

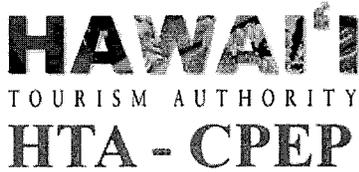
OFFICE OF ECONOMIC DEVELOPMENT

Ann Chung, Director

The Mayor's Office of Economic Development (OED) works in partnership with Oahu's businesses, non-profit groups, and communities to support economic growth and enhance the quality of life in the City and County of Honolulu.

As the level of government closest to the people, the City's role in economic development is at the community level and OED's programs are driven by the needs expressed by Oahu's communities. The office works to provide a more nurturing, business-friendly environment for businesses and community organizations. The office also coordinates with city agencies and programs on the economic development implications of their activities and works with city organizations, community groups, and other government entities to stimulate economic development opportunities. OED focuses on areas where the City can build effective public-private partnerships to address needs and make a positive difference for Oahu's communities and businesses.

In this fiscal year, OED's activities included the Honolulu film office, the Hawai'i Tourism Authority's county product enrichment program, business development, targeted community economic revitalization, Honolulu's sister-cities program, Rediscover O'ahu events, small business, tourism, diversified agriculture, entertainment, sports, technology, international relations, U.S. Conference of Mayors, and business activities related to the Asia Pacific Economic Cooperation leaders' meeting.



HAWAII TOURISM AUTHORITY- COUNTY PRODUCT ENRICHMENT PROGRAM

OED administers the Hawai'i Tourism Authority-County Product Enrichment Program (HTA-CPEP) providing grants annually to various O'ahu non-profits. From its inception in 2002, HTA-CPEP has helped diversify and enrich Hawaii's tourism product. Through the HTA-CPEP program, OED develops new and enhances existing community-based tourism events, experiences, attractions, and projects related to agriculture, culture, education, health and wellness, and nature or technology. The program complements Hawaii's traditional resort product and assists in Honolulu's economic diversification.

OED is also working with community and business leaders in Oahu's visitor industry to ensure that efforts are coordinated and reflect the strategy outlined in the O'ahu Strategic Tourism Plan, a comprehensive vision of O'ahu that is attractive to visitors, residents, and businesses. OED also continues to work with travel organizations to support marketing O'ahu as a visitor destination.

HTA -cpep PROGRAMS FUNDED IN 2010

Amount	Organization	Program
\$ 10,000.00	Chinese Chamber of Commerce of Hawai'i	61st Narcissus Festival
\$ 5,000.00	DB Productions, Inc	2010 Ala Moana Sunset Cinema
\$ 10,000.00	DB Productions, Inc	2010 Night in Chinatown and Chinatown Open House
\$ 10,000.00	DB Productions, Inc	2010 Hawai'i Dragon Boat Festival and Sporting Competition
\$ 15,000.00	DPR, C & C Honolulu	Lei Day Celebration
\$ 5,000.00	Fort Street Mall Business Improvement District Association	Wilcox Park Spring and Fall Events Program
\$ 5,000.00	Forward Foundation	Hawai'i Healing Garden Festival - O'ahu 2010
\$ 10,000.00	Friends of Waipahu Cultural Garden Park	Sharing the Plantation Experience
\$ 10,000.00	Hale'iwa Arts Festival	Hale'iwa Arts Festival - Thirteenth Annual Summer Event
\$ 5,000.00	Hale'iwa Main Street dba North Shore Chamber of Commerce	North Shore Heritage & Farm Tours
\$ 10,000.00	Hawai'i Alliance for Arts Education	Community Celebrations
\$ 10,000.00	Hawai'i Alliance for Arts Education	First Friday Honolulu
\$ 10,000.00	Hawai'i Book and Music Festival	Hawai'i Book and Music Festival
\$ 10,000.00	Hawai'i Farm Bureau Federation	Farmers' Market
\$ 10,000.00	Hawai'i Farm Bureau Federation	2010 Hawai'i State Farm Fair
\$ 5,000.00	Hawai'i Forest Industry Association	Hawaii's Woodshow 2010, Na Laau o Hawai'i
\$ 10,000.00	Hawai'i United Okinawa Association	28th Okinawan Festival

\$ 5,000.00	Hi'ipaka LLC	2010 Film Series in the Ahupuaa of Waimea Valley
\$ 15,000.00	Honolulu Culture & Arts District Association	The Chinatown Arts District's Major Street Festival Program
\$ 10,000.00	Japanese Cultural Center of Hawai'i	Multicultural Matsuri
\$ 5,000.00	Kaneohe Business Group	Windward Ho'olaulea
\$ 5,000.00	KBPA Foundation	Celebrate Kaimuki Kanikapila 2010
\$ 10,000.00	Ki-hoalu Foundation, Inc.	28th Annual Hawaiian Slack Key Guitar Festival
\$ 5,000.00	Life Foundation, Inc.	Honolulu Aids Walk
\$ 10,000.00	Making Dreams Come True,... Valley of Rainbows, Inc.	Waianae Coast 10th Anniversary Sunset on the Beach
\$ 25,000.00	MOCA, C & C Honolulu,	Honolulu Family Festival at Magic Island and 2010 Cultural Events
\$ 5,000.00	Naalehu Theatre, Inc.	2010 3rd Annual Gabby Pahinui Waimanalo Kanikapila
\$ 5,000.00	O'ahu Resource Conservation and Development Council	Agri-Tourism Pilot Project: Windward Coast
\$ 5,000.00	Outrigger Duke Kahanamoku Foundation	Duke's Oceanfest 2010
\$ 10,000.00	Pacific Islands Fisheries Group	2010 Hawai'i Fishing and Seafood Festival
\$ 5,000.00	PAI Foundation	8th Annual Hapa Haole Hula & Solo Vocalist Competition
\$ 10,000.00	Polynesian Cultural Center	Polynesian Cultural Center Cultural Events
\$ 5,000.00	S.H.A.K.A Foundation Inc. The	Discover Sandy Beach Ocean Festival
\$ 5,000.00	SJ Foundation	8th Annual Waikiki Spam Jam
\$ 12,000.00	Sustain Hawai'i	North Shore Crop Festivals
\$ 5,000.00	Ukulele Festival Hawai'i	40th Annual Ukulele Festival
\$ 5,000.00	University of Hawai'i	2010 Manoa Jazz and Heritage Festival
\$ 5,000.00	Waikiki Community Center	25th Anniversary Ala Wai Challenge
\$ 10,000.00	Waimanalo Construction Coalition	Rediscover the Waimanalo Country Fair

HTA – cpep PROGRAMS FUNDED IN 2011

Amount	Organization	Program
\$ 10,000.00	Chinese Chamber of Commerce of Hawai'i	62nd Narcissus Festival & Splendor of China
\$ 20,000.00	DB Productions, Inc	2011 Ala Moana Sunset Cinema, 2011 Night in Chinatown and Chinatown Open House, and 2011 Hawai'i Dragon Boat Festival and Sporting Competition
\$ 15,000.00	DPR, C&C Honolulu	Lei Day Celebration
\$ 5,000.00	Forward Foundation	Hawai'i Healing Garden Festival
\$ 5,000.00	Friends for Waialua Town	Taste of Waialua
\$ 10,000.00	Friends of Waipahu Cultural Garden Park	Sharing the Plantation Experience
\$ 10,000.00	Hale'iwa Arts Festival	Hale'iwa Arts Festival - Thirteenth Annual Summer Event
\$ 5,000.00	Hawai'i Alliance for Arts Education	Community Celebrations
\$ 10,000.00	Hawai'i Alliance for Arts Education	First Friday Honolulu
\$ 8,000.00	Hawai'i Arts Ensemble	Hula Concert Series
\$ 10,000.00	Hawai'i Book and Music Festival	6th Hawai'i Book and Music Festival

\$ 15,000.00	Hawai'i Farm Bureau Federation	Farmers' Markets
\$ 10,000.00	Hawai'i Farm Bureau Federation	Farm Fair
\$ 5,000.00	Hawai'i First Lego League	6th Annual Hawai'i FLL Championship
\$ 5,000.00	Hawai'i Forest Industry Association	Hawaii's Woodshow 2011, Na Laau o Hawai'i
\$ 10,000.00	Hawai'i Korean Chamber of Commerce	10th Annual Korean Festival
\$ 5,000.00	Hawai'i Maoli	Lei Day Music Festival at Windward Mall
\$ 10,000.00	Hawai'i Nature Center Inc.	Earth Month in Honolulu
\$ 10,000.00	Hawai'i United Okinawa Association	29th Okinawan Festival
\$ 10,000.00	Hawaiian Mission Children's Society / Mission Houses Museum	1821 Missionary House Re-Interpretation Project
\$ 5,000.00	Hawaiian Scottish Association	30th Annual Hawaiian Scottish Festival & Highland Games
\$ 15,000.00	Honolulu Culture & Arts District Association	The Arts District's Street / Major Festival Program
\$ 5,000.00	Honolulu Gay & Lesbian Cultural Foundation	Honolulu Rainbow Film Festival
\$ 10,000.00	Honolulu Japanese Junior Chamber of Commerce	59th Cherry Blossom Festival
\$ 10,000.00	Japanese Cultural Center of Hawai'i	Multicultural Matsuri
\$ 10,000.00	Kaneohe Business Group	Windward Ho'olaulea 2011
\$ 5,000.00	KBPA Foundation	Celebrate Kaimuki Kanikapila 2011
\$ 10,000.00	Ki-hoalu Foundation, Inc.	29th Annual Hawaiian Slack Key Guitar Festival
\$ 5,000.00	Moanalua Gardens Foundation	Huaka'i o Kamamanui Tours
\$ 10,000.00	MOCA, C&C Honolulu	MOCA 2011 Cultural Events
\$ 7,000.00	Naalehu Theatre	2011 4th Annual Gabby Pahinui Waimanalo Kanikapila
\$ 12,000.00	Pacific Islands Fisheries Group	2011 Hawai'i Fishing and Seafood Festival
\$ 10,000.00	Polynesian Cultural Center	Polynesian Cultural Center Cultural Events
\$ 5,000.00	SJ Foundation	9th Annual Waikiki Spam Jam
\$ 10,000.00	Sustain Hawai'i	2nd Annual North Shore Taro Festival
\$ 10,000.00	The Filipino Community Center Inc.	19th Annual Filipino Fiesta
\$ 3,000.00	United Chinese Society	Mid Autumn Festival 2011
\$ 8,000.00	Ukulele Festival Hawai'i	41st Annual Ukulele Festival
\$ 5,000.00	University of Hawai'i	2011 Manoa Jazz and Heritage Festival
\$ 5,000.00	Wahiawa Historical Society	Wahiawa Pineapple Festival
\$ 10,000.00	Waimanalo Construction Coalition	Rediscover the Waimanalo Country Fair

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) O'AHU UPDATE

Through a grant from the State Office of Planning, OED developed the O'ahu portion of the 2010 Comprehensive Economic Development strategy (CEDS). CEDS must be updated every five years in order for local industry and non-profit organizations to qualify for assistance under most U.S. Economic Development Administration (EDA) grant programs. These programs bring millions of dollars in federal aid into our local communities to support needed projects such as business incubators, science and technology parks, transportation facilities, and other infrastructure improvements.