide if it is worth keeping open.
- Kapa`a Market has been doing well. We see an average of about 200 people, including visitors and locals each week at this market. We are hoping to move back to the original location at the Brian J. Baptiste Sports Complex by mid-fourth quarter.

Selected Statistics	CY 2019	CY2020	CY 2021
Sunshine Markets	8	2	2
Sunshine Market Farmers/Vendors	106	35	35*
Sunshine Market Annual Revenue	\$152,041	\$148,479	\$160,153

*Due to COVID-19, majority of the farmers have either retired or found additional venues that they could sell from. Currently we have 35 active farmers in the Sunshine Markets.

Figure 5: Sunshine Market Selected Statistics

ENERGY PROGRAM

A. Objectives

- The objective of the County's Energy Program is two-fold: (1) to manage, reduce, and facilitate the County's fossil energy use through increased efficiency in both facilities and fleets, and (2) to initiate, coordinate, and partner with stakeholders and the community on innovative programs and projects in the clean energy and transportation sector.
- Goals for energy use reductions within County operations:
 - Electricity: Reduce County use by 30% by 2023 vs FY 2012 baseline (set in 2013)
 - Fuel Use: 100% renewable fuel use by 2035 (set in 2017)

B. Highlights

- **ETIPP:** In 2021, the Office of Economic Development received the Energy Transitions Initiative Partnership Project (ETIPP) grant from the Department of Energy which provides the County technical assistance from the National Renewable Energy Labs. The County is working with multiple stakeholders from the State, County, and private sector to support the Lab's work as they study Kaua'i's transportation landscape and provide recommendations for multi-modal shift and electrification of transportation. The scope of work includes deliverables in the form of studies on mobility data systems, emerging transportation technology and where they may fit on island, including identified routes and locations for mobility hubs, and recommended locations for an EV

charger network based on travel demand and residential charging access. The project timeline is Sep 2021 – Dec 2022. As part of the data piece, the County released a Transportation Preferences Survey for residents and visitors, and to date have had over 1,050 people take the survey, with 76% completion rate among residents and 84% among visitors. This survey helps us understand why people choose the mode of transportation that they do, and what would make them change to something different.

- **Electric Vehicle Chargers:** As we accelerate towards our goal of reduced carbon emissions in the transportation sector and support adoption of electric vehicles (EVs), the County received word in March '22 that we were awarded funding from FY22 Congressional Designated Spending (CDS) for six-eight DC fast chargers. During this next fiscal year, we will work to procure the chargers and build out our charging network to include the first public Level 3 chargers on Kaua'i.
- **Mobility Hubs:** Also, in the area of transportation transformation, OED is considering how we may facilitate increased multi-modal shift. As various departments work towards the goals outlined in the General Plan and Multi-Modal Land Transportation Plan, OED sees our role as a support in studying, identifying, funding, and partnering with the private sector for the build out of mobility hubs across the island. As an example of public-private partnership, our office currently has a grant out to the Royal Coconut Coast Association who is pursuing a feasibility study for the Coconut Marketplace as a site for a mobility hub. The next steps would be initiating a Mobility Hub Plan if the site owner is on board.
- **Transportation Mode Shift:** In conjunction with our work to support the build out of clean transportation infrastructure, OED created and launched the GetAroundKauai.com website. The website, aimed at informing both visitors and residents of the various transportation options available on Kaua'i, was created in immediate response to the 2021 rental car shortage, but has a broader goal of providing people with the resources they need to make more sustainable transportation choices. The website received national recognition from major news outlets.
- **Climate Adaptation and Mitigation Planning:** The energy coordinator has been working with colleagues from OED, the Planning Department, Mayor's Office, and KEMA to create an island-wide climate adaptation plan (KACP). The Energy Coordinator and Sustainability Coordinator will be working closely on the newly-added mitigation piece, supporting consultants and community on developing greenhouse gas reduction strategies for Kaua'i.
- **Clean Energy Wayfinders:** The Hawai'i State Energy Office is partnering with the respective County energy program managers on the Clean

Energy Wayfinders Program. The energy coordinator has been working with and managing the Kaua'i Wayfinder Intern, as they build capacity and are working on outreach for the Kaua'i Aloha+ Challenge, the ETIPP Survey, and the Kaua'i Bus Hanapepe/Eleele Shuttle Project.

- **Partnerships and Projects:** Beyond these highlighted projects, the energy coordinator utilizes Tableau Software to create data dashboards around County fuel use and electricity use, provides policy development around fleet and island wide vehicle electrification and charger expansion, supports the Kaua'i Bus in their Zero Emission Bus Project, and has been working with the Solid Waste Division to explore energy projects related to our waste system. State-wide, the energy coordinator is part of the Hawai'i Gas IRP Advisory Group, and partners with the Hawai'i State Energy Office on the Clean Energy Wayfinders Program and Good Jobs Challenge. Additionally, in conjunction with our CDS-funded fast charger project, we are supporting the Hawai'i Department of Transportation Highways Division on meeting goals outlined in their National Electric Vehicle Infrastructure (NEVI) Plan.
- **Networking and Knowledge-Sharing:** Program staff are members of multiple nation-wide and state-wide collaborative networks, including the Urban Sustainability Director's Network, the Four County Sustainability Network, Drive Electric Hawai'i, the HACBED Resilience Network, and several convening's with the State Energy Office and four counties. These networks and partnerships allow our staff to remain engaged in state-wide initiatives, policy conversations, knowledge-sharing, and potential procurement opportunities.
- **KIUC Renewable Portfolio Standard:** A leader in renewable energy, Kaua'i Island Utility Cooperative (KIUC) continues to make significant progress of using renewable sources to generate the island's power. In 2021, approximately 67 percent of the electricity generated on Kaua'i came from a mix of renewable resources. KIUC's RPS for 2021 was more than double the State of Hawai'i's current RPS requirement of 30%. Kaua'i's power generation mix for 2021 included 45% solar, 14% hydro, and 11% biomass. Rooftop solar from residential and commercial members accounted for one-third of all solar generation. Kaua'i can depend on 100 percent renewable energy during a few hours on much of our sunny days. KIUC's planned West Kaua'i Energy Project combines solar and hydro power with pumped hydropower and battery electric storage and would move Kaua'i beyond 80 percent renewable electricity generation. To date, KIUC has two solar plus battery storage facilities that allows the storage of solar power during the day and can provide forty percent of Kaua'i's evening peak load with dispatchable solar.
- We are currently off-track for meeting our 2023 efficiency goals: After five consecutive years of lower electricity use year over year, FY'20 was the first year where electricity use was slightly higher than the prior year. Despite

managing to reduce electricity use in FY'21, in FY'22, we increased electricity usage, by roughly 5% from the previous FY, using similar levels to FY'20. Currently, we are seeing roughly 10.2% decrease in usage from FY'12 numbers. We will likely not make progress to reduce County electricity use by 30% by 2023 vs FY'12 baseline until there are additional efficiency projects funded and implemented by the County. The Police Complex (3990 Kaana) and at Līhu'e Wastewater Plant are two of the best candidates to deliver larger savings.

SUSTAINABILITY PROGRAM

A. Objectives

- The first goal of the County's General Plan is to be a sustainable island by, "growing responsibly to meet the needs of current and future generations without depleting resources." With this guiding vision, the objectives of the County's Sustainability Program are: 1) to have county government lead by example by developing, adopting, and implementing sustainable practices and policies, and 2) to support and leverage community efforts that promote island sustainability.

The government sustainability program's first objective is designed to guide and assist County departments in their efforts to incorporate sustainability into their operations. The sustainability program will foster the creation of programs and actions that promote island sustainability and assist County departments to reduce environmental impacts from operations and improve environmental performance. The sustainability program should ultimately enable the County to reduce the consumption of natural resources and decrease our dependency of fossil fuels.

Working towards the goal of a sustainable island and meeting the "triple bottom line" of environmental, societal, and economic well-being requires a collective effort that includes both the county and the community. There are opportunities to work together with the many non-governmental organizations on Kaua'i that are dedicated to environmental protection, social equity, and economic well-being toward innovative and balanced solutions to community concerns. The second program objective acknowledges the many efforts already being done by community members and seeking ways to support and leverage ongoing and innovative projects and ideas. The sustainability program will seek out community organizations and members that promote island sustainability and identify gaps that could be filled in with the Sustainability Program's resources and network.

- The county sustainability program has five overall goals.
 1. Foster the concept of sustainable, long-term thinking that considers multiple impacts of actions on the environment, social equity and the

economy, into all county policies and activities. **Institutionalize sustainability as a county value.**

2. Help the County develop innovative, inter-departmental programs that save money, support local businesses and create jobs, improve quality of life, and protect the environment and public health.
 3. Develop relationships between the county, non-profit organizations and businesses to share sustainability practices, ideas, and opportunities for collaboration.
 4. Track improvements and successes for the government program over time using verifiable metrics. Improve the county's data collection system so progress can be measured.
 5. Conduct meaningful and equitable engagement to ensure programs and policies are inclusive of the many diverse voices on island.
- Sustainability and Energy were originally two separate programs. In the past seven years, both have been combined under one program and led by one economic development specialist. While both programs have overlapping efforts and goals, the concept of sustainability is not solely energy related and impacts a variety of other sectors from housing, social equity, food security, and more. As such, the addition of another staff member during this fiscal year enabled the two programs to return to two separate programming and funding.

B. Highlights

- **Youth Engagement and Green Workforce:** Program staff, in collaboration with Hawai'i Technology Academy (HTA), developed a pilot high school work-based learning course "Youth Climate Practitioners" for the Fall 2021 semester. The main goals of the class were to: educate students about the State's Aloha+ Challenge, use the Kaua'i Aloha Plus Challenge Platform, provide students the creativity and freedom to identify challenges and create solutions, and expose students to climate solutions, sustainability efforts, and job opportunities in the sustainability field. Six students from HTA and Waimea High School took the course and staff is currently refining the program based on those student's feedback. Staff has joined KEDB's Employee Advisory Council and working with the Academies of Kaua'i to explore ways to integrate the Youth Climate Practitioners class into the three public high schools on island.
- **Climate Adaptation and Mitigation Planning:** Several members from the Office of Economic Development are on the County Resilience team, working with the Planning Department, Emergency Management Agency, and Mayor's Office to develop the Kaua'i Climate Adaptation Plan. The team, along with Raimi + Associates, have conducted several engagement activities including 36 talk story interviews, two meetings with the Technical Advisory Group, one online open house, five regional in-person open houses, 23 classroom pop-up events, and a Youth Climate Summit. The team is currently

preparing for the second round of outreach to conduct deep-dive workshops. The scope was recently expanded to include climate mitigation strategies and staff has been actively working to create a list of feasible, implementable measures. More information can be found on the program website at www.kauaiadaptation.com.

- **Youth Climate Summit:** OED led the County's first ever Youth Climate Change Summit to engage young people in the climate action and adaptation decision-making process. 51 people participated in the event and their feedback will serve to complement technical work completed by Raimi + Associates and inform the next phase of outreach and education efforts
- **Environment and Brownfields:** The environment provides the foundation for a sustainable community, which supports a sustainable economy. Cleaning up and reinvesting in brownfields properties offer the opportunity to improve and protect the environment. The County has been awarded a \$300,000 Community-Wide Brownfields Assessment Grant from the United States Environmental Protection Agency (US EPA) and allows for the evaluation and preparation of a Brownfields Inventory, Phase I and II Environmental Site Assessments (ESAs), and a Clean Up Plan for a selected brownfield site in the town of Kekaha. Staff is currently developing a Request for Proposals to solicit consultants with qualified environmental professionals and community engagement expertise.
- **Active Communities:** The goal of **Play Streets Kaua'i** is to connect communities through active play by improving community designs for safe, accessible, and equitable access to physical activity. Neighbor islands are made up of mostly rural communities which face unique challenges to promoting physical activity, including a lack of resources, sidewalks, playgrounds, and parks. The absence of these resources and places means fewer opportunities for young children and adults living in rural communities to engage in physical activity. One emerging strategy is to implement Play Streets, a place-based, low-cost, intervention that involves temporarily closing streets to create safe places and free opportunities for active play. Play Streets is a great way to engage youth and families, get people active, and promote community connections. Program staff is part of the Play Streets team which consists of another staff member from OED, the Hawai'i State Department of Health, the Planning Department, Get Fit Kaua'i, Na Lei Wili Area Health Education Center, and different community organizations. The first pilot event was successfully implemented in partnership with E Ola Mau Na Leo O Kekaha as part of the Kekaha Family Fun Day event on July 2nd. The Play Streets activities included a small skate park by the Kaua'i Skate Ohana, a fun ninja obstacle course by Toy Fit, pickleball play by the Pickleball Association Kaua'i, fishing clinic with throw-net, basketball play, and free play with bubbles, chalk, hula hoops, jumping rope, and more activities with the Waimea High School Cheer. The Play Streets team is currently developing a process to enable other community partners to easily implement the Play

Streets project by developing a website, assessing past events, and improving the collaborative process.

- **Tracking Emerging Sciences and Opportunities:** Program staff are members of multiple nation-wide and state-wide collaborative networks, including the Urban Sustainability Director's Network, the Four County Sustainability Network, Built Environment Task Force, and the HACBED Resilience Network. These networks allow staff to remain engaged in state-wide initiatives, policy conversations, knowledge-sharing, and potential procurement opportunities.

WORKFORCE Program

The Office of Economic Development and administration changed our relationship with the WIOA program that provides services to the workforce via the American Job Center. We assigned our portion of funding back to the WDC to be managed direction by the Workforce Development Division (WDD). We are providing space for the American Job Center which includes the WDD, partner work areas and computer areas for the public. Most costs to maintain the space and technology are being handled directly by the County of Kaua'i. Kaua'i maintains it's seat on the Workforce Development Board that is a statewide entity.

B. Highlights

- An OED Coordinator, Michelle Lopes, continued to manage the phones, appointments, and influx of job seekers. Her addition greatly improved services to the community. Her ability to do outreach to local businesses, assist with the Rise to Work program, meet personally with clientele and create relationships, has been nothing short of exemplary. Michelle has assisted in finding jobs for clientele, helped with many Unemployment Insurance issues and has been the "face" of the AJC.
- The AJC finally opened to the public supporting participants coming to the Job Center requesting services, seeking assistance with signing onto Hire-net, creating resumes and filling out job applications.
- OED worked with the Kaua'i Community College via a grant to provide Certificate courses and training for approximately 18 participants in 8 different courses. The courses ranged from Commercial Driver's License Test Pre, Security Guard training, Forklift Certification, American Sign Language a, Basic Office Skills, Excel Level 1, Google Suites, and Microsoft Office 365.

BUSINESS INNOVATION AND SUPPORT PROGRAMS (Business)

Business support programs at OED include creative and general support for businesses. In February of the 21-22 FY, we lost our Business Specialist and spent the rest of the fiscal year working to find a replacement. The work of Diana Singh must be recognized for the tenacity she used in creating programming to support our For Profit and Non-Profit

business sectors. Her loss was felt by many in the community, and certainly at the Office of Economic Development.

KAUA'I MADE

The Kaua'i Made is a program created by the County of Kaua'i to officially represent products made on Kaua'i, by Kaua'i people, and are authentic to Kaua'i.

A. Objectives

- The goal of the Kaua'i Made Products sustainability plan is to build upon the foundation of the program launch and establish priorities for the lasting success of this important program.
- Increase the sale of products grown, created or manufactures in and by the people of Kaua'i, to increase the number and variety of products available on Kaua'i and elsewhere, to increase the visibility to Kaua'i product in retail establishments and on the worldwide web, and to deliver information on how to purchase Kaua'i Products to visitors, residents, and others through a variety of marketing vehicles.

B. Highlights

- Successful Holly Jolly Holiday Fair held at the Sheraton Kaua'i Coconut Beach since Pandemic closed events.
- COK online Kaua'i Made application launched.
- Partnerships with Sheraton Coconut Beach, Grove Farm Fair, Kukui Grove Center to secure event date for a year and creating a Kaua'i Made Event Calendar.
- Successful campaign launched "How to Become a Kaua'i Made Member."
- Adding updates and highlights to Kaua'i Made website.
- Revamped Kaua'i Made Shopping Guide (a new look)
- Support partnership started with the new nonprofit store "Alakoko."

ENTERPRISE ZONE PROGRAM (Business Innovation)

The Enterprise Zone program is a State-County partnership lead by DBEDT. OED serves as the EZ Coordinator for Kaua'i and works with DBEDT to recruit businesses for the program. The program allows local businesses that are growing and creating jobs on island to benefit from tax savings.

A. Objectives

- To recruit and educate local businesses on the benefits of joining the Enterprise Zone program.

B. Highlights

- All the Enterprise Zones remain active on Kaua'i.
- The Business Innovation Coordinator worked with businesses who are already part of the program to understand how they can remain in the program even if they experienced setbacks due to COVID-19.

- The Business Innovation Coordinator educated businesses on the benefits of the Enterprise Zone program. Additional local businesses have enrolled.

KAUA’I FORWARD WEBSITE

The Kaua’i Forward Website was created by the Office of Economic Development to be a resource to the community during the COVID-19 pandemic. The website is meant to be a one-stop-shop for news, information, and resources. It contains a comprehensive list of financial, food, health and other resources for residents and businesses.

A. Objectives

- The objectives are to provide timely and accurate information for Kaua’i residents regarding COVID-19 related news and resources.

B. Highlights

- The website is the primary source of information for several programs such as the Rise to Work program, the CARES RFP, and the Small Business Boost Grant, the CRUA program.
- We continue to send out an email newsletter to keep residents informed of news and updates shared on the website.
- Since its initial launch, we expanded the contents of the website to include information for travelers and additional content for residents.

IV. BUDGET

Expense Type	FY 2022 (Budget)	FY 2022 (Actual)
Equivalent Personnel	9	9
Salaries & Wages	998,545	901,990
Operations	1,699,272	1,681,174
Equipment	0	0
Total	2,697,817	2,583,164
Other OED Funds	FY 2022 (Budget)	FY 2022 (Actual)
Kaua’i Made	157,766	96,138
Kekaha Host Community Benefit	2,878,605	2,746,202
ARPA Funding	2,100,000	1,509,001
EPA Grant	300,000	0
DMAP Program Funds	92,000	57,276
Rapid Response	128,978	0

V. ACCOMPLISHMENTS/EVALUATION

The Office of Economic Development met together to come up with a 5-year plan which focused on the many projects that have already been called out by the community in the sectors we represent. Each sector was tasked with reviewing existing plans and pulling from those plans to create a 5-year project timeline. OED is also using technology to track where we are with those project timelines.

OED launched another round of Innovation Grants that replaced the routine sector specific OED grant program. Once again, the goal of this specific grant program was to provide funding for innovative projects to generate short-term and long-term economic growth and diversification on Kaua'i. Grant applicants were required to have identified a partner to work with to complete the project. The funds distributed this year touched on all sectors. We utilized a public platform to engage the community in reviewing proposals.

OED, working in partnership with the Kaua'i Economic Development Board completed the Comprehensive Economic Development Strategy, which will be completed in FY '22. The six CEDS areas of focus include: sustainable practices and technology; food and agriculture; health and wellness; visitor industry management including natural resources conservation and preservation; and science and technology.

We expect to continue building the capacity of our team to help our community rebuild an economy of balance. We will continue to work on projects that accomplish goals laid out in our County plans and generate new plans that pave the way for our priorities moving forward. We are grateful to the administration for the room to explore and test new waters.