

OCTOBER 2024



**BUSINESS
STAKEHOLDER
CONSENSUS**

Business Stakeholders Agree On These Key Issues To Improve Hawaii's Economy – We Need To:

▶ Promote economic diversification, invest in education and technology, and support the local community and culture.

▶ Increase workforce quantity and quality, improve the business climate, and lower the costs of living and doing business.

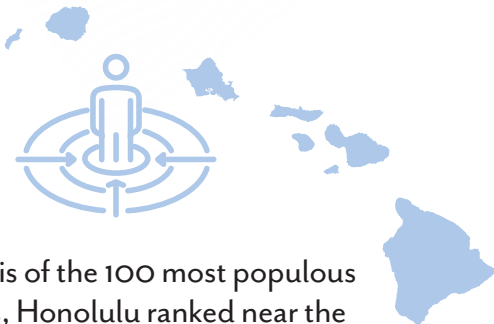
▶ Increase jobs and economic resilience, focus additional resources on in-demand industries, and support a targeted public policy agenda.

HAWAII'S CHALLENGES TO OVERCOME

Post-pandemic job recovery is the slowest in the nation.

The costs of living and doing business are among the highest in the country.

Outmigration and "brain drain" are affecting small businesses and job growth.



In an analysis of the 100 most populous metro areas, Honolulu ranked near the bottom due to high business costs, limited workforce availability, and poor quality of life driven by expensive housing and child care, high property crime and poverty rates, and significant outmigration.

- ▶ Hawaii home prices have risen by 38% over the past five years.
- ▶ Child care for one infant can account for 18% of annual income for a married couple and 46% for a single parent.

 **SEE THE NEXT PAGE FOR WAYS TO IMPROVE HAWAII'S ECONOMY**

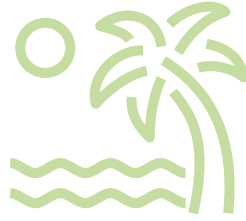
WHERE HAWAII RANKS NATIONALLY WHEN IT COMES TO DOING BUSINESS

- ▶ **50th** CNBC Cost of Doing Business
- ▶ **42nd** Tax Foundation Business Tax Climate
- ▶ **37th** US News Infrastructure Rankings
- ▶ **6th HIGHEST** State and Local Taxes per Capita

OPPORTUNITIES AND RECOMMENDATIONS FOR A MORE ECONOMICALLY COMPETITIVE HAWAII

TRAVEL AND TOURISM

- ▶ Need to adopt new technologies that speed transactions, automate bookings, and enhance the customer experience.
- ▶ Focus on new attractions and events, and commit to timely renovations of facilities.
- ▶ Develop regionally based tourism strategies.



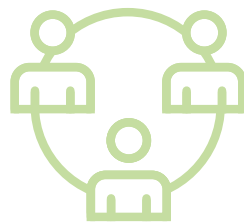
MILITARY AND DEFENSE

- ▶ Cybersecurity and technology fields require preparing a skilled, local workforce.
- ▶ AI applications provide efficiency and cost savings, and reduce loss of life.
- ▶ Additive/tech-based manufacturing hastens repairs and saves money.
- ▶ Invest in space technology as the new frontier.



SMALL BUSINESS

- ▶ Identify gaps in the entrepreneur and small business development support system.
- ▶ Promoting entrepreneurial career pathways in small business with more work-based learning opportunities.
- ▶ Partner with organizations that can elevate local entrepreneurship as a key economic driver.



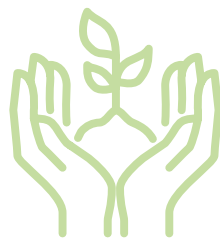
BUSINESS SERVICES

- ▶ Adopt innovation and technology to ease processes and automate services to increase convenience.
- ▶ Focus on quality-of-life improvements such as child care, housing, and improved infrastructure to attract and retain young professionals.
- ▶ Invest in parks, homeless reduction programs, youth centers, and activation of community spaces.



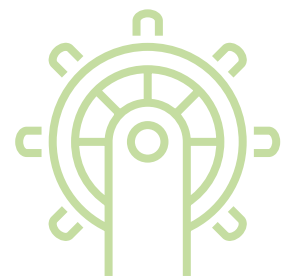
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- ▶ Support enhanced agricultural research and innovation at educational facilities.
- ▶ Promote agricultural career paths in education programs with hands-on learning experiences.
- ▶ Support accelerator programs for value-added agricultural and niche food manufacturers.



MARITIME

- ▶ Support and enhance maritime skilled trades for ship building and making repairs.
- ▶ Develop programs for expansion into community colleges and high schools.
- ▶ Partner with the county and state on opportunities to expand harbor and marina facilities.



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