

CITY & COUNTY OF HONOLULU



OER

Office of Economic
Revitalization



October 31, 2025

**OFFICE OF
ECONOMIC
REVITALIZATION**

Every person prospers

On a mission to build a strong economy that improves the quality of life for every community, small business and 'ohana on O'ahu.



Challenges

- High percentage of households are “**cost-burdened**” (paying >30% of income on housing)
- **Out-migration:** especially middle-income households (60-140% of Area Median Income)
- Housing **supply constraints:** limited developable land, high construction cost



Every Person Prospers

Our Approach

We believe a strong economy is about the quality of life it creates for the people. We use real-world data and stories for programs that lead to

- **good jobs,**
- resilient **small businesses,**
- access to healthy **local foods.**



Every Person Prospers

Our Values

We value being proactive, transparent, and innovative to create economic initiatives that address the real needs of local families and businesses.

Our Commitment to Community

We work side-by-side with O'ahu's people and businesses--listening, asking questions, providing critical support, and finding smart solutions that strengthen our economy and communities.



Honolulu's Comp. Econ. Dev. Strategy

- Expand Skill-Building Opportunities
- Strengthen Creative & Innovative Ecosystems
- Cultivate Well-being & Sustainability
- Advance Economic Opportunity for all
- Enrich Community Experiences

City & County of Honolulu (O'ahu) 2022 Comprehensive Economic Development Strategy



This strategy was prepared by the O'ahu Economic Development Board under an award from the U.S. Department of Commerce, Economic Development Administration (EDA), with support from the Economic Development Alliance of Hawai'i (EDAH) and State of Hawai'i Office of Planning and Sustainable Development (OPSD) and in collaboration with the City and County of Honolulu Office of Economic Revitalization and diverse O'ahu partners and communities.

November 2022



Small Business Growth

Idea2Biz Small Business Incubator Program

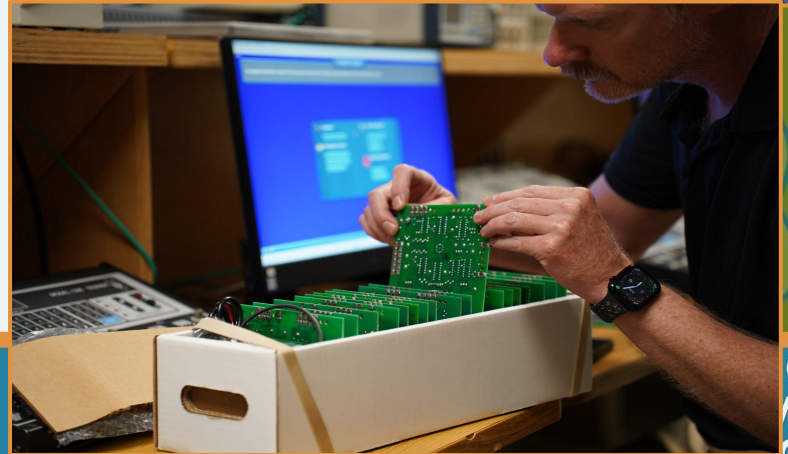
- Hawai'i USA Federal Credit Union
- Waianae Economic Development Council
- Patsy T. Mink Center for Business & Leadership
- XLR8HI
- Native Hawaiian Chamber of Commerce
- Council for Native Hawaiian Advancement
- Pakini Loan Fund



Good Jobs Oahu

Job training in partnership with
the **University of Hawai'i**

- **1,070** registered
- **660** completed training



Sustainable Agriculture & Food Systems

Growing Abundance

- Food Access on Public Property – pilots at Skyline stations for markets & growing
- Innovations in community gardens
- Planning for People’s Open Market updates and City housing



Regenerative Tourism

- **O‘ahu Tourism Strategic Plan**
- **Destination Management**
(e.g., Hanauma Bay)
- **Community Placemaking** for Buy Local

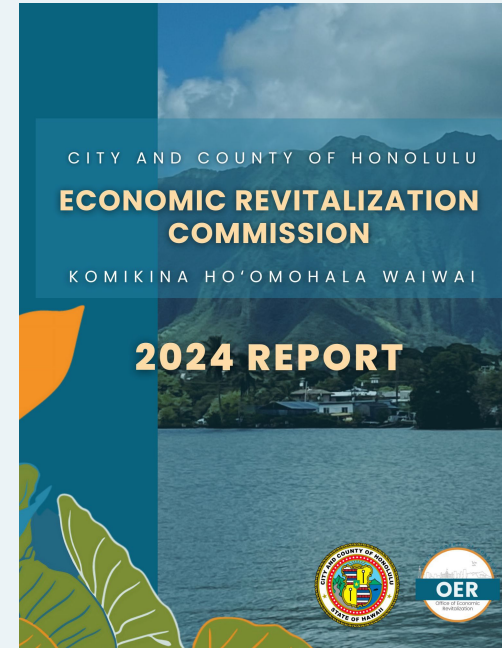


2025 & 2026 Priorities

Procurement Preference for Local /Small Business

Small Business Start-Up Incubator

Use of vacant City property for Economic Development



[View Report](#)



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Strategic Housing Plan Overview

1. Establishing the Department of Housing and Land Management
2. Partnering to expand production
3. Accelerating Transit Oriented Development
4. Redeveloping Kūwili Station area in Iwilei
5. Creating new financing structures
6. Refining housing policy and processes



DHLM
Department of Housing
and Land Management
Ka 'Oleloa 'Ike'olelo Kāhulu 'Ike
i keia 'Ike 'Ike 'Ike

To strategically plan, partner, and invest in City lands to deliver affordable, senior, workforce, and mixed-income housing, advance equity, and promote sustainable, community-centered development and conservation across O'ahu.

Contact Us
(808) 768-4277

honolulu.gov/dhlm



New Department of Housing and Land Management – July 2025

Land Transactions,
Development,
Finance & Policy
under one roof



DHLM
Department of Housing
and Land Management
Ka 'Olohana ma'ohalo Kāhuna Ika
a e hōu ka 'Olohana 'Olohe

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Streamlining Development on Public Lands

- 10 existing City properties identified
- New RFQ process for 8 of 10

2,500 affordable housing units in total



DHLM
Department of Housing
and Land Management
Ka 'Oleloa ma'uhala Kāhulu mahe
i ka hua 'o ka mānoa. 2004

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and Land Management
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Mahalo

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