

Kaua'i CEDS Update 2016-2020

Appendix: Methodology

The following is a detailed summary of how jobs and wage data was collected, sorted and analyzed for the purpose of the Kaua'i CEDS Update 2016-2020

As a key component of the analysis of the six clusters included in this report, jobs and wage data was provided by the State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) through the report on Hawaii's Cluster Economic Performance from November 2015. The department's mission is to achieve an economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawai'i citizens.

The Kaua'i CEDS update for 2016-2020 uses jobs data that was collected from 2001 to 2014 while earnings data was collected in both 2001 and 2014, respectively. This data shows the economical change of the county during the recession in 2008-2009 and also how it has recovered since the CEDS Update 2010-2015.

North American Industry Classification System

The North American Industry Classification System (NAICS) is the federal standard for classifying business establishments for the purpose of collecting, analyzing and publishing statistical data related to the U.S. business economy. The jobs and wage data collected for the CEDS update for 2016-2020 uses NAICS for classifying businesses and sorting those businesses into industry clusters.

NAICS is frequently used for statistical, administrative, regulatory, contracting and taxation purposes. The system counts businesses based on establishments, which is the physical location where business is conducted. Businesses are sorted by their primary operation, based on the activity that generates the most revenue for the establishment. Jobs performed by individuals that operate outside the business' primary operation will be included within the establishment's NAICS category.

Part-time employees are counted, but self-employed individuals and businesses that have no paid employees (nonemployer) are not categorized in NAICS and not counted in the Kaua'i CEDS update for 2016-2020. Government jobs and businesses that do not hold a physical establishment are also not counted. This is a limitation of the available data and not an indication of the impact of those groups on the economy of Kaua'i.

Cluster Classification and Analysis

The Kaua'i CEDS update for 2016-2020 focuses on six key clusters that pertain to economic development on Kaua'i: Culture & Arts, Food & Agriculture, Health & Wellness, Sustainable Energy and Technology, Science & Technology and Sports & Recreation. Businesses on Kaua'i were classified under these clusters using NAICS establishment codes.

The cluster classifications from the CEDS update for 2010-2015 and the report on Hawaii's Cluster Economic Performance from DBEDT were considered when finalizing the six clusters for the Kaua'i CEDS update for 2016-2020. The fluidity of certain clusters were accounted for by

adjusting clusters based on their evolution while stable clusters that have not changed in recent years remained similar to the previous CEDS update.

These clusters were then analyzed using establishments that operated primarily within the defined scope of the cluster. These businesses provide an accurate perspective of the progress of the cluster as a whole by serving as the core of their industry.

Conflicts and Resolutions

Various challenges were encountered during the data collection, classification and analysis stages of the CEDS update for 2016-2020. These issues were accounted for using a combined effort from industry professionals, statistical consulting and cross-referencing data with relevant reports.

We were often presented with issues regarding the classification of industries using the NAICS codes. These classifications were discussed and addressed during our cluster meeting process by speaking with industry leaders on Kaua'i. Changes were made based on input from these groups that could speak about the industry from an integrated perspective.

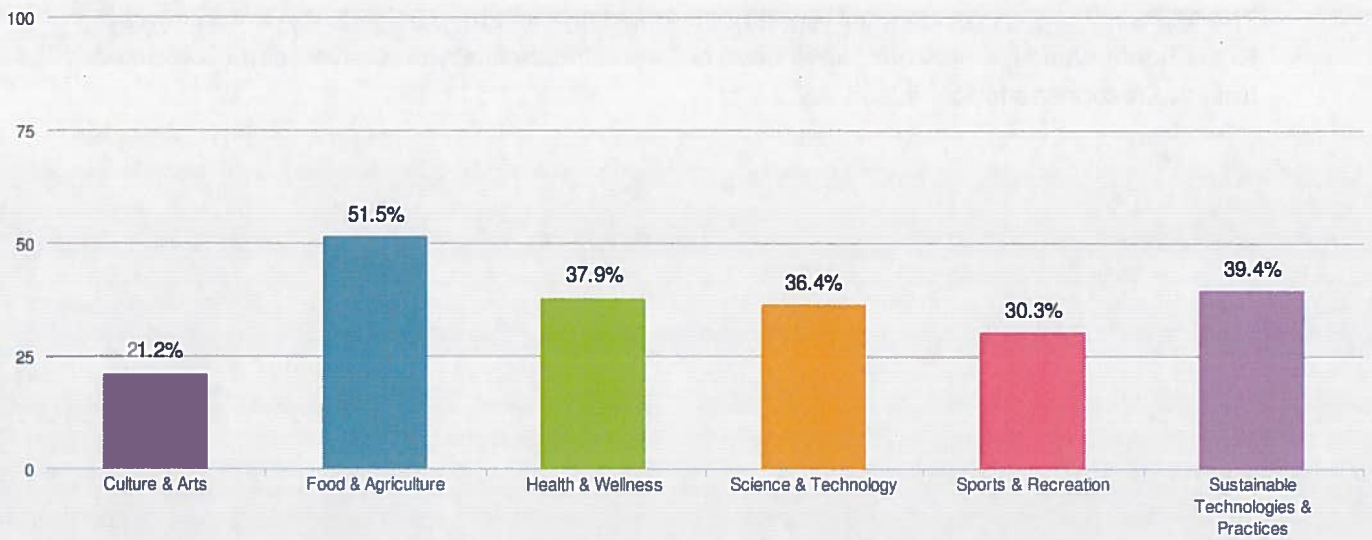
Another main obstacle was the decision to include or exclude some of the broad NAICS classifications that exist. Not all NAICS classifications were included in the six target industry clusters. Exclusions were made based on relevance to the industry clusters, as determined by the Kaua'i Economic Development Board and the County of Kaua'i Office of Economic Development. Where necessary, some classifications that were excluded from jobs and earnings totals are mentioned in the narrative of the report as a separate callout.

Appendix: Online Survey

The following pages provide a full report of the questions and responses to the online survey. Respondent names, if provided, have been ordered alphabetically and have been dissociated from the responses for confidentiality.

Survey Introduction

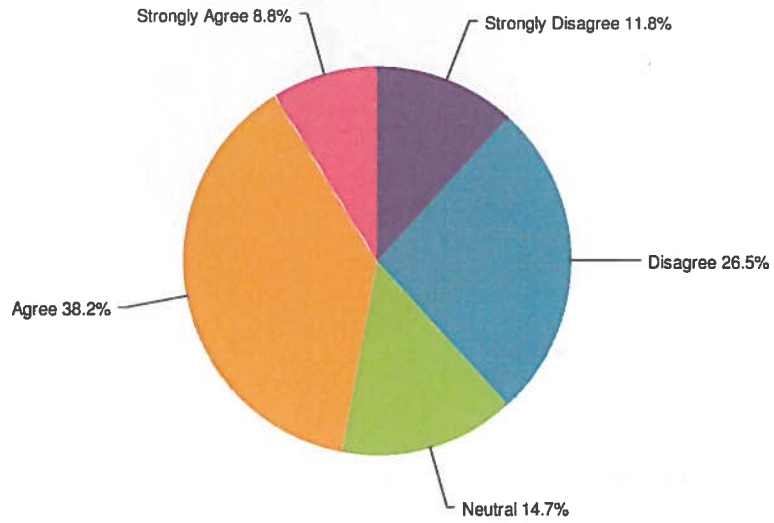
1. Please select the industry cluster surveys that would you like to take. (Choose all that apply)



Value	Percent	Count
Culture & Arts	21.2%	14
Food & Agriculture	51.5%	34
Health & Wellness	37.9%	25
Science & Technology	36.4%	24
Sports & Recreation	30.3%	20
Sustainable Technologies & Practices	39.4%	26
Total		66

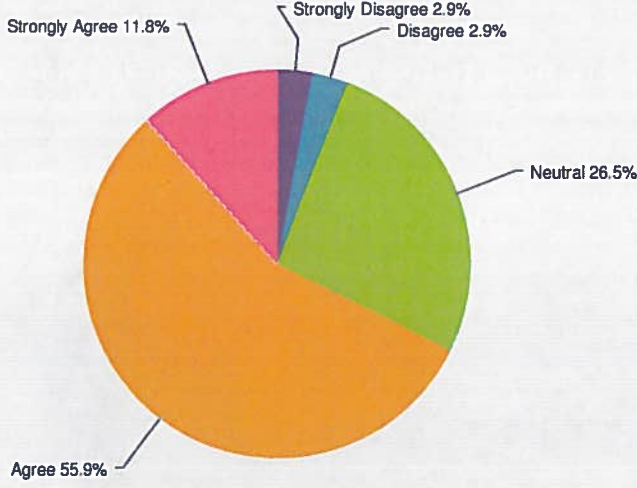
New Summary Report - 23 February 2016

1. Local produce and livestock grown on Kaua'i can mostly or entirely replace imported produce and meat.



Value	Percent	Count
Strongly Disagree	11.8%	4
Disagree	26.5%	9
Neutral	14.7%	5
Agree	38.2%	13
Strongly Agree	8.8%	3
Total		34

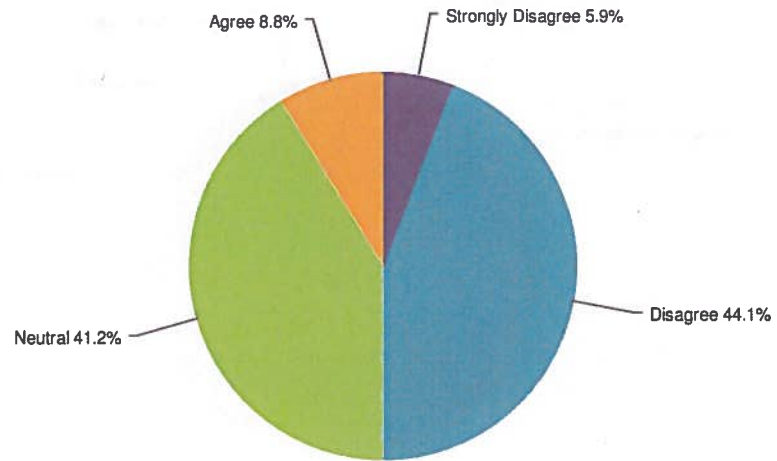
2. Food & Agriculture businesses need to export their products to markets outside of Kaua'i to sustain their business.



Value	Percent	Count
Strongly Disagree	2.9%	1
Disagree	2.9%	1
Neutral	26.5%	9
Agree	55.9%	19
Strongly Agree	11.8%	4
Total		34

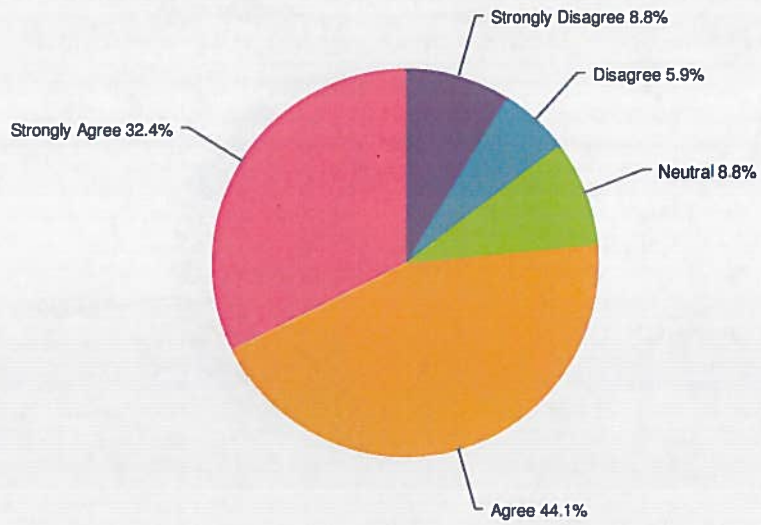
Action	Priority	Steps Required and Time Frame	Key Implementers	Estimated Costs	Funding Sources	EDA Eligible?
G4.O1.A8: Improve communications between businesses and Arts & Culture organizations A&C	1st Priority	TBD	TBD	TBD	TBD	No
G4.O1.A9: Hold an island-wide arts and culture festival A&C	1st Priority	TBD	TBD	TBD	TBD	No
G4.O1.A10: Form an Arts & Culture industry working group A&C	1st Priority	TBD	TBD	TBD	TBD	No
Objective #2: Increase communication, engagement and collaboration between industry cluster businesses/organizations and their key stakeholders such as public officials and community members with diverse viewpoints.						
G4.O2.A1: Build capacity for industry cluster businesses and organizations to perform strategic communications, community building and/or advocacy to move initiatives forward, reach compromise and find synergies. A&C, F&A, H&W, S&T, S&R, ST&P	1st Priority	TBD	TBD	TBD	TBD	No
G4.O2.A2: Increase engagement with public officials at the local, state and federal levels to advance initiatives and policies that will benefit Kaua'i. A&C, F&A, H&W, S&T, S&R, ST&P	2nd Priority	TBD	Industry businesses and organizations	TBD	TBD	No
G4.O2.A3: Increase statewide, national and international partnerships and collaborations. A&C, F&A, H&W, S&T, S&R, ST&P	2nd Priority	TBD	Industry businesses and organizations	TBD	TBD	No

3. There is strong leadership guiding the Food & Agriculture industry cluster on Kaua'i.



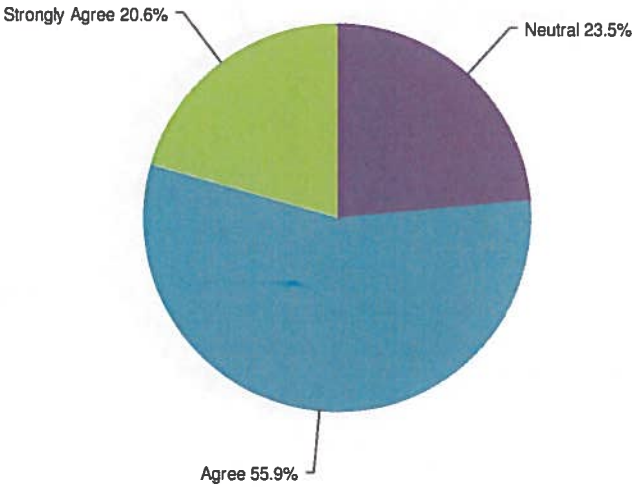
Value	Percent	Count
Strongly Disagree	5.9%	2
Disagree	44.1%	15
Neutral	41.2%	14
Agree	8.8%	3
Strongly Agree	0.0%	0
	Total	34

4. Seed companies will continue to be major players in Kaua'i Food & Agriculture for the next five years.



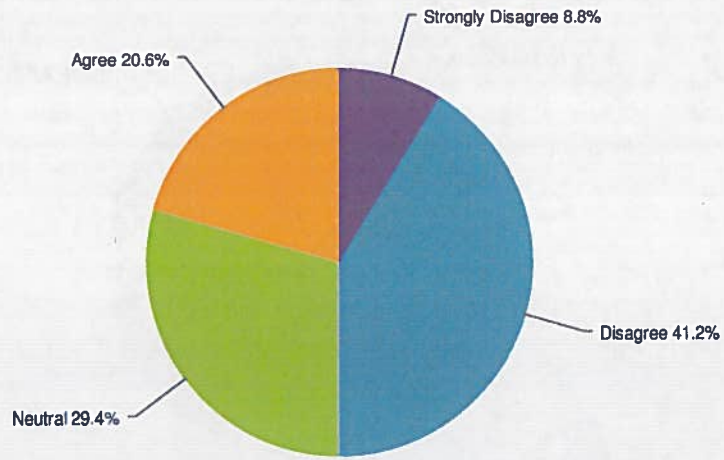
Value	Percent	Count
Strongly Disagree	8.8%	3
Disagree	5.9%	2
Neutral	8.8%	3
Agree	44.1%	15
Strongly Agree	32.4%	11
Total		34

5. Demand for Kaua'i-made and Kaua'i-grown products is growing.



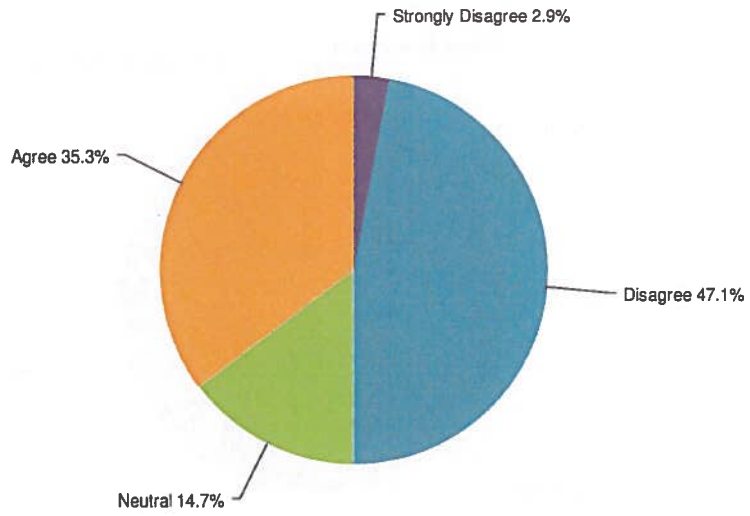
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	0.0%	0
Neutral	23.5%	8
Agree	55.9%	19
Strongly Agree	20.6%	7
Total		34

6. Farmers and ranchers on Kaua'i have the resources they need to start and run successful businesses.



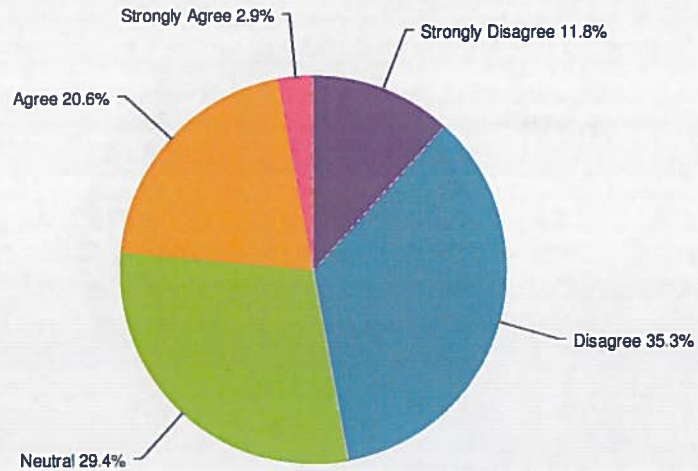
Value	Percent	Count
Strongly Disagree	8.8%	3
Disagree	41.2%	14
Neutral	29.4%	10
Agree	20.6%	7
Strongly Agree	0.0%	0
Total		34

7. Kaua'i-grown produce is conveniently available for consumers.



Value	Percent	Count
Strongly Disagree	2.9%	1
Disagree	47.1%	16
Neutral	14.7%	5
Agree	35.3%	12
Strongly Agree	0.0%	0
Total		34

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Food & Agriculture.

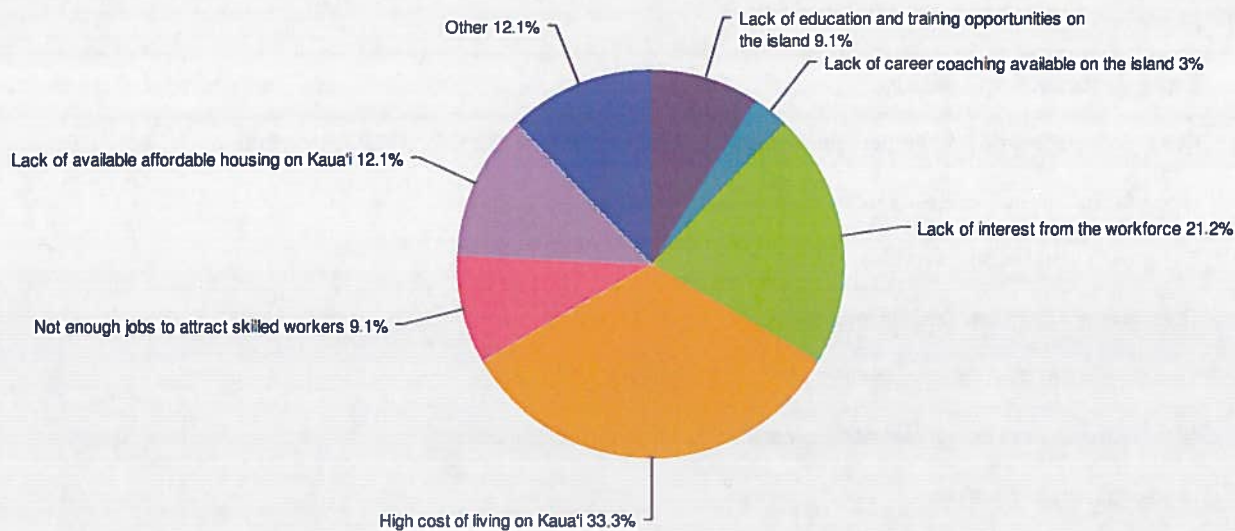


Value	Percent	Count
Strongly Disagree	11.8%	4
Disagree	35.3%	12
Neutral	29.4%	10
Agree	20.6%	7
Strongly Agree	2.9%	1
Total		34

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Food & Agriculture on Kaua'i over the last 5 years?

Count	Response
1	Expansion of seed corn industry.
1	Kauai Grown the growth of farmers markets and consumer interest in local food KCC ag programs
1	Little or no progress has been made on Kauai in these areas,
1	The growth of the seed corn industry.
1	There has not been any positive impacts.
1	Very little, but KCC is making a valient effort to provide support.
1	all the different seed companies and the cattle farms, like hopfully the dairy
1	seed company expansions
1	the demand for local food and produce in local markets.
1	the presence of the seed industry, on the island,
1	Growth of seed companies and coffee company. Increase of anti-pesticide Disregard of the right to farm
1	land available for lease KEDB's Agricultural Biz Plan competition + educational classes = biz plan DLIR ~ emphasis on Agricultural jobs HDOAg's dedicated efforts to assist farmers & ranchers Farm Bureau being voice of agriculture//farmer's union united emerging
1	Better Quality products at reasonable prices for residents. We need to truly gear some of the industry output toward residents.
1	I only see a loss of jobs with the emotional attacks on GMO companies. We need to deal with facts, not emotionally driven tirades by uninformed people. The leaders in our community need to stand strong and sort through this downward spiral and divisiveness in our community.
1	The seed companies have been very instrumental in providing Ag jobs and promoting Ag events on Kauai. Also our Kauai legislative team has been very supportive of pro agriculture vision for Kauai.
1	Expansion of support for local-grown ag products. Interest at restaurants and markets in local beef and lamb. Farmers markets.
1	Farmers Markets and increase in farmers abilities to manage their businesses - such as providing specialty products to restaurants.
1	seed companies play an important role in hiring displaced sugar workers.without the seed companies ,these workers wouldnt be able to find a job with decent pay and benefits.

10. What is the top barrier to having an available skilled workforce on Kaua'i in Food & Agriculture? (Select one from the list below or write in your own response.)



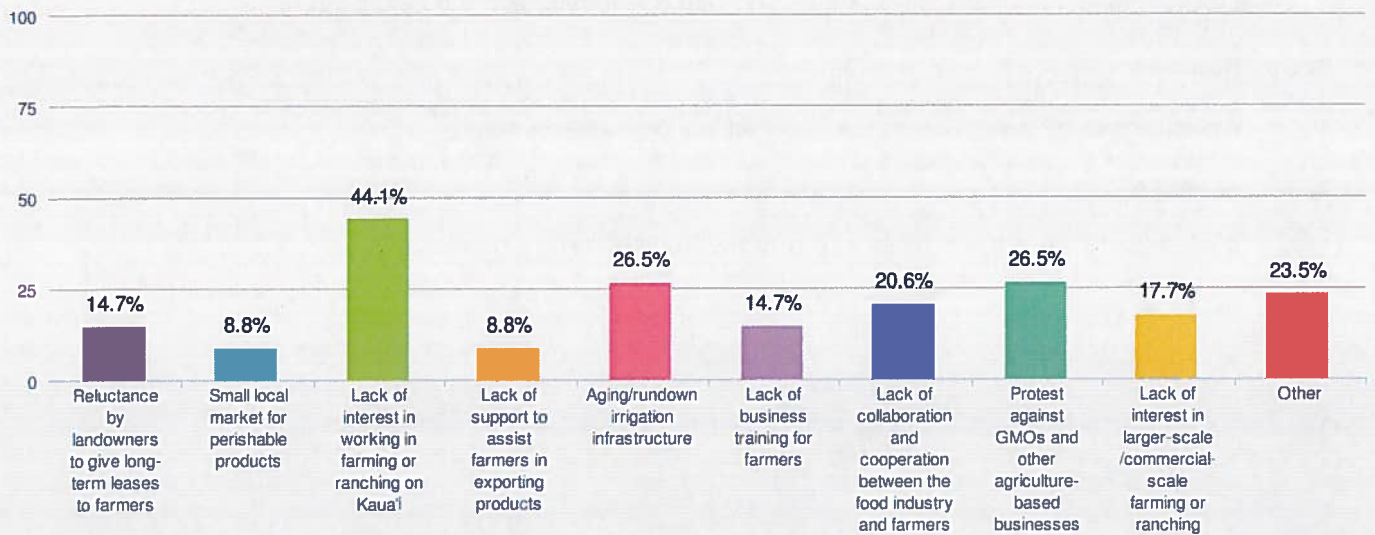
Value	Percent	Count
Lack of education and training opportunities on the island	9.1%	3
Lack of career coaching available on the island	3.0%	1
Lack of interest from the workforce	21.2%	7
Lack of recruitment by local companies and organizations	0.0%	0
High cost of living on Kaua'i	33.3%	11
Not enough jobs to attract skilled workers	9.1%	3
Lack of available affordable housing on Kaua'i	12.1%	4
Other	12.1%	4
There is an adequate supply of skilled workers	0.0%	0
Total		33

Responses "Other"	Count
Left Blank	62
Affordable land and irrigation	1
Lack of profitability	1
Wages do not meet our high cost of living.	1
lack of community support in the pursuance of agricultural work	1

11. What are the most important skills needed in Food & Agriculture in the next 5 years?

Count	Response
1	A good understanding of basic business economics and long range planning.
1	Ag training.
1	Basic understanding of farming methods plus instruction on how to run a business.
1	Business
1	Business acumen
1	Business planning and agriculture caterer training in farming not just back yard gardening.
1	Critical thinking Technical skills
1	Desire
1	Knowledge of best practices and ability to navigate the Kauai's political climate
1	Scientific research ability.
1	basic business skills management specific ag field skills--livestock, vegetables, etc.
1	education
1	efficient production
1	manual labor
1	marketing and advertising.
1	work ethic, and pay
1	Relating to water engineering, maintenance of infrastructure, bioremediation, engineering (not of food but relating to water, infrastructure, sustainability), food systems, buyer/merchandising, distribution, marketing and business management/planning.
1	Economic analysis, business plan development, and marketing. How to identify those niche markets that offer profitability. Prevention and mitigation of invasive species.
1	ability to work together bridge the social divide that was created by 2491 & ordinance 960 ability for Seed Companies to integrate into the communities they are in ability to speak to the SILENT majority
1	Marketing - having the ability to get your product to a buyer and also create a buzz for your product. Business Skills - understanding your financials and the cost to produce your product.

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Food & Agriculture on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Reluctance by landowners to give long-term leases to farmers	14.7%	5
Small local market for perishable products	8.8%	3
Lack of interest in working in farming or ranching on Kaua'i	44.1%	15
Lack of support to assist farmers in exporting products	8.8%	3
Aging/rundown irrigation infrastructure	26.5%	9
Lack of business training for farmers	14.7%	5
Lack of collaboration and cooperation between the food industry and farmers	20.6%	7
Protest against GMOs and other agriculture-based businesses	26.5%	9
Lack of interest in larger-scale /commercial-scale farming or ranching	17.7%	6
Other	23.5%	8
Total		34

Responses "Other"

Responses "Other"	Count
Left Blank	58
GMO disregard of their neighbors	1
The potential to make a lot of money in farming is very small.	1
lack of interest in ag	1
lack of profitability due to competition with places with low labor costs	1
lack of vision and willingness to collaborate	1

Responses "Other"	Count
moral support for job seekers in agriculture	1
profitability	1
Local produce not always available to consumers. People work long hours and cannot always attend farmers markets and very little Kauai produce is available at grocery stores.	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Food & Agriculture on Kaua'i?

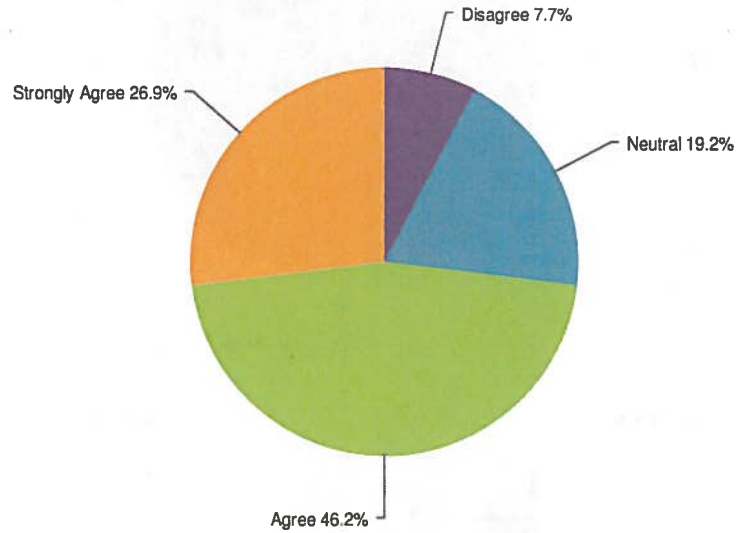
Count	Response
1	Hemp
1	Legalize marijuana and hemp.
1	Review rules and regulations that impede growth.
1	Specialty crops
1	Specialty crops with local value added potential.
1	Well run businesses.
1	a central ag processing center to market and pack, ship locally grown produce for export
1	a mentoring and incubator program
1	creating a sustainable infrastructure for local foods to reach local population.
1	education
1	increasing local productivity of seed, food and energy
1	niche markets; organic produce; nutraceuticals; value added products that tie into tourism.
1	specialty product shipping/exporting
1	The amount of available land that has the "potential" to be turned into productive farmland. Unfortunately, the political will to foster the changes needed is sorely lacking.
1	If the State would take a stance to support local ag and purchase locally sourced food for schools, it would really turn the tide on farming. It would create a huge market and keep money within the State.
1	marrying visitors with the local foods and eating experiences value added products to take HOME as gifts ~ processed ~ can take off island
1	Specialization of products, creating 2ndary and tertiary products from local products (processing), building materials, infrastructure dev/maintenance, on-island distribution of products (as a service), culinary-related,
1	One centralized hub, or group, that can be a place where farmers from across the island feel comfortable sharing opportunities, information, resources and ideas.

14. Describe the state of Kaua'i's Food & Agriculture industry in one word, phrase or sentence.

Count	Response
1	Broken food/economic system.
1	Contentious
1	Controversial
1	Disorganized.
1	Fledging
1	GMO has got to go!!
1	Growing
1	It's not profitable at this time.
1	Lagging
1	Nascent.
1	Needs critical mass.
1	Stagnant
1	Under attack.
1	Very difficult because of lack of interest and high costs.
1	Weak, embattled.
1	Weak.
1	dismal
1	growing.
1	inadequate
1	non-competitive
1	sad
1	stalled
1	struggling to have a face and identify

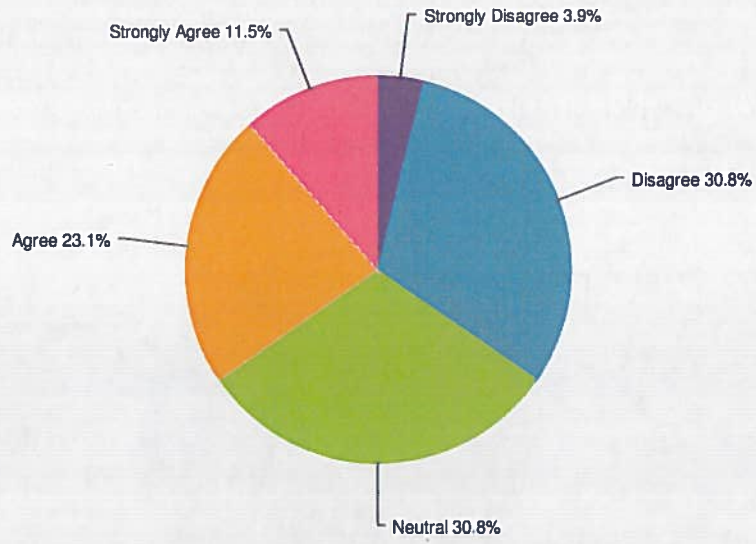
Sustainable Technologies & Practices

1. Having more research & development (R&D) projects is critical to increasing jobs, wages and funding in the Sustainable Technologies & Practices industry cluster on Kaua'i.



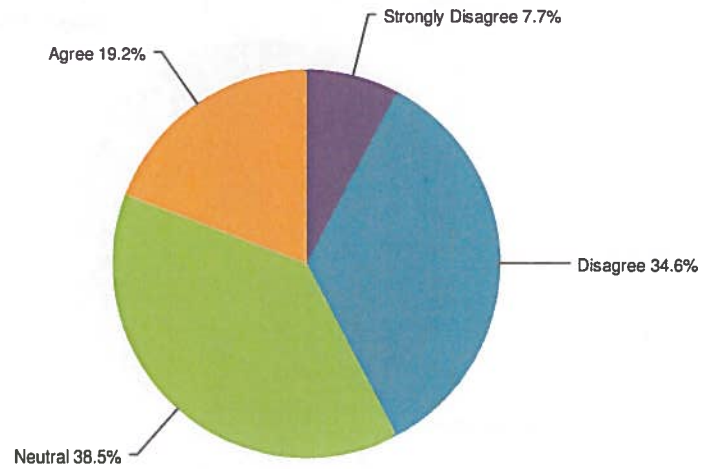
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	7.7%	2
Neutral	19.2%	5
Agree	46.2%	12
Strongly Agree	26.9%	7
Total		26

2. There is strong leadership guiding the Sustainable Technologies & Practices industry cluster on Kaua'i.



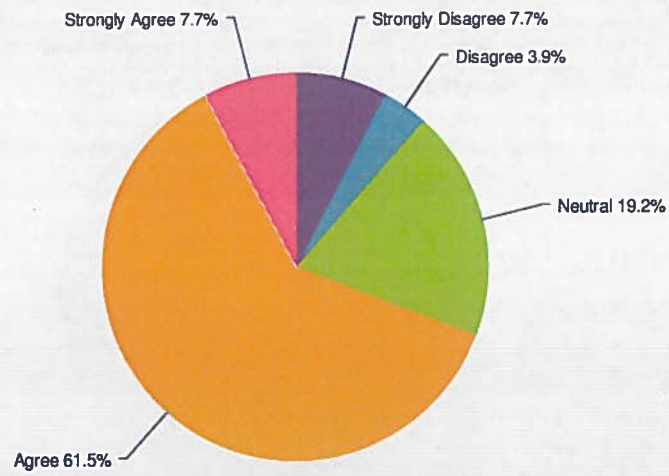
Value	Percent	Count
Strongly Disagree	3.9%	1
Disagree	30.8%	8
Neutral	30.8%	8
Agree	23.1%	6
Strongly Agree	11.5%	3
Total		26

3. The public will support projects from the Sustainable Technologies & Practices industry cluster, even if it means higher utility bills.



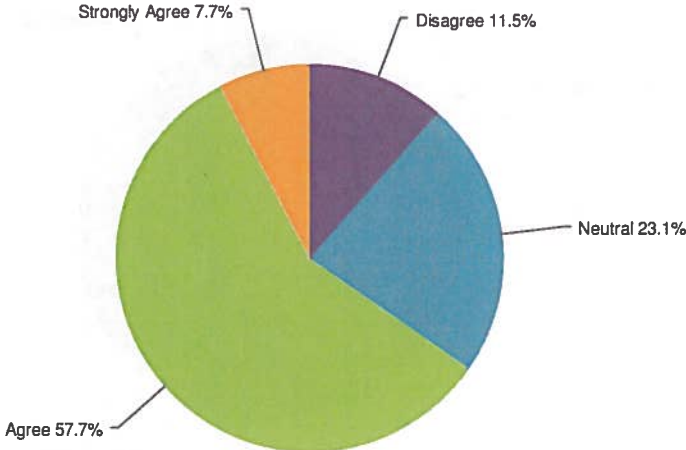
Value	Percent	Count
Strongly Disagree	7.7%	2
Disagree	34.6%	9
Neutral	38.5%	10
Agree	19.2%	5
Strongly Agree	0.0%	0
Total		26

4. Organizations and businesses see Kaua'i as a testbed for Sustainable Technologies & Practices.



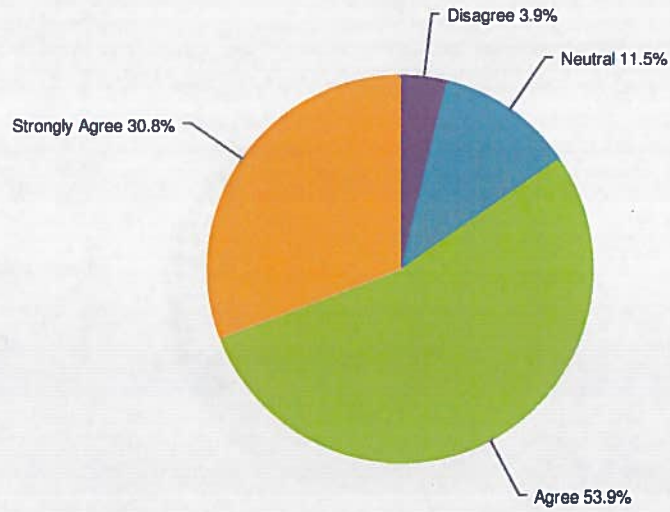
Value	Percent	Count
Strongly Disagree	7.7%	2
Disagree	3.9%	1
Neutral	19.2%	5
Agree	61.5%	16
Strongly Agree	7.7%	2
Total		26

5. Local, state and federal government policies support the development of Sustainable Technologies & Practices on Kaua'i.



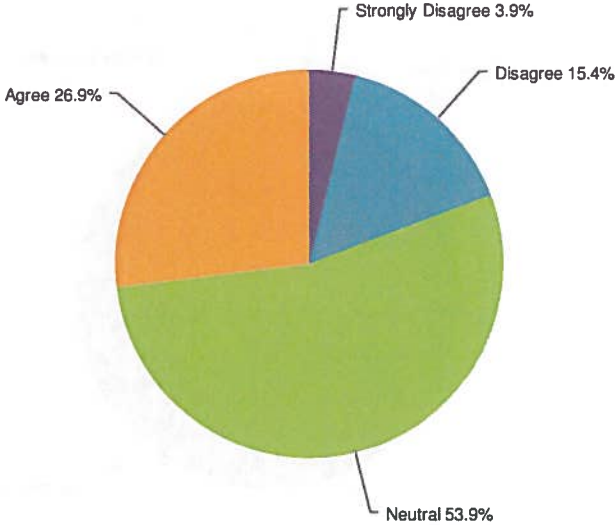
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	11.5%	3
Neutral	23.1%	6
Agree	57.7%	15
Strongly Agree	7.7%	2
Total		26

6. There is potential to create many more jobs in the Sustainable Technologies & Practices cluster on Kaua'i.



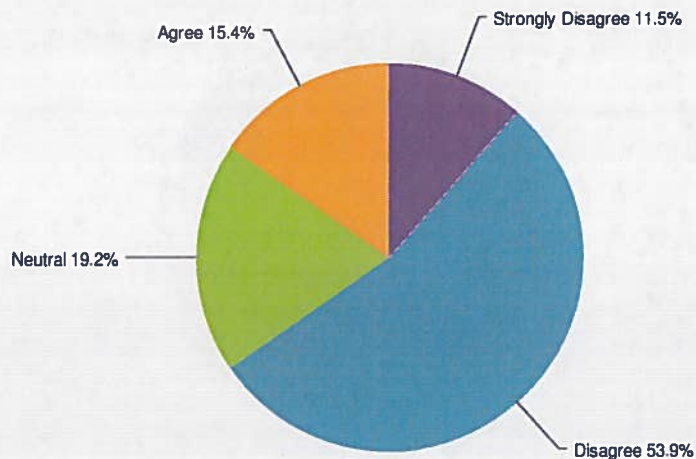
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	3.9%	1
Neutral	11.5%	3
Agree	53.9%	14
Strongly Agree	30.8%	8
Total		26

7. Kaua'i landowners are committed to projects in the Sustainable Technologies & Practices industry cluster.



Value	Percent	Count
Strongly Disagree	3.9%	1
Disagree	15.4%	4
Neutral	53.9%	14
Agree	26.9%	7
Strongly Agree	0.0%	0
Total		26

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Sustainable Technologies & Practices.

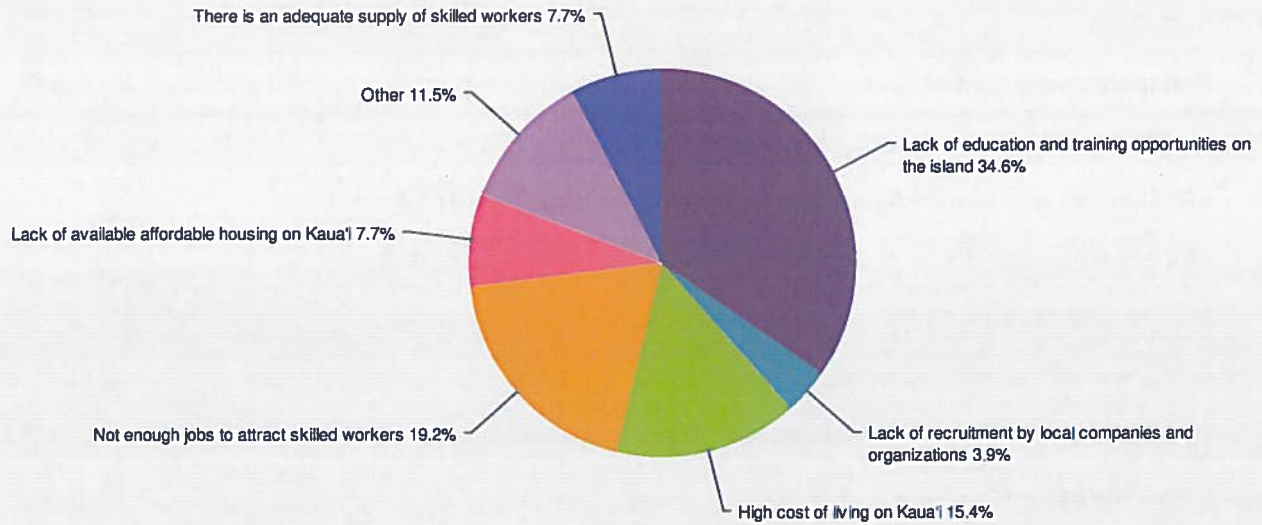


Value	Percent	Count
Strongly Disagree	11.5%	3
Disagree	53.9%	14
Neutral	19.2%	5
Agree	15.4%	4
Strongly Agree	0.0%	0
Total		26

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Sustainable Technologies & Practices on Kaua'i over the last 5 years?

Count	Response
1	High speed internet availability.
1	In a perverse way, climate change will likely create jobs, etc.
1	KCC Sustainable Science certificate Need for climate change mitigation and adaptation.
1	KIUC's willingness to transition to alternative energy sources, biomass, solar, etc.
1	Most all of the above mentioned
1	PMRF, emergent technologies in energy.
1	Renewable energy tax credits and KIUC support of Renewable projects.
1	the push for energy efficiency and sustainability
1	Dropping prices on PV panels, more options for PV financing, tax credits, aggressive marketing have all contributed to strong upswing in PV installations on Kauai.
1	The solar and biomass facilities(CapEx>\$92.7m,200 construction jobs and 39 ongoing ops jobs for 20 years)along withfederal,state andcounty support of multiple efforts including sustainable living projects by private and public entities such as prototype affordable / sustainable housing.
1	National/international recognition of KIUC's management of high penetration of renewable on its system can be a driver but has not necessarily have had an impact in creating new jobs or increasing wages.
1	Good examples by some of the local businesses, although there is no consistent criteria for "good example" embraced by the industry on Kauai. Seems sort of subjective at this point.

10. What is the top barrier to having an available skilled workforce on Kaua'i in Sustainable Technologies & Practices? (Select one from the list below or write in your own response.)



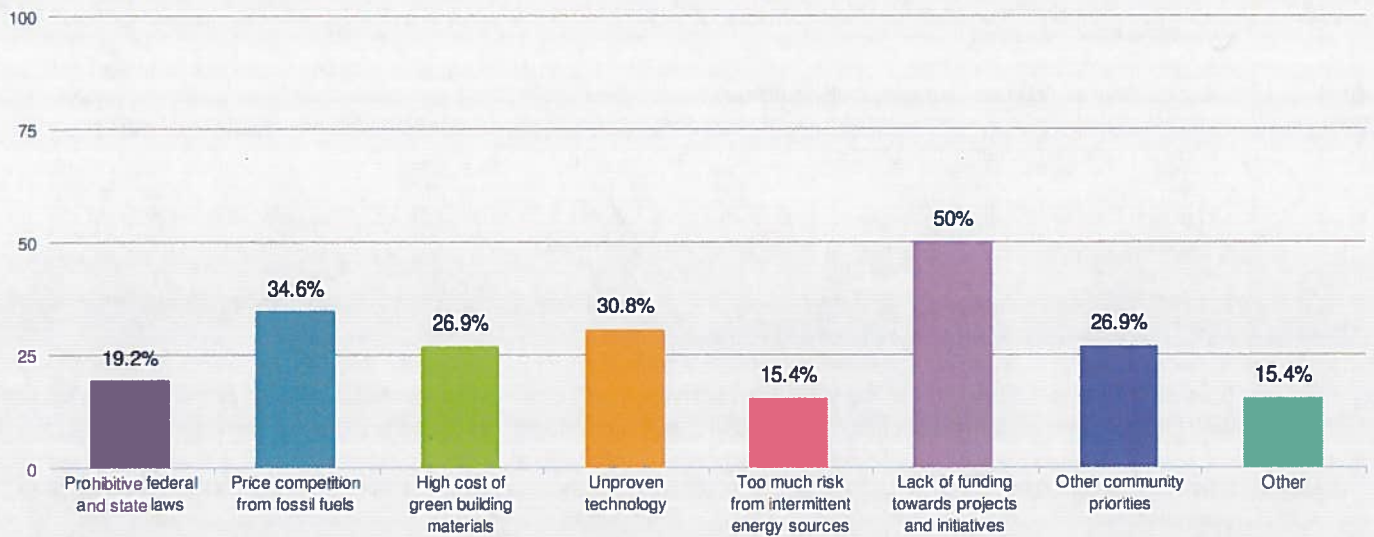
Value	Percent	Count
Lack of education and training opportunities on the island	34.6%	9
Lack of career coaching available on the island	0.0%	0
Lack of interest from the workforce	0.0%	0
Lack of recruitment by local companies and organizations	3.9%	1
High cost of living on Kaua'i	15.4%	4
Not enough jobs to attract skilled workers	19.2%	5
Lack of available affordable housing on Kaua'i	7.7%	2
Other	11.5%	3
There is an adequate supply of skilled workers	7.7%	2
Total		26

Responses "Other"	Count
Left Blank	63
Lack of understanding the very real need for this.	1
small market size makes specialization difficult to scale	1
Kauai is a small community of merely 69,400 members, limiting the absolute number of highly skilled workers for large and complex sustainable living projects	1

11. What are the most important skills needed in Sustainable Technologies & Practices in the next 5 years?

Count	Response
1	4yr college level education
1	Electrical Engineering and Journeyman Electricians
1	computer programming and maintenance.
1	The field is diverse with the skills sets varying by whther or not we're taking energy efficiency, alternative energy or trasnportation. On the whole, engineering would be a valuable skill set.
1	The skills can be developed but I think the barriers of high cost of living and lack of affordable housing are critical factors that need to be addressed to attract workforce and recruitment efforts.
1	A workforce that is adaptive and willing to continue learning. That's not so much a specific skill as a practice. It requires some level of culture change in the workforce that we need to cultivate. Integrated IT skills in all trades are needed also.
1	Students graduating from high school with a firm grounding in science and math, as well an understanding of how to use a computer.
1	Simply being educated in the sector. Perhaps not a skill, but the sector on Kauai needs to collaborate and come up with criteria/standards to help educate the larger community about susty tech & practices.
1	Knowledge of the industry and willingness to work, even if it means starting at the bottom or an organization.
1	Basic electrical trade skills, engineering knowledge and practice, electrical system instrument & controls, building system operations and maintenance, HVAC knowledge & skills
1	monitoring shorelines and natural resources development of energy solid waste diversion natural local building
1	1. Adequate training in construction, repair and maintenance of Kauai's sustainable energy infrastructure. 2. Computer programing. 3. Lobbying/Public Relations.
1	Skills in four basic areas of WEALF: 1) Water, waste water and waste (W) 2) Energy (E) 3) Affordable Living (AL) & 4) Food such as Aquaponics (F) In summary, we need to balance our Cultural (C), Environmental (E) and Economic (E) needs - CEE WEALF

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Sustainable Technologies & Practices on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Prohibitive federal and state laws	19.2%	5
Price competition from fossil fuels	34.6%	9
High cost of green building materials	26.9%	7
Unproven technology	30.8%	8
Too much risk from intermittent energy sources	15.4%	4
Lack of funding towards projects and initiatives	50.0%	13
Other community priorities	26.9%	7
Other	15.4%	4
	Total	26

Responses "Other"	Count
Left Blank	62
Lack of qualified high school graduates.	1
Nature of the cluster - doesn't generate numerous jobs.	1
Utility Restrictions	1
we need to get comfortable with change, uncertainty, and transformation	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Sustainable Technologies & Practices on Kaua'i?

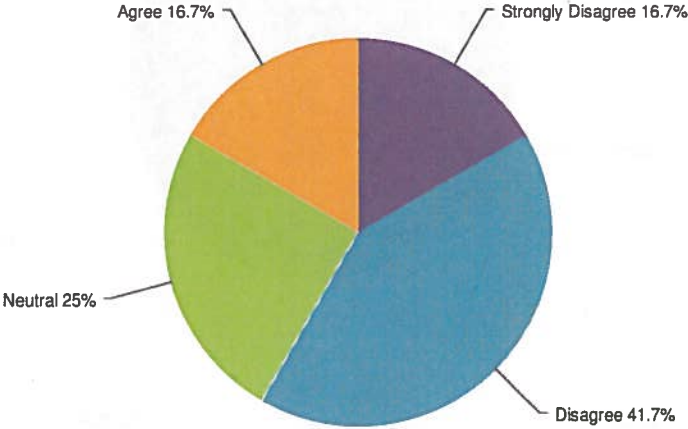
Count	Response
1	Agriculture
1	KIUC Renewable Energy projects PMRF
1	Kauai's location in between the mainland and Asia and the draw of our environment.
1	Need for affordable housing tapping into green building principles
1	PMRF. KCC.
1	reducing barriers for switching to sustainable practices.
1	The barrier is not technology, funding, or lack thereof. The primary barrier is social - the opportunity is in helping the broader community understand the opportunity to transform these systems, which in turn will provide the leverage needed to accelerate change.
1	Utility continuing to allow additional solar Photovoltaic systems to interconnect to the grid. Ideally without severe curtailment
1	Given outstanding progress already facilitated by KIUC in the renewable energy production field here on Kauai, much remains with respect to especially Affordable/Sustainable Housing , DSM&Food production on island such as organic soil based production, Aquaponics, aeroponics and hydroponics.
1	Cap and and trade or a carbon tax-- the only way to ensure long term demand for new energy technology.
1	Energy efficiency/electrical engineering/computer programming specialization. Bio-engineering to control invasive species.
1	Currently, transportation - everything from more drivers to mechanics that can work with alternative energy vehicles to planning.
1	Operation and maintenance of power, energy, and building systems. A growing number of PV systems will require maintenance as they age and are exposed to harsh Hawaii environment.
1	As I mentioned earlier, KIUC has gained national and international recognition for its integration and high penetration of renewables on its system. This is a good platform to attract sustainable technologies and practice.

14. Describe the state of Kaua'i's Sustainable Technologies & Practices industry in one word, phrase or sentence.

Count	Response
1	Challenged
1	Dismal
1	Dynamic but leaderless.
1	Green economy is passe, it's blue.
1	Growing
1	Lacking.
1	Lots of mini-clusters. Hard to talk about it as a monolithic cluster.
1	Nascent
1	Not visible.
1	Rapidly evolving and taking many risks in moving forward rapidly.
1	Strong
1	growing
1	limited
1	underdeveloped

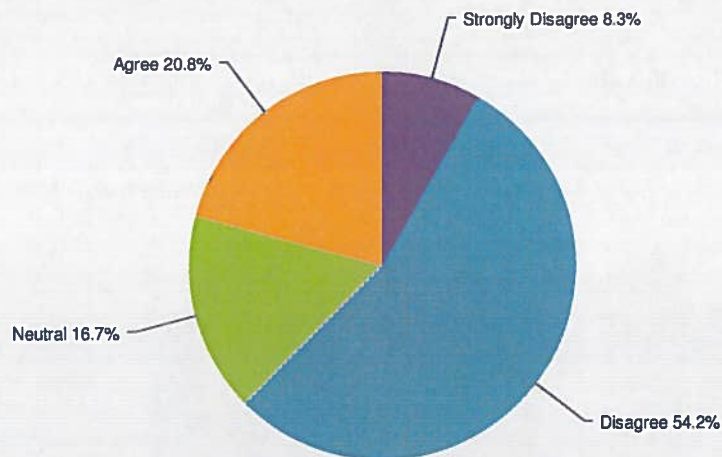
Science & Technology

1. There are many internship and career development opportunities for students in the Science & Technology sector on Kaua'i.



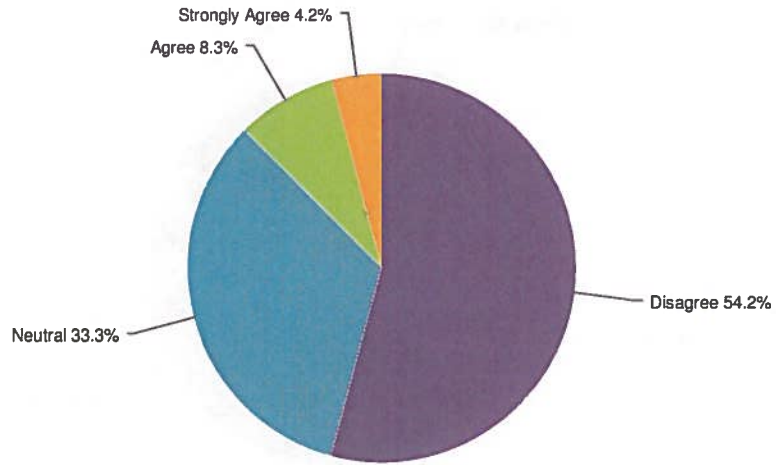
Value	Percent	Count
Strongly Disagree	16.7%	4
Disagree	41.7%	10
Neutral	25.0%	6
Agree	16.7%	4
Strongly Agree	0.0%	0
Total		24

2. Technology resources (internet, telecommunications, equipment rentals, etc.) are developed enough to meet the demands of local businesses on Kaua'i.



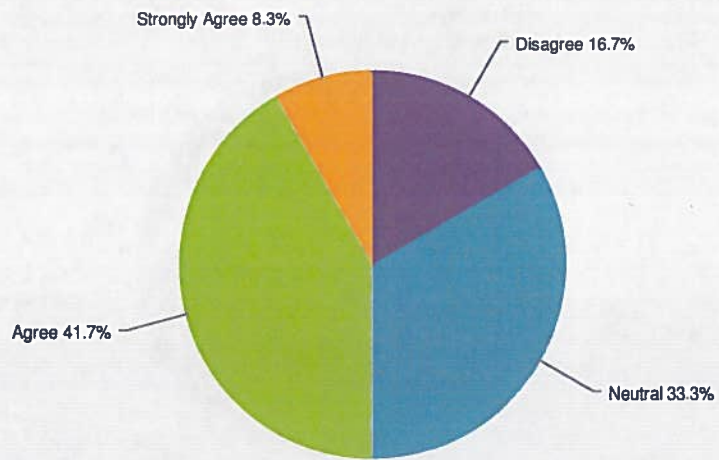
Value	Percent	Count
Strongly Disagree	8.3%	2
Disagree	54.2%	13
Neutral	16.7%	4
Agree	20.8%	5
Strongly Agree	0.0%	0
Total		24

3. There is strong leadership guiding the Science & Technology industry cluster on Kaua'i.



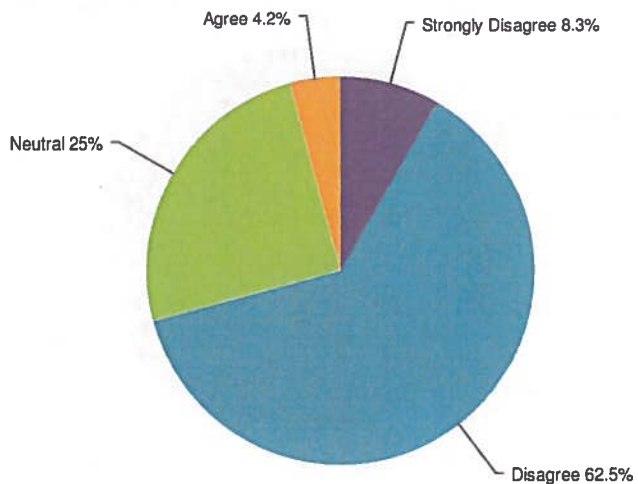
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	54.2%	13
Neutral	33.3%	8
Agree	8.3%	2
Strongly Agree	4.2%	1
Total		24

4. There is demand for new services and businesses in the Science & Technology sector on Kaua'i.



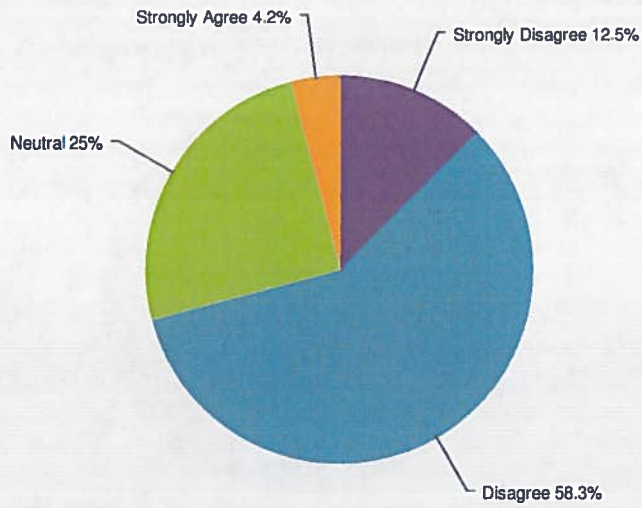
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	16.7%	4
Neutral	33.3%	8
Agree	41.7%	10
Strongly Agree	8.3%	2
Total		24

5. Facilities in the Science & Technology sector (laboratories, studios, equipment rentals) are modern enough to serve businesses on Kaua'i.



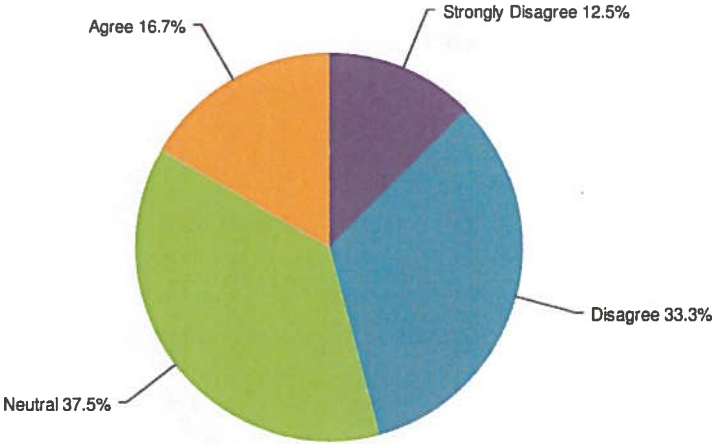
Value	Percent	Count
Strongly Disagree	8.3%	2
Disagree	62.5%	15
Neutral	25.0%	6
Agree	4.2%	1
Strongly Agree	0.0%	0
Total		24

6. Skilled workers in the Science & Technology sector often choose to remain on Kaua'i instead of relocating.



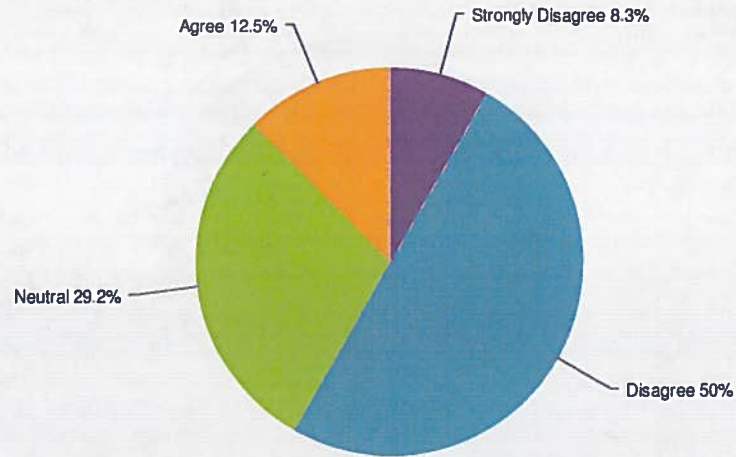
Value	Percent	Count
Strongly Disagree	12.5%	3
Disagree	58.3%	14
Neutral	25.0%	6
Agree	0.0%	0
Strongly Agree	4.2%	1
Total		24

7. Federal and state facilities collaborate often with businesses in the Science & Technology sector on Kaua'i.



Value	Percent	Count
Strongly Disagree	12.5%	3
Disagree	33.3%	8
Neutral	37.5%	9
Agree	16.7%	4
Strongly Agree	0.0%	0
Total		24

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Science & Technology.

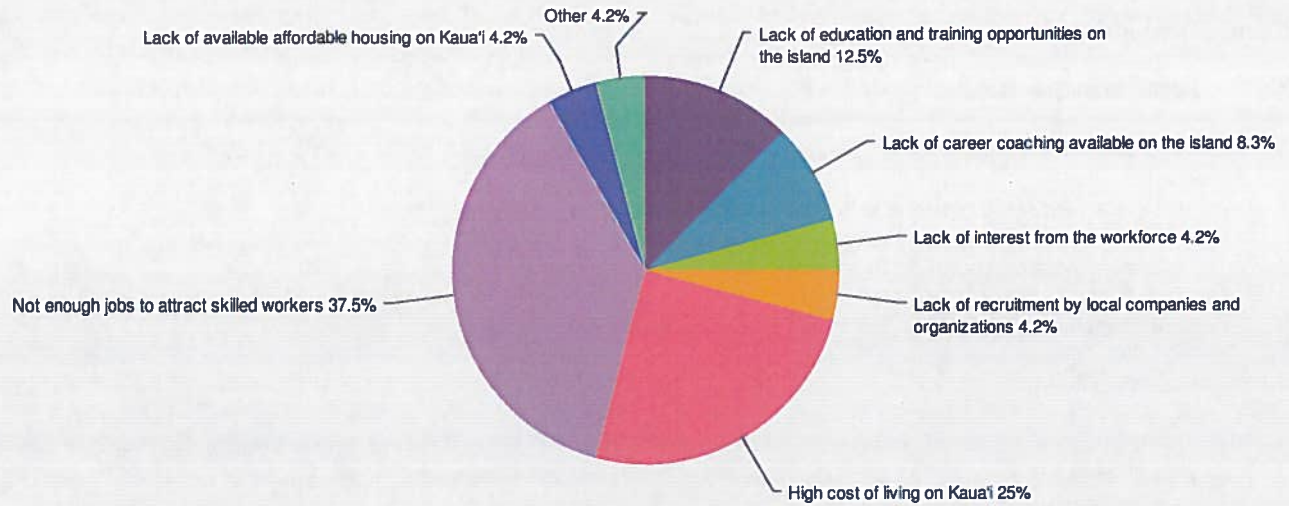


Value	Percent	Count
Strongly Disagree	8.3%	2
Disagree	50.0%	12
Neutral	29.2%	7
Agree	12.5%	3
Strongly Agree	0.0%	0
Total		24

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Science & Technology on Kaua'i over the last 5 years?

Count	Response
1	Better internet service.
1	Increased workload at PMRF
1	Jobs have decreased greatly after the loss of senator Inouye...
1	Probably alternative energy such as PV systems
1	Senator Inouye 2011-passing, Currently Mayor Carvalho
1	robotics club
1	The fact that the majority of people rely on science and tech in their every day lives, especially tech. Science is on the rise as we look for ways to remediate our soils, regrow our forests, restore watersheds, mitigate hazards impacts. We need satellite ed centers. Waimea and Kapaa.
1	Development of a pre-engineering program at KCC and also an associates in Natural Science, coupled with more emphasis on transfer and internships
1	Faculty at KCC who write proposals have increased funding for projects. While not creating new jobs, internships at the college have increased, which ultimately supports the community

10. What is the top barrier to having an available skilled workforce on Kaua'i in Science & Technology? (Select one from the list below or write in your own response.)



Value	Percent	Count
Lack of education and training opportunities on the island	12.5%	3
Lack of career coaching available on the island	8.3%	2
Lack of interest from the workforce	4.2%	1
Lack of recruitment by local companies and organizations	4.2%	1
High cost of living on Kaua'i	25.0%	6
Not enough jobs to attract skilled workers	37.5%	9
Lack of available affordable housing on Kaua'i	4.2%	1
Other	4.2%	1
There is an adequate supply of skilled workers	0.0%	0
Total		24

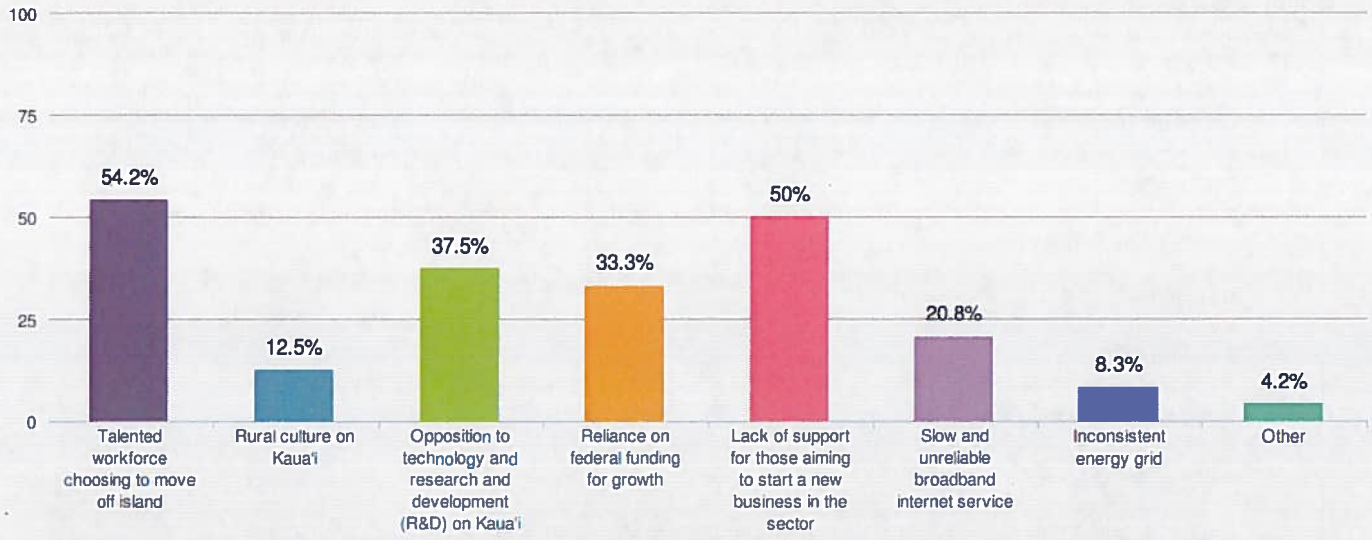
Responses "Other"

Responses "Other"	Count
Left Blank	65
low salaries	1

11. What are the most important skills needed in Science & Technology in the next 5 years?

Count	Response
1	Attitude
1	Engineering
1	Engineers
1	Environmental sciences.
1	Mentoring
1	Programming
1	computer engineering & programming
1	creative design.
1	natural resources management engineering for climate change urban planning for climate change
1	programming (or data science), IT personel, applied engineering
1	software development
1	Skilled technicians with the ability to keep complex systems up and running once they are established.
1	1. Adequate training in construction, repair and maintenance of Kauai's sustainable energy infrastructure. 2. Computer programing. 3. Lobbying/Public Relations.

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Science & Technology on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Talented workforce choosing to move off island	54.2%	13
Rural culture on Kaua'i	12.5%	3
Opposition to technology and research and development (R&D) on Kaua'i	37.5%	9
Reliance on federal funding for growth	33.3%	8
Lack of support for those aiming to start a new business in the sector	50.0%	12
Slow and unreliable broadband internet service	20.8%	5
Inconsistent energy grid	8.3%	2
Other	4.2%	1
Total		24

Responses "Other"	Count
Left Blank	65
KIUC	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Science & Technology on Kaua'i?

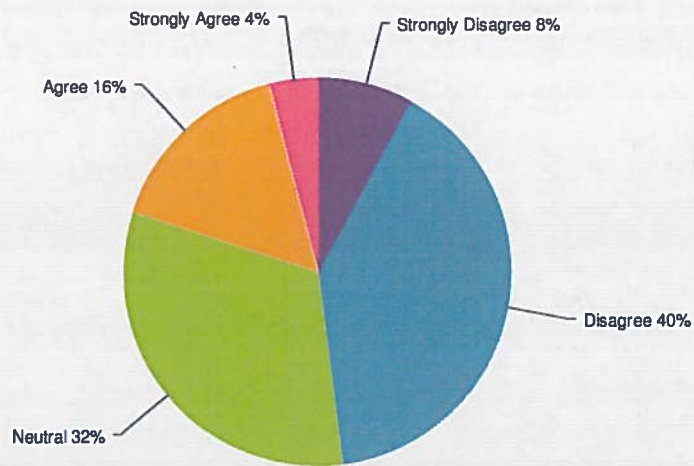
Count	Response
1	Agricultural technologies (Ag-Tech)
1	Computer, communications, and renewable energy sector.
1	Exploiting our geographic location to attract businesses doing business with Asia.
1	IT jobs, programming. Marine science
1	Marketing PMRF
1	PMRF
1	PMRF!
1	Technology related to Energy
1	new technology
1	not sure
1	software development
1	Energy efficiency/electrical engineering/computer programming specialization. Bio-engineering to control invasive species.

14. Describe the state of Kaua'i's Science & Technology industry in one word, phrase or sentence.

Count	Response
2	Behind
1	Can be better
1	Eh
1	Limited
1	Military dependent.
1	Stagnant
1	Stagnate
1	growth
1	idling
1	in its infancy, immature
1	small and inconsistent.
1	under developed

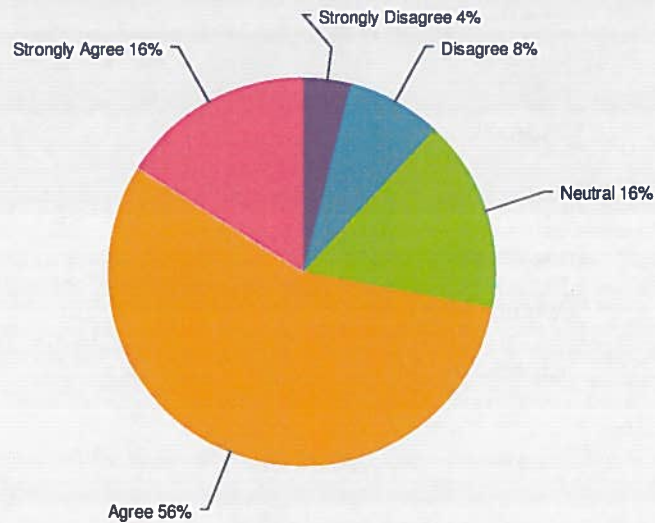
Health & Wellness

1. There are sufficient programs on Kaua'i to develop the next generation of Kaua'i's Health & Wellness workers.



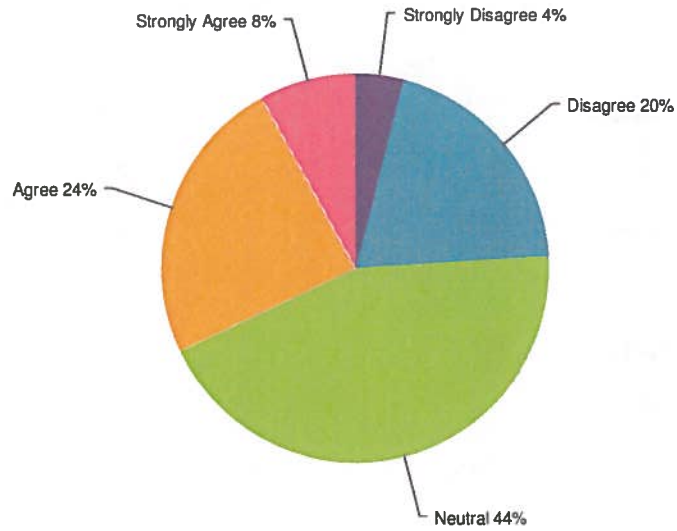
Value	Percent	Count
Strongly Disagree	8.0%	2
Disagree	40.0%	10
Neutral	32.0%	8
Agree	16.0%	4
Strongly Agree	4.0%	1
Total		25

2. Providing more specialized healthcare on Kaua'i is a priority strategy to create jobs, increase wages and increase funds in Health & Wellness on the island.



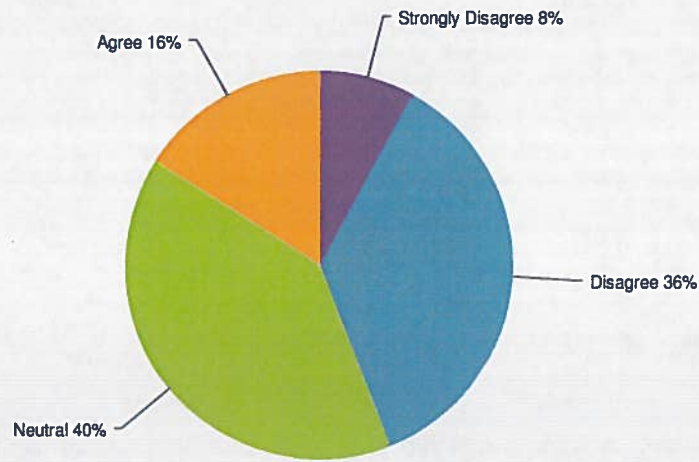
Value	Percent	Count
Strongly Disagree	4.0%	1
Disagree	8.0%	2
Neutral	16.0%	4
Agree	56.0%	14
Strongly Agree	16.0%	4
Total		25

3. There is strong leadership guiding the Health & Wellness industry cluster on Kaua'i.



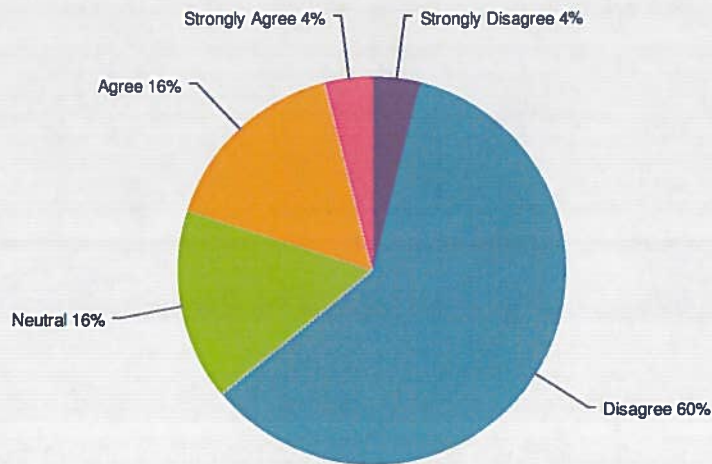
Value	Percent	Count
Strongly Disagree	4.0%	1
Disagree	20.0%	5
Neutral	44.0%	11
Agree	24.0%	6
Strongly Agree	8.0%	2
Total		25

4. Local Health & Wellness organizations are equipped to adapt to the changing marketplace.



Value	Percent		Count
Strongly Disagree	8.0%		2
Disagree	36.0%		9
Neutral	40.0%		10
Agree	16.0%		4
Strongly Agree	0.0%		0
Total			25

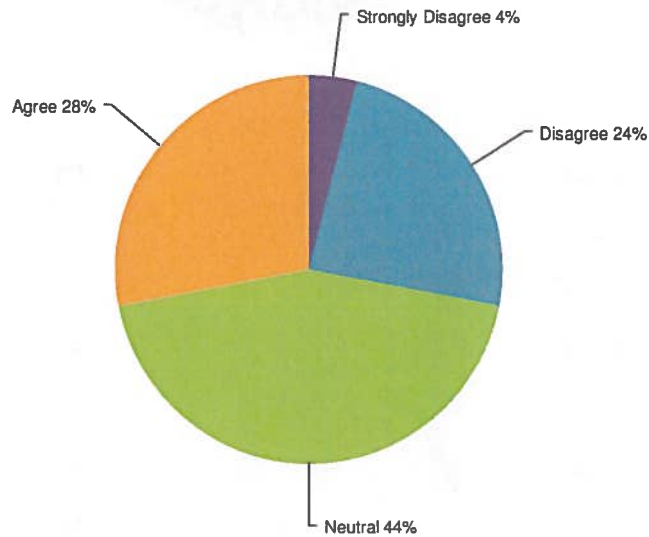
5. There are adequate senior care services and facilities on Kauai.



Value	Percent		Count
Strongly Disagree	4.0%		1
Total			25

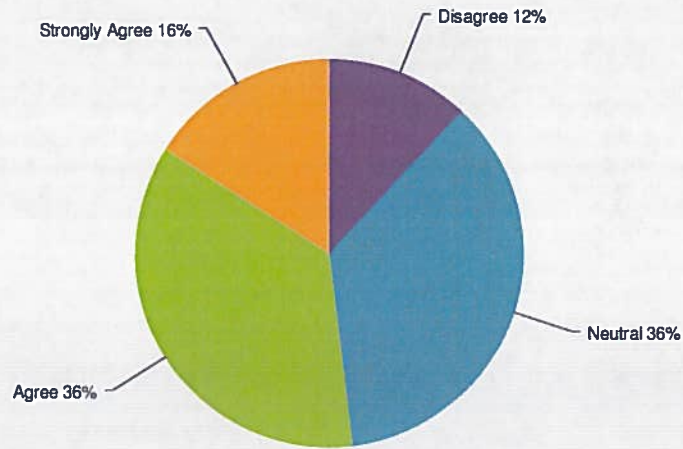
Value	Percent	Count
Disagree	60.0%	15
Neutral	16.0%	4
Agree	16.0%	4
Strongly Agree	4.0%	1
Total		25

6. Health & Wellness businesses and organizations on Kaua'i are well connected and collaborate often.



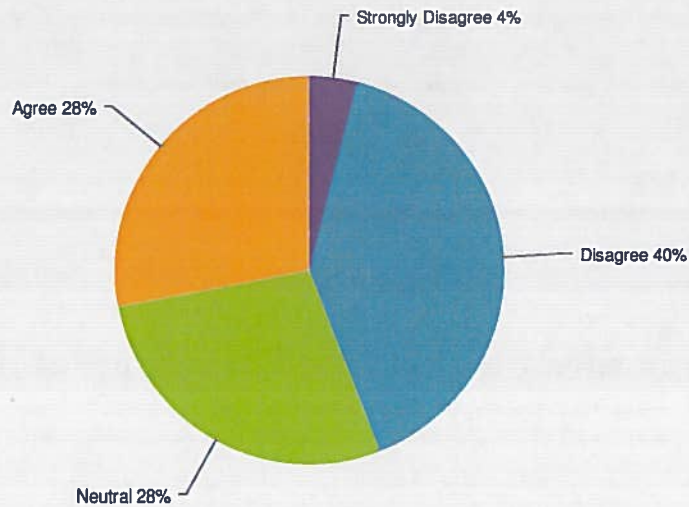
Value	Percent	Count
Strongly Disagree	4.0%	1
Disagree	24.0%	6
Neutral	44.0%	11
Agree	28.0%	7
Strongly Agree	0.0%	0
Total		25

7. Prevention and wellness services have more potential for growth on Kaua'i than acute care services.



Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	12.0%	3
Neutral	36.0%	9
Agree	36.0%	9
Strongly Agree	16.0%	4
Total		25

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Health & Wellness.



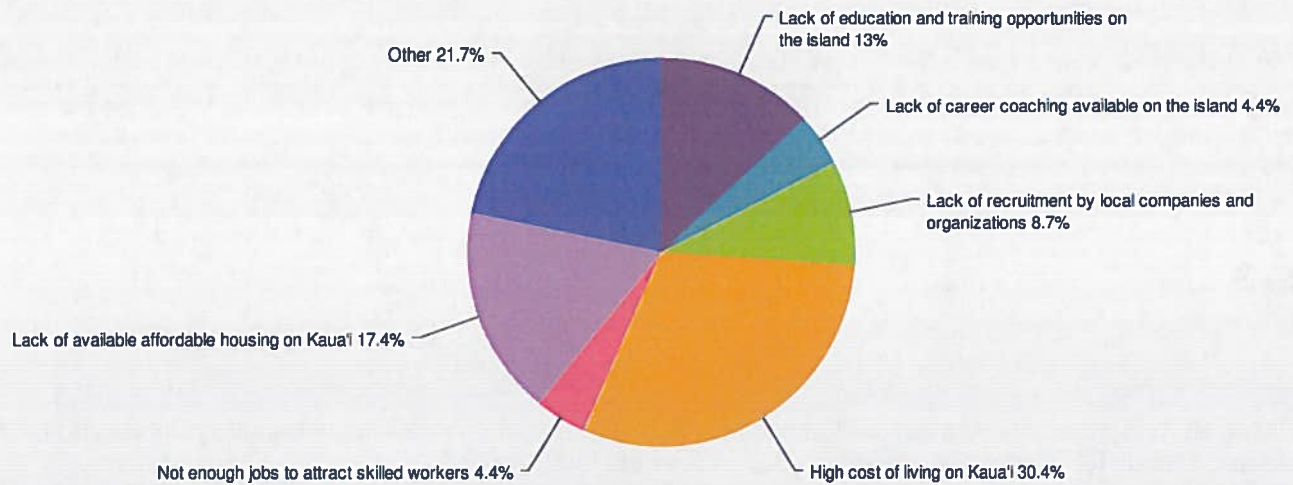
Value	Percent	Count
Total		25

Value	Percent	Count
Strongly Disagree	4.0%	1
Disagree	40.0%	10
Neutral	28.0%	7
Agree	28.0%	7
Strongly Agree	0.0%	0
Total		25

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Health & Wellness on Kaua'i over the last 5 years?

Count	Response
1	Brining Kaiser to Kauai
1	Emphasis on prevention and wellness.
1	Medical Assisting Programs (e.g., Certified Nursing Assistants)
1	None--wages are mostly stagnant and funding has been level.
1	The tobacco fund. Get Fit Kauai. Bev Brody and Tommy Noyes. Dr. Dileep.
1	alternative health options
1	not sure
1	private sector growing
1	Well, none. That the public can see. To much to type my number is 808-631-8308 if you want to hear my prospective.
1	I have not worked in this sector for the past few years, so don't feel qualified to answer this. ACA mandated that certain preventive and complimentary care services be covered, so that may have created a need for additional workforce, but I'm not aware of a change that has increased wages.
1	KVMH is underfunded. Obamacare is destroying the decent healthcare that we once strived to achieve. There is nothing positive right now.
1	The change in payment provider requirements. Government unfunded mandates. Change in payment models from the conventional fee for service. Good change but ineffective preparation.
1	While some increase in jobs and wages have been seen wondering (how many) are commensurate w/known inflation in the last 5 years and also factoring in recession. Given our high state ranking for aging population (incl Kauai) relative to nation, Kauai's jobs in H&W have been in aging related sectors.

10. What is the top barrier to having an available skilled workforce on Kaua'i in Health & Wellness? (Select one from the list below or write in your own response.)



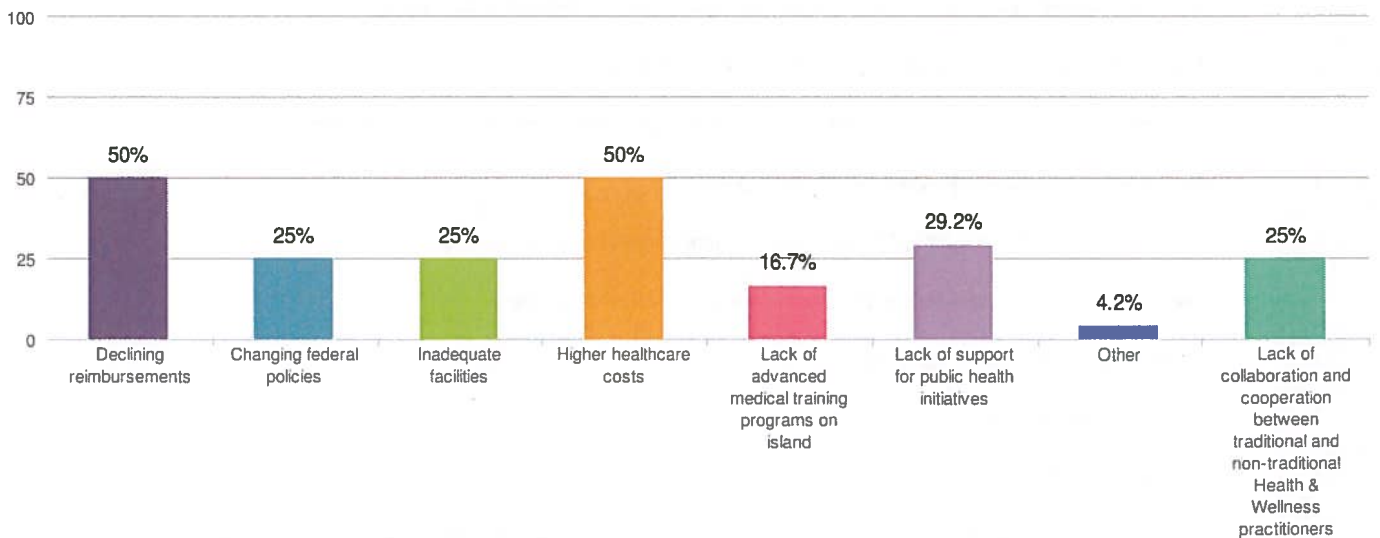
Value	Percent	Count
Lack of education and training opportunities on the island	13.0%	3
Lack of career coaching available on the island	4.4%	1
Lack of interest from the workforce	0.0%	0
Lack of recruitment by local companies and organizations	8.7%	2
High cost of living on Kaua'i	30.4%	7
Not enough jobs to attract skilled workers	4.4%	1
Lack of available affordable housing on Kaua'i	17.4%	4
Other	21.7%	5
There is an adequate supply of skilled workers	0.0%	0
Total		23

Responses "Other"	Count
Left Blank	61
No real reimbursements from carriers	1
lack of public demand for proactive health practices	1
Opportunities for advancement/changing careers by receiving the necessary training/certification. Most families are dual income because of the high cost of housing. You just can't quit your day job to attend school during the day. Programs/classes need to be held on evenings/weekends to accommodate work schedules.	1
While many of the barriers are relevant contributors, high cost of living perhaps serves as an "invisible" yet key driving barrier for recruitment and/or retention.	1
Insufficient financial resources in our community to support a range of health, wellness, and medical services, perhaps our population is too small.	1

11. What are the most important skills needed in Health & Wellness in the next 5 years?

Count	Response
1	Long-term care/geriatrics, behavioral health and allied health professionals
1	Senior care coordination; wellness promotion; consumer engagement specialists; IT and nursing
1	Simply more professionals - backgrounds at the Bachelor's degree level or higher.
1	Skills & competencies associated with catering to the care needs of a rapidly aging population.
1	Speciality practitioners so patients do not need to go to Oahu for treatment.
1	long term care healthy lifestyle preventative care
1	proactive preventative education and programs across all general practitioners.
1	technical skills -- ability to adapt to new technologies (e.g. tele-med)
1	Palliative care. Orthopedic care. Women's access to the full and complete array of Women's health care needs and education..
1	Ability to teach/motivate individuals to take personal responsibility for healthy, active, well-balanced lifestyles, thereby avoiding lifestyle-related diseases and injuries. Includes teaching how to be smart participants in their health care.
1	Relating to mental health and prevention of disease. Cancer, diabetes, and heart disease prevention/management/treatment. In a holistic context using Kauai lifestyle and culture as a foundation.
1	I think we already have enough skilled people and businesses on this island. We just need to utilized the ones we have and stop wasting our time creating more Health & Wellness when we have the resources. Like in the meeting, know one knew I exist
1	Unclear question. Physical/Occupational therapists and therapist aides Care Coordination facilitators
1	Ability to do more with less. Commitment to staying in a job more than a year. Way to pay a higher wage in a high cost state.

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Health & Wellness on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Declining reimbursements	50.0%	12
Changing federal policies	25.0%	6
Inadequate facilities	25.0%	6
Higher healthcare costs	50.0%	12
Lack of advanced medical training programs on island	16.7%	4
Lack of collaboration and cooperation between traditional and non-traditional Health & Wellness practitioners	0.0%	0
Lack of support for public health initiatives	29.2%	7
Other	4.2%	1
Lack of collaboration and cooperation between traditional and non-traditional Health & Wellness practitioners	25.0%	6
Total		24

Responses "Other"

Responses "Other"	Count
Left Blank	65
Lack of SA Tx facility	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Health & Wellness on Kaua'i?

Count Response

1	Aging population, wellness and prevention.
1	Community-based prevention programs in every town. Wellness centers in every town.
1	Health savings account/flex savings account for employees and general public.
1	Home and community based healthcare services Wellness and prevention programs/funding
1	Long-Term Care/geriatric services, behavioral health
1	Shifting hiring from Physicians to Physician Assistants and Nurse Practitioners
1	We really need to create an on-island substance abuse treatment facility
1	complementary medicine -- chiro, etc.
1	medical cannabis facilities
1	preventative and longterm care
1	Strategic investments in "high growth" and "high need" sectors to incent a market match of viable supply and demand.
1	Worksite wellness programs, health and fitness options for all ages and demographic groups, broad range of services for growing elderly segment.

Count Response

1	The sector may cost more of GDP but fewer jobs are needed as technology and self-driven options are more readily available today
1	Santion Events like what I'm bringing in 2016. The NSL Nspire Sports League, USPA United States Powerlifting Association, Strong Man USAs & CrossFit Games. This will generate revenue to our island. April 2nd we have a USPA meet Kauai. It's already filled marjorty is from outer island or mainland.
1	The state legislature needs to release the funds due our county to keep public health facilities alive and successful in Kauai

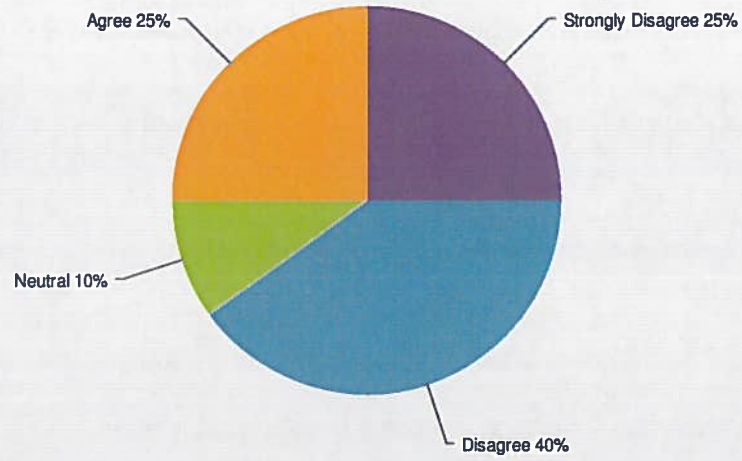
14. Describe the state of Kaua'i's Health & Wellness industry in one word, phrase or sentence.

Count Response

1	Always challenged and adapting to change.
1	Evolving
1	Hopefully broadening the emphasis from disease treatment model to health and wellness model.
1	It is loosing its effectiveness and ability to treat people in need of top quality care.
1	Lacking
1	Lacking
1	Not enough.
1	Progressing
1	Struggling to keep specialists on island
1	There's too much competition for good service.
1	Volatile and dynamic.
1	adaptive
1	growing.
1	needs lots of work
1	satisfactory

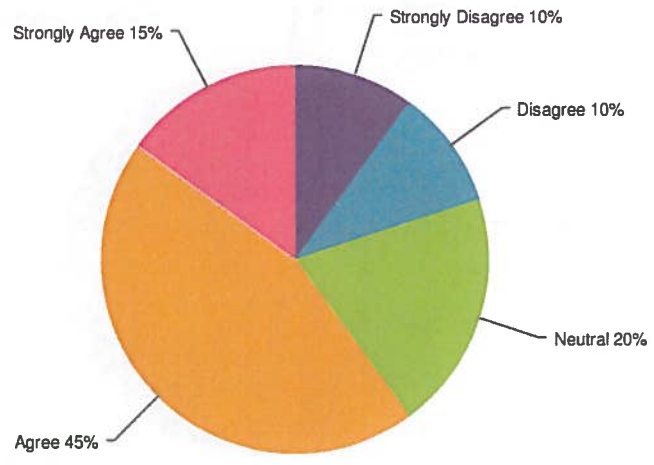
Sports & Recreation

1. There are enough sporting facilities to meet current demand on Kaua'i.



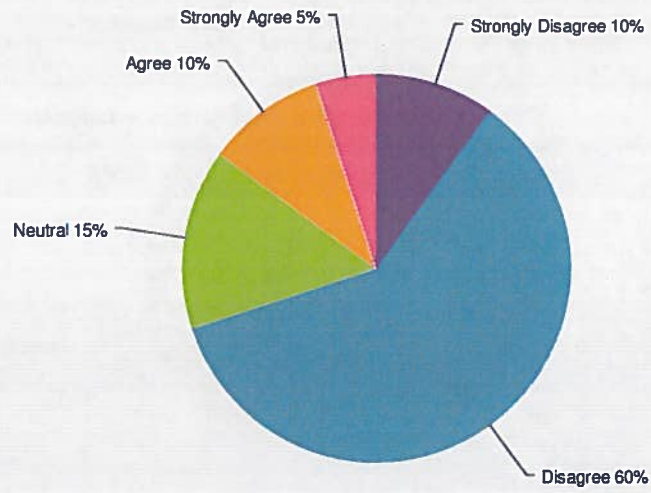
Value	Percent	Count
Strongly Disagree	25.0%	5
Disagree	40.0%	8
Neutral	10.0%	2
Agree	25.0%	5
Strongly Agree	0.0%	0
Total		20

2. Parks and recreational areas draw customers to businesses in the Sports & Recreation sector on Kaua'i.



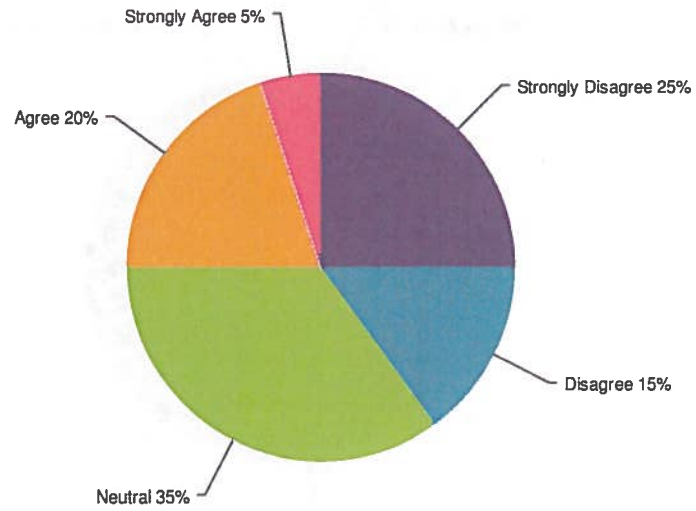
Value	Percent	Count
Strongly Disagree	10.0%	2
Disagree	10.0%	2
Neutral	20.0%	4
Agree	45.0%	9
Strongly Agree	15.0%	3
Total		20

3. There is strong leadership guiding the Sports & Recreation industry cluster on Kaua'i.



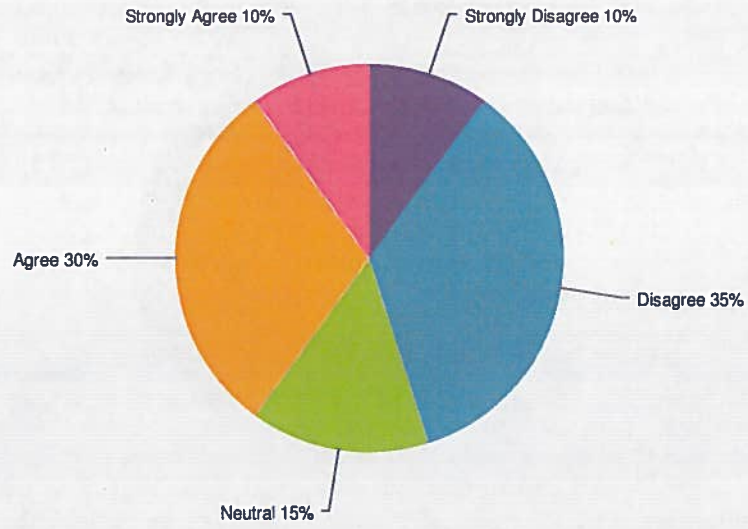
Value	Percent	Count
Strongly Disagree	10.0%	2
Disagree	60.0%	12
Neutral	15.0%	3
Agree	10.0%	2
Strongly Agree	5.0%	1
Total		20

4. Sports & Recreation events on Kaua'i are well marketed.



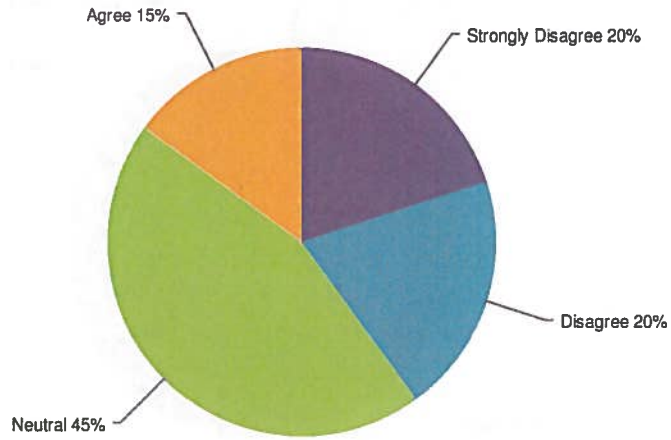
Value	Percent	Count
Strongly Disagree	25.0%	5
Disagree	15.0%	3
Neutral	35.0%	7
Agree	20.0%	4
Strongly Agree	5.0%	1
Total		20

5. Fitness and recreation centers are conveniently available throughout Kaua'i.



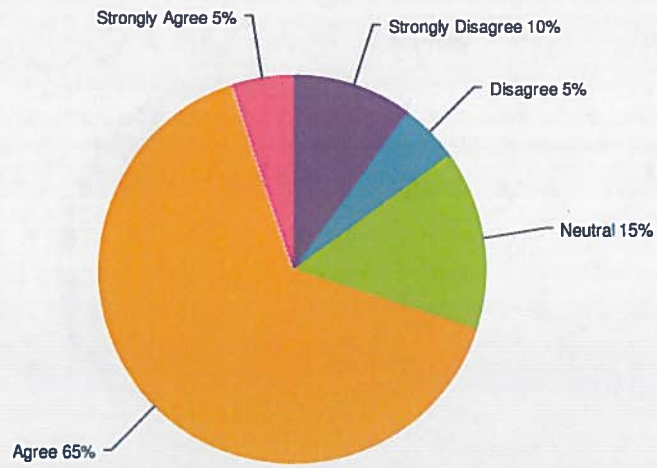
Value	Percent	Count
Strongly Disagree	10.0%	2
Disagree	35.0%	7
Neutral	15.0%	3
Agree	30.0%	6
Strongly Agree	10.0%	2
Total		20

6. Harbors on Kaua'i are modern and well maintained.



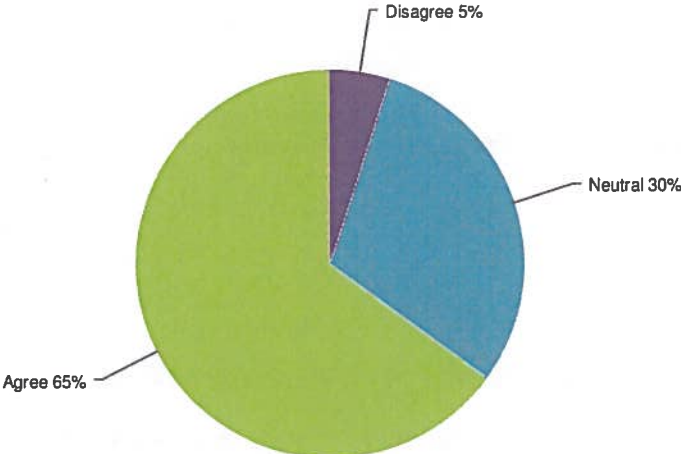
Value	Percent	Count
Strongly Disagree	20.0%	4
Disagree	20.0%	4
Neutral	45.0%	9
Agree	15.0%	3
Strongly Agree	0.0%	0
Total		20

7. Sports & Recreation events and facilities on Kaua'i are well attended.



Value	Percent	Count
Strongly Disagree	10.0%	2
Disagree	5.0%	1
Neutral	15.0%	3
Agree	65.0%	13
Strongly Agree	5.0%	1
Total		20

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Sports & Recreation.

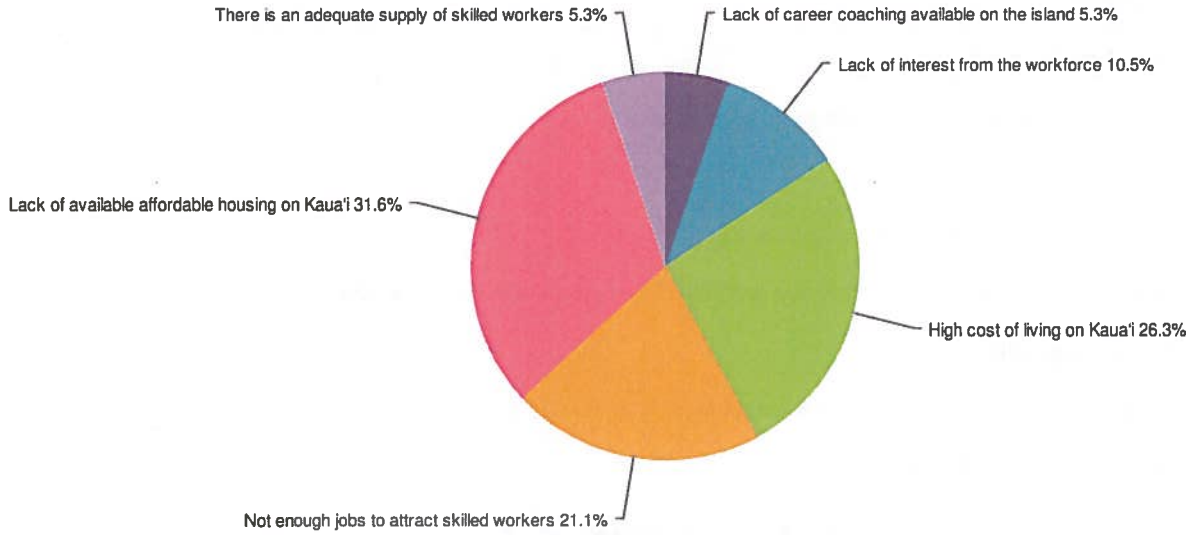


Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	5.0%	1
Neutral	30.0%	6
Agree	65.0%	13
Strongly Agree	0.0%	0
Total		20

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Sports & Recreation on Kaua'i over the last 5 years?

Count	Response
1	Better calendaring
1	Bike path and new events like the marathon and extreme events.
2	None
1	advancement in technology
1	not sure
1	the influx of talent specific to sports org and marketing which can help train others.
1	providing more opportunities for our kids in sports and recreation which leads to increase business for the island
1	There is an excellent program for senior citizens in Kauai's neighborhood centers. But not much for younger, working mothers or other middle aged folks.-- unless they want to paddle. But that is very competitive and not always welcome to all comers.
1	Not sure. Would like to see more sporting events on Kauai. To do this we need to put \$ to Vidinha as well as to Hanapepe stadium. Expand Waimea Canyon park (Kikiaola is a willing lessee) even if its just chopping down the sago palm and invasive species and fencing a field.
1	The rise of "adventure" or outdoor recreation for visitors have increased the number of businesses and jobs. For example, ATV Tour companies, Kayak rentals, bicycle rentals, ZIP lines etc. These types of activities have only recently been introduced to the visitor market.
1	The Kauai Marathon is well marketed and has good attendance. There has been little to no focus on marketing Sports & Recreation, with the exception those events that fall under CPEP's Festivals & Events.
1	Private/membership golf courses and golf tournaments Statewide local youth sports competitions Kauai Marathon

10. What is the top barrier to having an available skilled workforce on Kaua'i in Sports & Recreation? (Select one from the list below or write in your own response.)



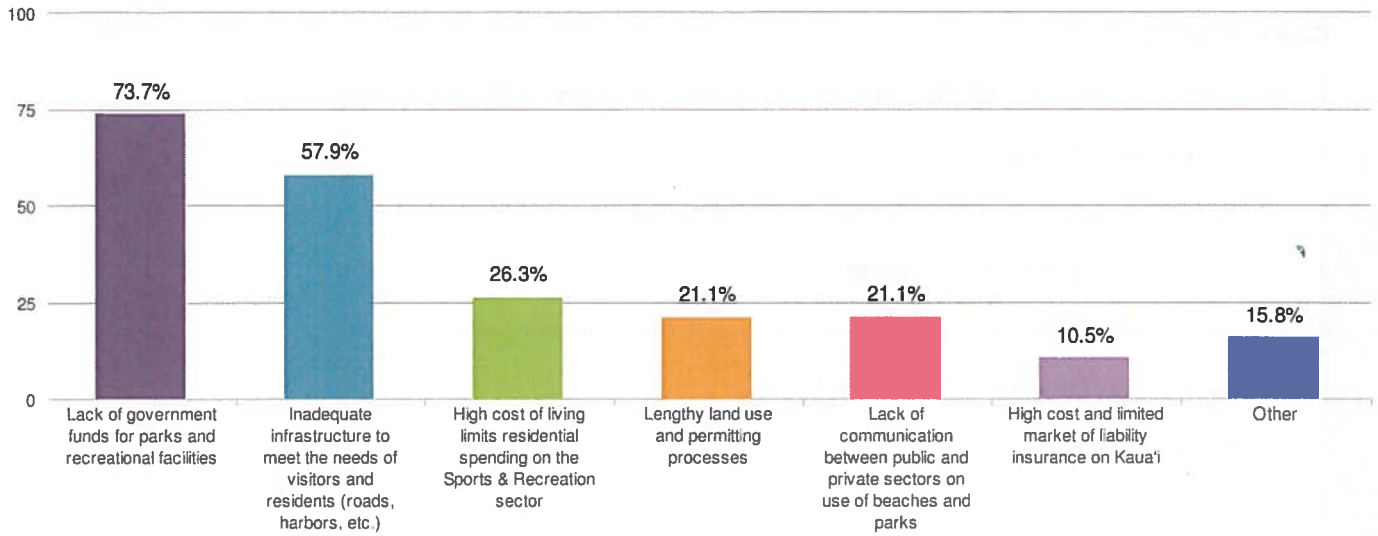
Value	Percent	Count
Lack of education and training opportunities on the island	0.0%	0
Lack of career coaching available on the island	5.3%	1
Lack of interest from the workforce	10.5%	2
Lack of recruitment by local companies and organizations	0.0%	0
High cost of living on Kaua'i	26.3%	5
Not enough jobs to attract skilled workers	21.1%	4
Lack of available affordable housing on Kaua'i	31.6%	6
There is an adequate supply of skilled workers	5.3%	1
	Total	19

Responses "Other"	Count
Left Blank	66

11. What are the most important skills needed in Sports & Recreation in the next 5 years?

Count	Response
1	International marketing
1	It all depends on the Sports you are intending to draw.
1	Marketing and Promotional
1	Marketing and partnership/sponsorship building.
1	People skills. The ability to communicate and having the right attitude (i.e. the aloha spirit)
1	Planning and marketing.
1	Qualified coaches willing to forgo the bigger opportunities elsewhere.
1	Upper management direction
1	We have enough skilled personal on this island. we need to unitize it.
1	business skills
1	organization, coordination and education
1	training for coaching

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Sports & Recreation on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Lack of government funds for parks and recreational facilities	73.7%	14
Inadequate infrastructure to meet the needs of visitors and residents (roads, harbors, etc.)	57.9%	11
High cost of living limits residential spending on the Sports & Recreation sector	26.3%	5
Lengthy land use and permitting processes	21.1%	4
Lack of communication between public and private sectors on use of beaches and parks	21.1%	4
High cost and limited market of liability insurance on Kaua'i	10.5%	2
Other	15.8%	3
Total		19

Responses "Other"	Count
Left Blank	63
Lack of affordable accommodations	1
Land to develop more facilities	1
variety of venues	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Sports & Recreation on Kaua'i?

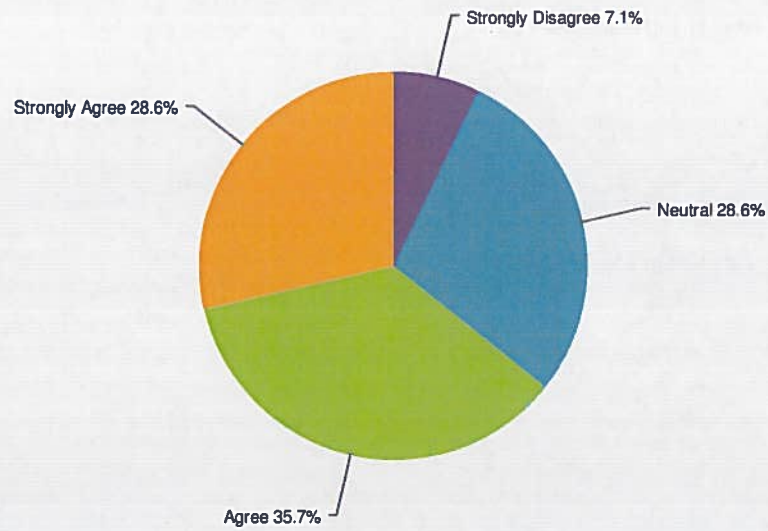
Count	Response
1	Great facilities and the ability to host and market events (that means leadership and money).
1	International marketing
1	National & International events IF the proper facilities are built.
1	The coastal bike path has huge potential
1	Unique location/cultural ambiance offering, a natural health and wellness tie in.
1	Various types of sports events that could be held.
1	increase coaching
1	not sure
1	Creating a welcoming atmosphere for participants in high profile international sporting events, coupled with better facilities. This would include basic things like public restrooms of the quality one finds in places like New Zealand.
1	Lenny Rapozo had great points on that,. and I'm already on it with bringing sanction events to Kauai that will bring revenue to the island.
1	Bike trails for safe exercising would be great for locals and tourists....but road improvements should happen first.
1	Secondary employment related to recreational and sporting activities (retail, visitor accommodations)
1	Waimea sports complex. Vidinha Stadium and walk/bike link to War Mem Center, when its expanded into a art/cult center.

14. Describe the state of Kaua'i's Sports & Recreation industry in one word, phrase or sentence.

Count	Response
1	Beach facilities are a mess and an embarrassment. This is our life blood.
1	Challenging
1	Conflicting with other island activities
1	Growing
1	HELP!
1	Has potential but needs public support
1	Limited opportunities due to very limited resources
1	Potential.
1	Run downed,
1	Silo
1	infancy
1	solid
1	Obsolete managerial direction; inferior/run-down facilities;absent public/private sector involvement

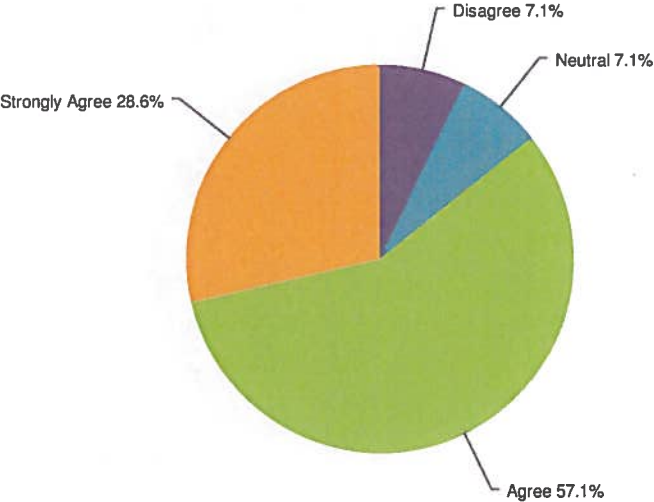
Arts & Culture

1. Incubator and accelerator programs are needed on Kaua'i to help cultural practitioners and artists start and grow entrepreneurial businesses.



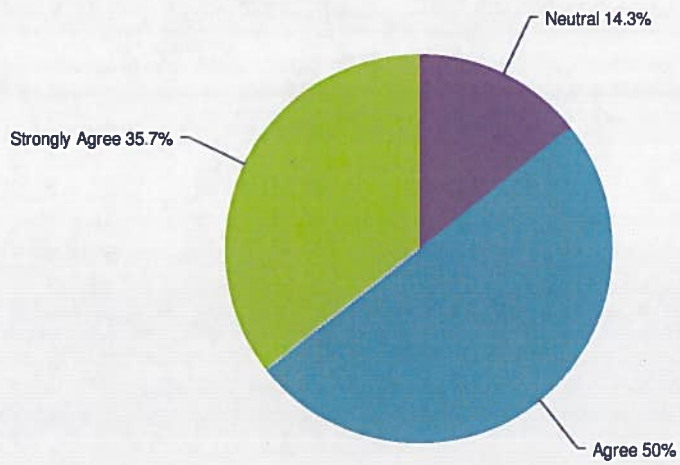
Value	Percent	Count
Strongly Disagree	7.1%	1
Disagree	0.0%	0
Neutral	28.6%	4
Agree	35.7%	5
Strongly Agree	28.6%	4
Total		14

2. Culture & Arts organizations on Kaua'i need programs that help them to develop revenue streams, be more self-sustaining and reduce their dependence on grant funding.



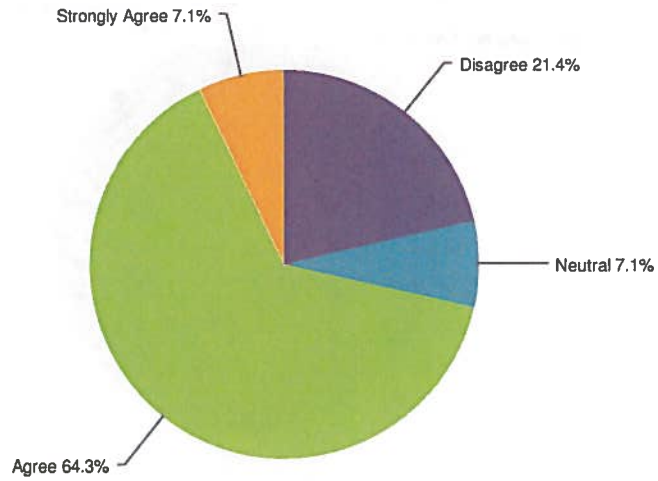
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	7.1%	1
Neutral	7.1%	1
Agree	57.1%	8
Strongly Agree	28.6%	4
Total		14

3. More leadership and collaboration are needed in order to increase jobs, earnings and funding for the Culture & Arts industry cluster on Kaua'i.



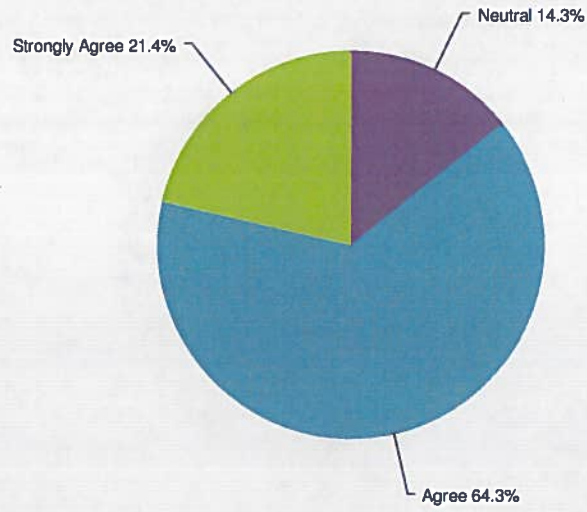
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	0.0%	0
Neutral	14.3%	2
Agree	50.0%	7
Strongly Agree	35.7%	5
Total		14

4. Creative technology media such as film, video, graphic design and photography are among the greatest areas of opportunity to increase jobs, earnings and funding for the Culture & Arts industry cluster on Kaua'i.



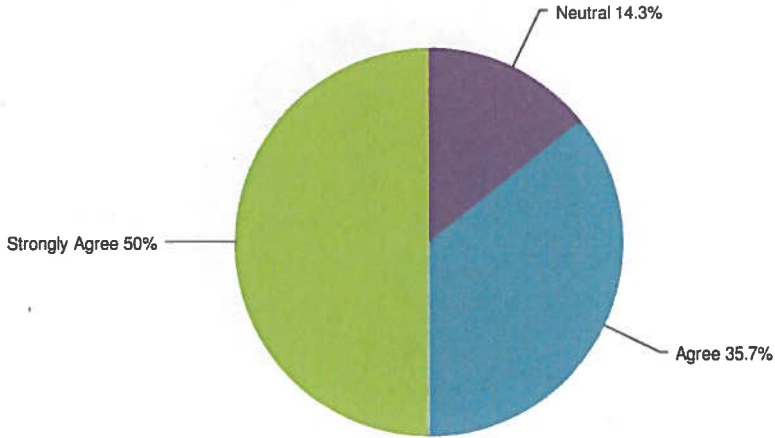
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	21.4%	3
Neutral	7.1%	1
Agree	64.3%	9
Strongly Agree	7.1%	1
Total		14

5. The Culture & Arts industry cluster can and should collaborate more with the visitor industry on Kaua'i.



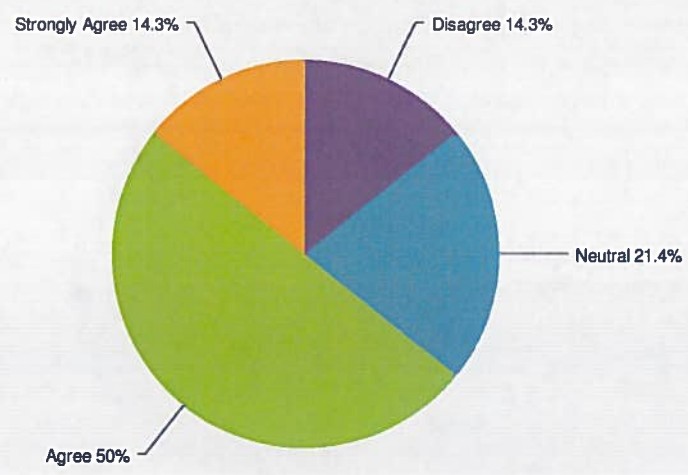
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	0.0%	0
Neutral	14.3%	2
Agree	64.3%	9
Strongly Agree	21.4%	3
Total		14

6. More Culture & Arts education for students in grades K-20 is critical to develop the next generation of cultural practitioners and artists.



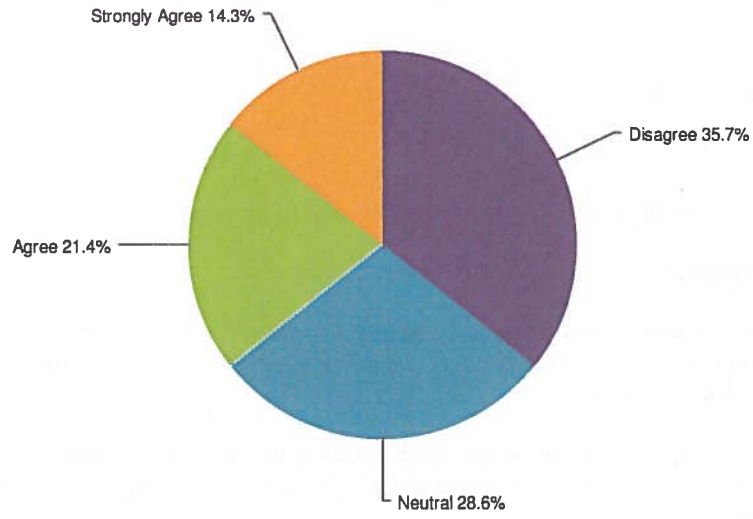
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	0.0%	0
Neutral	14.3%	2
Agree	35.7%	5
Strongly Agree	50.0%	7
Total		14

7. A Culture & Arts center on Kaua'i is critical to help more cultural practitioners and artists thrive.



Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	14.3%	2
Neutral	21.4%	3
Agree	50.0%	7
Strongly Agree	14.3%	2
Total		14

8. There are enough qualified workers available on Kaua'i to serve the needs of businesses in Culture & Arts.



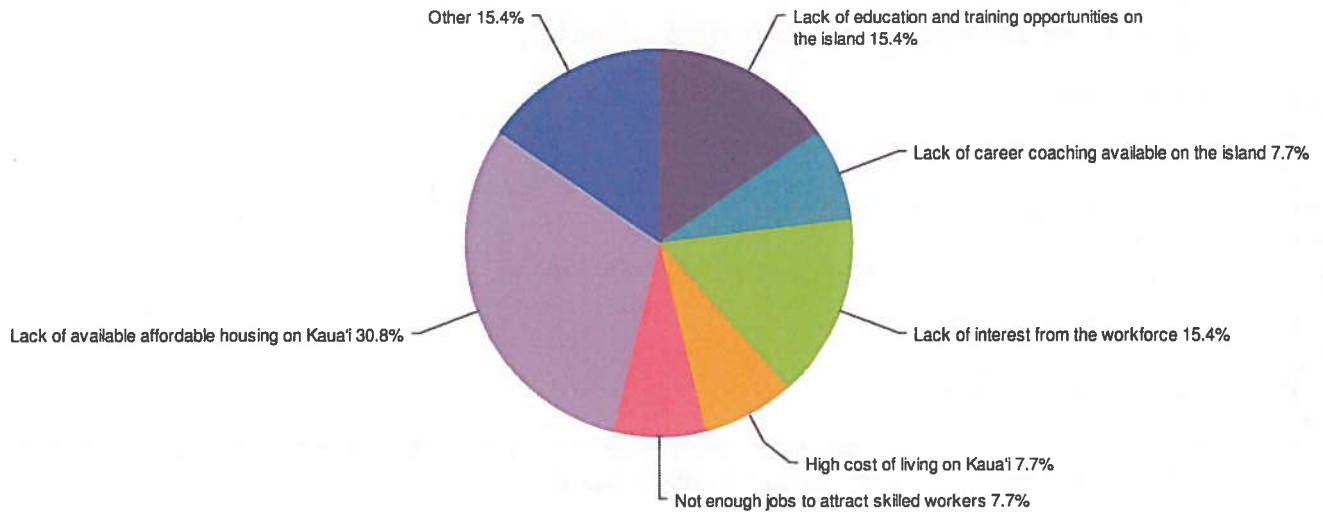
Value	Percent	Count
Strongly Disagree	0.0%	0
Disagree	35.7%	5
Neutral	28.6%	4
Agree	21.4%	3
Strongly Agree	14.3%	2
Total		14

9. What change(s) have made the greatest positive impact in creating new jobs, increasing wages and/or increasing funds for Culture & Arts on Kaua'i over the last 5 years?

Count Response

1	Digital Media program at KCC
1	Don't Know.
1	More hula shows, outside (international) shows (festivals) and visitor increase.
1	Shift in technology needs for marketing and advertising for businesses.
1	The visitor industry's recognition and increasingly genuine appreciation of the importance of culture and arts, especially culture, to the establishment of Kaua'i/ Hawai'i as a unique and authentic destination. The 1% funding for arts to purchase, exhibit, curate the work of Hawaii's artists.
1	The quality of artists living on Kauai can be reinforced if more high quality artists/performers are brought here to perform and share their gifts with upcoming artists in all areas. This will also bring in more revenue when the quality of performances is enhanced by experts.
1	Not much for positive, but I have seen negative. for instance the replacement of local, Kauai born and taught halau to perform at luau's by outside island promotions.
1	Collaboration between successful artist/related businesses and the willingness of champions to share their tools for success. Also KUGA, Kauai Art Factory, Fashion month.

10. What is the top barrier to having an available skilled workforce on Kaua'i in Culture & Arts? (Select one from the list below or write in your own response.)



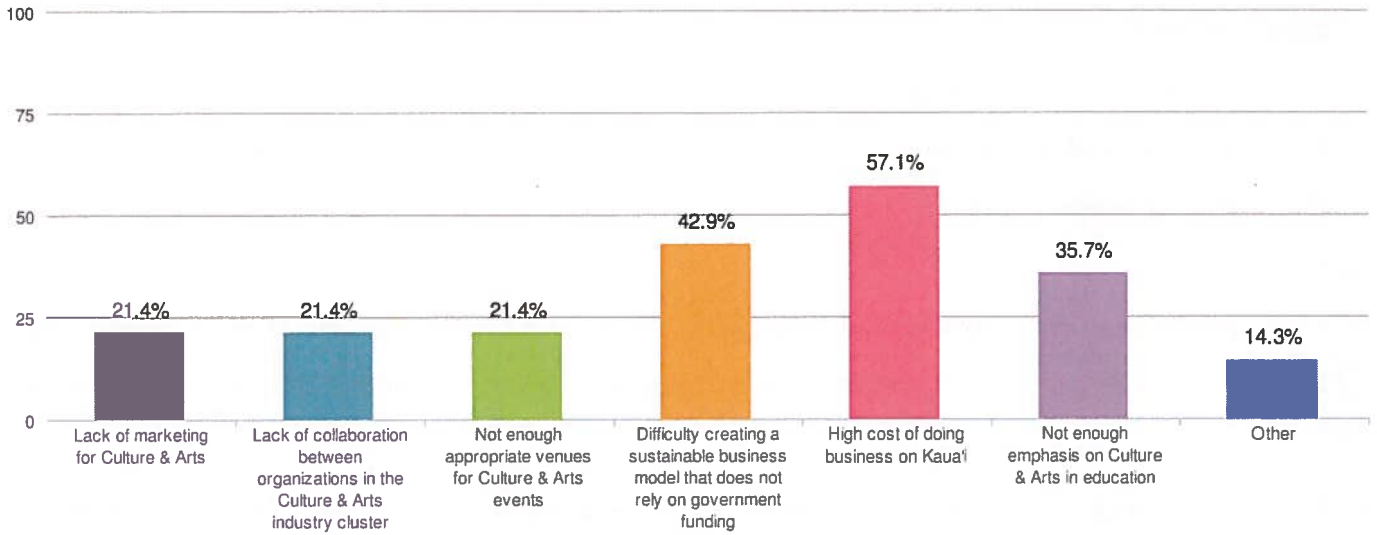
Value	Percent	Count
Lack of education and training opportunities on the island	15.4%	2
Lack of career coaching available on the island	7.7%	1
Lack of interest from the workforce	15.4%	2
Lack of recruitment by local companies and organizations	0.0%	0
High cost of living on Kaua'i	7.7%	1
Not enough jobs to attract skilled workers	7.7%	1
Lack of available affordable housing on Kaua'i	30.8%	4
Other	15.4%	2
There is an adequate supply of skilled workers	0.0%	0
Total		13

Responses "Other"	Count
Left Blank	64
businesses paying for the service instead of asking for in kind donations	1
A public education system par non that nurtures and trains the whole person and recognizes the legitimacy of culture and arts as a career path.	1

11. What are the most important skills needed in Culture & Arts in the next 5 years?

Count	Response
1	Basic work skills Management skills Specific field skills--videography
1	Business skills
1	Business training
1	Creativity and opportunities, mentors, leadership, outlets
1	Ethics and moral constructs based on the expression of culture and art.
1	Excellence in whatever skill is chosen.
1	Marketing and volunteering
1	Entrepreneurial mindset and spirit, business training, confidence that art and culture can provide right livelihood, ability of artists, community and government to work cooperatively and strategically.

12. What other barriers are the greatest hindrance to creating new jobs, increasing wages and/or increasing funds for Culture & Arts on Kaua'i? (Select up to three from the list below or write in your own response.)



Value	Percent	Count
Lack of marketing for Culture & Arts	21.4%	3
Lack of collaboration between organizations in the Culture & Arts industry cluster	21.4%	3
Not enough appropriate venues for Culture & Arts events	21.4%	3
Difficulty creating a sustainable business model that does not rely on government funding	42.9%	6
High cost of doing business on Kaua'i	57.1%	8
Lack of government funding	0.0%	0
Not enough emphasis on Culture & Arts in education	35.7%	5
Other	14.3%	2
Total		14

Responses "Other"	Count
Left Blank	64
lack of enthusiasm and acceptance of the society that culture and arts are a viable financial endeavor	1
Lack of funding and governance know-how for the development and ongoing operation of a strong Culture and Art working group	1

13. What do you see as the biggest opportunity for growth in jobs, wages and/or funds for Culture & Arts on Kaua'i?

Count	Response
1	Marketing and international studies
1	Youth and the millennial generation
1	designist, technical operators
1	not sure
1	having a county council that are truly for the people and the future rather than filling their own pockets with money of the few
1	If a the right person could be found (rather than a political hire as is often the case) an Office of Culture and Arts in the county, to do the coordination and promotion of culture and arts on Kauai such as is being done in the city of Chicago could fuel the growth of culture and arts on Kauai.
1	Fashion, jewelry, furniture/fabricated products such as material (for clothing, upholstering, etc). We need to make available more industrially zoned lands for rent/incubators.
1	I see a market for EXCELLENCE in any of the arts. Many times arts on Kauai are of moderate quality and they do not foster the kind of interest and appreciation seen by a higher caliber of arts.

14. Describe the state of Kaua'i's Culture & Arts industry in one word, phrase or sentence.

Count	Response
1	Amateur
1	Decreasing
1	Growing
1	Haole
1	Immense possibilities, awesome creativity in midst of incredible beauty & diversity, challenge.
1	Kauai culture and arts is vibrant, but it is often unorganized and not organized as businesses.
1	Okay but needs attention and improvement toward excellence.
1	challenged
1	growing.
1	sad, for there is so much talent and skill here

Respondent Information

1. Organization Name

Count	Response
1	A&B Properties, Inc.
1	COK/ DOPR
1	County
3	County of Kauai
1	DOW
1	Dow
1	East Kauai Water Users Cooperative
1	Energy Dynamics
1	Gay & Robinson
1	General Dynamics
1	Grove Farm Company, Inc.
1	HMSA
1	HTDC
1	Hanalei Watershed Hui
2	Hawaii Small Business Development Center
1	Hawaii Small Business d\Development Center
1	Hawaii Tropical Flowers and Foliage Association- Kauai Chapter
1	Hawaiian Telcom
1	Island Strategy
1	KCC
2	KIUC
1	KVB
1	Kaiser Permanente
1	Kalaheo Resident
1	Kamanu Composites
1	Kauai Coffee
2	Kauai Community College

Count	Response
1	Kauai County Council
1	Kauai County Office of Economic Development
1	Kauai Farm Bureau
1	Kauai Island Utility Cooperative
1	Morgan Stanley
2	N/A
1	NA
1	NSL, USPA, Strong Man USAs
1	Ohana Pacific Management Co.
1	Planning Department
1	Private Consultant
1	Renewable Energy Technologies ,LLC / Nathan Wood General Contractor ,LLC
1	The Specific Chiropractic Center
1	UH - CTAHR
1	USDA NRCS
1	University of Hawaii
1	Wilcox Health
1	dow agrosience

2. What is the primary service your organization provides?

Count	Response
1	4 Sanction events for athletes around the sates and world
1	Advice
1	Agriculture and Research
2	Business advising
1	Civil services
1	Coffee for in home cnsumption
1	Commitment to community
1	Community Planning
1	Community support
1	Conservation planning and grant money to implelemt conservagion measures.





Count	Response
1	Education
1	Education and environmental services
1	Electrical service
1	Energy Consultant
1	Extension
1	FOOD
1	Facilities
1	Financial services
1	Growing, exporting, education, and demonstration events
1	Healthcare services
1	Integrated health care system
1	Irrigation water delivery
1	Land Management.
1	Mentoring
2	N/A
1	Nursing facilities, home health, adult day program, inpatient rehab
1	Outrigger Canoe Manufacturing
1	Planning
1	Public Policy, funding, laws
1	Real Estate Development
1	Renewable Energy Systems/ Green Building
1	Research, outreach & teaching
1	Services
1	Technology Development
1	Telecommunications
1	Tourism Marketing
1	Utility electric service
1	We are a health plan
1	agricultural
1	business advising
1	communications

Count	Response
2	education
1	health care services
1	seed
1	seed company
1	software and system development for DoD
1	support for economic development in various sectors
1	membership based ~ information & lobbying support; venues for sale of farm products ~ fresh and value added
1	Produce, transmit, distribute, integrate energy safely, reliably, and at reasonable cost to residents and businesses on Kauai.

3. Within the next 12 months, is your organization likely to:

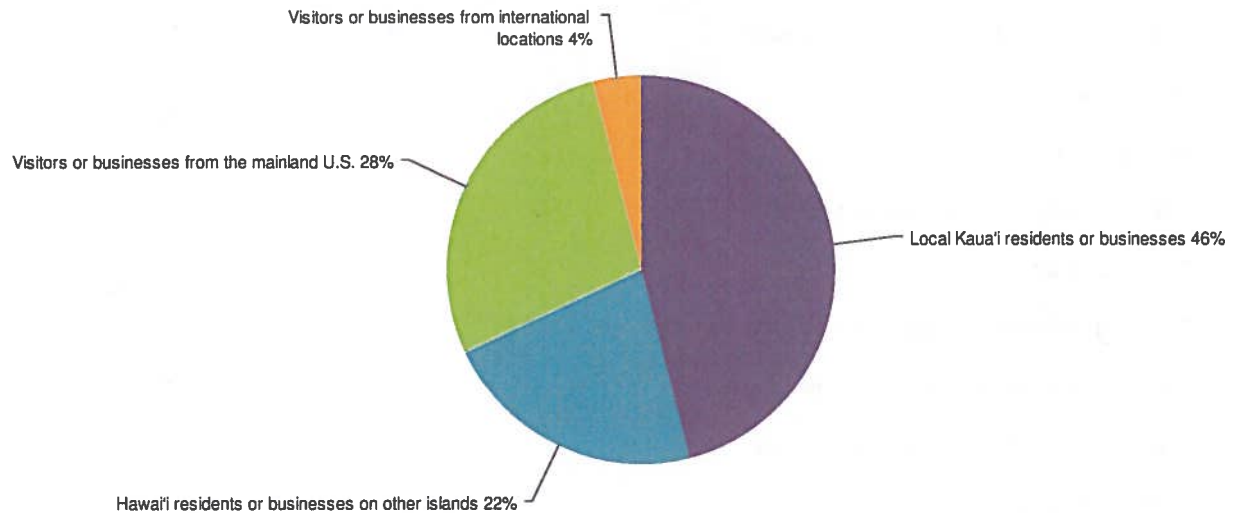
	Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely	Responses
Hire more employees	16 28.6%	16 28.6%	4 7.1%	12 21.4%	8 14.3%	56
Add more services	10 18.2%	8 14.5%	12 21.8%	19 34.5%	6 10.9%	55
Expand to a new location on Kaua'i	26 47.3%	14 25.5%	11 20.0%	1 1.8%	3 5.5%	55
Sell your product or service outside of Kaua'i	15 28.8%	6 11.5%	8 15.4%	11 21.2%	12 23.1%	52

4. Please assign approximate percentages to the amount of revenue your organization earns from each of the following markets:

	Average	Min	Max	StdDev	Sum	Responses
Local Kaua'i residents or businesses	42.24% 	0.00%	100.00%	38.56	1,732.00	41
Hawai'i residents or businesses on other islands	15.28% 	0.00%	75.00%	20.79	489.00	32
Visitors or businesses from the mainland U.S.	19.57% 	0.00%	100.00%	26.49	587.00	30
Visitors or businesses from international locations	7.96% 	0.00%	100.00%	27.52	207.00	26

Total
41

5. Which of the above markets has the greatest potential for growth in the next 5 years?



Value	Percent	Count
Local Kaua'i residents or businesses	46.0%	23
Hawai'i residents or businesses on other islands	22.0%	11
Visitors or businesses from the mainland U.S.	28.0%	14
Visitors or businesses from international locations	4.0%	2
Total		50

6. What will ensure this potential is met?

Count	Response
1	Adequate funding
1	Advertising
1	Building brand value
1	Collaboration with government
1	Continued progress with development of sustainable resources and practices
1	County, State and Federal support
1	Cross-sector collaboration.
1	Demand from general population for our service being provided.
1	Growing the client base.
1	Hawaii remains as a leader in clean energy technologies and renewable energy integration.
1	Its simply the nature of our organization and its services.
1	Its the nature of the business.

Count	Response
1	Making Culture and Arts a priority as a sector
1	More professionals.
1	Not applicable.
1	Ongoing marketing and consumer engagement
1	Promotion and marketing
1	That we offer the right programs and the public is interested
1	Thinking and marketing "out-of-the-box"
1	ability to adapt to the changing market place
1	continued funding
1	increase in "locavore" message to eat fresh and buy local
1	overall defense technology sector funding and growth of PMRF
1	population growth
1	smart marketing; protecting Hawaii's healthy image;
1	support of renewable energy
1	More classes at KCC will be taught as distance education classes across the state. This implies good internet infrastructure
1	Well marketed and supported sports and recreational activities. Travelers will come if they believe it will be fun, exciting and safe. Hawaii is a draw and something more than just the beauty of the islands need to be marketed to keep visitors coming
1	Infrastructure support: co-working spaces, high-speed Internet, entrepreneurial development (coaching).
1	Lverage the necessary transformation to clean energy to develop skills that will be needed elsewhere. In order to do that, we should take more calculated risks in adopting new technologies ahead of the curve. KIUC is already a leader in this regard and we should learn from them.
1	Maintain the rural nature of Kauai county by keeping development confined and under control. Keep VRBO's out of residential areas that are not zoned for this. We need places for the locals to live and survive in this community. Refurbish & fill existing buildings before adding more.
1	Continued, responsible and responsive development of clean energy supply and use options, and taking excellent care of members' needs and wants.
1	Need to determine what we are going after (what do we have to market?), need to make sure we have the facilities (and they are in good shape), need to ensure the visitor industry is interested in supporting this market.
1	cooperation of all farmers, educating the anti seed faction to the merits and safety of the seed industry
1	Major change with government attitude towards business from antagonistic/closed to open and encouraging.
1	I have Mainland Sanction events and I am a local from Kauai. These sanctions events will draw people from the mainland to our island and project annual revenue to our island. Also I own 2 gyms, Kauai Muscle and Fitness
1	Supporting and maintaining our visitor industry Protecting the environment that attracts our visitors Keeping our residents financially stable

Count Response

1 Support From KIUC and the county of Kauai for smart growth in the renewable energy sector. Not just solar Farms but distributed generation is important to local job creation. Solar farms are built by mainland corporations that poach local employees then lay them off at the end of projects...

First Name

Count	Response
1	Addison
1	Antonio
1	Arryl
1	Ben
2	Ed
1	Eric
1	Eva
1	Georgeanne
1	Helen
1	Hermina
1	Howard
1	Isaac
1	James
1	Jan
1	Jenna
1	Jerry
1	Jim
2	Jimmy
1	JoAnn
3	John
1	Johnny
2	Jonathan
1	Josh
1	Joy
1	Kenneth
2	Kurt

Count	Response
1	Lenny
1	Lili
1	Luke
1	Makaala
1	Maria
1	Marie
1	Mark
1	Nalani
1	Nathan
1	Randall
1	Roy
1	Russell
1	Stu
1	Sue
1	Terri
1	Tom
1	Warren
1	Wayne
1	howard
1	laurie

Last Name

Count	Response
1	Akamine
1	Barua
1	Bosshard
1	Brun
1	Bryan-Conant
1	Bulosan
1	Burley
1	Castillesjos

Count	Response
1	Chun
1	Cox
1	Dire
1	Doi
1	Dunn
1	Evslin
1	Francisco
1	Gordines
1	Greene
1	Kaaumoana
1	Kaneshiro
1	Kanoho
1	Katayama
1	Kelly
1	Kennett
1	Knutzen
1	LaBarge
3	Latkiewicz
1	Matsuoka
1	McRoberts
1	Messing
1	Miller
1	Morita
2	Nakaya
1	Ornellas
1	Pope
1	Purvinis
2	Rapozo
1	Reese
1	Shigemoto
1	Silva

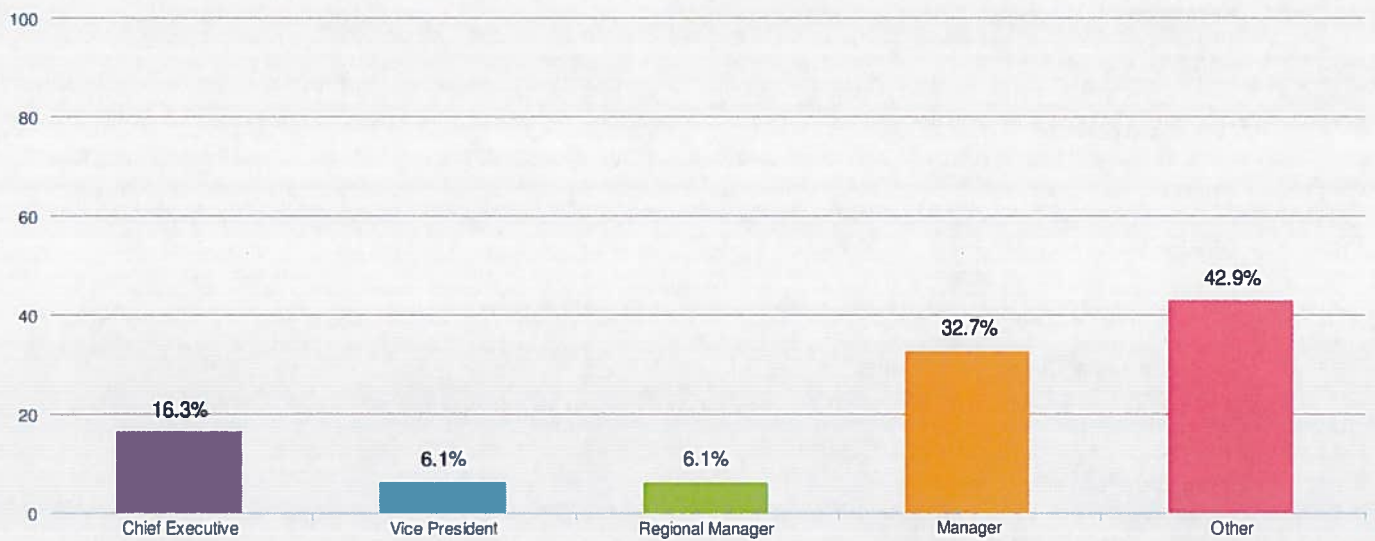
Count	Response
1	Sone
1	Sullivan
1	TenBruggencate
1	Williams
1	Wood
1	Yukimura
1	ho
1	sakahara,jr

Job Title

Count	Response
1	Attorney
1	Business Director
3	Center Director
1	Chancellor
1	Community Benefit Manager
1	Council Member
1	Creative Technologies and Small Business Specialist
1	Director
1	Director, Community Benefit & Health Policy
1	District Conservationist
1	Energy & Sustainability Coordinator
1	Environmental Manger
2	Executive Director
1	Interim County Administrator
1	Jr. Extension Agent
1	Kauai Branch Manager
1	Kauai Mento
2	Key Accounts Executive
1	Lead Network Engineer
1	Member Services and Communications Mgr

Count	Response
2	Owner
1	Owner and operator
1	Planner
2	President
1	President of HTFFA and owner, grower, and exporter of tropical flowers and foliage
1	President, Kauai County Farm Bureau
1	Principal
1	Production Technition
1	Program Admin Officer/Tourism Specialist
1	Project Manager
1	System/Software Architect and Kauai Site Lead
1	Vice Chancellor
2	Vice President
1	Writer
1	activities coordinator
1	financial advisor
1	managing partner
1	mechanic
1	owner
1	Owner of Kauai Muscle & Fitness. Head district NSL Hawaii & Oregon & head chairman for the entire Philippines . Promoter for USPA & Strong Man USAs

Professional Level

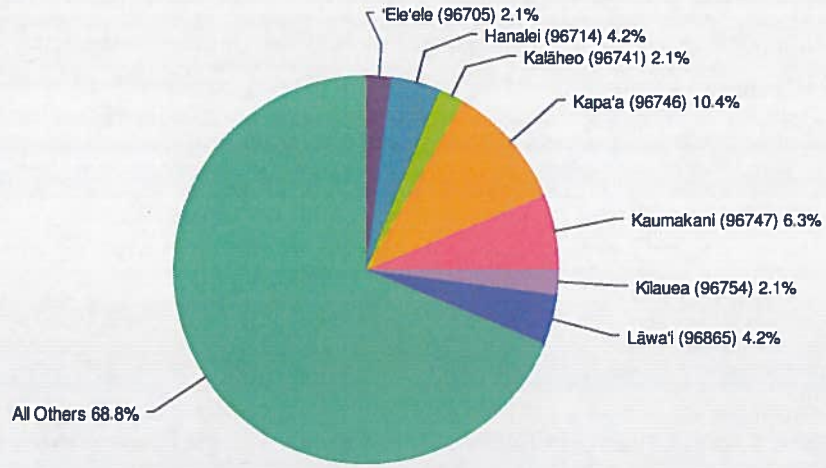


Value	Percent	Count
Chief Executive	16.3%	8
Vice President	6.1%	3
Regional Manager	6.1%	3
Manager	32.7%	16
Other	42.9%	21
Total		49

Responses "Other"	Count
Left Blank	45
Account Executive	1
Clerk	1
Department Head	1
Director	1
Engineer	1
Executive Director	1
Junior Agent	1
Member	1
President	1
Professional Service Provider	1
VOLUNTEER	1
Worker	1

Responses "Other"	Count
attorney	1
economic development specialist	1
peon	1
production tech	1
sole-proprietor	1
staff	2
technician	1
Owner of Kauai Muscle & Fitness. Head district NSL Hawaii & Oregon & head chairman for the entire Philippines . Promoter for USPA & Strong Man USAs	1

Company Zip Code



Value	Percent	Count
Anahola (96703)	0.0%	0
'Ele'ele (96705)	2.1%	1
Hanalei (96714)	4.2%	2
Hanamā'ulu (96715)	0.0%	0
Hanapēpē (96716)	0.0%	0
Kalāheo (96741)	2.1%	1
Kapa'a (96746)	10.4%	5
Kaumakani (96747)	6.3%	3
Keālia (96751)	0.0%	0
Kekaha (96752)	0.0%	0
Kīlauea (96754)	2.1%	1
Kōloa (96756)	0.0%	0
Lāwa'i (96865)	4.2%	2
Līhu'e (96766)	62.5%	30
Makaweli (96769)	2.1%	1
Princeville (96722)	2.1%	1
Waimea (96796)	2.1%	1
Total		48