



Section 6: Build a Resilient, Sustainable Local Economy

I ha'aheo no ka lawai'a i ka lako i ka 'upena.

The fisherman may well be proud when well supplied with nets.

Ōlelo No'eau #1152

Coordinate Regional Economic Development

The Ka'ū CDP supports economic development in three ways: 1) establishes firm foundations for growth, 2) outlines strategic steps to seize sector-specific market opportunities, and 3) provides a road map to guide coordinated, community-led economic development strategies.

Establish Solid Foundations: Sections 3, 4, and 5 of the CDP establish a solid foundation for economic development. In most communities, and in Ka'ū in particular, the greatest economic assets are natural and cultural resources, like watersheds, agricultural land, coastal resources, and historic features. Section 4 of the CDP uses a wide range of strategies to ensure proper stewardship of these unique, place-based resources.

Economic development also requires appropriate facilities and services to support businesses and provide a high quality of life, like water, roads, emergency services, waste management, education, and parks. Section 5 of the CDP prioritizes those investments in Ka'ū.

Economic development also requires room for growth. The CDP's land use policies in Section 3, as well as other related strategies, provide expansive room for development, including:

- Residential, commercial, and industrial infill growth in Pāhala, Nā'ālehu, and Ocean View (Section 3)
- Residential and small-scale commercial development in Discovery Harbour (Section 3)
- Small-scale commercial services, bed and breakfast establishments, guest ranches, lodges, and recreational facilities in rural and agricultural areas (Policies 40 and 41)
- A community-based approach to redeveloping Punalu'u (Community Action 29).

Seize Market Opportunities: Ka'ū has opportunities for economic development in several complimentary sectors – agriculture, renewable energy, payment for ecosystem services, health and wellness, education and research, community tourism, and retail. Most of Section 6 is organized by these sectors. Though each sub-section typically includes policies and advocacy items, growth in each sector will mostly be dependent on implementation of the Community Actions, which are detailed in the “Community-Based Collaborative Action Guide.”

Coordinate Regionally: There are several demonstrated ways in which communities like Ka'ū can play proactive roles in their own economic development, and there are many resources available to support such an approach. However, to be most effective, community-based economic development should be employed in a strategic, coordinated manner. Therefore, the CDP provides a road map (Community Action 21) to guide coordinated, pro-active community leadership to advance economic development by enhancing regional identity, building local industry clusters, engaging anchor institutions, advancing innovation, building entrepreneurial and business capacity, strengthening workforce development pipelines, building and retaining local wealth, and promoting Ka'ū.



6.1 Coordinate Regional Economic Development

This section of the CDP guides the implementation of regional economic development strategies, including an education, enterprise development, and research network and regional strategies to increase “buying local.”

6.1.1 Community Objective

- **Objective 11: Increase the number and diversity of income sources for residents**, including jobs and entrepreneurial opportunities that complement Ka’ū’s ecology, culture, and evolving demographics.

6.1.2 County Action

Policy 131 Collaborate with the private sector to identify business needs, strengthen existing industries, and diversify the economy by attracting new endeavors. (GP 2.2(c, d, e), 2.3(m, p))

Policy 132 Advance economic development that enhances and is balanced with the County’s natural, cultural, and social environments. (GP 2.2(a, b, d), 2.4.9.2(a, c))

Policy 133 Promote a distinctive identity for Ka’ū. (GP 2.3(o))

Policy 134 Align the clusters and priority projects in the Comprehensive Economic Development Strategy (CEDS) with the objectives, policies, and actions in the Ka’ū Community Development Plan.

Policy 135 Commission a study of Economic and Financial Impact Reviews and propose recommendations for their integration into the regulatory review and approval process (e.g., the Environmental Impact Statement process and community benefits agreements). (GP 2.2(h), 2.3(y))

6.1.3 Community-Based, Collaborative Actions

Community Action 21: Coordinate regional, cross-sectoral economic development strategies.

Community Action 22: Develop a high-tech, high-touch regional education, enterprise development, and research network.

Community Action 23: Coordinate regional strategies to increase “buying local.”





6.2 Preserve Opportunities to Live off the Land

This section of the CDP preserves opportunities to live off the land.

6.2.1 Community Objective

- Objective 9: Preserve and greatly enhance nā ‘ohana economy.

6.2.2 Land Use Policy

Policy Intent

See Policy 24 on page 52, Policy 25 on page 52, Policy 62 on page 62, Policy 70 on page 65, and Policy 79 on page 67.

Policy Controls

See Policy 27 on page 52, Policy 38 on page 55, Policy 52 on page 59, Policy 80 on page 67, and Policy 81 on page 67.

6.2.3 County Action

See Policy 82 on page 67 and Policy 83 on page 67.

6.2.4 Community-Based, Collaborative Action

See Community Action 13 on page 68 and Community Action 29 on page 97.



6.3 Strengthen Local Agriculture

This section of the CDP guides efforts to strengthen the local agriculture value chain, including agricultural land acquisition, agricultural parks and water systems, the diversification of agriculture-based businesses on agricultural land, and agricultural tourism.

6.3.1 Community Objective

- Objective 10: **Encourage and enhance agriculture, ranching, and related economic infrastructure.**

6.3.2 Land Use Policy

Policy Intent

See Policy 32 on page 55 and Policy 35 on page 55.

Policy Controls

See Policy 38 on page 55, Policy 39 on page 56, Policy 40 on page 56, Policy 41 on page 56, Policy 42 on page 57, and Policy 44 on page 57.

6.3.3 County Action

See Section 4.3.3 on page 57.

Policy 136 Collaborate with the public and private sectors to preserve and expand the agriculture, forestry, and fishing industries. (GP 2.3(a), 2.4.9.2(b), 14.2.2(c), 14.2.3(c, e, l), 14.2.4.7.2)

In those cases where agricultural land is of high value for particular markets in which Kaʻū has a unique niche (e.g., coffee, macadamia nuts, grass-fed beef), the County should endeavor to protect that land for agricultural use and secure long-term tenure on that land for local farmers. Potential courses of action might include:

- Collaborate with the USDA, the State, and land trusts to establish agricultural conservation easements on the land. (see Policy 21 on page 50)
- Secure the land in public trust using State, County, and private funds. (see Policy 22 on page 50).
- Support the acquisition of the land by local agricultural organizations (e.g. community land trust, cooperative, community development corporation), using financing from Farm Credit Services of Hawaiʻi, the USDA, the Farm Service Agency, the Small Business Administration, or other lenders that focus on funding small-scale agriculture.

Policy 137 Support the development of private and State agricultural parks to make agricultural land available for agricultural activities. (GP 14.2.3(k))

Policy 138 Cooperate with appropriate State and Federal agencies and the private sector to develop, improve and expand agricultural water systems. (GP 11.2.2(j))

Policy 139 Encourage the establishment of open farmers markets to allow local agricultural producers to market their products. (GP 2.3(u))



Policy 140 Encourage, where appropriate, the establishment of visitor-related uses and facilities that directly promote the agriculture industry. (GP 14.2.3(r))

Policy 141 Assist in the promotion of products produced in Ka'ū. (GP 2.3(t))

See Policy 150 on page 94.

6.3.4 Advocacy

6.3.4.1 *Agribusiness Development Corporation*

- Expedite the redevelopment of the Ka'ū irrigation system, including surveying of each of the source tunnels, securing easements, completing the needed repairs, and executing a Memorandum of Understanding for the management of the water system.

6.3.4.2 *Board of Agriculture*

- Appoint a task force to explore the feasibility of a State agricultural park in Ka'ū, identify potential sites, and consider possibilities for joint ventures with private entities and/or the County.

6.3.5 Community-Based, Collaborative Actions

Community Action 24: Strengthen the local agriculture value chain.



6.4 Develop Community Renewable Energy

This section of the CDP guides the development of local, renewable, distributed energy networks while prioritizing greater public review of commercial renewable energy projects.

6.4.1 Community Objective

- Objective 11: Increase the number and diversity of income sources for residents, including jobs and entrepreneurial opportunities that complement Kaʻū's ecology, culture, and evolving demographics.

6.4.2 Land Use Policy

Policy Controls

See Policy 38 on page 55 and Policy 58 on page 60.

6.4.3 County Action

Policy 142 Encourage the development of alternate energy resources, providing they complement existing agricultural uses and preserve ecologically and culturally significant areas. (GP 3.3(a, b, e, k, l), 14.2.3(u))

Policy 143 Amend the Zoning Code to require Use Permits for commercial renewable energy projects, mills, and major processing facilities in the County Agricultural Zone.

6.4.4 Advocacy

6.4.4.1 Legislature

- Amend Hawai'i Revised Statutes §205 to exclude commercial renewable energy projects, mills, and major processing facilities as permitted uses in areas designated "Rural" on the County of Hawai'i's Land Use Pattern Allocation Guide (LUPAG) map.

6.4.5 Community-Based, Collaborative Actions

Community Action 25: Develop local, renewable, distributed energy networks.





6.5 Pilot Payment for Ecosystem Services

This section of the CDP guides exploratory efforts to secure community payments for ecosystem services.

6.5.1 Community Objective

- Objective 11: Increase the number and diversity of income sources for residents, including jobs and entrepreneurial opportunities that complement Ka'ū's ecology, culture, and evolving demographics.

6.5.2 Land Use Policy

Policy Intent

See Policy 25 on page 52 and Policy 62 on page 62.

Policy Controls

See Policy 52 on page 59.

6.5.3 County Action

See Policy 64 on page 62.

Policy 144 The land and water shall be considered essential resources for present and future generations and should be protected and enhanced through the use of economic incentives and soundly managed for potential economic benefit. (GP 2.2(a, d), 2.3(h), 8.3(g))

6.5.4 Community-Based, Collaborative Actions

Community Action 26: Pilot a program to secure community payments for ecosystem services (PES).



6.6 Grow Health and Wellness Services

This section of the CDP guides the expansion of the regional network of health and wellness services.

6.6.1 Community Objectives

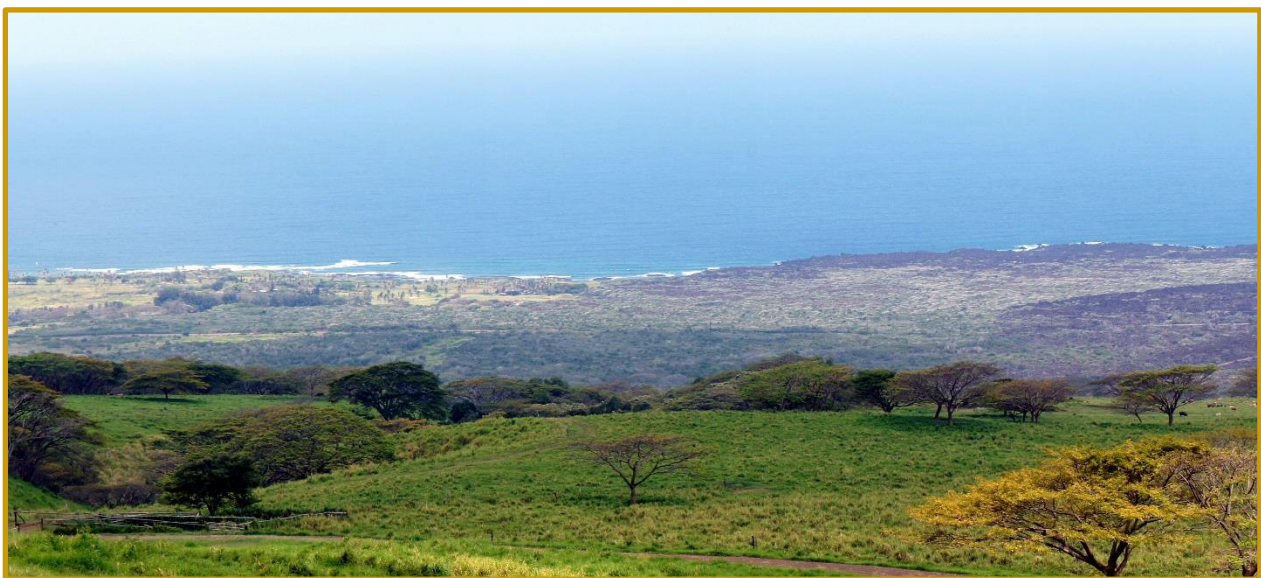
- Objective 11: **Increase the number and diversity of income sources for residents, including jobs and entrepreneurial opportunities that complement Kaʻū’s ecology, culture and evolving demographics.**
- Objective 12: **Establish or expand retail, service, dining, and entertainment centers in rural villages and towns capable of supporting Kaʻū-appropriate growth.**

6.6.2 County Action

Policy 145 Encourage the health/wellness and retirement industries. (GP 2.3(n, x))

6.6.3 Community-Based, Collaborative Actions

Community Action 27: Establish a comprehensive network of health and wellness services





6.7 Promote the Creative, Education, and Research Sectors

This section of the CDP guides the development of a regional education, enterprise development, and research network.

6.7.1 Community Objectives

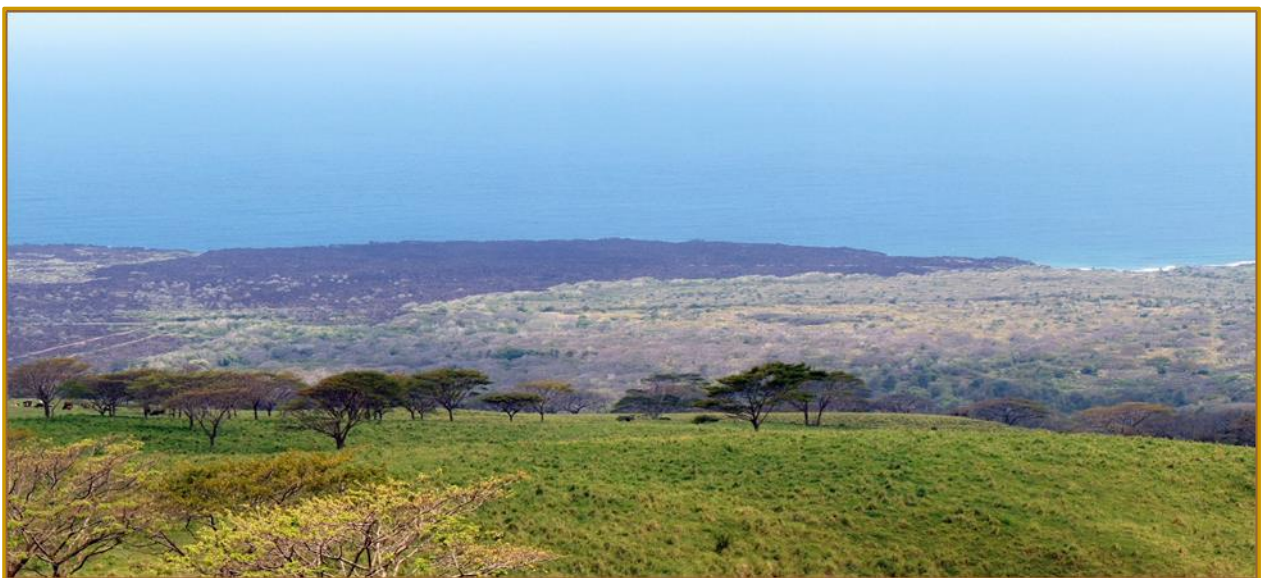
- Objective 11: **Increase the number and diversity of income sources for residents**, including jobs and entrepreneurial opportunities that complement Ka'ū's ecology, culture, and evolving demographics.

6.7.2 County Action

Policy 146 Promote and develop the island of Hawai'i into a unique scientific and cultural model. (GP 2.2(h))

6.7.3 Community-Based, Collaborative Actions

See Community Action 22 on page 86 and Community Action 29 on page 97.



6.8 Develop the Local Visitor Sector

This section of the CDP guides the development of a regional ho'okipa network – a place-based approach to community tourism.

6.8.1 Community Objectives

- Objective 11: **Increase the number and diversity of income sources for residents, including jobs and entrepreneurial opportunities that complement Ka'ū's ecology, culture, and evolving demographics.**
- Objective 12: **Establish or expand retail, service, dining, and entertainment centers in rural villages and towns** capable of supporting Ka'ū-appropriate growth.

6.8.2 Land Use Policy

Policy Controls

See Policy 5 on page 39 and Policy 6 on page 39.

6.8.3 County Action

See Policy 140 on page 89.

Policy 147 Encourage the development of a visitor industry that is in harmony with the character of the area and environmental and social goals of residents. (GP 2.3(c), 14.7.5.9.2(a))

Policy 148 Encourage the visitor industry to provide facilities that offer an educational experience as well as recreational activities. (GP 14.7.3(h))

Policy 149 Encourage the development of small family or “bed and breakfast” type visitor accommodations. (GP 14.7.5.9.2(b))

Policy 150 Amend the Zoning Code to require Plan Approval for commercial open area recreational uses in the County Agricultural District.

6.8.4 Community-Based, Collaborative Actions

Community Action 28: Develop a regional ho'okipa network – a place-based approach to community tourism.

See Community Action 29 on page 97.



6.9 Expand Local Retail

This section of the CDP guides regional strategies to increase “buying local.”

6.9.1 Community Objectives

- Objective 12: Establish or expand retail, service, dining, and entertainment centers in rural villages and towns capable of supporting Ka’ū-appropriate growth.

6.9.2 Land Use Policy

Policy Controls

See Policy 2 on page 38.

6.9.3 County Action

See Policy 139 on page 88 and Policy 145 on page 92.

6.9.4 Community-Based, Collaborative Actions

See Community Action 23 on page 86 and Community Action 29 on page 97.

