

# Doing Business in Maui

Presented by:

Kimberly Haueisen

Maui Economic Development Board, Inc.



The Maui Economic Development Board, is a 501 (c)(3) nonprofit organization

MEDB is dedicated to achieving a balanced economy and more rewarding choices for our residents

Founded in 1982 by community, business and elected leaders



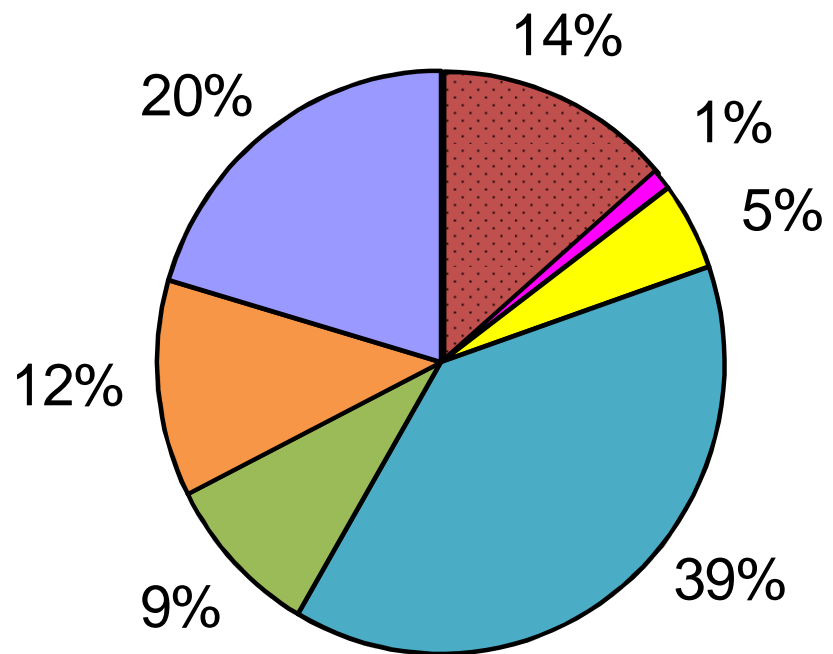
MEDB's History

To provide leadership and vision in our community for the responsible design and development of a strong, diversified and sustainable economy

A future in which abundant opportunities for rewarding employment are met by a qualified, resident workforce in Maui County, a community which honors its cultural heritage and natural environment



MEDB's Mission & Vision



- County
- County-MEDB Fiscal Mgmt
- State
- Federal
- Foundations/Community
- Conference/Meeting Services
- Ke Alahele Center



# MEDB FY11 Budget

**ATTRACT, NURTURE, EXPAND, RETAIN**

**Helping businesses to navigate and  
thrive in Maui County**



**Business Development**

# *hightechmaui*

At the Crossroads of the Pacific

CONSULT one-on-one

CONNECT to funders

INTRODUCE potential partners and customers

MARKET needs/opportunities at exhibitions

CONDUCT briefings and tours

CONVENE networking sessions

PRESENT workshops

ORGANIZE technology conferences

FIND workforce

PROVIDE community data

INCUBATE start-ups



High Tech Maui



# Social Media Workshop Series

Pre-exhibit outreach and post-exhibit follow through to connect local businesses to customers



Marketing at Exhibitions



- “the premier conference on Space Situational Awareness”
- 640 conferees from Industry, Government and Academia
- Highlight Maui’s businesses and capabilities



Find online at  
maui.com

Home | Business Climate | County Statistics | Success Stories | Living & Working Here | Contact Us | News

**County Statistics**  
 Economy & Income  
 Education  
 Employment  
 Housing  
 Population & Demographics  
 Water Population  
 Wards/Cities

**Population & Demographics**

Population/Demographic Characteristics	2000	2006	% dist ('06)
Population by age:			
Total	125,094	141,500	100.0
14 & under	22,882	27,427	19.6
15 to 24			
25 to 34			
35 to 44			
45 to 54			
55 to 64			
65 +			
Median age			
Population by race:			
Female			
Male			
Population by race:			
White			
Asian			
Two or more races			
Hispanic/Latino (of any race)			
Native Hawaiian & Other Pacific Islander			
Some other race			
Black or African American			
American Indian & Alaska Native			
Population by place of birth:			
U.S.			
State of residence			
Difference date			
Ruwa Rio, U.S. Island areas, or foreign to American born/abroad			

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**Business Climate**  
 Business Resources  
 Incentives  
 Leading Edge Businesses  
 Astronomy/Optical Space Technologies  
 Agricultural/Biotechnology  
 Clean Technology  
 Construction  
 Health Technology  
 Information Technology  
 Tourism  
 Taxes & Business Costs  
 Transportation  
 Utilities  
 Workforce



**medb**  
 Medicines Development Inc.  
 Maui County Community Profile

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**World Class Science**

**Incentives**  
 Maui offers a range of incentives:  
 • High Technology Incentive  
 • Maui Research & Technol  
 • Foreign Trade Zone Part  
 • Enterprise Zone Incentiv  
 • Job Zone  
 • Employee Training Fund  
 • Regional Center

**HIGH TECHNOLOGY INVEST**  
 Maui offers some of the nation's best incentives by providing a 500 credit to qualified businesses.  
 Qualified research activities include:  
 • Research and development  
 • Computer software develop  
 • Biotechnology  
 • Sensor and optical technol  
 • Ocean sciences  
 • Astronomy  
 • Non-fossil fuel energy res  
 • Performing arts products

**Success Stories**



"Once you live away from Hawaii, you realize what makes it special - a gracious people and their embracing attitudes, our unique foods and warm, breezy weather."  
 Vaughn Vasconcelos - Akamai

**Maui Weather**  
 AccuWeather.com  
 8:06 AM  
 Current: 80°F, 80% Humidity  
 Partly sunny  
 80°F  
 RealFeel: 85°F  
 Winds: NW at 7 mph  
 10:00 AM - 10:00 PM

**Recent News**  
 Maui's Largest...  
 Maui's Largest...  
 Maui's Largest...  
 Maui's Largest...



Maui County Community Profile

- 2,400 miles sw of the US Mainland
- population 155,000 residents, and about 41,000 visitors daily
- mild climate, lows in the 60s & highs in the 80s year round
- lowest property tax rates for commercial and industrial properties in Hawaii.
- located in the Enterprise Zone allowing for exemptions from Hawaii income and general excise tax for specific industries.
- located in a HUBZone





- The Maui Research & Technology Park has its own county ordinance.
- The ordinance allows for fast-track permitting

# Incubation

## Maui Photo Festival



- Began in 2009
- 350 participants
- \$100,000 in sponsorship

## Maui Film Festival



- Began in 2000
- 20,000 admissions
- 941 million impressions



Aligning Science with Culture



Educating the Educators

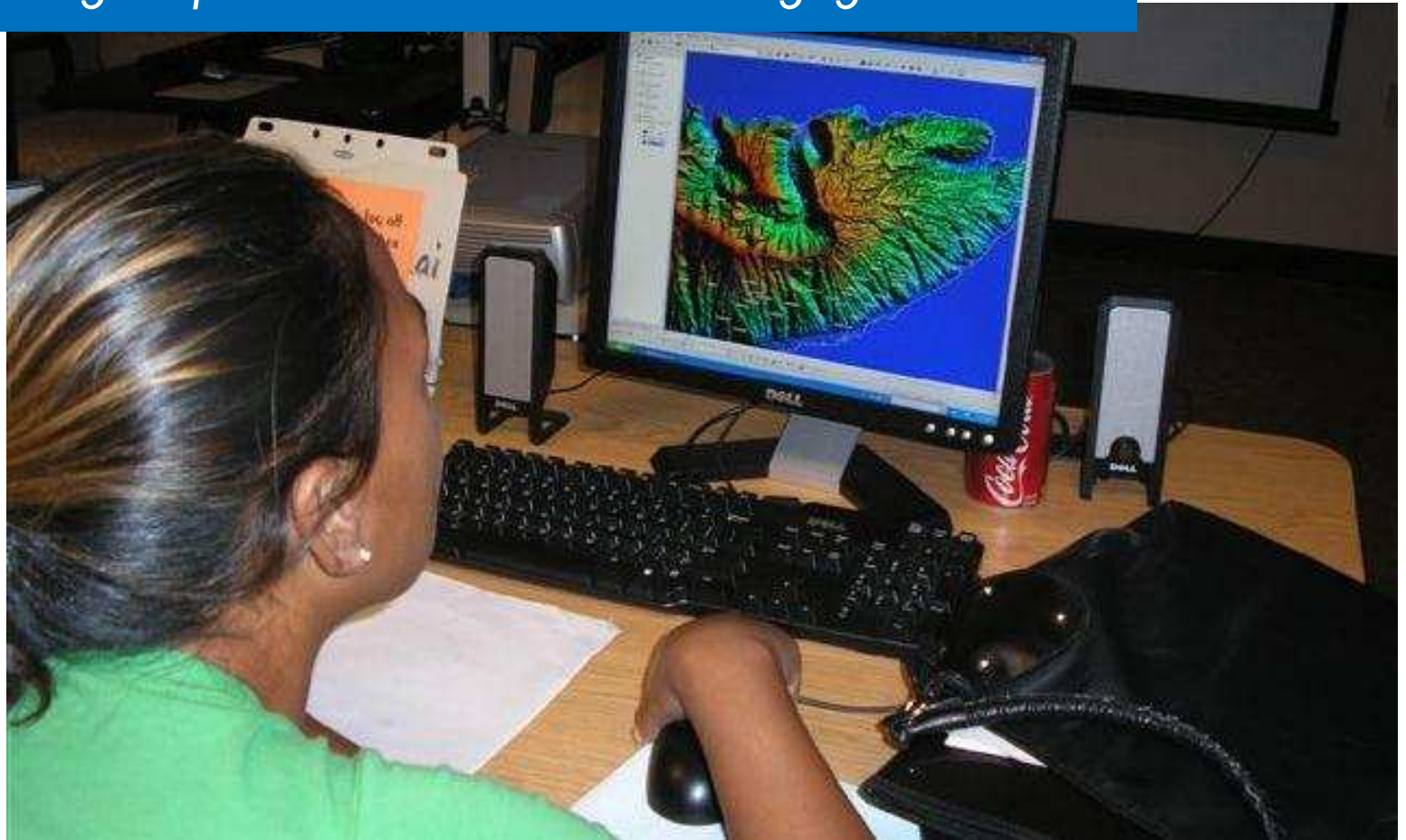
- Global Positioning Systems (GPS)
- Geographical Information Systems (GIS)
- AutoCAD
- Animation
- Database Design
- Webpage Design
- Programming
- Office Automation
- Visualization
- Gaming
- Creative Media







- MEDB expands relationship with ESRI
- Coordinates free GIS software for grades K-20
- *GeoTech blog keeps educators and students engaged*



medb

Education



- Annual High Tech Maui Holiday Job Fair
- Kama'aina Come Home





IMPROVE EDUCATION  
 PROTECT THE ENVIRONMENT  
 ADDRESS INFRASTRUCTURE CHALLENGES  
 ADOPT SUSTAINABLE ECONOMIC STRATEGIES  
 MEET HUMAN NEEDS & PRESERVE LOCAL CULTURE



HOME | NEEDLES | ABOUT | FINDING | GET INVOLVED | NEWS/ISSUES | PRESS ROOM | PARTNERS | CONTACT

**DID YOU KNOW...**  
 Maui County's percentage of workers age 55 and older grew by 27.3 percent from 2001 to 2004.

Learn More >>

14.6 percent (10,855) of Maui County workers were age 55 and older in 2004  
 ~ U.S. Census Bureau

Join Our **facebook** Group

**Youth Alliance**

Participate  
 Click here to start a COMMUNITY GROUP about W...

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**Own it!**

**STATE OF THE COMMUNITY**

We recently heard from President Barack Obama on the State of the Union, Governor Linda Lingde on the State of the State, and Mayor Charmaine Towhee on the State of the County.

Now hear from the people of Maui Nui on the State of the Community.

FOCUS MAUI NUI's inaugural electronic report on the STATE OF THE COMMUNITY is the first in an annual series based on the diverse voices of its citizens. It grew out of MAUI's unprecedented, large-scale, community participatory process dating from 2003 that developed values, priorities, and action-based strategies for the future of Maui County. Since then FOCUS MAUI NUI has remained committed to community outreach to keep current with the pulse of the people and the issues of the day.

The STATE OF THE COMMUNITY is a compilation of information collected from over 1,200 individual voices in 2009. Data was gathered through surveys and polls conducted at various community events throughout the county, including the annual Maui County Fair. This series of reports is intended to ensure that the community's vision is clearly articulated and shared with the decision-makers and leaders in government and business whose actions direct Maui County's future.

THIS IS AN ELECTRONIC REPORT AND CAN BE FOUND AT [www.focusmaui.com](http://www.focusmaui.com)

YOUR COMMENTS ARE WELCOME!

"If you live in Maui County, you've got something very important at stake. Your future."  
 ~ Rose Marie Ito

**MAUI NUI SPEAKS**  
 HELP US MEASURE OUR COMMUNITY'S PROGRESS

PLEASE CHECK ONE ANSWER FOR EACH STATEMENT

	Making Progress	No Change	Getting Worse	Don't Know
<b>How are we doing in IMPROVING EDUCATION?</b>				
• Providing quality child care and development programs for all children	___	___	___	___
• Preparing our young people for real-world, workforce challenges	___	___	___	___
• Increasing community participation in decision-making about education	___	___	___	___
<b>How are we doing in PROTECTING THE NATURAL ENVIRONMENT?</b>				
• Decreasing dependence on fossil fuels	___	___	___	___
• Developing policies that will support responsible environmental behavior	___	___	___	___
• Maintaining high ocean and air quality and preserving coastal lands	___	___	___	___
<b>How are we doing in ADDRESSING INFRASTRUCTURE CHALLENGES?</b>				
• Developing housing and transit solutions	___	___	___	___
• Increasing inventory of affordable, sustainable housing solutions	___	___	___	___
• Assuring capacity of our airports, harbors and highways meet our needs	___	___	___	___
<b>How are we doing in ADOPTING SUSTAINABLE ECONOMIC STRATEGIES?</b>				
• Creating strategies that diversify the economy with living-wage pay	___	___	___	___

**MANY VOICES ONE VISION**

What can you do to keep Maui Nui 'no fear' of?

"We must conserve water and keep a steady supply of resources. And also to be friendly to other residents and tourists."

FOCUS MAUI NUI  
 ~ Bruce Moriguchi  
 18th Grade  
 21 Anthony Street

**PROGRESS BUILT ON COMMUNITY VALUES**

FOCUS MAUI NUI is a values-based, community-driven vision for the future of Maui County. [www.focusmaui.com](http://www.focusmaui.com) or CALL 808.276.6802



Civic engagement



Convening



- Currently there are **58,442** STEM related jobs across all industries in Hawaii. This will increase to 63,666 by 2017.
- Hawaii will need approximately **16,500** more workers with science, technology, engineering and math skills annually.
- 56% of STEM jobs require at least two years of college education. This will increase to 77% in the next ten years.

<b>Market Segment</b>	<b>Growth rate (2002-2007 emp.)</b>	<b>Average Earnings (2007)</b>
Agricultural Biotech	6.4%	\$53,866
Astronomy	3.6%	\$70,951
Biotech/Life Sciences	2.3%	\$54,532
Defense/Aerospace	4.1%	\$76,697
Energy	8.4%	\$58,498
Environmental	4.0%	\$66,971
Film/Digital Media	0.2%	\$73,335
ICT	2.5%	\$75,056
Ocean Sciences	5.2%	\$53,959
Engineering	3.8%	\$80,799
Overall Tech	3.3%	\$63,623
Overall HI Economy	2.5%	\$45,963



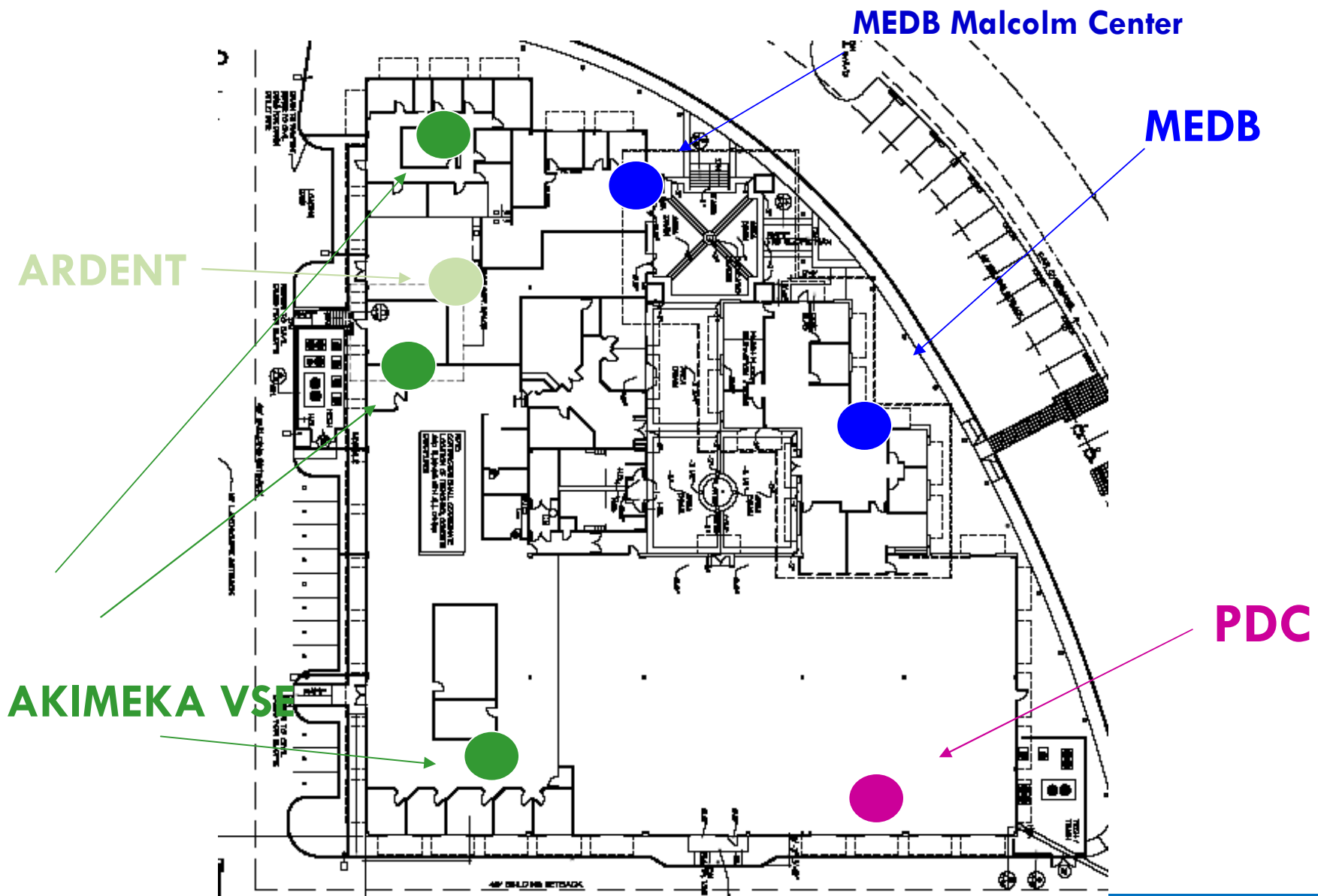


Technology Sectors contributed over **\$155 million** to Maui County economy

**1,886** employed by tech sectors in Maui County

**\$69,000** average annual earnings per tech worker — 50% more than the average for other workers







Managing Complexity.



A Subsidiary of VSE Corporation



Sample of Maui Companies

# Conference Management Services



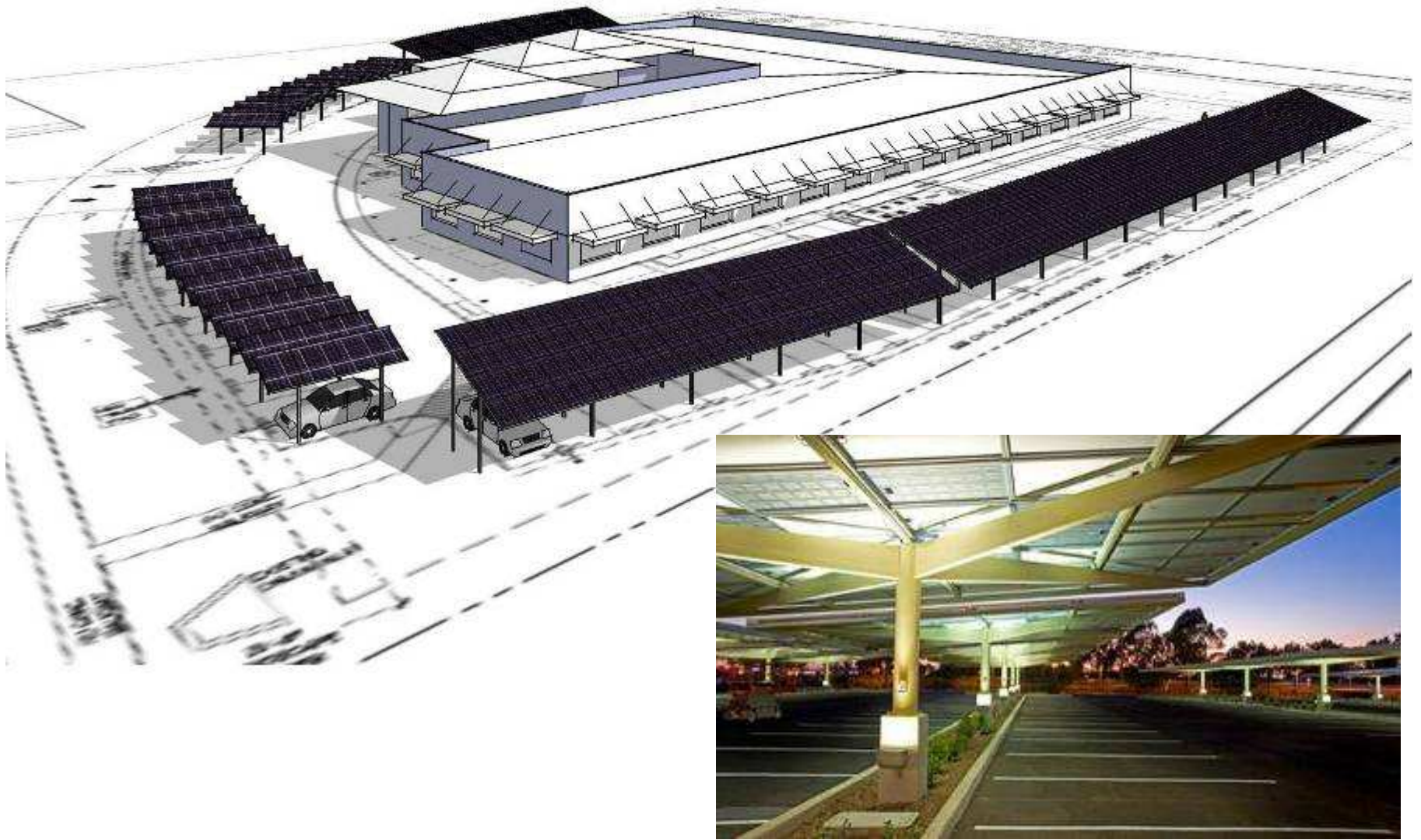
Tech Meetings Maui©



**Island Energy Inquiry™**



**Our latest Social Enterprise**



Maui Energy Resource Center

# Mahalo

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