



Maui Hotel & Lodging

ASSOCIATION

Testimony of

Lisa H. Paulson

Executive Director

Maui Hotel & Lodging Association

on

HB2012 HD2 SD1

Relating To The Transient Accommodations Tax

COMMITTEE ON WAYS AND MEANS

Wednesday, April 4, 2018, 10:30 am

Conference Room 211

Dear Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee,

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry. Our membership includes 185 property and allied business members in Maui County – all of whom have an interest in the visitor industry. Collectively, MHLA's membership employs over 25,000 residents and represents over 19,000 rooms. The visitor industry is the economic driver for Maui County. We are the largest employer of residents on the Island - directly employing approximately 40% of all residents (indirectly, the percentage increases to 75%).

MHLA is **in support of HB2012 HD2 SD1**, which allocates funds from transient accommodations tax revenues to the Hawaii Tourism Authority (HTA) to implement initiatives, in conjunction with the Hawaii Lodging and Tourism Association, to address homelessness in tourist and resort areas, as designated by each county; provided that the funds be used to provide social services. Requires HTA to report to the Legislature. Requires the data collected from the initiatives to be entered into the Homeless Management Information System.

MHLA supports funding for services for the homeless and believe it is one of our biggest challenges in our community. Every year through our Maui County Charity Walks we donate funds to organizations that assist with our homeless and houseless residents in Maui County: Maui Family Life Center, Feed My Sheep, Habitat for Humanity, Hale Kau Kau, Keiki Cupboard, Salvation Army, and Women Helping Women to name a few. But despite our best efforts to fund the many organizations that need support, the needs of this growing population continue to outweigh the resources.

The members of the Maui Hotel & Lodging Association will continue to fund-raise and donate money through our Visitor Industry Charity Walk and other endeavors to help the homeless. We look forward to having the state government, through this legislation, augment our efforts as a direct participant in what should be an important public-private partnership.

Thank you for the opportunity to testify.

LATE



April 3, 2018

Senator Donovan M. Dela Cruz, Chair
Senator Gilbert S.C. Keith-Agaran, Vice Chair
Senate Committee on Ways and Means

Testimony in Support of HB 2012, HD2, SD1, Relating to the Transient Accommodations Tax (Allocates funds from transient accommodations tax revenues [TAT] to the Hawaii Tourism Authority [HTA] to implement initiatives, in conjunction with the Hawaii Lodging and Tourism Association [HLTA], to address homelessness in tourist and resort areas, as designated by each county; provided that the funds be used to provide social services. Requires HTA to report to the Legislature. Requires the data collected from the initiatives to be entered into the Homeless Management Information System. Takes effect on 7/1/3000).

WAM Hearing: Wednesday, April 4, 2018, 10:30 a.m., in Conf Rm 211

The Land Use Research Foundation of Hawaii (LURF) is a private, non-profit research and trade association whose members include major Hawaii landowners, developers and a utility company. LURF's mission is to advocate for reasonable, rational and equitable land use planning, legislation and regulations that encourage well-planned economic growth and development, while safeguarding Hawaii's significant natural and cultural resources, and public health and safety.

LURF appreciates the opportunity to express its **support of HB 2012, HD2, SD1.**

HB 2012, HD2, SD1. The purpose and intent of this measure is to allocate TAT revenue to implement initiatives, in conjunction with the HLTA, to address homelessness in tourist and resort areas and require matching funds from the private sector.

LURF's Position. This measure proposes to use TAT funding from the tourism industry to implement social service initiatives to address homelessness in tourist and resort areas and to provide the homeless with access to quality care and create a safer and create better living environments for everyone.

For the above reasons, LURF **supports HB 2012, HD2, SD1** and respectfully urges your favorable consideration.

Thank you for the opportunity to present testimony regarding this matter.