



Ensuring Economic Recovery

As we continue to navigate through this COVID-19 pandemic, we have an opportunity to reenvision and reimagine the way we do business in Hawai'i. This health crisis highlights our need to address major economic vulnerabilities and we cannot continue with the status quo. Our path to economic recovery won't be easy but it is necessary to ensure a thriving Hawai'i for future generations.

Jacob believes that in order to ensure economic recovery government needs to:

Reconceptualize Hawai'i's Tourism Industry

Tourism is the largest single source of private capital for our economy and has been a major economic pillar in Hawai'i for decades. In 2019, visitors spent nearly \$48.6 million per day and contributed \$2.07 billion in state revenue. With a near halt to our island economy, this COVID-19 pandemic forces us to reconsider and reconceptualize Hawai'i's tourism strategies moving forward.

- **Improve Tourism Management:** Hawai'i has the potential to become a global leader in tourism management.

If elected to the City Council, Jacob will commit to working with the visitor industry and other government agencies **to implement the use of "smart destination" technology to better manage our resources, improve the lives of residents and enhance the overall visitor industry.** This type of technology will also allow government to receive aggregated and anonymized data that will assist in designing solutions to mitigate traffic congestion and crowding at popular tourist attractions.

- **Attract The "Right Visitors":** Despite an increase in the number of visitors travelling to our islands, Hawai'i was experiencing a drop-in visitor spending prior to the COVID-19 pandemic. Overtourism has

also had negative effects on our local communities and natural resources.

If elected to the City Council, Jacob will commit to working with the visitor industry to spearhead initiatives that aim to **alter our marketing strategies**. He believes that we need to **attract the “right visitors” who will spend more per person** and who have an understanding of what it means to be a “respectful guest” in our island home.

- **Create An Authentic Visitor Experience:** A successful tourism industry in Hawai'i relies on the health of our natural and cultural resources, community, economy and relationship with the visitor.

If elected to the City Council, Jacob will commit to helping create an authentic visitor experience by **supporting efforts to integrate and promote our host culture**. This includes initiatives that will **expand ecotourism opportunities** on O'ahu and provide **support for local businesses and community organizations** who are able to enhance the visitor experience.

Diversify Our Economy To Create More Jobs

The health of our economy has been heavily reliant on our visitor industry. A diversified economy will allow Hawai'i to become more resilient to the impacts of recessions and allow us to recover more quickly during challenging times. Tourism will continue to be our State's main economic pillar, but we need to begin investing and expanding other economic sectors that will complement the visitor industry.

- **Reinvest In Agriculture:** In order to achieve our local food production goal by 2030, we need to reinvest in agriculture and explore innovative ways to support production, processing, distribution and consumption of local food.

If elected to the City Council, Jacob will commit to **preserving agricultural lands** for exclusive farming use and **increasing support for local farmers**. He will also advocate for **the creation and expansion of vertical farming initiatives on O'ahu** by introducing legislation that will explore the

possibility of establishing agricultural-tech zones in Council District 7 and other areas on O‘ahu.

- **Realize Our Renewable Energy Goals:** Hawai‘i’s energy goals require us to achieve 100% renewable energy by 2045. This shift away from fossil fuels will allow for the opportunity to expand the renewable energy sector while also investing in new job creation. On average, these jobs pay an average of \$3 to \$7 an hour higher than the state’s median wage.

If elected to the City Council, Jacob will commit to advocating for continued realization of these energy goals by **increasing access to job training and opportunities in the energy sector.**

- **Expand Television & Film Production In Hawai‘i:** In recent years, the television and film industry have employed nearly 5,000 local people and brought in over \$419 million/year to the State, with an additional \$825 million/year trickling to other industries. Television and film production has the potential to be a major economic sector that would complement the tourism industry.

If elected to the City Council, Jacob will stand as an ally to the industry and work with them to expand television and film production in our islands. Efforts will include work to **advocate for a stable tax credit program, ensure strong support from city government and create a pipeline for local residents to enter into the industry.**

Invest In Our People and Communities

Hawai‘i’s path to economic recovery will largely be dependent on the well-being of our people and communities. The state of our economy have left many vulnerable to the effects of poverty, homelessness and other socio-economic disparities. By providing people access to resources and investing in their personal and professional growth, we will be able to emerge from this crisis stronger and more resilient.

- **Expand Job/Skill Trainings For Displaced Workers:** The COVID-19 pandemic has affected every sector of our society and displaced

nearly 250,000 workers across the State. The future of our economy is still uncertain and many people are struggling to find work.

If elected to the City Council, Jacob will work with his colleagues and the Mayor to **expand the city's WorkHawai'i Division** to provide resources and training to displaced workers and those affected by the COVID-19 pandemic. He'll also partner with public & private sector employers, labor unions and other organizations to **support and expand job training and apprenticeship opportunities**.

- **Increase Access To High Speed Broadband:** This COVID-19 pandemic has transformed telework and distant learning into the new norm. Many low-income communities and families of indigent circumstances do not have access to the internet and other critical online services.

If elected to the City Council, Jacob will **work to ensure that everyone in our community has access to internet connectivity** regardless of their socio-economic background and circumstances. Partnering with internet service providers and relevant government agencies to provide access will be key.

- **Provide Support For Small Local Businesses:** A key component to reviving our economy is to ensure the survival and success of small local businesses.

If elected to the City Council, Jacob will work to **provide funding and opportunities for small businesses, local startups and rising entrepreneurs**. He'll also **partner with public & private sector agencies to create digital platforms for businesses** to promote their items and services.