

CITY & COUNTY OF HONOLULU



OER

Office of Economic
Revitalization



**OFFICE OF
ECONOMIC
REVITALIZATION**

About OER

- OER is planting the seeds for a post-COVID economy that is
 - more environmentally sustainable
 - less reliant on tourism
 - more adaptable to emerging technologies, and
 - better able to provide good jobs for our people



What is a Good Job?

Good Jobs: A Working Definition

Economic Stability

- Stable, family-sustaining pay
- Sufficient, accessible, and broadly available benefits
- Fair, reliable scheduling practices
- Safe, healthy, and accessible working conditions

Economic Mobility

- Clear and equitable hiring and advancement pathways
- Accessible, paid training and development opportunities
- Wealth-building opportunities



Equity, Respect & Voice

- Organizational and management culture, policies, and practices that:
 - are transparent and enable accountability
 - support a sense of belonging and purpose
 - advance DEIA*
 - and address discrimination
- Ability to improve the workplace, such as through collective action or participatory management practices

*DEIA: diversity, equity, inclusion, and accessibility

Good Jobs Strategy

1. Preserve good jobs
2. Create good jobs
3. Help people get a good job



Good Jobs Strategy 1:

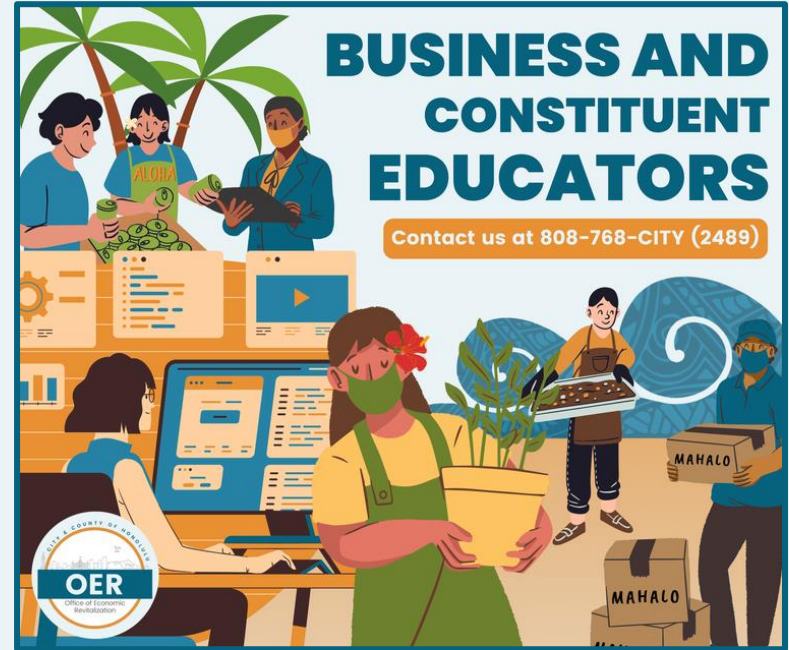


Preserve Good Jobs



About the Business and Constituent Educators

The Business and Constituent Educator team is the **central point of contact** for O‘ahu’s small businesses



Serving Small Businesses Across O‘ahu



Glenn Kosuge

Serving in Districts 2, 7, & 8



Riley Kam

Serving in Districts 3 & 4



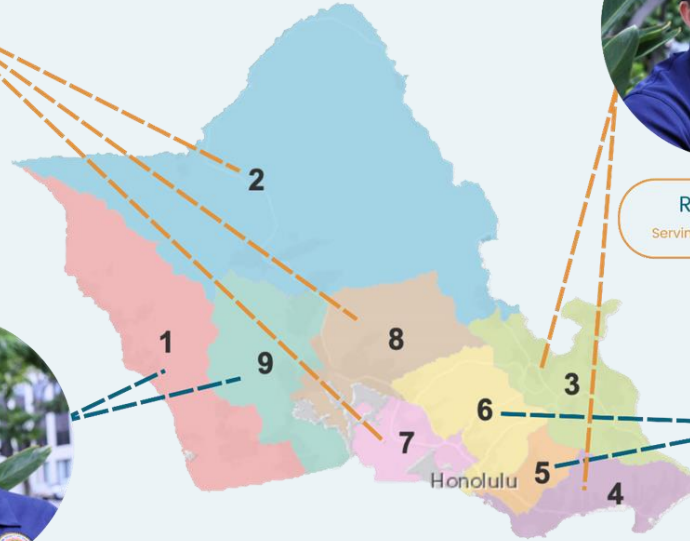
Shakirra Lawshea

Serving in Districts 1 & 9



Marissa Kometani

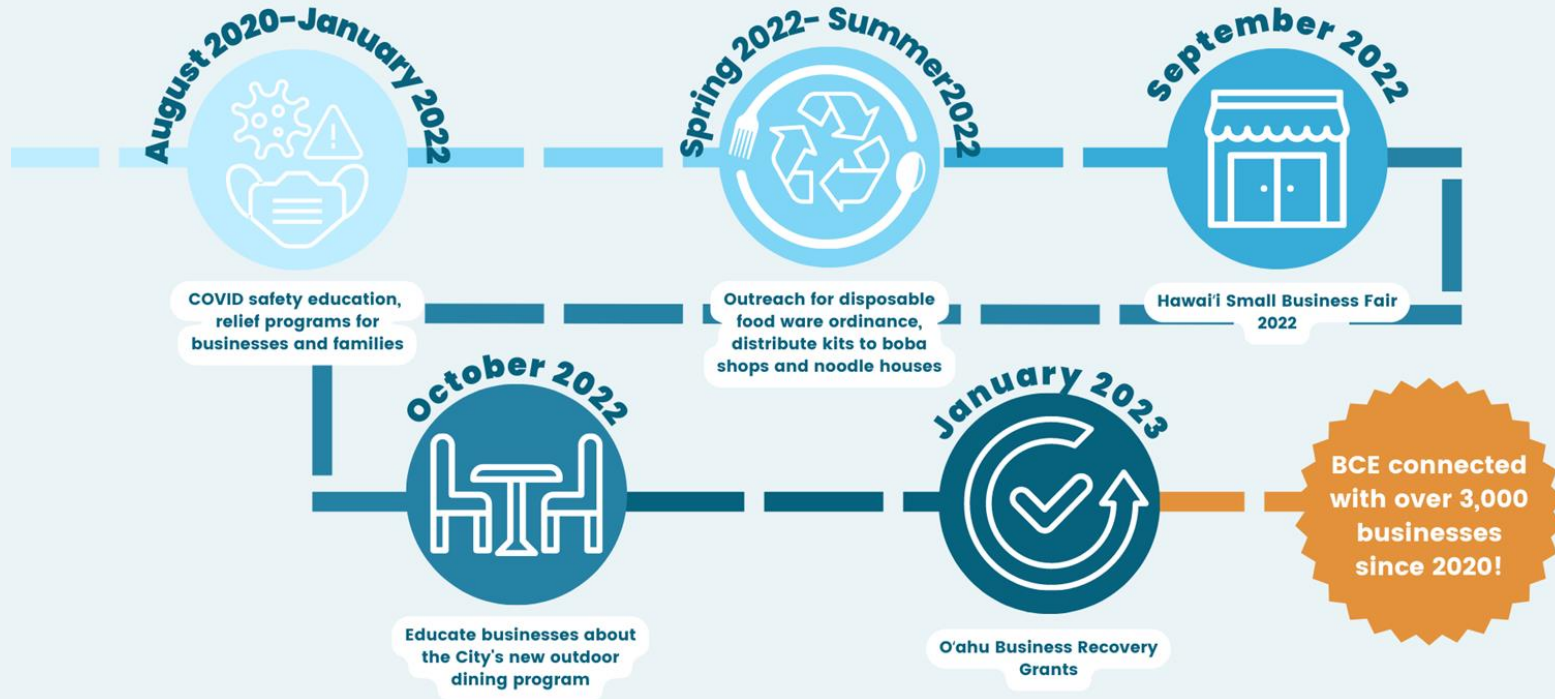
Serving in Districts 5 & 6



Serving Small Businesses Across O‘ahu



Supporting Small Businesses Since 2020




Webinars for Small Businesses

Business & Constituent Educator Webinar:

Tuesday, August 16 at 10 a.m.- Small Businesses & Commercial Lease Advice



Chenise Iwamasa
founder of Ziva Law

please visit [Facebook.com/OER.Honolulu](https://www.facebook.com/OER.Honolulu) for live webinars



   **ZIVALAW**
A LIMITED LIABILITY LAW COMPANY

Business and Constituent Educator Webinar:
Tuesday, December 6 at 10 a.m.

THEFT PREVENTION TIPS FOR SMALL BUSINESSES


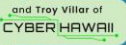
with

POLICE DEPARTMENT
HONOLULU
CITY & COUNTY OF HONOLULU

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Business & Constituent Educator Webinar:
TUESDAY, OCTOBER 11 AT 10 A.M.

Cyber- for security Small Businesses

with Larry Lieberman of 
and Troy Villar of 

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Business & Constituent Educator Webinar:
TUESDAY, OCTOBER 25 AT 10 A.M.

Mental Health and Wellness Resources for your Employees/ Business

with Guest Speaker
JOYI RHYSS
Program Director of The Practice Center

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Business & Constituent Educator Webinar:
Tuesday, August 30 at 10 a.m.

Small Businesses with Made in Hawai'i Products: Grow Your Business with M^N^A^U^P

please visit [Facebook.com/OER.Honolulu](https://www.facebook.com/OER.Honolulu) for live webinars

Business & Constituent Educator Webinar:
Tuesday, August 2 at 10 a.m.

Social Media Business Tips from PATSY T. MINK CENTER FOR BUSINESS & LEADERSHIP

with Colleen McAluney
MCC Director

please visit [Facebook.com/OER.Honolulu](https://www.facebook.com/OER.Honolulu) for live webinars

Dozens of webinars with business insights at our Facebook page: [facebook.com/oer.honolulu](https://www.facebook.com/oer.honolulu)

Hawai'i Small Business Fair 2022



- Served more than 200 small businesses at the Hawai'i Small Business Fair 2022
- Now planning for 2023

Reaching More West Side Businesses



Connecting small businesses with expert help

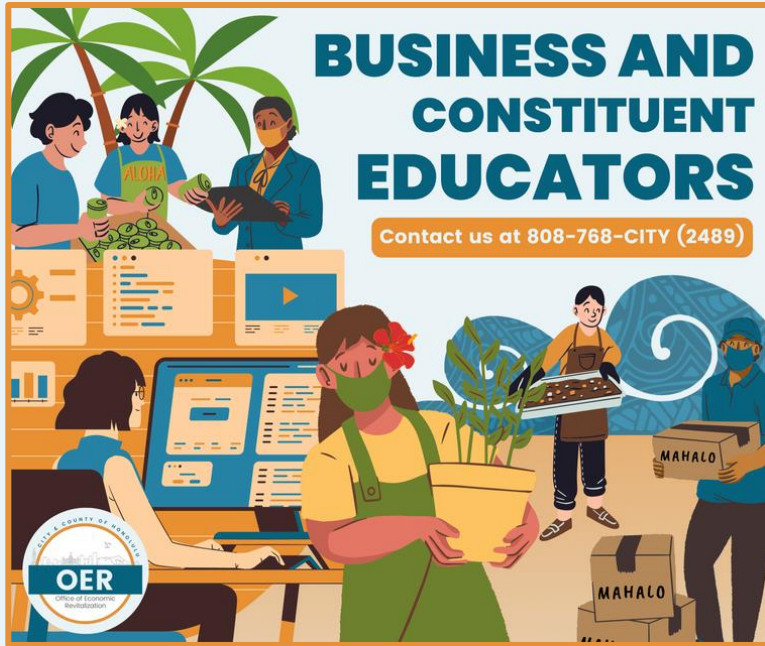
Office hours at Kapolei Hale and The Hub Co-Working

O'ahu Business Recovery Grants



\$10M in aid for small businesses that endured losses of 25% or more during the pandemic

Business and Constituent Educators



- Central point of contact at the City for small businesses
- Worked with more than 3,000 small businesses since 2020
- Inform & listen to small businesses about new City programs and policies

Business Resource Network



- OER joined the National League of Cities (NLC) **Inclusive Entrepreneurship Cohort**
- OER's **Business Resource Network** is an online tool that connects small businesses to business resources



Good Jobs Strategy 2:



Create Good Jobs



Agricultural Grants



- **Level I**
 - \$3 million in grants for growers
 - Pending disbursement
- **Level II & III**
 - Request to City Council in Q1 2023

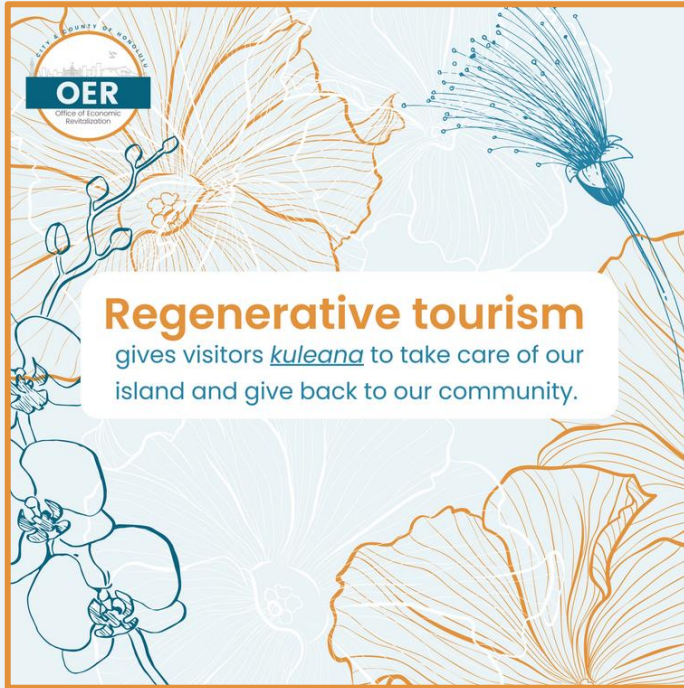


Honolulu Accelerator



- To train and support minority owned and disadvantaged **start-up** businesses
- Collaborative effort with HTDC whose focus is on accelerators for business growth and manufacturing

Regenerative Tourism



- **City MOU with HTA**
- **DMAP priorities of the City:**
 - Limit short-term vacation rentals
 - Increase visitor use of public transit
 - Better manage O‘ahu’s popular destinations
 - Buy Local campaign

Good Job Strategy 3:



Help People Get a Good Job



Good Jobs Hawaii



- Partnering with the University of Hawai‘i to help people affected by the pandemic secure in-demand jobs
- Good jobs in **healthcare, technology, clean energy and skilled trades, education, sustainable agriculture and food systems, creative industries, and City employment**
- City Jobs: recruiting and training possibilities



COFA Migrants COVID Death Benefits



Mirrors FEMA COVID Death Benefits for Compact of Free Association Citizens living on Oahu



mahalo

