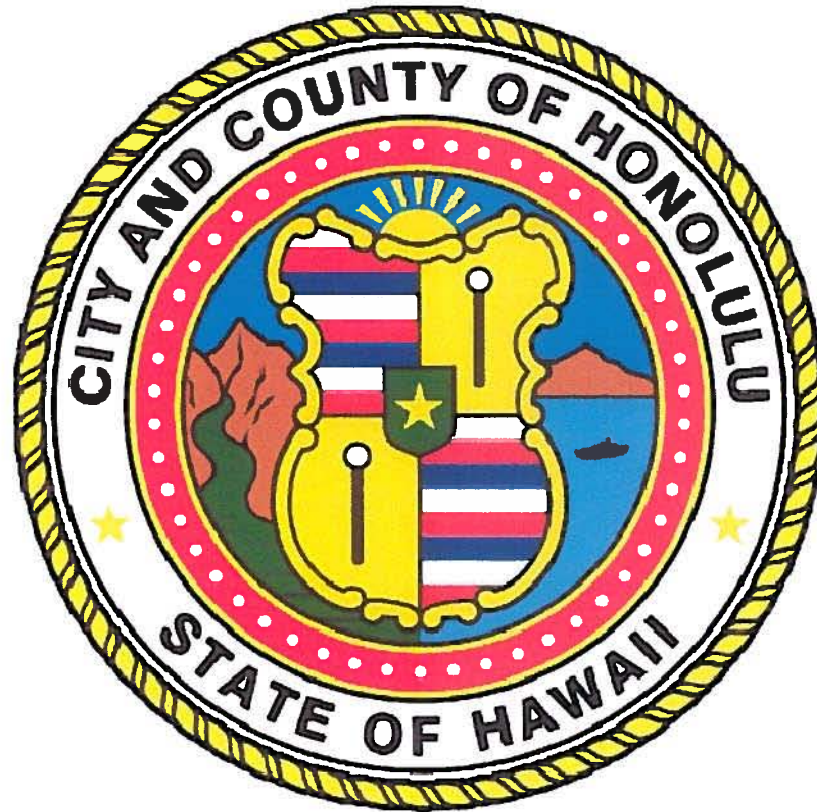


Office of Economic Development

Nicole A. Velasco, Executive Director



Presentation to Charter Commission
July 30, 2015

Powers, Duties, and Functions

- Cultivate tourism and hospitality, agriculture, film, and other industries.
- Advance and enhance local climate for small businesses.
- Strengthen relationships with state, military, federal, and international partners.
- Coordinate cultural and community festivals and special events.



1. Small Business Development and Community Revitalization

- Support economic growth for businesses and organizations throughout Oahu's existing and emerging industries.
- Promote community revitalization by forging partnerships between the City and the community.

2. Agriculture

- Capitalizes on agricultural funding opportunities provided by state and federal agencies.
- Assist in R&D efforts to strengthen industry.

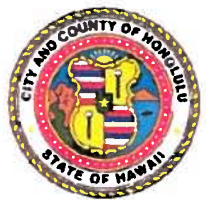


3. International Relations and Sister-City Program

- Respond to 50+ international communications per month, & coordinate international courtesy calls.
- Assist with administrative travel and coordination of events with international delegations
- Assist with the establishments of new and existing Sister-City relationships (32 total, Aug 2015).

4. Honolulu Film Office

- Assist an average of 500 projects each year.
- HonFO provides leadership in planning, development, facilitation, and marketing to/for media industries.



5. Hawaii Tourism Authority's (HTA) County Product Enrichment Program (CPEP)

- Provides grants annually.
- Develops and enhances existing, community-based tourism events, attractions, and projects related to agriculture, culture, education, health and wellness, and nature or technology.
- Complements Hawaii's traditional resort product and assists in economic diversification.

