

Bill 45 (2021) Testimony

From: CLK Council Info
Sent: Thursday, November 11, 2021 5:38 PM
Subject: Budget Testimony

Written Testimony

Name	Rico Kobuke
Phone	
Email	Kobukerico@gmail.com
Meeting Date	11-11-2021
Council/PH Committee	Budget
Agenda Item	Bill 45
Your position on the matter	Support
Representing	Self
Organization	
Written Testimony	I suppose Bill 45
Testimony Attachment	
Accept Terms and Agreement	1

IP: 192.168.200.67

From: CLK Council Info
Sent: Wednesday, November 10, 2021 9:52 PM
Subject: Council Testimony

Written Testimony

Name	Blane Kaneshiro
Phone	
Email	Bodybychamp@gmail.com
Meeting Date	11-10-2021
Council/PH Committee	Council
Agenda Item	Bill 045(21)
Your position on the matter	Support
Representing Organization	Self
Written Testimony	I support this Bill to help generate jobs and keep Our people here to live. It's time!!
Testimony Attachment	
Accept Terms and Agreement	1

IP: 192.168.200.67

From: CLK Council Info
Sent: Thursday, November 11, 2021 7:27 AM
Subject: Council Testimony

Written Testimony

Name Ka'ohele Carlos
Phone
Email kaohela@gmail.com
Meeting Date 11-09-2021
Council/PH Committee Council
Agenda Item Bill 45 (2021)
Your position on the matter Support
Representing Self
Organization

Aloha, My name is Ka'ohele Carlos and I am in support of Bill 45 (2021).

As a local and native Hawaiian who moved away from Hawai'i after graduating from UH in order to pursue a career, this Bill is meaningful to me. Bill 45 positions Hawai'i to attract more businesses which means more job opportunities and ultimately translates to less of our talented people leaving the islands.

Written Testimony

As a business owner who made a point to establish a company in Hawai'i, I understand the importance of stimulating the local economy. The tax rebates that Bill 45 provides will incentivize even more companies to establish roots in Hawai'i to vitalize our local economy.

I support Bill 45 and I hope it passes so that future generations of locals and Hawaiians are motivated to keep their talents in Hawai'i with ample job opportunities.

Sincerely,
Ka'ohele Carlos
kaohela@gmail.com

Testimony
Attachment

Accept Terms
and Agreement 1



February 7, 2022

The Honorable Calvin Say, Chair
The Honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii 96813

RE: Bill 45 (2021) – Relating to Incentives for Business

IN SUPPORT

Dear Chair Say, Vice Chair Cordero, and Members of the Committee:

Thank you for the opportunity to testify today in **STRONG SUPPORT** of Bill 45 (2021) – RELATING TO INCENTIVES FOR BUSINESS.

My name is Dan Lin and I am the founder and CEO of Rideback, a film and television production company. My company and I have produced films that have generated over \$5 billion in global box office sales, including the SHERLOCK HOLMES, LEGO, and GODZILLA movies. We are based at our headquarters at Rideback Ranch in the Historic Filipinotown area of Los Angeles. Our work is focused on promoting diversity and inclusion in the world of entertainment and we offer numerous training programs to educate the next generation of under-represented voices.

I moved to Honolulu full-time 2 years ago to raise my family here as I believe there is no better place for children to grow up than in Hawaii. I commute to the mainland for my work as I am currently in production on films and TV series in Vancouver, Atlanta, New Orleans, and Austin. The reason I film in these cities is because they have built state-of-the-art production complexes and offer economic incentives that make local productions financially viable. For example, I am currently filming the movie THE HAUNTED MANSION for Disney at Trilith Studios in Atlanta, GA. They not only offer top notch production stages and tax rebates for us to film there, but they have also built a local community including housing and businesses that thrive due to the productions that shoot there.

However, despite those incentives, my crews and I would strongly prefer to work in Hawai'i! Hawai'i offers outdoor landscapes and a rich culture that are second to none, but we don't have adequate indoor facilities to accommodate interior filming. I am actively developing film and TV scripts that I can shoot in Hawaii to create jobs here and showcase our local talent to the rest of the world, but we lack the facilities to make the large-scale productions that I produce. Diamond Head Studios is constantly booked by CBS and is not big enough to film a large film. The budgets for my films and TV shows typically exceed \$100 million and require much more stage space than what Oahu currently offers. The passage of Bill 45 would allow for developers to build a film/TV studio in Oahu that would attract many more films and TV

productions, thus creating hundreds of jobs and training for the next generation. Just as importantly, we would be able to share more stories that promote Hawai'i and its culture to the rest of the world.

I am happy to discuss my thoughts further on this subject if it would be helpful to you and the committee.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Lin', with a stylized, sweeping flourish extending to the right.

Dan Lin
Founder and CEO

From: CLK Council Info
Sent: Monday, February 7, 2022 9:40 AM
Subject: Budget Testimony

Written Testimony

Name Matthew Pennaz
Phone
Email pennaz@gmail.com
Meeting Date 02-09-2022
Council/PH Committee Budget
Agenda Item Bill 45 (2021)
Your position on the matter Support
Representing Self
Organization

The Honorable Calvin Say, Chair
The Honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii 96813

RE: Bill 45 (2021) – Relating to Incentives for Business

Aloha Chair Say, Vice Chair Cordero, and Members of the Committee,

Written
Testimony

Mahalo for the opportunity to submit testimony in SUPPORT of Bill 45 (2021) – RELATING TO INCENTIVES FOR BUSINESS. Bill 45 provides incentives to businesses located within certain areas to create new jobs and generate economic benefits for the city.

Bill 45 will continue to help support the City’s goal of a true mixed-use transit-oriented development (“TOD”) future by encouraging funds toward projects within these zones. I appreciate the commitment of the Council to focus on creative policy solutions to assist in the development of TOD areas.

Mahalo for your consideration,
Matthew Pennaz

Testimony
Attachment

Accept Terms
and Agreement

1

February 7, 2022

The Honorable Calvin Say, Chair
The Honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii 96813

RE: Bill 45 (2021) – Relating to Incentives for Business

IN SUPPORT

Dear Chair Say, Vice Chair Cordero, and Members of the Committee:

Thank you for the opportunity to testify today as a private citizen in **STRONG SUPPORT** of Bill 45 (2021) – **RELATING TO INCENTIVES FOR BUSINESS**.

My name is Chris Lee, Founder and Director of the University of Hawai'i Academy for Creative Media System. Since starting the ACM at UHM Manoa in 2003, the program has expanded to all ten UH campuses and resulted in hundreds of graduates staying in the islands – all contributing to our growing creative economy. Most recently, we opened our award-winning, \$37 million state of the art Student Production Facility at UHWO ACM. And, for the second year in a row, a UHM ACM graduate debuted their Made-in-Hawaii first feature at the Sundance Film Festival – the most competitive film festival in the world.

In 2021, the film, television, and streaming production industries will top \$400 million in direct spend, in part thanks to our successful and responsible production tax credit. As UHERO's March 2021 brief [Understanding the Role of the Hawaii Film/TV/Digital Production Tax Credit in Diversifying the Hawaii Economy](#) states, "since the passage of the film credit in 2006, spending in Hawaii on TV/film productions has soared, with inflation-adjusted spending increasing by 116 percent between 2007 (\$164.5 million) and 2019 (\$355.6 million). This is much larger than the overall increase in Hawaii real gross domestic product over the same period, a modest 17 percent."

Creative economies are built on three foundations: a steady development of a qualified work force, a competitive business environment, and the physical infrastructure that make up 21st century knowledge-driven factories. Hawaii offers two of these: an education pipeline that stretches from high school programs like Waianae's Searider Productions through UH's ACM and a production tax credit that allows us to compete with the 32 other states offering similar if not higher incentives. What we lack, and what constrains the production industry from being the \$1 billion dollar diversification of our economy it could be, is the lack of appropriate studio space, including sound stages and post production facilities.

Bill 45 is a clear step in the right direction to expanding our capacity for production and diversifying our economy. Currently we have only one stage – the state-owned Diamond Head Studio, which can only

accommodate one tv show at a time, and is not fit for any large films. Today's blockbusters require not just our scenery, but extensive studio sound stages and post production facilities. Building a true studio complex means jobs -- literally hundreds of living wage jobs, not just during construction, but as the studio complex becomes operational and creates an entire eco-system through the the productions it attracts to our state and the innumerable tertiary businesses it will foster and support. A studio complex will also provide a much needed asset for our visitor industry, particularly on the west side of O'ahu. Indeed, with UHWO ACM already built, Bill 45 could help cement West O'ahu as Hawai'i's digital production centropolis, reversing traffic flow and providing employment for our graduates.

Thank you for the opportunity to testify today.

Mahalo,

Chris Lee
Founder and Director,
Academy for Creative Media, Univeristy of Hawai'i



BILL 45 – RELATING TO INCENTIVES FOR BUSINESSES

We welcome the opportunity to support economic development and business sustainability as a vital part of post-pandemic recovery. Thank you for your consideration of our testimony in support of Bill 45.

February 7, 2021

The Honorable Calvin Say, Chair
The honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii. 96813

RE: Bill 45 (2021) - Relating to Incentives for Business

IN SUPPORT

Dear Chair Say, Vice Chair Cordero, and members of the committee,

Mahalo for this opportunity to testify in VERY STRONG SUPPORT of Bill 45 (2021) -
RELATING TO INCENTIVES FOR BUSINESS.

My name is Candy Suiso, Founder of the Searider Productions Creative Media Program at Waiʻanae High School. Our goal since 1993 has always been to provide our secondary and post-secondary students with the educational support, job training and workforce development opportunities necessary for success as citizens of local and global communities.

Searider Productions recently moved into their newly renovated expanded \$10.5 million facility at the same time the University of Hawaii West Oahu opened their \$37 million state of the art student production facility. We now see the results of this seamless pipeline of creative media workforce training, from elementary to high school to college on the Westside and beyond.

Many of our graduates are working successfully in many areas of Creative Media. Our goal to create the workforce is now a reality. The stories created by our students are recognized nationally and beyond. However many of our best and brightest have left Hawaii for better paying positions on the mainland.

Bill 45 would accelerate high-quality job creation on the West Side, one of the fastest growing areas in Hawaii for film/media and other high-tech jobs by building a studio space large enough for multiple sound stages and post production facilities. I remember dreaming about this idea over 20 years ago thinking with students and supporters "maybe some day". Our students would have the choice to stay home to work and live.

We certainly created the workforce. Bill 45 takes us to the next step offering real property tax rebates to businesses engaged in growth industries such as film/media. The creative media talent continues to thrive on the westside. The possibilities are endless.

Mahalo Nui for this opportunity. This is a tremendous opportunity for Hawaii to continue to take the lead in Creative Media. As educators, we want to make sure our students exit our schools with the skills and education needed to be successful in our workforce.

Sincerely,

L. Candy Suiso
Executive Director
Searider Productions Foundation



CITY COUNCIL
City and County of Honolulu

COMMITTEE ON BUDGET
REGULAR MEETING

RE: BILL 45 (2021)

Date: Wednesday, February 9, 2022
Time: 9:00 a.m.
City Council Chamber

February 8, 2022

From: Roy Tjioe and Ricardo Galindez
Island Film Group
99-1245 Halawa Valley St.
Aiea, HI 96701
808-536-7955

Aloha Chair Say and Vice Chair Cordero, and Members of the Committee:

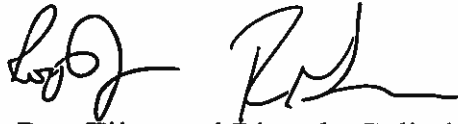
Our Background

Island Film Group is a locally owned and operated production company. We began working in Hawaii's film and television industry in 2001 as attorneys at Goodsill Anderson Quinn & Stifel, where we represented filmmakers and other production companies. Since our formation of Island Film Group in 2007, we have been working full-time as producers of feature films such as "Princess Ka'iulani" and "Soul Surfer", network and cable television movies and series, as well as a large number of commercial productions.

We SUPPORT Bill 45 (2021) – Relating to Incentives for Businesses. The bill provides incentives to businesses located within certain areas to create new jobs and generate economic benefits for the city, including those that support the film and television

industry. We see a need to strengthen the film and television industry infrastructure through the construction of purpose-built soundstage and production facilities, which will boost our efforts to promote Hawaii as a filming location. While the natural beauty of Hawaii is obviously a major factor in the decision of where to film, the existence of an established infrastructure helps to make the numbers pencil out.

Me ke aloha,

Two handwritten signatures in black ink. The first signature on the left is for Roy Tjioe, and the second signature on the right is for Ricardo Galindez.

Roy Tjioe and Ricardo Galindez
Co-Founders
Island Film Group
Honolulu, Hawaii

BLACKSAND
CAPITAL

February 7, 2022

The Honorable Calvin Say, Chair
The Honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii 96813

RE: Bill 45 (2021) – Relating to Incentives for Business

Dear Chair Say, Vice Chair Cordero, and Members of the Committee:

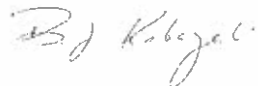
Thank you for the opportunity to testify in **STRONG SUPPORT** of Bill 45 (2021) – RELATING TO INCENTIVES FOR BUSINESS. BlackSand Capital is a locally owned and operated real estate investment firm based in Honolulu. A large part of BlackSand Capital's investor base is composed of people who live in or have a connection to Hawaii — including beneficiaries of local retirement funds and endowments. We invest in, finance, and develop real estate projects solely in the state of Hawaii.

Bill 45 provides incentives for qualified businesses in certain locations to be eligible for real property tax rebates, waiver of City imposed fees, and expedited permits. The Bill appropriately categorizes the level of incentives based on two categories of investment: 1) investments greater than \$10 million and 2) investments greater than \$100 million.

The COVID-19 pandemic has emphasized the need to make the State's economy more resilient, and Bill 45 will be a strong catalyst to achieve this goal. Significant and meaningful investments in infrastructure for various growth industries including healthcare, film and creative media, and specialty tourism can create new employment opportunities for our island residents. Acting now will allow our State to grow our economy expeditiously.

Mahalo for the opportunity to submit testimony for Bill 45. We commend the City Council for proposing bold ideas to spur economic growth and to provide new employment opportunities for our residents.

Sincerely,



B.J. Kobayashi
Chairman and CEO



February 7, 2022

The Honorable Calvin Say, Chair
The Honorable Radiant Cordero, Vice Chair
Members of the Committee on Budget
530 South King Street, Room 202
Honolulu, Hawaii 96813

RE: Bill 45 (2021) – Relating to Incentives for Business

IN SUPPORT

Dear Chair Say, Vice Chair Cordero, and Members of the Committee:

Thank you for the opportunity to testify today in **STRONG SUPPORT** of Bill 45 (2021) – **RELATING TO INCENTIVES FOR BUSINESS**.

My name is David Zelon and I am a Founder of the Manhattan Beach Studio Group's Advisory Board. MBS specializes in building, operating and servicing independent studios around the world. Through our affiliate Hackman Capital we own 123 stages across 16 studios and operate another 15 studios for other property owners and major content creators. We currently supply lighting and grip equipment to over 450 stages as well, across more than 65 locations in six different countries. One of our strongest attributes are our excellent relationships, cultivated over the past 30 years, with every network, content studio and streaming service. Through this we know every project going into production which allows us to fill our studios with TV shows, films and streaming programs. We are the largest independent studio operator in the world.

We have been reviewing and researching the possibility of building a major studio on the island of Oahu for the past 24 months. This studio would consist of approximately 6-10 soundstages, production offices, construction mills and associated warehouse buildings. It would be the biggest studio in the State since filming started there over a century ago and be one of the most technically advanced studios in the world.

Building this studio complex will translate to jobs -- literally hundreds of living wage jobs during construction and hundreds more as the studio complex becomes the operational hub for Hawaii's growing production industry. Films, television shows, streaming content and commercials in 2021 will exceed \$400 million in direct spend in the State of Hawaii. With a first-class studio complex, that number could more than double to a consistent \$1 billion a year in direct spend. Large studio complexes such as the ones we



manage globally create entire eco-systems through the innumerable tertiary businesses they foster and support.

Hawaii's successful diversification of the economy through the filmed production industry is currently constrained by the severe lack of physical infrastructure. There is only one small stage complex -- Diamond Head Studios, which can only accommodate one tv show at a time and is not fit for any large films. The blockbuster films of today require not just Hawaii's beautiful scenery and culture, but extensive studio sound stages and post production facilities. Through the University of Hawaii Academy for Creative Media, the State has developed a steady pipeline of qualified production workers. This human infrastructure coupled with responsible economic incentives still lacks the physical facilities to significantly magnify the full potential of the film & TV industry.

We have been working with our local development, architectural and construction partners to develop a significant film studio on Oahu. A major obstacle to launching this project is the vastly increased cost of construction. Any developer who wishes to build a film studio in the State will encounter this hurdle. The passage of Bill 45, which would provide property tax relief for this project -- currently estimated to cost well more than the \$100 million threshold as stated in Bill 45, would be an crucial step to making this project a reality.

I would be happy to make myself or any of my colleagues available to discuss our plan so you could see the enormous benefit it would have for the local film community and the number of jobs it would create immediately and over the next decade.

Thank you for your consideration.

Sincerely,
David Zelon

David Zelon
Founder, Advisory Board
The MBS Group
c) 310-567-2700
e) dzmgmt@hotmail.com



**HAWAI'I LODGING & TOURISM
ASSOCIATION**

Testimony of
Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Honolulu City Council
Committee on Budget
Bill 45 (2021)
February 9, 2022

Chair Say and members of the Committee, mahalo for the opportunity to submit testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers—supports initiatives that makes it easier for businesses to operate in Honolulu while incentivizing them to employ and maintain large workforces of local residents.

In its current form, Bill 45 (2021) rightly seeks to reward business owners and operators in transient-oriented development areas by providing real property tax rebates, waivers for City-imposed fees, and expedited permits where needed. Measures such as this one will further confirm the fact that Honolulu is a business-friendly city that provides owners and operators with adequate incentives to start new businesses, open new locations, and invest in both the local economy and workforce.

It is our position that this measure would significantly help our economy which has been severely impacted by the COVID-19 pandemic, create new jobs for Honolulu residents, and drive investment and development in transient-oriented development areas.

The net benefits created by Bill 45 (2021) are clear and, for these reasons, HLTA supports Bill 45 (2021).

Mahalo for the opportunity to provide this testimony.



February 8, 2022

The Honorable Calvin K.Y. Say, Chair
The Honorable Radiant Cordero, Vice Chair
Committee on Budget
Honolulu City Council

Bill 45 – Relating to Incentives for Businesses

Dear Chair Say, Vice Chair Cordero, and Members of the Committee:

On behalf of the Kapolei Properties Division (“KPD”) of the James Campbell Company LLC, thank you for the opportunity to provide testimony in support of Bill 45 (2021) – Relating to Incentives for Businesses (“Bill 45”).

The James Campbell Company LLC and its affiliates have been at the helm guiding the master planning and development of O’ahu’s Second City of Kapolei. Economic growth is essential component of our master planning efforts, and we enthusiastically support Bill 45’s incentives which could help businesses to expand or relocate in or around Kapolei.

We have seen the benefits of expedited permitting, waiver of certain permitting fees, and limited real property tax exemptions in affordable housing projects in Kapolei, where often it was these incentives that determined if a project could be built in our construction market. The City Council was wise to adopt those policies, which continue to help produce new affordable housing. As such, we strongly support and believe that these incentives in Bill 45, especially the extension of the exemption to certain business types, and for up to a 30-year period, would create more opportunities for sustained economic growth for our region’s small businesses.

Mahalo for the opportunity to submit testimony on Bill 45. The proposed incentives will demonstrate that the City & County remains committed to and invested in the Kapolei region and West O’ahu, furthering our shared long-term vision of creating O’ahu’s Second City.

Sincerely,

Matt Caires
Manager, Development
Kapolei Properties Division
James Campbell Company LLC

February 9, 2022

The Honorable Councilmember Calvin K.Y. Say, Chair
The Honorable Councilmember Radiant Cordero, Vice Chair
Members of the Committees on Budget

Honolulu City Council
830 S. King Street
Honolulu, Hawaii 96813



Working together for Kapolei

Dear Chair Say, Vice Chair Cordero and members of the Committee:

RE: Bill 45 (2021)

My name is Kiran Polk, and I am the Executive Director of the Kapolei Chamber of Commerce. The Kapolei Chamber is an advocate for businesses in the Kapolei region which includes Waipahu to Ka'ena Point. The Chamber works on behalf of its members and the entire business community to improve the regional and State economic climate and help Kapolei businesses thrive. We are a member- driven, member-supported organization representing the interests of all types of business: small, medium or large, for profit or non-profit businesses or sole proprietorship.

The Kapolei Chamber **supports the intent of Bill 45 (2021)** which would provide incentives for certain businesses that are located within neighborhood transit-oriented development plan areas to create new jobs.

In the spring of 2021, the Kapolei Chamber of Commerce formed the **Business Revitalization Task Force of West O'ahu**. Composed of a cohort of business leaders and prominent west side community-based organizations, the Task Force's vision is to kick-start economic revitalization on the west side. **Decades ago, the City and County of Honolulu adopted a goal of creating a "Second City" and moving residential and economic growth toward West O'ahu.** The State adopted a similar long-standing policy to redirect growth away from Honolulu and toward Kapolei.

West O'ahu's growing population of almost 200,000 includes the Wai'anae Coast, 'Ewa, and Waipahu. In Kapolei and 'Ewa alone households are expected to exceed 56,000 by the year 2035 and over the next 30 years the population in Kapolei and 'Ewa will increase by 40 percent and housing by 52 percent. **More jobs, specifically living wage, professional jobs are needed on the west side to keep pace with the population growth in West O'ahu.**

One of the priorities of the Business Revitalization Task Force is to *"Advocate for job growth in digital media, film production and technology industries in West O'ahu."* It is the Kapolei Chamber's understanding that Bill 45 (2021) would provide incentives for film production to expand in West O'ahu with the establishment of a film production facility. This would of course fall inline with our priority, however we do pause to provide additional comment.

Supporting small businesses in the transient oriented development areas is an essential need to provide the needed job growth for the west side including the living wage and professional jobs that is so desperately needed in the Kapolei region. Small businesses have especially struggled during the COVID-19 pandemic, and consideration could be made to accommodate the need. We suggest that the definition of 'qualifying businesses' be taken into consideration in Bill 45 (2021) and adjusted accordingly to address and provide incentives to the small businesses as well as providing opportunity for the professional job growth needed in respective industries. We have seen the perils of the under-utilized Enterprise Zone (EZ) in the past, due in part to the restrictive nature of the qualifying factors underscored in the statute [[H.R.S. 290-E](#)] and the administrative rules [[H.A.R. 15-6](#)].

We believe the incentives for job growth, especially in West O`ahu are warranted and needed. We also specifically support job growth in film production on the west side including the incentives so greatly needed to support the effort.

Thank you for allowing me to submit this testimony and comments.

Respectfully,



Kiran Polk
Executive Director

From: CLK Council Info
Sent: Tuesday, February 8, 2022 5:04 PM
Subject: Budget Testimony

Written Testimony

Name	Stephan D Smith
Phone	
Email	ssmith@shmpartners.net
Meeting Date	02-09-2022
Council/PH Committee	Budget
Agenda Item	45
Your position on the matter	Support
Representing	Self
Organization	
Written Testimony	Strongly support this measure. Film/television infrastructure is desperately needed in HI.
Testimony Attachment	
Accept Terms and Agreement	1

IP: 192.168.200.67



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Charlie Gustafson, Tamura Super Market, *Chair*
Eddie Asato, Pint Size Hawaii, *Vice Chair*
Gary Okimoto, Safeway, *Secretary/Treas.*
Lauren Zirbel, HFIA, *Executive Director*
John Schliff, Rainbow Sales and Marketing, *Advisor*
Stan Brown, Acosta Sales & Marketing, *Advisor*
Paul Kosasa, ABC Stores, *Advisor*
Derek Kurisu, KTA Superstores, *Advisor*
Toby Taniguchi, KTA Superstores, *Advisor*
Joe Carter, Coca-Cola Bottling of Hawaii, *Immediate Past Chair*

TO: City and County of Honolulu City Council Committee on Budget
Calvin K.Y. Say, Chair
Radiant Cordero, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 9, 2022
TIME:
PLACE: Via Videoconference

RE: Bill 45

Position: Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

HFIA is in support of this measure to provide incentives to businesses located within certain areas to create new jobs and generate economic benefits for the city.

Having a strong diversified economy with local roots is a goal we all share. Sadly the economic downturn caused by the COVID-19 pandemic hit Hawaii harder than any other state. Many of Honolulu businesses were forced to close their door. As our local businesses work towards recovery and look towards growth in the future they need the support of our County administration and institutions. We believe that providing incentives is a step in the right direction and we urge the Committee to pass this measure and we thank you for the opportunity to testify.