
Vibrant Hawai'i

— Economy Stream —



Economy Stream Agenda | July 3, 2020

Grounding Statement

Participant Poll

Introductions (1 min each!) - What do you hope for this CEDS update/revision?

CEDS Overview

Breakout Discussion: Industry Clusters

Group Presentations

Commit to Act! - Homework



Vibrant Hawai'i is...

A growing community that commits to individual and collective **'AUAMO KULEANA** to increase equitable opportunities to build wealth: an abundant reservoir of human, social, natural, and financial capital that we contribute and draw upon.



Our kuleana is to...

Convene conversations so that **ALL WA'A TRAVEL TOWARD A COMMON GOAL**, build community awareness, will, and action from foundation of our shared values, **SHIFT DEFICIT NARRATIVES**, systems, and policy that perpetuate poverty and inequality, and implement strategies that are developed and resourced by the community and reflect **NATIVE INTELLIGENCE**.



We value equity and belonging,

And we demonstrate this by **BEING WILLING TO LET GO OF ASSUMPTIONS** and biases about each other, speaking up when we recognize barriers that prevent us from participating, prospering, and reaching our full potential, promoting full-family engagement and participation, and raising our own and our collective belief that wealth, abundance, and prosperity is not a pie. **MORE FOR OTHERS DOES NOT MEAN LESS FOR OURSELVES.**



We value aloha,

And we demonstrate this by acknowledging that aloha is unique to Hawai'i. **IT IS FROM THIS PLACE.** By valuing aloha, we value the vast and unique genius of the people of Hawai'i and we prioritize the knowledge, skills, and solutions of its people, recognizing that **ALOHA IS AN ACTION** modeled to us by our environment, and **WE VALIDATE ITS ALOHA THROUGH ALOHA 'ĀINA,** and our willingness to suffer a little so that no one has to suffer a lot.



We value 'auamo kuleana,

And we demonstrate this by a commitment to empowerment rooted in our belief that everyone has skills and abilities but need circumstances and opportunities to express them, promoting language that recognizes a person's abilities, and **SHARED OWNERSHIP AND ACCOUNTABILITY** if any one of us stumbles, we all fall because **WE ARE ALL CONNECTED.**



We value flexibility and learning that

Leads to transformation and we demonstrate this by being honest without shame, when we don't know, being courageous, adaptive leaders, even when it calls for difficult conversations and even when our outcomes look like failure, **DEMONSTRATING AHONUI AND HA'AHA'A**, as we hold tension to achieve change, and **PRACTICING MAKAWALU** and acknowledging that we each hold one piece that is a part of something bigger.



Who is in
this meeting?



Economy Stream Introductions

Tell us your **name**,
community you reside in,
and what you **do**.

What is your hope for this
CEDS update/revision?



CEDS Overview

- Strategy-driven plan
- Emphasis on capacity building
- Asset-based economic development
- Integrates other efforts, leverages funding and P3
- Triple bottom line driven
- Update every 5 years to qualify for EDA funding



2016-2020
Hawai'i County
Comprehensive Economic Development Strategy
(CEDS)



Hawai'i Island
The Big Island of Opportunity
October 31, 2016

Photo Credit: European Space Agency astronaut Samantha Cristoforetti,
International Space Station, February 28, 2015.
https://www.nasa.gov/mission_pages/station/images/index.html

VISION

Hawai'i Island is a model island community that is prosperous and healthy, engenders a business-friendly climate adopting and executing resilient economic development strategies to attract investments that provide quality jobs, economic diversity, and smart infrastructure that protect our unique and critical resources.



CEDS Process

- Broad, inclusive
- Building leaders
- Economic cooperation
- Public ownership
- Process led by the Economic Development Alliance of Hawai'i (EDAH)
 - Hawai'i Island Economic Development Board (HIEDB)
 - In conjunction with other counties, Hawai'i State CEDS



CEDS Mandated Components

- Summary Background
- SWOT Analysis
- Strategic Direction/Action Plan
- Evaluation Framework
- Infuse sustainability and resilience concepts



CEDS 2016-2020 | Economic Overview

- BIG Island
- Update based on recession, Iselle, lava flow, unprecedented storms and flooding
- Lowest per capita income (\$34k), USA Today found to be “poorest county” in State (Median: \$51k HI vs. \$67k State)
- Puna/Ka’ū bedroom communities, lacking infrastructure
- Prosperity in linked to infrastructure (water, sewer, electricity, internet)



2016 CEDS SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • Collaboration (Public Private Partnerships). • Diverse cultures and ethnicities. • Hawai'i Island assets inventory. <ul style="list-style-type: none"> ○ Agriculture and aquaculture. ○ Diverse energy portfolio. ○ Education (University of Hawai'i at Hilo, Hawai'i Community College, Pālanui). ○ Health, well-being, recreation. ○ Land. ○ Natural Energy Laboratory of Hawai'i Authority and the Hawai'i Ocean Science and Technology Park. ○ Natural Resources. <ul style="list-style-type: none"> ▪ Active volcano. ▪ Multiple climate zones. ▪ Ocean and marine resources. ▪ Water. ○ People and values. ○ Pohakuloa Training Area. ○ Transportation. <ul style="list-style-type: none"> ▪ Airports, deep draft harbors. ○ World class astronomy. • Quality of life. • Tourism. 	<ul style="list-style-type: none"> • Affordability. <ul style="list-style-type: none"> ○ Cost of living and doing business. • Capital. • Economic diversity, stability, disparity. • Government regulation. • Infrastructure (aging, non-existent). • International Certification at Kona Airport jeopardized. • Island's economic story NOT told in manner that resonates (e.g. Astronomy sector is not understood and appreciated). • Island's economic successes NOT appreciated (astronomy, Pohakuloa Training Area, tourism). • Lack of leadership. • Medical care professionals (recruitment and retention). • Regulatory processes (inconsistent, contradictory, lack of clarity and transparency). • Risk aversion. • Rural Transportation • Story telling. <ul style="list-style-type: none"> ○ Need to articulate messages with both clarity and transparency. • Well-paying jobs (Insufficient availability). • Workforce (Preparation, readiness, relevance, and retention).



2016 CEDS SWOT

Opportunities	Threats
<ul style="list-style-type: none"> • Agriculture. <ul style="list-style-type: none"> ○ Land, support, innovation, STEM and expansion). • Alignment between education, workforce development, jobs, and industry. • Astronomy services industry. • Broadband and other infrastructure. • Destination Marketing and Strategies. • Education, workforce development, and lifelong learning. • Emerging industries. • Energy. <ul style="list-style-type: none"> ○ Electricity and transportation. • Entrepreneurship (Support, develop strong business culture). • Health and well-being (market “lifestyle”). • Mentor next generation of leaders (Millennials). • Regulatory and process reform. • Renewable, clean energy. • Socio-economic innovation. • Space tourism. • SustainAbility (spelling error deliberate). • Technology, innovation. • Universal values. 	<ul style="list-style-type: none"> • Apathy. • “Brain Drain.” • Changing demographics and values. • Culture (specific to Host Culture and sovereignty issues.) • Divisiveness. • Environmental. <ul style="list-style-type: none"> ○ Climate Change, Invasive Species, Natural Disasters, VOG. • Fear including fear of change. <ul style="list-style-type: none"> ○ Mistrust of government and business. • Geographic size of island. • Ideology. • Income inequality, technology divide, poverty. • Lack of leadership. • Loss of Thirty Meter Telescope, Pohakuloa Training Area, and other economic engines. <ul style="list-style-type: none"> ○ Resultant loss of investors and opportunities. • Loss of hotel room inventory (reference conversion of hotel rooms to high end residential). • Low housing inventory (all levels). • Ideology. • Regulatory climate.



CEDS 2016-20 Action/Implementation

Agriculture and Aquaculture

- Kona Water Roundtable
- Agriculture Sector Partnership
- Federal funds received by Kona Kampachi Farms, NELHA/HOST Park (CEDS referral)

Astronomy, Aerospace, and Aviation

- Astronomy - National Science Foundation and federal funds received
- Aerospace - small satellite launch facilities, Kona Spaceport
- Federal funds received by Kona Kampachi Farms, NELHA/HOST Park



CEDS 2016-20 Action/Implementation

Construction, Land and Resource Use, Planning and Development, Built Infrastructure, and Environmental Services

- Update of Broadband Strategic Plan for State of Hawai'i
- Broadband Innovation Grants and Infrastructure
- Reviewed/recommendations for County General Plan and Permitting update
- Daniel K. Inouye Highway (Saddle Road) - Mamalahoa Hwy to Queen K Hwy Extension

Energy, Utilities and Shipping/Transportation

- Energy - diversion of organic waste to energy proposal
- Utilities - advise on HEI grid modification efforts



CEDS Industry Clusters

Foundation for driving economic growth and resilience

CEDS 2016-2020

Industry Clusters

- **Agriculture** and Aquaculture
- Astronomy, Aerospace, and Aviation
- Business Development, Small Business, **Entrepreneurship**
- Construction, Land and Resource Use, Planning and Development, Built Infrastructure, and Environmental Services
- **Education**, Workforce Development, Data and Information
- **Energy**, Utilities, Shipping and Transportation
- **Health** and Medical Care, Well-Being, Recreation
- Military, Defense, First Response, **Disaster Response - Resiliency**
- Technology and Innovation
- Visitor and **Hospitality** Industry



Group Discussions & Presentations

Industry Clusters

- What is relevant?
- What is missing?
- Cluster differently?
- Identify **top 6 industries** our island should focus on



Talk Action, Take Action: Commit to Act

Check email for Homework

- Engage your community, even those you don't know
 - Series of industry related questions
 - Reflect on SWOT analysis
- Homework due: Friday, July 10



CEDS Sub-Stream Next Steps

Prioritize bi-weekly discussions around priority industries

Identify very near-term actions to take

Convene with Resilience Hubs Sub-Stream to further connect work and collective action



**Mahalo for being a
Vibrant Contributor!**

