



Ke'ena Kuleana Ho'okipa O Hawai'i
 Hawai'i Convention Center
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Josh Green, M.D.
 Kia'aina Governor

John De Fries
 Pelekikena & Luna Ho'okele
 President & Chief Executive Officer

**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
 REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 27 IULAI 2023 MA KA 10:30AM
 THURSDAY, JULY 27 AT 10:30 AM**

Kikowaena Hālāwai O Hawai'i
 Papahale Ho'okū Ka'a | Lumi Nui A
 1801 Alaākea Kalākaua
 Honolulu, Hawai'i 96815

Hawai'i Convention Center
 Parking Level | Executive Boardroom A
 1801 Kalākaua Avenue
 Honolulu, Hawai'i 96815

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.
<https://us06web.zoom.us/j/85948138332>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@****mail.com](mailto:****@****mail.com).**

E Kelepona Mai: (253) 205-0468 | KELEKA'A'IKE: 859 4813 8332
 Call In: (253) 205-0468 US | Webinar ID: 859 4813 8332

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumana'ō
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau*
June 29, 2023 Regular Board Meeting
5. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike a Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'ō Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Nūhou No Nā Papahana Iune 2023*
Update on Programs During June 2023
 - b. *Nūhou Ho'oholomua Papahana Ho'okele Loli*
Update on HTA's Implementation of Change Management Plan
 - c. *Nūhou Ho'oholomua Papahana DMAP no ka Mokupuni 'O Hawai'i*
Update on the Destination Management Action Plan Implementation for Maui Island
7. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Ka Māhele Mālama 'Āina Ho'okipa*
Discussion and Action on the Creation of a Destination Stewardship Branch
8. *Kūkākūkā A Ho'oholo No Ka Ho'olimahana*
Discussion and Action on the Hiring of a Chief Stewardship Officer, Three Positions for Finance, and One Position in Planning

9. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Ka Hui Noi'i Nohona Kuleana*
Discussion and Action on the Creation of a Governance Study Permitted Interactive Group for the Purpose of Developing the Governance, Strategic Organization, and Business Review Process Study

10. *Kūkā A Ho'oholo No Ka Ho'okuleana I Ka Hui Noi'i Nohona Kuleana*
Discussion and Action on the Assignment of Board Members to the Governance Study Permitted Interactive Group. This Agenda Item is Dependent on the Approval of the Creation of the Governance Study Permitted Interaction Group

11. *Ka Wae, Koho, A Ho'onoho I Ka Luna Ho'omalu*
Nominations, Selection and Appointment of the Board Chair of the Hawai'i Tourism Authority

12. *Kūkā A Ho'oholo I Nā Kuleana Kōmike*
Discussion and Action on the Assignment of Board Members to Standing Committees

13. *Hō'ike'ike No Nā Hana Kāko'o Mālama 'Āina Ho'okipa*
Update on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024

14. *Hō'ike'ike A Kūkā I Ka 'Ike Mākeke*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

15. *Hō'ike'ike No Ke Anamana'o Kama'āina Kupulau 2023*
Presentation on the Resident Sentiment Survey Spring 2023 Results

16. *Hō'ike'ike a Kūkā no ka Holomua o ka Papahana Ho'oponopono he 6 Makahiki o ke Kikoweana Hālawai, 'Aha, a Hana Ho'oholomua*
Presentation and Discussion on the Hawai'i Convention Center's June 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

17. *Hō'ike'ike a Kūkā no ka Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*

Presentation and Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

18. *Hō'ike'ike a Kūkā no ka Papahana EDA*

Presentation and Discussion on the EDA State Travel, Tourism & Outdoor Recreation Grant (State Tourism Grant)

a. *Kūkā a Hana no ka Pāhana Ho'ōla Pūko'a a DLNR Ma Lalo o ka Pāhana EDA*

Discussion and Action of DLNR's O'ahu Coral Restoration Enhancement Project for EDA State Tourism Grant

b. *Ka Nū Hou no ka Papahana Alowelo*

Update and Discussion on Brand and Cooperative Marketing Campaigns

19. *Ho'oku'u*

Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila carole@gohta.net e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e laʻa ke kope paʻi nui, Braille, a kope uila pū ma ke noi.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

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Approval of Minutes
of the June 29, 2023 Regular Board Meeting



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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, June 29, 2023, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), Mike White (Vice Chair), Kimberly Agas (Zoom), David Arakawa, Dylan Ching, Keone Downing, Mahina Paishon Duarte (Zoom), Stephanie Iona, James McCully, Sherry Menor-McNamara, Ben Rafter (Zoom), Sig Zane (Zoom)

HTA STAFF PRESENT:

John De Fries, Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Ilihia Gionson, Iwalani Kaho'ohanohano, Jadie Goo, Carole Hagihara-Loo, Maka Casson-Fisher, Talon Kishi, Tyler Mejia

GUESTS:

DBEDT Director James Tokioka, Nick Carroll, Jennifer Chun, Minh Chau Chun, Kainoa Daines, Jeffrey Eslinger, Tyler Gomes, Laci Goshi, Erin Khan, Kūhiō Lewis, Lawrence Liu, Guillaume Maman, Unt Phone Maw, John Monahan, Teri Orton, Allison Schaefer, Kainalu Severson, Mari Tait

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Kam called the meeting to order at 9:30 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson did the roll call, and all members were confirmed in attendance. Members who attended via Zoom were by themselves.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the May 25, 2023, Regular Board Meeting

Mr. Ching made a motion to approve the minutes. Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

5. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

There was none.

6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. Update on Programs During May 2023

Mr. De Fries thanked the entire HTA staff, especially the leadership team, for their hard work during May and summarized the events of that month. The HTA and the Hawai'i Community Foundation (HCF) were to provide funding for the remainder of 2023 and 2024 for the Aloha 'Āina and Kūkulu Ola programs furthering the Mālama Hawai'i mission of the HTA by giving back to those whose work cared for the land and built community capacity. 74 applications for funding for Kūkulu Ola and 66 applications for funding for Aloha 'Āina had been submitted before the deadline of Wednesday, May 24, 2023.

In the Community Pillar, the HTA continued to partner with the Hawai'i Visitors and Convention Bureau (HVCB) to foster community-based tourism projects with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, the HTA announced that 76 community projects, festivals, and other events throughout the state had been awarded \$3.78 million in funding as part of these programs.

In the Brand Pillar, the HTA had completed the U.S. Market and Canada Major Market Area RFPs, and these contracts were in the process of execution. A new supplemental contract for Korea MMA covering services from July 2023 to December 2024 had been fully executed.

b. Update on HTA's Implementation of Change Management Plan

c. Presentation and Update on the Hawai'i Island Destination Management Action Plan

Mr. De Fries gave details of two recent appointments: Trisha Mendoza, Administrative Assistant in the Brand and Marketing Division, and Lindsay Sanborn, Receptionist who would be responsible for front-of-house operations at the HTA, although her position was funded through DBEDT/READ. Mr. De Fries stated that the role of Procurement Specialist was in active recruitment. Later in the meeting, senior leadership outlined the conceptual model of operations for the Board. Mr. Nāho'opi'i would give the Board an outline of his recent visit to Tonga as part of the Pacific Island Tourism Professional Fellows Program sponsored by the East-West Center.

The VP in charge of Finance, Mr. Choy, had been systematically reviewing various contract and fiscal procedures in response to the Auditor's Report on 2022. Mr. Choy intended to institute best practices and develop new quality control policies and processes.

Mr. De Fries stated that on June 27, he had issued a memo delegating Mr. Nāho'opi'i to sign on behalf of the office of the CEO on contracts and documents. In the absence of Mr. Nāho'opi'i, Mr. Ka'anā'anā would have the authority to sign documents only. In the absence of Mr. Nāho'opi'i and Mr. Ka'anā'anā, that authority would move to the VP of Finance, Mr. Choy.

Mr. Nāho'opi'i reported on various administrative issues. He repeated the CEO's welcome to Ms. Mendoza and Ms. Sanborn and stated that the recruitment of a procurement specialist was imminent. The successful candidate would be involved in procurement and contract writing in collaboration with Ms. Fermahin.

Mr. Nāho'opi'i gave more details of his exchange visit to Tonga sponsored by the East-West Center. He reminded the Board that this was a reciprocal benefit of the HTA's hosting of interns from other Pacific Islands who spent five weeks at the HTA. Mr. Nāho'opi'i's visit to Tonga was an opportunity to continue to work on projects taking place in Hawai'i, which could be continued in Tonga. Mr. Nāho'opi'i had been stationed with the Ministry of Tourism and worked on sustainability assessment of the tourism industry in Tonga. He was able to examine various practices being carried out in Tonga. He stated that tourism in Tonga was administered by the government Ministry of Tourism and the semi-autonomous Tonga Tourism Authority, which had a similar board structure to HTA, with both government and public representation. In Tonga, there were coordinated licensing and certification programs for tour and boat operators. These were administered through the tourism agency itself. For the boat operators,

the main activities were watching and swimming with hump-backed whales. Two staff for each boat had to be certified, and the tourism authority staff went back to each operation annually to check. The tourism agency worked with the land and natural resources departments to ensure the best practices for safety protocols, fishery training, and cultural training. Mr. Nāho'opi'i had returned with much useful information that he would continue to work on in Hawai'i.

Mr. Kalani Ka'anā'anā welcomed Ms. Mendoza to the team and thanked Mr. Mejia for doing extra work during the transition. Mr. Ka'anā'anā mentioned the importance of Kamehameha Day and what it represented. The HTA had given \$150,000 for statewide events to support the festival and demonstrate its commitment to perpetuating the Hawaiian community and culture. Mr. Ka'anā'anā thanked the Chair, the Executive Director of the King Kamehameha Commission, and the many volunteers who had made the events possible. He also thanked the State Foundation on Culture and Arts, the new home of the King Kamehameha Commission, for their administrative support. He thanked the HTA staff who had participated, particularly Mr. Casson-Fisher, who had been an announcer in one of the booths along the parade route. He thanked Robin from Pretty Plumeria Farm in 96792 Waianae for making lei and reminded the Board that supporting local businesses was a priority for the HTA.

Mr. Ka'anā'anā stated that the Native Hawaiian Hospitality Association had been instrumental in arranging Nalamaku okipa meetings with cultural advisors and practitioners in the visitor industry. He thanked Mr. Casson-Fisher for attending the meeting on behalf of the HTA. Regarding the Festival of Pacific Arts and Culture, Mr. Ka'anā'anā thanked Gov. Green and First Lady Green and Mahana from the governor's office, who served as Commissioner. The HTA had engaged the Council for Pacific Arts and Culture, which is the custodian of the Festival, on behalf of the Pacific Community in the 37th meeting held in Nouméa New Caledonia. The Chair of the Commission was currently Mr. Da Silva. The festival director, Aaron Sala, presented to the Festival Commission and the region's 6th Extraordinary Meeting of Ministers of Culture.

Hawai'i was to host the 2024 Festival of Pacific Arts and Culture from June 10 to 16 the following year. The Council, as well as the Ministers, endorsed Hawai'i continuing to host the festival. This was a unique opportunity to engage in the 10-year program for Pacific Regional Cultural Strategy. This would emphasize the importance of supporting cultural practitioners and ensuring that their tangible and intangible heritage, such as weaving, carving, dance, and even modern art forms, would be recognized and protected for future generations. The festival would also allow guests and residents to experience the best of Pacific cultures.

Mr. Ka'anā'anā noted that he represented the HTA on the Commission and served as its Chair.

Regarding Community Enrichment Program and Signature Events, he noted that, in partnership with the HVCB, the HTA had provided \$3.78 million of financial support for 76 projects and programs for the remainder of 2023 across the various islands of the state. The Board was provided with a detailed list of the recipients of these funds.

Forthcoming events included the 46th annual Nā Hōkū Hanohano Awards on July 1, sponsored by the HTA, and on July 15, the 46th edition of the Prince Lot Hula Festival. Mr. Ka'anā'anā reminded Board members that they would be welcome at any of these events. He requested that they inform his office of their intention to attend so they could be involved in subsequent evaluations. He repeated the CEO's reference to the Aloha 'Āina and Kūkulu Ola programs, which were to be supported with a total of \$2.7 million over the next twelve months, and comprised 53 programs and projects across the state. A detailed list would be made available to Board members, and they were welcome to carry out site visits to these projects after informing his office.

7. Update on Hawai'i on the Hill Held in Washington D.C., June 13-15, 2023

Ms. Menor-McNamara thanked the HTA for supporting and assisting some small businesses to attend. She recalled that this had been the seventh and most successful edition of Hawai'i on the Hill. The event took place for the first time in 2014, and there had been a three-year hiatus during the pandemic. Fifty participants flew from Hawai'i for the first edition whilst more than 200 people, representing more than 80 businesses, had traveled from Hawai'i year. After the success of this year, the challenge would be to elevate the event next year, when a larger space would be needed.

The Senate President was the event's Honorary Chair, which was attended by two out of the four Hawai'i mayors, along with DBEDT Dir. Tokioka as well senators, representatives, and council members.

Ms. Menor-McNamara commented that more than 400 boxes had been flown to Washington, DC, and only one was lost. She thanked Hawaiian Airlines and also the TV stations which covered the event. The Hawai'i Chamber of Commerce covered some of the costs. The event included a welcome reception, a tasting event, and a policy summit attended by the Secretary of Housing and the Small Business Administrator, and Sen. Schumer. During this meeting, the success of housing programs in Kaua'i was discussed.

The Taste Event was attended by more than 1,500 guests, including many senators and representatives. Ms. Menor-McNamara was pleased to report that Senator Hiro and her husband had attended every event.

The Hawai'i Career-Connect event aimed to connect Washington D.C. residents originally from Hawai'i with Hawai'i businesses, encouraging them to consider moving back to work in Hawai'i. There was also a local manufacturing tour.

Mr. Ka'anā'anā pointed out that the Hawai'i Farm Bureau had held useful discussions about how the tourism and agriculture industries could continue to work together and how the Farm Bill could be leveraged to support local farmers. Support for the cultivation of specialty crops was also discussed. It was pointed out that food security was national security. Tourism was a catalyst for many other aspects of life.

The Executive Director of Programs for the U.S. Chamber of Commerce Foundation Center for Education and Workforce voiced concerns of many businesses that education should fulfill their needs for skillsets, competencies, and capacities. Even though the eight formal events of Hawai'i on the Hill had been important and had added value to the HTA's participation, many useful conversations and contacts had taken place on an informal level, particularly regarding the education of visitors to buy local goods as well as how to ensure that the \$19 billion income from tourism would reach local micro, small, and medium-sized local businesses.

Mr. Ka'anā'anā thanked his team, all the Chamber of Commerce staff, and everyone who attended and appreciated the HTA for providing leis for the legislature members and other guests.

8. Update on the Western Regional Native Hawaiian Convention Held in Las Vegas, June 19-22, 2023

Mr. Lewis reminded the Board that holding the Western Regional Native Hawaiian Convention in Las Vegas had not easily been accepted. However, the outcome and the response of Kanaka living outside Hawai'i validated the decision. All non-resident Hawaiians were ambassadors for Hawai'i. The involvement of HTA in the event was appreciated, and the CEO, Mr. De Fries, not only gave a keynote address but also received a Kilohana award in recognition of his leadership.

During the convention, questions were raised about how the Hawaiian community beyond our shores could remain connected to the homeland. There were discussions on what it meant to be a Hawaiian outside Hawai'i and to what extent the diaspora should be involved in policymaking. The discussions about the role of the Hawai'i diaspora were challenging, with a constant focus on strengthening the relationship between visitors and the local community. Mr. Gionson added that during the convention an inaugural edition of a Pop-Up Mākeke took place to support small and micro-businesses who had lost opportunities to sell their products during the pandemic. The gathering attracted media attention not only from local mainland TV

stations but also from Hawaiian stations. It was to be noted that Las Vegas, like Hawai'i, was also dependent on tourism, which was coordinated by the Las Vegas Convention and Visitors Authority with an annual budget of between \$300 and \$400 million. A total of 10,000 Hawai'i products were taken to Las Vegas, and more than \$200,000 was generated for the producers.

Mr. Ka'anā'anā reminded the Board that the HTA had assisted over 300 local businesses during the pandemic. The Native Hawaiian Convention was to meet in Hawai'i from November 7 to November 10, 2023. In previous convention meetings, little had been discussed regarding tourism, but it was now time to build a bridge between the visitor industry and the community.

9. Presentation, Discussion and/or Action on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024

Three initial members of Kilohana were introduced: the Chief Administrator, Tyler Iokepa Gomes; the Deputy Administrator, Kainalu Severson; and the Chief of Staff, Nick Carroll. Even though the contract had not yet been finalized, all the team members were fully committed to fulfilling their responsibilities.

Mr. Lewis appreciated the presence of HTA representatives at the Convention of the Council for Native Hawaiian Advancement recently held in Las Vegas, in the presence of 1,300 Kanakas who had moved away from Hawai'i. These Hawaiians acted as a powerful marketing tool, and it was hoped that they would continue to engage with the aims of the HTA.

The Chief Administrator, Mr. Gomes, gave a presentation that reflected the proposals made in the final offer for the contract. He stated that there were now three permanent members of staff. When the contract proposal was made, all the staff had been interim, which had caused some concern in the commissioning body. A 90-day staffing plan had been proposed. Four remaining positions were in the process of active hiring: the Destination Stewardship Director, the Grants Manager, the Quality Assurance Program Manager, and the Communications & Media Manager. These posts would be finalized before the start of the contract. The Project Organization Executive Management team, consisting of Mr. Gomes, Mr. Severson, and the Executive Assistant, would oversee the execution of the contracts.

The Destination Stewardship Support Services comprised five programs:

- The visitor Education and Post-Arrival Marketing Plan, containing five separate sub-elements, would be overseen by the Communication & Media Manager.
- Technical Assistance & Capacity Building, containing two sub-elements, Solutions Pacific and Ward Research, was to be overseen by the Destination Stewardship Director.

- Quality Assurance was to be overseen by the Quality Assurance Program Manager.
- Tour Guide Certification would be overseen by the Destination Stewardship Director but supervised by the Edith Kanaka'ole Foundation.
- HTA Grant Programs would be overseen by the Grants Manager.

To guarantee appropriate grant management, CRM, and backing systems, Purple Mai'a would provide \$50,000 of system service to be in place before the first three months of contract execution to operate under the direct control of the Executive Management team.

The Board was provided with detailed diagrams showing the administrative structure of the service. 74% of operating expenses would be related to the HTA Grant Programs. Visitor Education and Post-Arrival Marketing and Technical Assistance & Capacity Building would make up 12% and 11% of the budget, respectively. Tour Guide Certification had been scaled back so that Destination Stewardship would be responsible only for curriculum development and not actual certification.

The Director gave an outline of the proposed expenditure for the next six months and details of the programs to be followed for each department in the two contract periods.

The budget allocation for Visitor Education and Post-Arrival Marketing in the two contract periods was \$1.7 million and \$1.39 million, respectively, with a focus on messaging, ensuring that this remained consistent with the marketing of HBC. This was hoped to result in the development of mindful travel and support for local businesses. For Technical Assistance and Capacity Building, budgets in the two contract periods would be \$2.6 million and \$500,000, with the initial focus on needs assessment to be intentional and specific about the targets for technical assistance. Ward Research would identify the best use to be made of resources, with community engagement as the focus in the next few months. It was intended that Ward Research would examine visitor experiences to identify the best use of resources.

Some of the funding requirements required certain aspects of Technical Assistance to be in execution before the end of the calendar year, but the team believed that they would be able to fulfill this. The cost breakdown for the Tourism Quality Assurance Program was \$500,000 and \$250,000 in the two contract periods, respectively. The Global Sustainable Tourism Council's criteria for establishing tourism quality assurance programs had been the initial planning focus. The next six months would emphasize the development of committees to focus on each sector of the visitor industry. Hence there would be a robust search for community members to serve on these committees.

The Tour Guide Certification Program would base its curriculum on the KIPA Program developed by the Edith Kanaka'ole Foundation. The KIPA Program had good elements but needed some additions, particularly concerning sensitivities to current issues, interpretation

skills, and safety. This was supported by the HTA DMAP funds in partnership with the County of Hawai'i. It was intended to reinforce the KIPA program to be more consistent with the needs of the HTA so that it could be deployed by HTA staff. Work on the curriculum will probably be completed before the first quarter of next year.

The HTA Funding Support was to comprise several elements, including Signature Events, Smart Tourism, Community Enrichment, and others. The team would work with White Community Foundation to ensure expected standards of deployment and follow-through. Deployment of the Smart Tourism and Resort Area programs was required before the end of this calendar year, so this would be an immediate priority for the management team. The fact that all community-based programs were managed together ensured simpler oversight and avoided duplication of awards to similar programs by different entities. The team had previously presented a case study focusing on Kāko'o 'Ōiwi, a community organization that carried out 'āina stewardship work. This case study was presented as a basis for the proposal, and any of the Stewardship programs could benefit such community organizations. It was noted that the Stewardship Support Service Program was still in its early stages and would develop as time passed.

10. Presentation, Discussion, and/or Action on Hawai'i Tourism Canada's Activities Under the Brand Management & Marketing Services Contract and HTA's 2023-2024 Brand Marketing Plans for the Canada Market

The President of VoX, Hawai'i Tourism Canada, Ms. Susan Webb, addressed the Board by Zoom and began by regretting the delay in submitting her report due to the absence of the Canada team at the previous meeting of the Board. This was due to the presentation to Hawai'i Tourism Canada of the 2023 Baxter Award for the favorite Asia-Pacific tourism agency. Ms. Webb thanked the HTA Board for continuing their contract for the past five years and assured them that Hawai'i Tourism Canada was committed to elevating Hawai'i and ensuring that visitors were properly informed about responsible tourism. Ms. Webb introduced the Hawai'i Tourism Canada team.

Board members were given a detailed report on the work of Hawai'i Tourism Canada. Ms. Webb pointed out that at the moment, consumer confidence in Canada was high, with unemployment at a record low. However, the possibility of a hike in interest rates might cause some concern. The Canadian dollar stood at about 74 cents to the U.S. dollar. Surveys indicated that outbound travel was now at 90% of the 2019 rate, and 48% of Canadians were focused on sustainable travel. 57% of those questioned indicated that they felt "vacation-deprived," with the percentage increasing to 74% for Generation Z responders. 72% of Canadians prioritized travel, and many felt that cultural travel was important. There was a growing interest in "wellness travel." When surveyed last October, 90% of Canadians planned their 2023 vacation.

Good weather was a major concern. A further trend was multigenerational travel. Although the Asia-Pacific region was down by 34%, this was not the case for Hawai'i. Surveys found that Canadians were open to new destinations but hoped to travel responsibly. Hawai'i was ranked third in the top U.S. destinations for Canadian travelers.

Regarding air travel, WestJet, a Canadian leisure airline, had recently taken over SunWing, a similar leisure airline and tour operator. Within two years after this takeover, WestJet would take over the air operations of SunWing, but the SunWing tour operator would be responsible for the tour operations of the entire group since their technology was more advanced than that of WestJet. Ms. Webb expected that there would be opportunities to work with WestJet, based in Western Canada.

Air Canada was to increase its services to Hawai'i next winter, with Hawai'i–Toronto rising to three times a week for February and March and twice a week for the rest of the winter. The airline was also to add a Maui–Toronto non-stop service once a week in December and January. Other low-cost airlines were not yet equipped to fly to Hawai'i, but the team was looking at their capacity as they expanded their fleets. In general, Canada-Hawai'i air bookings were almost up to previous levels.

Mexico continued to be a major competitor for Hawai'i as far as Canadian visitors were concerned. The travel trade needed to know the differences between visiting Mexico or the Caribbean and visiting Hawai'i. Fiji had run campaigns with non-stop flights from Vancouver and other Canadian cities, and Australia had also invested in campaigns for the Canadian market. Europe continued to be a popular destination for Canadians, especially during the summer and fall, with Canadians traveling to Italy, Portugal, Malta, and Israel in greater numbers than in previous years.

Surveys showed that many consumers spent over six hours per day on their personal devices, which meant that digital messaging was a more and more important marketing tool. A merger between the Toronto Star and Metroland Media would influence media access for Hawai'i tourism. For many consumers, travel review sites were important sources to aid in planning vacations, so Hawai'i Tourism Canada was working to ensure that the right messages were sent out on social media.

The Canadian target market remained unchanged, mainly “snowbirds” and retirees. Many owned properties in Hawai'i and were motivated towards multigenerational vacations with their grandchildren and children accompanying them. Another market was romance travel for honeymoons and weddings.

British Columbia and Alberta were key markets for Hawai'i, with increasing interest in Ontario and Quebec. There would be an emphasis on attracting new Canadian visitors to Hawai'i but ensuring that specific demographics were targeted. The team would continue to ensure that their messages would educate visitors and travel professionals.

Ms. Webb gave an outline of forthcoming events for Hawai'i Tourism Canada. In November, there was to be a public relations exercise at a consumer show in Montreal, in October American Media Day would be celebrated in Toronto, and there would be training for travel agents sponsored by Brand-USA-Media as well as interviews and broadcasts in Toronto and Vancouver in the fall. Air Canada vacation products would be launched across Canada in the fall, along with WestJet campaigns and Aloha Canada the first week in December. It was hoped that the island chapters would join the campaign to promote special programs for travel agents. There would also be email messaging, mālama videos, and workshops to train travel agents. Aloha Canada was to hold events in Calgary and Vancouver to train travel agents to sell Hawai'i effectively and respectfully, emphasizing the cultural component. Digital channels would be dedicated to mālama aspects and brand messaging. Digital campaigns, specialty shows, and streaming will continue until 2024.

Ms. Webb presented the budget for the remainder of 2023. For 2024, public relations messaging will continue emphasizing high-end luxury travel agents and tour operators. Programs would be set up for destination specials. Hawai'i Tourism Canada will have a stand at the public relations conference in June next year, as well as special programs to celebrate May month. Additionally, they would be working with DiscoverAmerica for a media day in the fall.

Hawai'i Tourism Canada was working with Virtuoso, high-end luxury travel agents, tour operators and airlines WestJet and Aloha Canada. There were to be several webinars to train travel agents to encourage consumers to use the GoHawaii app. The YouTube channel would share generated content to encourage consumer engagement and coordinate with the island chapters. A media technique that had previously proved impactful was the streaming of videos on public transit in Vancouver and Toronto. Content would also be shared with partners such as airlines and tour operators.

Cirque de Soleil was to perform in Hawai'i, and given their Montreal base, this was an opportunity for Canadian media exposure and training activities. Their airline partner was Air Canada. With its message of sustainability and inclusion, Cirque du Soleil was a good partner for Hawai'i tourism.

Mr. Arakawa congratulated the team on their innovations, particularly regarding Cirque du Soleil. He understood that the budget was restricted because of funding limits but stated that, if necessary, requests should be forwarded to the Board.

Ms. Webb pointed out that Canada was still the leading international market for Hawai'i tourism. The proportion of the marketing budget should reflect this. However, the Hawai'i Tourism Canada team did its best to leverage partners such as airlines and tour operators. Some of the ideas and techniques used by Hawai'i Tourism Canada might apply to other areas, which could be considered during future meetings.

A motion to approve the budget for Hawai'i Tourism Canada for July-December 2023 and fore-year 2024 was moved by Mr. Ching, and seconded by Mr. White. Mr. Gionson did the roll call, and the motion passed unanimously.

11. Report on Tourism Research

a. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Board members were provided detailed information about tourism research through market insights for April and May and two May dashboards. The snapshot for May showed that previous positive trends were continuing, with visitor expenditure exceeding prior years and visitor arrivals not much below the 2019 level.

Air arrivals and person per day (PPPD) spending continued to improve and are considered key performance indicators for HTA. U.S. West and U.S. East drove air arrivals. For PPPD, U.S. West, U.S. East, and Canada were drivers for the expansion. All the islands recorded higher expenditures in air arrivals and PPPD in May 2023 than in May 2019, although they were not all higher than in May 2022. Only Kaua'i had more visitor arrivals in May 2023 than in May 2019, but on average, the arrivals were slightly greater than in 2019.

Collection of State Transient Accommodation Tax (TAT) reached \$70.9 million in May, bringing the total for the fiscal year up to \$803 million, up 19% on 2022, which stood at \$675.6 million at the same time last year, up by \$64.4 million. Data from the Taxation Department was used to estimate TAT to be collected by each county.

Maui County had the highest room rates and should collect the greatest amount of TAT, \$7.3 million for March, while O'ahu was to collect almost \$7 million. The slide showed the actual amounts collected for March by Hawai'i Island and Kaua'i as \$3.6 million and \$2.2 million, respectively.

Hotel occupancy had been lower in May than in either 2022 or 2019. Vacation rentals were only half occupied, with a lower occupancy rate than in either 2022 or 2019. Overall demand for hotels far exceeded that for vacation rentals.

The U.S. Travel Association (USTA) forecast for 2023 suggested that visitor arrivals would be slightly lower than in 2019. The forecast showed that overseas travel for 2023 and 2024 would still lag behind 2019. On the other hand, Canada (which includes land travel) was indexing high compared with 2019. Air arrivals were not expected to recover until 2025. Spending was expected to continue to increase but was not recovering as quickly as visitor volume. Leisure travel appeared to be recovering faster than business travel.

According to the DBEDT forecast for Q2 2023, Hawai'i has already exceed 2019 expenditures, while visitor volumes were expected to reach 2019 levels by 2025. There was pent-up demand for the U.S. market in 2022, although U.S. West was declining, and U.S. East was now level. DBEDT expects that by 2025/2026, Japan would be back at the 2019 level. Canada was already back at 2019 levels. During June and July, air bookings forecast to be below pre-pandemic levels but were expected to pick up during the fall is better. Details were given in the report.

A question was asked regarding the basis on which the DBEDT report predicted the return of the Japanese market to pre-2019 levels by 2025/2026. It was reported that Japan Association of Travel Agents (JATA) was planning a campaign for the fall. The HTA had taken part in discussions with the Japanese Consul-General. There were also issues relating to the exchange rate, which made it more favorable for people to travel from Hawai'i to Japan.

12. Discussion and Action on the HTA's Financial Report for May 2023

Mr. Choy prefaced his outline of the finance report by stating that the HTA was to take over procurement of the RFPs for the HCC roof project, which he would personally draft. He was also to draft the HCC Management contract. The Construction Manager and the Project Manager should be hired before the middle of August.

There would be no financial statement for June 2023 because this marked the year-end when the audit would be taking place. For both a financial statement and an audit report to be issued at the same time was not good practice.

The Board was informed that the July financial statement would be in the new format for financial statements. They were also reminded that some funds were restricted, for instance, about \$1 million in interest income accrued at the year-end.

Mr. Rafter made a motion to approve the May 2023 Financial Report, and Chair Kam seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

13. Discussion and Action on the Hawai'i Convention Center's May 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Eight or nine high school and university commencement and graduation ceremonies had been held at the HCC during the pandemic and now had remained with that venue. The HCC also hosted several city-wide groups. Twenty events had been budgeted for May, but finally, the HCC had hosted 21, so May had been a good month financially. The detailed analysis showed that the revenue for May had been \$1.2 million, \$411,000 better than budgeted.

The expectation was that the present financial year would end with total revenue of \$14.3 million, which was \$1.26 million better than budgeted. There had been a net loss of \$4.2 million, which was \$1.1 million better than budgeted. During this financial year, there had been exceptional revenue growth, most of which had been due to local businesses whose revenue had reached a record high of \$10.4 million ending this fiscal year.

Considering the return on investment (ROI), the Board was told that for every dollar spent on the HCC, \$4.61 was returned to the State of Hawai'i. Additionally, when large city-wide events were held in the HCC, the ROI might reach \$23-25. During 2023 so far, seven city-wide events have been hosted, with a revenue of \$80 million, generating \$9.3 million in transient accommodation tax (TAT). Forthcoming local and city-wide events would total 21 in June, 8 in July, and 12 in August. A list of past and future events was presented to the Board in the detailed report.

The new chef and the new general manager for food and beverage were undergoing training at the Chicago corporate office and would return the following day. The Board was also given details of two individuals assisting with the \$64 million permanent repair of the roof of the corporate office. Good progress was being made on the larger construction projects. A contract had been awarded, and work would go on during August on an upgrade to the kitchen involving a new fire suppression system and a new control panel. Repairs were being carried out for water intrusion in the back of the house and some front-of-house areas.

The final stages of procurement were in progress for repairing planters on the third floor, the grand staircase, the parking level, and the intermediate level at the back. Work was also going on to replace the main kitchen dishwasher, the flooring in the dishwasher room, and a walk-in refrigerator. The in-house PBX system was also to be replaced.

During July, the RFPs would be issued for the LED lighting system upgrades throughout the meeting spaces and the house sound system. An RFP would also be issued to repair some leaks in the roof of the ballroom. Consultants were to be called to make detailed specifications for these RFPs.

Mr. Arakawa motioned to approve the HCC's May 2023 financial report, and Mr. Rafter seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

14. Discussion Regarding an Update on the Meetings, Conventions, and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

Mr. Reyes presented a report and explained that "sales production" referred to the new volume being produced by the sales team, whilst "consumption" referred to bookings that had already been recorded. Over the past two months, the gap between sales production and consumption for the year to date (YTD) had been -35%, meaning that many tentative bookings had not been converted into definite bookings. As had been discussed, this appeared to be an effect of doubts by prospective customers about the status of the roof of the HCC, and the timeline for the construction. Media stories about this were influencing the confidence of customers, and this meant that the recruitment of a Construction Manager, slated for mid-August, was critical. Prospective customers needed updates on the roof construction project. However, on the positive side, the sales team had done a good job regarding a strong interest in booking the HCC for city-wide events in future years. The sales team visited trade shows to make contacts for hosting city-wide events. They were working on luxury meetings as well as scientific conferences. The team also worked on global opportunities, particularly for Australia and Japan.

Issues about the roof construction had caused a slowdown in definite bookings, but the team was working on 16 strong tentative bookings for 2024 to 2029, which, if realized, would involve the occupation of 110,000 sleeping rooms with a revenue of \$436 million and an EI of 73,810 days. A good booking for 2027 had just been signed off, but the details were still confidential. The staff member tasked with sales of corporate city-wide events had left last September, and the position needed to be refilled as long as funding was available since the short-term nature of corporate city-wide events made them favorable. It was clear that more salespeople created greater sales production, but it was important for the sales team to be aware of the roof construction schedule to avoid canceling bookings. Recruitment of a Construction Project Manager was critical.

The Board was reminded that from September 2 to September 3 the HCC would host 45,000 guests in two days, being accommodated on three floors.

The Chair proposed that a meeting be planned for 10.30 a.m. Thursday, Aug 31, at the Hawai'i State Capitol, which would have been the August Board meeting. A meeting was scheduled for Thursday, July 27 at 9.30 a.m. The Board was assured that the dates and venues of all committee meetings would be communicated to members.

15. Presentation, Discussion, and/or Action on an Update on HTA's FY24 Funding Request

Verbal approval had been given for \$71 million, comprising \$60 million for the HTA and \$11 million for the overage for the HCC. The paperwork had been completed and submitted to the Governor, but it would not be signed until the budget bill had passed through the legislature. All the documentation required for BNF and DAGS has been completed and submitted. The mechanics of the funding were still in progress, but it was probable that a quarterly budget would eventually be submitted. The July financial statement to be issued in August would follow the new format for new funding.

As of July 1, the HTA had no money, even for payroll, but the Board was assured that there was no cause for alarm. The date slated for approval of Bill 300 by the legislature was July 11. The \$11 million overage for the HCC was to be reimbursed from the HCC Special Fund, but this would require legislative approval, which BNF would arrange.

16. Report of the Legislative Permitted Interaction Group on the 2023 Legislative Session

The Chair of the Legislative Permitted Interaction Group reminded the Board that this group was governed by HRS 92-25 with the general purpose of investigating or negotiating. Its results spoke for themselves. He recommended that the work of the next panel should start as soon as the previous group's work was completed. The group worked with the staff to interact with legislators, provide answers to questions, promote long-range planning, and propose HTA-oriented legislation. He recommended that the next LPI Group be empaneled in August so that after discussions with the legislature, it could prepare and circulate its findings no later than November. A specific staff member would be appointed to act as liaison.

17. Discussion and/or Action Regarding Transition and Reorganization Update

The Board went into a closed Executive session to consider Agenda Item 17. BOD resumed after Executive Session Ended.

Mr. Tokioka said no action was required from the Board after the Executive Session. There would be the potential reorganization of the HTA, which was discussed.

18. Adjournment

The adjournment was moved, seconded, and carried unanimously.

The meeting was adjourned at 1:55 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

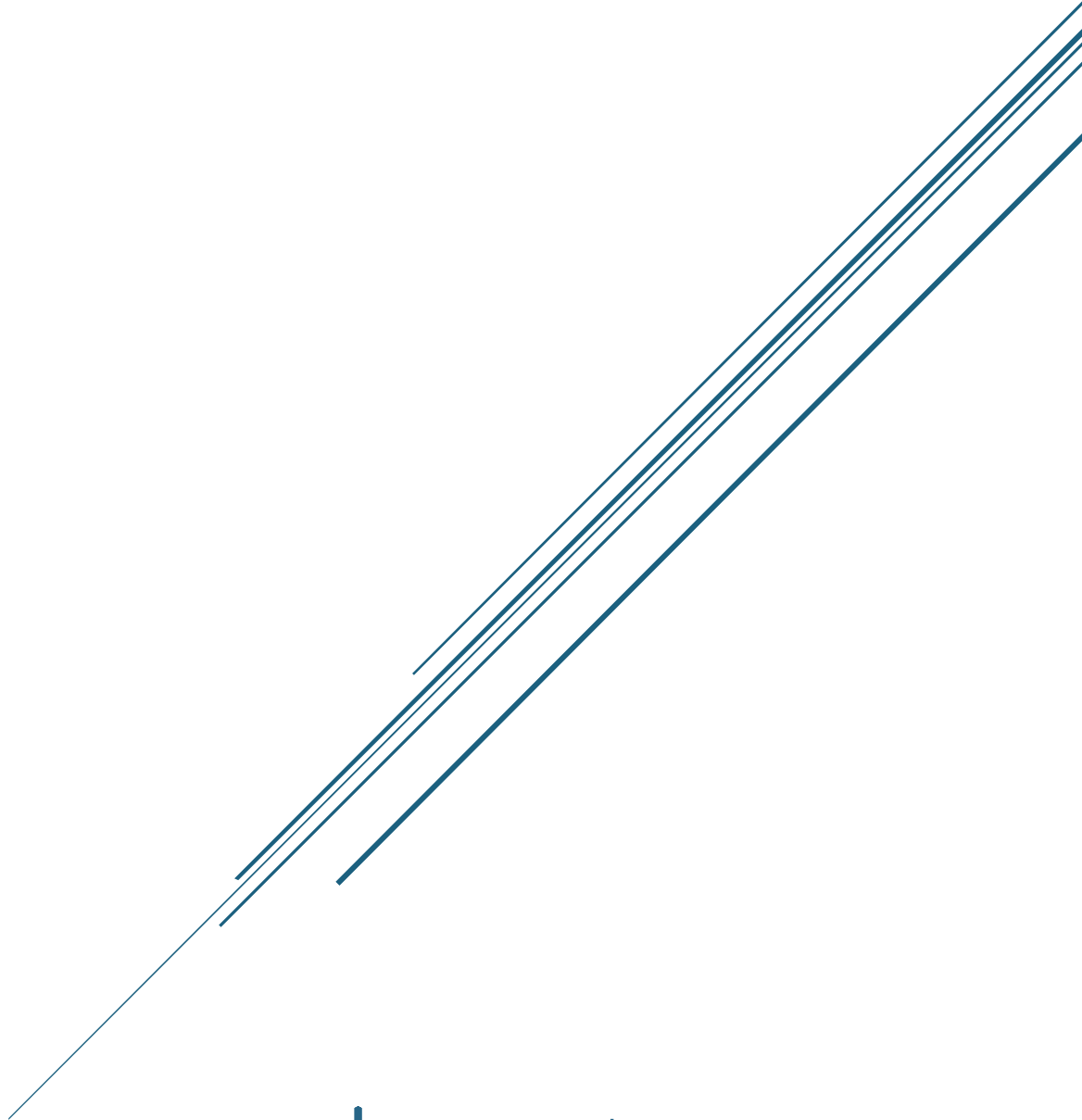
Sheillane Reyes

6

Reports of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer

HTA CEO REPORT

JULY 2023



HAWAII TOURISMTM
AUTHORITY

EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on in June 2023. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Through the continued partnership with Hawai'i Community Foundation, HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. See below for further information about these two important HTA programs.

In the Community pillar, HTA's work with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, HTA announced the awarding of \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state as part of its Signature Events and Community Enrichment programs in 2023.

In the Brand pillar, HTA is moving forward with the RFP for Tourism Destination Brand Management and Marketing Services for the Europe MMA. The 2024 Brand Marketing Plans for all other MMAs are due to HTA on July 31, 2023.

In the Planning Section, the team participated in a Pili Wonka Trail Site Visit which was coordinated by the City & County of Honolulu's Office of Economic Revitalization. The purpose of the site visit was to see agritourism opportunities in the areas of cacao and honey. A meeting was also held with state and county offices to discuss stewardship and ranger programs for the purposes of learning from each other as to what is working and challenges faced. Staff has been drafting the contract for support services for destination management.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research &

Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the May 2023 Visitor Statistics press release and monthly reports, air seat outlook for July 2023 – September 2023, the May 2023 Hawai'i Hotel Report, and May 2023 Vacation Rental Performance Report. TRB also published the U.S. Travelers Profile reports for May 2023 and the Canada Travelers Profile report for Q1 2023. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report, weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. CHANGE MANAGEMENT PLAN

Regarding filling critical staffing positions, we continue to interview candidates for the Procurement Specialist position.

CAO participated in a panel at the Travel and Tourism Research Association (TTRA) Annual International Conference in St. Louis, Missouri. He spoke on the topic of "Tourism's Benefits to Residents – Community, Sustainability, and Economic Growth." In the presentation, he challenged the TTRA membership of academics and practitioners to focus on developing measures of success for destination stewardship instead of just marketing metrics.

In response to the Auditor's Report 2022 and to institute best practices, the VP of Finance has been systematically reviewing various contract and fiscal procedures, documents and files. His Quality Assurance Policy and Quality Control Program and Procedures documents were distributed to the Board and approved at the July 13, 2023 Special HTA Board meeting.

HTA held a meeting regarding the \$64 million in funding to HTA for the repair of the roof deck at the Hawaii Convention Center to fix the leaks. The meeting with ASM Global, Attorney General's office, State Procurement Office, and Department of Accounting and General Services was to seek guidance from other State agencies and departments with knowledge of the Convention Center as well as experience in state construction and procurement to ensure that the job is done correctly. The outcome from the meeting was for HTA to be the agency to issue an RFP for Construction Management/Project Management Services for the Rooftop Terrace Deck Full Repair. The RFP was issued in mid-July.

II. NATURAL RESOURCES PILLAR

Aloha ‘Āina (Natural Resources) Program (DMAP Action Item)

For the remainder of Calendar Year 2023 through June 2024 Hawai‘i Community Foundation (HCF) will continue to administer the Aloha ‘Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this supplemental agreement, HTA provides \$1,350,000 in financial support to community-based natural resource programs and community entities with an emphasis on ‘āina-kānaka (land-human) relationships and knowledge that manage, preserve, and regenerate Hawai‘i’s natural resources and environment. On April 17, 2023 HTA and HCF issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024. Applications for this funding opportunity were due to HCF by 4:00pm HST on May 24, 2023. An evaluation committee of 18 individuals comprised of community/public subject matter experts, Destination Managers from the various counties, HTA staff, and HCF staff reviewed, evaluated and scored 62 Aloha ‘Āina applications with total requests of \$4,379,007.

HTA has awarded 25 community organizations and projects that continue to preserve and regenerate Hawai‘i’s natural resources and cultural sites. See the full press release and discover how destination management and stewardship is advancing in our islands on HTA’s Holomua Site: <https://holomua.hawaiiitourismauthority.org/>

Hawai‘i Green Business Program

HTA has contracted with the Hawai‘i Green Business Program (HGBP) of the Hawai‘i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. Businesses will be evaluated on whether they fit the criteria that would make them a sustainable company. Hawai‘i Green Business Program’s focus in 2023 is expanding recruiting efforts to smaller businesses and making the program more accessible to smaller entities. On June 29, 2023, HGBP held it’s Annual Hawai‘i Green Business Awards Ceremony at the Governor’s Ceremonial Chamber. HTA is honored to be recognized by Hawai‘i Green Business Program for our sustainable business and event practices at the 2022 Hawai‘i Tourism Conference and the Hawai‘i Convention Center. These awards highlight our commitment to protecting Hawai‘i’s environment as guided by our natural resources goals outlined in our 2020-2025 Strategic Plan and Destination Management Action Plans. Two other HTA supported events were also

recognized this year, the 2022 Sony Open and the Sentry Tournament of Championships.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

For the remainder of Calendar Year 2023 through June 2024 Hawai'i Community Foundation (HCF) will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA provides \$1,350,000 in financial support to community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike. On April 17, 2023 HTA and HCF issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024. Applications for this funding opportunity were due to HCF by 4:00pm HST on May 24, 2023. An evaluation committee of 18 individuals comprised of community/public subject matter experts, Destination Managers from the various counties, HTA staff, and HCF staff reviewed, evaluated and scored 69 Kūkulu Ola proposals with a total request of \$4,947,731.00.

HTA has awarded 19 community groups and cultural practitioners that continue enhance, strengthen and perpetuate Hawaiian culture. See the full press release and discover how destination management and stewardship is advancing in our islands on HTA's Holomua Site: <https://holomua.hawaiiitourismauthority.org/>

The 13th Festival of Pacific Arts and Culture (FestPAC)

HTA staff continues to support the FestPAC Commission with planning for the 13th FestPAC festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>

Festival Director Aaron Salā, Commissioner Māpuana de Silva, and Commissioner Jarrett Keohokālole traveled to Nouméa, New Caledonia on June 27-28, 2023 for the 37th Meeting of The Council Of Pacific Arts & Culture (CPAC).

‘Ōlelo Hawai‘i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

E ola mau ka ‘ōlelo Hawai‘i! The Hawaiian language shall live! This has been the ‘Aha Pūnana Leo’s mission since its inception in 1982. As the HTA supports the ‘Aha Pūnana Leo’s efforts, we were honored to have been able to share how we’re supporting the normalization of ‘ōlelo Hawai‘i with the Bishop Museum and Awaiaulu through the He Aupuni Palapala program. At the end of June, Senior Brand Manager ‘Iwalani Kūali‘i Kaho‘ohanohano joined ‘Aha Pūnana Leo staff and kahu (site directors) of the Pūnana Leo preschools statewide at the Bishop Museum’s archives and nūpepa collections to engage and witness the careful and meticulous digitization process of ‘ike Hawai‘i (Hawaiian knowledge) that thrives in the pages of these newspapers and the work being done to mālama (preserve) them.

During the project period of May 26 to June 25, 2023, He Aupuni Palapala project staff continued to inventory the collections of the Hawaiian Historical Society (HHS) and digitize materials at Bishop Museum. They were able to index and report on the condition of 1,132 new pages and 1,092 repeat pages (pages that required revised condition reporting). A total of 1,224 pages. Digitization work yielded 2,052 imaged pages, amounting to six nūpepa volumes.

Bishop Museum also onboarded Ms. Pualani Steele on June 20, 2023. She serves as the project’s coordinator and was already familiar with the project due to her prior volunteer work at the Hawaiian Historical Society. She has assisted He Aupuni Palapala in that capacity for several months. Steele is now working to familiarize herself with the overall project’s processes and workflows. In addition, she has organized outreach and communicated with community stakeholders to begin the recruitment and onboarding of project volunteers.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) & Signature Events Program (SEP) (DMAP Action Item)

HTA has contracted with the Hawai‘i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program (CEP) & Signature Events Program (SEP) for 2023. Supplemental 2 for HTA Contract 21038 was executed on March 28, 2023. The Contractor received its Notice to Proceed from HTA on April 17, 2023.

The Request for Proposals (RFP) for June - December 2023 projects seeking support through the Community Enrichment Program (CEP) & Signature Events Program (SEP) was issued on April 28, 2023. Informational briefings were held via Zoom on May 4 and 8, 2023. The application deadline for both programs was May 22, 2023. Island-specific selection committees met between May 30 and June 6 to select awardees. On June 14, 2023, HTA announced it awarded \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state.

2023 Signature Events

	# Awarded	\$ Awarded
Total	13	\$2,070,000

2023 CEP

COUNTY	# Awarded	\$ Awarded
Statewide	4	\$138,000
Kaua'i	17	\$379,900
O'ahu	18	\$486,500
Maui Nui	14	\$399,322
Hawai'i Island	10	\$308,000
Total	63	\$1,711,722

The following CEP events took place in **June 2023**:

Statewide

- June 25: 32nd Annual Hawaiian Slack Key Guitar Festival - Maui Style at the Maui Arts & Cultural Center

Kaua'i

- June 16-17: Soto Zen Bon Festival at the Kaua'i Soto Zen Temple, Hanapēpē

Maui

- June 30-July 3: 2023 Maui Music Festival Series - Jazz Maui Camp - King Kekaulike High School

Hawai'i Island

- June 9-11: Hawai'i Kuauli Pacific & Asia Cultural Festival at the King Kamehameha Kona Beach Resort, Kailua-Kona

Communications and Outreach

News Releases/Reports/Announcements

- HTA Message: Kīlauea Volcano Erupts Within Halema'uma'u (June 7)
- News Release: Protest Period For Procurements Ends, No Protests Received (June 9)
- News Release: Hawai'i Tourism Authority Reinvests \$3.78 Million to Support Community Projects, Festivals, Events Statewide (June 14)
- News Release: Hawai'i Tourism Authority President and CEO John De Fries Announces He Will Decline Extension of Employment Contract (June 15)
- Report: Hawai'i Hotel Performance Report for May 2023 (June 20)
- Report: Hawai'i Vacation Rental Performance Report for May 2023 (June 26)
- News Release: Hawai'i Tourism Authority Reinvests \$2.7 Million to Support Natural Resource Preservation, Perpetuation of Hawaiian Culture (June 28)
- HTA Message: Visitor Spending Continued to Increase in May 2023
 - Drafted and distributed message highlighting HTA's KPI of visitor spending. (June 29)

News Bureau

- Coordinated and assisted with the following interviews and statements, including:

- Wall Street Journal: John De Fries (JDF) quote on PGA LIV news (June 6).
- Travel Weekly, Mark Chesnut: Ilihia Gionson (IG) quote on the importance of sustainability to Hawai'i's tourism industry (June 16).
- Assisted with the following media relations:
 - Viajeros Por El Mundo, Natalie and Diego (France): Reviewed and declined social influencer partnership request. Directed them to the Go Hawai'i website and state and county film offices. (June 1)
 - Freelance Journalist Neil Davey (United Kingdom/United States): As a follow-up to the IPW Conference, shared information on Dash Pictures' productions with HTUSA. (June 1)
 - Us Traveler, Mariana Mijares (Mexico): As a follow-up to the IPW Conference, provided HTA's online image library per her request for images of Waikīkī and surf spots. (June 7)
 - Hawai'i News Now, Daryl Huff: Received request for JDF interview regarding his announcement during the June 15 HTA Special Board Meeting. HTA stood on the release. (June 16)
 - KITV, Duane Shimogawa: Received request for JDF interview regarding his announcement during the June 15 HTA Special Board Meeting. HTA stood on the release. (June 16)
 - Spectrum News Hawai'i, Lianne Thompson: Provided JDF headshot per her request to accompany story on his announcement made during the June 15 HTA Special Board Meeting. (June 16)
 - Honolulu Star-Advertiser, Allison Schaefer: Received inquiry about the timing of the Hawai'i Convention Center's management contract and provided responses. (June 21)
 - Ergo-Reiseblog.de, Monika Oeser (Germany): Responded to request for images of Kazumura Cave, which is not in HTA's online image library. Recommended she inquire with Kazumura Cave Tours instead. (June 30)

Community Initiatives and Public Outreach

- HTA E-Bulletin
 - Drafted copy, edited, created layout and distributed June 2023 HTA e-Bulletin in English and 'Ōlelo Hawai'i.
- Hawai'i On The Hill presented by Hawai'i Tourism Authority
 - Confirmed photographer and videographer for the event.
- Destination Management Action Plans (DMAP)
 - Announcement of Keaukaha Destination Management Programs
 - Drafted news release, confirmed photographer and videographer, pitched media, and scheduled interviews at Waiuli (Richardson Beach Park) on behalf of HTA and in partnership with the County of Hawai'i and Island of Hawai'i Visitors Bureau. The announcement was postponed the morning of June 27 due to inclement weather and will be rescheduled for July.
- King Kamehameha Statue Lei Draping Ceremony
 - Coordinated photographer for the ceremony, which the HTA team participated in. (June 22)
- Announcement of Aloha 'Āina Program and Kūkulu Ola Program Awardees
 - Provided edits to award notification template letters. (June 22)
- Native Hawaiian Hospitality Association Cultural Training Sessions
 - Drafted social media posts to promote HTA partner NaHHA and their free cultural training sessions for the month of June that provide the industry with educational opportunities rooted in Hawaiian cultural values.

HTA's Social Media

- Managed social media calendar, drafted, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.

Facebook

- Number of followers: 26,504 (+27.4%)
- Engagement rate: 3.4%
- Number of engagements: 3,103 (+50.4%)
- Posts: 39

Instagram

- Number of followers: 8,958 (+23.4%)
- Engagement rate: 7.3%
- Number of engagements: 3,065 (+407.5%)
- Posts: 42

Twitter

- Number of followers: 42,934 (+6.6%)
- Engagement rate: 2.4%
- Number of engagements: 878 (-4.3%)
- Posts: 39

Linktree

- Views: 46
- Clicks: 30
- Clickthrough rate (CTR): 65.2%

Safety and Security

Visitor Assistance Program (VAP)

- Maui County's program handled 4 cases and helped 6 visitors in June. This included visitors primarily from the U.S. West market and Canada. The industry assisted with \$1,200 of in-kind contributions.
- Hawai'i County's program handled 26 cases in June and provided assistance to 64 visitors. This included visitors primarily from the U.S. West, Cruise and Europe markets. The industry assisted with \$7,402 of in-kind contributions.
- Kaua'i County's program handled 9 cases and provided assistance to 47 visitors in June. This included visitors from U.S. West/East market. The industry assisted with \$1,000 of in-kind contributions.
- City and County of Honolulu's program handled 28 cases and helped 86 visitors in June. This included visitors primarily from the U.S. West market. The industry assisted with \$7,824.09 of in-kind contributions.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- Korea MMA: CON 20007 S7 to cover services from July 2023 to December 2024 has been executed, effective June 16, 2023.
- Canada MMA: CON 21036 to cover services from July 2023 to December 2025 has been executed, effective June 29, 2023.
- Oceania MMA: The supplemental contract for CON 21019 to cover services for calendar year 2023, has been fully executed. Amendments made to the contract via Supplemental 5 incorporate the Compensation and Payment Schedule from Supplemental 4. Effective as of the date of execution of Supplemental 5, a portion of the funding shall be from the American Rescue Plan Act (ARPA) and State funds. The Scope of Service and Time of Performance remain unchanged.

- US MMA: CON 23003 to cover services from July 2023 to December 2025 has been executed, effective June 30, 2023.
- Global Support Services: HTA staff is drafting the RFP for this contract and extended the existing contract through December.
- Europe MMA: HTA staff is moving forward with the RFP process and aiming to release the RFP in July.

Other Branding Projects

Pono Travel Education Program (DMAP Action Item)

Beginning April 18, 2022 airports across Hawai'i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama'āina - reminding us of our collective kuleana to Hawai'i, the land, culture, and each other while here. Beginning in June 2022 there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, frequency to meet the uptick in travel during the summer period. These contracts add to the ongoing statewide reinforcement of this messaging via optimal and timely touch points in visitors' travel journey (in-room, on shuttles, social media, and mobile devices).

The HTA's contract with Clear Channel Airports, Inc. at the Daniel K. Inouye International Airport ended at the end of October 2022. HTUSA continues Kuleana Travel messaging through its contract, which began in December 2022 and continued to run through the end of June 2023. The HTA's contract with Pacific Radio Group for messaging at neighbor island airports also ended at the end of June 2023. Each contractor is holding available space for HTA to continue messaging at our airports statewide – pending the execution of a contract under RFP 23-08.

Hawai'i Tourism Conference

The Hawai'i Tourism Conference is scheduled for Monday and Tuesday, October 2 and 3, 2023. The save-the-dates have been officially sent out.

An invitation for bids for a conference services provider has been published with bidding ends on July 27, 2023.

Sports Programs

- **Big West Conference Tournaments.** HTA is in the final stages of negotiations to be the lead partner of the 2024-2026 Men’s and Women’s end-of-season volleyball tournaments. In addition to a robust marketing package that will increase visitor awareness in key west coast markets, the partnership will allow the University of Hawai’i to host the 2024 & 2025 Men’s tournaments and the 2026 Women’s tournaments at home at the Stan Sheriff Center.
- **LA Clippers Partnership.** HTA is in the process of finalizing documents to execute a new contract for this program. The new contract will provide for 2022-2023 in-venue marketing and advertising. It will also commit the LA Clippers to playing one preseason game on O’ahu at the Stan Sheriff Center on October 8, 2023.

Brand Team Events/Meetings (June)

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
6/2	Meeting with Norwegian Cruise Line	CBO	Sandra Weir, Dan Farkas
6/7	Miyagi Prefecture Assembly	CEO, SBM	Miyagi Prefecture Assembly Members
6/11-15	Hawai’i on the Hill	CBO, SBM, Board Member Paishon-Duarte	Government Officials, Industry Partners, Community Members
6/20-22	CNHA Western Region Native Hawaiian Convention	CBO, PAO	Industry Partners, Community Members
6/26-27	37 th CPAC Meeting	CBO, BMs (virtually)	FestPAC Commission and stakeholders
6/28	6 th Meeting of the Pacific Ministers for Culture	CBO, BMs (virtually)	FestPAC Commission and Stakeholders

VI. PLANNING DIVISION

Request for Proposal – Support Services for Destination Stewardship

Staff is in contract negotiations with the selected awardee, Council for Native Hawaiian Advancement, for the support services for destination stewardship.

Destination Management Action Plans (DMAPs)

Below is an update on activities undertaken by the planning section and island chapters and its destination managers to support the implementation of the various DMAPs.

Overall DMAPs

- HTA and DLNR convened a meeting with respective DLNR divisions, County offices and the island chapters to discuss stewardship and ranger programs. This was an initial introductory meeting that led into steward/ranger-focused conversations and challenges. A follow-up meeting will occur with national park service and other nonprofits.

Kaua'i DMAP

- Attended Keoki's Paradise Mālama 'Āina Series on Papahānaumokuākea - featuring native marine life, sea birds, limu, etc. that "reside" in the sanctuary and the work that is being done to mālama this area.
- KVB met with new Hawaiian Culture Manager, Tiele Doudt, at 1 Hotel Hanalei Bay to discuss opportunities to partner and support their cultural efforts at their resort. Tiele has agreed to join Makali'i to help further perpetuate our Hawaiian Culture at the resort and in our community.
- To further perpetuate our Hawaiian Culture in our resorts, KVB is working with Marc Bennor, GM-Wyndham Bali Hai. Shared the DMAP and Mālama Kaua'i video series and Travel Pono video. For starters, Marc will start playing these videos in his lobby for his guests. Will also be working to provide introductions to cultural practitioners so he can build out more cultural activities his guests & owners can participate in that give more of "a sense of place."
- KVB Met with Pomai Weigert of GoFarm Hawai'i. Update on AgriTourism opportunities. Working with COK/OED on pilot program for farmers. Looking at three

opportunities: Kumano I Ke Ala in Waimea, Kaua'i Sea Farms in Numilo, and 'Āina Ho'okupu O Kīlauea. First planned is site visit at Kumano I Ke Ala on 8/13 which will be followed up with a Hospitality Meet & Greet on 9/17 (tentative). Requested kōkua with transportation for 9/17 date; checked with Caroline and she will approve expense.

- Rollout of Hā'ena Playbook on 6/8 in Hā'ena; included press conference. Gov. Green, Rep. Nadine Nakamura, Sen. Lorraine Inouye, Case Study Committee & key stakeholders, Hui O Maka'āinana o Makana, DLNR, HTA, KVB were in attendance for the signing of Bill 1183 and the press conference.
- Photographer Kicka Witte joined Surfrider Foundation to do a second beach cleanup photo shoot on the East side. This photo shoot produced better images which will be used alongside photos taken of the Adopt-A-Dog program with the Kaua'i Humane Society and will be included in DMAP presentations and other printed collateral to feature Mālama Hawai'i opportunities.
- HI Now DMAP & Alakoko Store/Kaua'i Made segments currently running on Hawaiian Air Hāna Hou In-flight Entertainment. Will run June and July.
- Ongoing communication featuring the DMAP. Worked with HI Now to feature a :30 second DMAP segment from the Holo Holo Series with Kainoa Carlson. Segment included as part of McKenna Maduli's Talk Story "Beyond The Stage." Paid advertisement included: 1x spot on Premier 6/7, 1x spot within HNN live stream on 6/7, 1x spot on KGMB encore, 1x spot on KHNL encore, 4x spots on KGMB Sunrise for June, 2x spots on K5 Weekend Sunrise for June, shared logo ID on :15 sec promo spot to air across KGMB/KHNL/K5 digital properties.

Maui Nui DMAP

- **Maui:**
 - Managing and monitoring a total of 20 mineral-only sunscreen dispensers for free public use through partnerships with Maui Nui Marine Resource Council volunteers, Department of Land and Natural Resources, Pūlama Lāna'i and Whaler's Village.
 - Continuing :60 second radio ad campaign, educating the public about Maui County's mineral-only sunscreen ordinance, dispensers for free public use

and the Maui Nui DMAP in partnership with HTA and Maui Nui Marine Resource Council. Ad will run four weeks with a total of 768 spots.

- Working with Hawaiian Airlines, Maui Nui Marine Resource Council, and County of Maui to create slide which will be played in-flight on screens of larger Hawai'i in-bound flights with messaging about mineral-only sunscreen.
- Kahului Airport advertising campaign continues at baggage claim and two kiosks at bottom of north elevator; this bolsters Maui Nui Marine Resource Council's campaign so that both elevators will now contain messaging; baggage claims display ad every three minutes instead of every six minutes. Will continue through end of August.
- Moving forward on a two month Spectrum Reach Statewide campaign of :30 second mineral-only sunscreen ads on residential, hotel feed and local channels.
- Moving forward on :30 second mineral-only sunscreen ad campaign with KHNL/KGMB, Statewide and in affluent San Francisco Bay Area zip codes.
- Sent award and rejection letters to east Maui based organizations who had responded to the East Maui Tourism Management Pilot Program RFP. In contract negotiations with three east Maui based organizations.
- Coordinating in-person contractors meeting for July 12 with HTA, HVCB, MVCB, Hōlani Hāna, Maui Mixer dba Nā Mahi'ai o Ke'anae and Ke Ao Hāli'i who will be conducting management, creating community driven messaging, resident satisfaction surveys and gathering visitor data at five hot spots along the Road to Hāna.
- Rise Above Plastics on Vacation: Reusable water bottle order sent to Wailea Residence Inn, Kā'anapali Aston Shores and Coldwell Banker Vacation Properties. This concludes our support of the program.
- Reef Friendly Landscaping Pilot Program continues. Exploring idea of short film on Reef Friendly Landscaping Program; idea presented through partnership with Maui Nui Marine Resource Council.

- Site visit to assess support for Forests at Pe‘ahi, an up-and-coming regenerative tourism initiative along the road to Hāna. Considering educational self-guided walking tour signs and purchase of compost toilet.
- **Moloka‘i:**
 - Incorporated feedback from Moloka‘i Task Force Meeting about the brochure into the brochure revisions tracking spreadsheet.
- **Lāna‘i:**
 - Promoting the Pineapple Festival on social media platforms to encourage daytrips on July 1.
 - Moving forward on a two-month Spectrum Reach Statewide campaign of :30 second Lāna‘i ads airing on residential, hotel feed and local channels; campaign features Lāna‘i Cat Sanctuary (Mālama Hawai‘i partner), Lāna‘i City, Lāna‘i Guide App and Lāna‘i Adventure Park with messaging from Lāna‘i Advisory Group woven throughout each spot.
 - New video assets provided to Expeditions Ferry are now playing on board the vessel.
 - Lāna‘i brochures continue to be distributed by merchants.
 - Submitted catalogue of new Lāna‘i photo assets to HVCB for approval into Knowledge Bank.
 - With HTA and Lāna‘i Advisory Group approval, GoHawaii website revisions for Lāna‘i are mostly complete but require additional changes.
 - Mineral-only sunscreen dispenser in use at Hulopo‘e Bay, monitored and refilled by Pūlama Lāna‘i.

Hawai‘i Island DMAP

- Keli‘i William Ioane Foundation award and contract – The Keaukaha Community Culture Based Education RFP in partnership with the County’s Hawai‘i Island

Resilience Corp Pilot Project was awarded and contracted to KWIF. The amount awarded was \$25,000.

- Hawai'i Island Community-based Action Stewardship Program (HICASP) RFP drafted, in review and proposed to be released the beginning of July. The RFP is for six months of land-based stewardship, community capacity building, HR management, including hiring, payroll services, and training for Pohoiki and other hotspot locations for the moku.
- Kealakekua Community meeting – attended June 6 to hear about Community action plan and preservation for Kealakekua Bay and what DMAP can do to support visitor-facing activities. HICASP may be applicable in this case.
- Hawai'i Island Chamber of Commerce Economic Development Committee presentation on June 8. Presented DMAP Update, visitor arrivals and spending, DMAP's contribution to the island and communities. Called Committee to action to share how visitors are impacting their communities, support DMAP/HTA initiatives, consider the amount of tourism tax dollars that are being invested into our State and County, continue to support regenerative tourism initiatives.
- IHVB & Anthology PR Colleagues Luncheon on June 16 presentation. Presented DMAP background and update to 30 plus partners and PR professionals, including phase 2 & 3 initiatives, economic impact tourism has on Hawai'i Island, April tourism statistics, National Tourism Week communication initiatives, and call to action to support tourism, do the Pono Pledge, share your own DMAP initiatives with IHVB.
- Hawai'i Climate Fair, tabled June 17 shared DMAP with community, engaged residents to think about how they mālama Hawai'i, what is DMAP and visit the Pono Pledge website. Networked with Dept. of R&D Director, Council Chair Heather Kimble, Kupu, Hawai'i 'Ulu Co-op, The Food Basket and other non-profits.
- Kona Kohala Chamber of Commerce Annual Luncheon, tabled June 22. Tabled and shared DMAP, Mālama Hawai'i and Pono Pledge with participants. Presented Gov. Green with Pono Pledge cap.
- Aloha 'Āina/Kūkulu Ola 2023 Evaluation Committee, evaluated eight programs for HCF.

O'ahu DMAP

- OVB met with Blue Planet Foundation, Director of Programs and Sustainable Transportation Coalition of Hawai'i to discuss upcoming August Commute Challenge and possible DMAP sponsorship on June 1. A follow-up meeting to finalize details on the Commute Challenge sponsorship was held on June 12.
- OVB attended the following meetings:
 - Hawai'i Green Growth Ala Wai Watershed Collaboration Q2 meeting and Genki Ball Service Project on June 7.
 - NaHHA quarterly Lamakū Ho'okipa meeting on June 7.
 - Councilmember Andrea Tupola of District 1, to discuss gate needs at certain West Side Hot Spot beaches identified in 2022 Town Hall meeting with OVB, including Zablān (Mermaid Cave) Beach Park Area and Electric Beach/Kahe Power Plant Area on June 8.
 - Producer of Kūhiō Beach Hula show to discuss resident complaint fielded by HTA (Kalani) in May 2023 and upcoming local communications opportunity for DMAP on June 19.
 - Skyline Trail Preview Ride with HVCB team including Meet Hawai'i team members on June 28.
- HTA and OVB participated in a Farm Trail Site Visit FAM tour across O'ahu to visit producers of local cacao and honey on June 21. OVB debriefed with OER on June 26 to discuss next steps to consider for the sites visited on Farm Trail FAM.

VII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT's Research & Economic Analysis Division (READ) effective July 1, 2021 and was renamed the Tourism Research Branch (TRB).

TRB issued the May 2023 monthly visitor statistics on June 29, 2023, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT,

distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for July 2023 through September 2023 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the May 2023 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the May 2023 Hawai'i Hotel Performance Report on June 19, 2023. The report and related May 2023 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the May 2023 Hawai'i Vacation Rental Performance Report on June 26, 2023. The report and related May 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB published the U.S. Traveler Profiles for May 2023 report on June 15, 2023. TRB also published the Canada Traveler Profiles for Q1 2023 report on June 19, 2023. These reports are based on data for selected traveler profile segments for each market compiled by Vision Insights. The reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Future Bookings Report, which is an evolution of the Weekly Travel Agency Bookings Reports. These reports include both travel agency and direct air bookings data from ForwardKeys for U.S., Japan, Canada, Korea, and Australia. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the Brand Health Trend report, which is an evolution of the Weekly Destination Brand Index Trends reports. These reports include consumer sentiment data from Vision Insights for U.S., Japan, Canada, Australia, and Korea. Trends are tracked for the State and each major island. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Canada, Australia, and Korea. Trends are tracked for O‘ahu, Maui, Kaua‘i, and Hawai‘i Island. These reports are posted on the Other Research page of the HTA website.

Jennifer Chun attended the Travel & Tourism Research Association (TTRA) Annual International Conference in St. Louis, Missouri from June 12-15, 2023. During the Awards Ceremony, Jennifer presented the award for Best Research Paper on behalf of the University of Hawai‘i at Mānoa’s School of Travel Industry Management. Jennifer is also an officer for TTRA Hawai‘i Chapter.

TRB continues to reply to requests for information from HTA’s Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests.
- Research inquiries routed through DBEDT.

VIII. ARPA UPDATE

HTA was provided American Rescue Plan Act (ARPA) funds FY 2022 operating budget and then again for FY 2023. HTA was also provided an additional amount for FY 2023 Convention Center operating budget. Please see the Hawai‘i Convention Center’s June 2023 Financial Report for details on how these funds are being spent.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of June 2023.

June 2023						
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
20007 S8	Aviareps Marketing Garden Holdings Ltd. Db Aviareps Marketing Garden Holdings Ltd.	Korea MMA	\$0.00	\$4,364,000.00	6/30/2023	12/31/2024
21016 S6	HVCB	Support Services	\$0.00	\$4,467,500.00	6/28/2023	12/25/2023
23004 S1	a.link LLC	Japan MMA	\$0.00	\$19,500,000.00	6/30/2023	12/31/2023
23003	HVCB	US MMA	\$38,350,000.00	\$38,350,000.00	6/30/2023	12/31/2025
23016	Vox International	Canada MMA	\$2,400,000.00	\$2,400,000.00	6/29/2023	12/31/2025
21030 S2	HVCB	Island Chapters Support Services	\$1,200,000.00	\$4,800,000.00	6/27/2023	12/31/2023
18200 S5	NaHHA	NaHHA	\$0.00	\$3,489,530.00	6/22/2023	6/30/2023

Contract Type:

• Sole Source

\$41,950,000.00

† Procurement Exemption

X. APPENDICES

6C

Update on the Destination Management Action Plan
for Maui Island

HAWAII TOURISM
AUTHORITY



MAUI
VISITORS & CONVENTION BUREAU™

MAUI DMAP

Overview

Regenerative
Tourism

Mineral-only
Sunscreen
Dispensers

Reef-Friendly
Landscaping Pilot
Program

Rise Above Plastics
on Vacation Program

East Maui Tourism
Management

Next Steps







Action E

— *MĀLAMA* —
HAWAII‘I

TAKE A TRIP THAT GIVES BACK

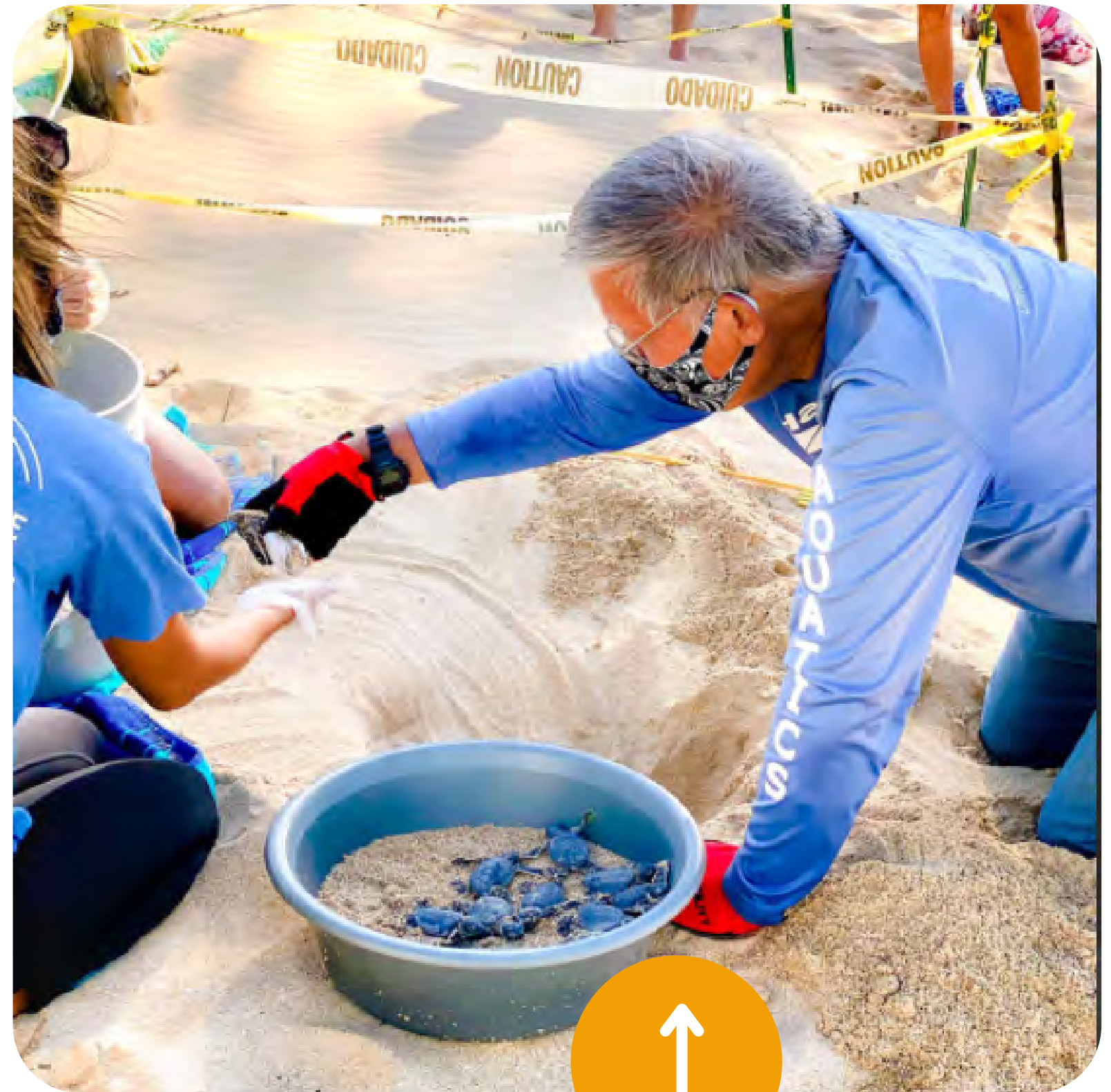
Mālama Hawai‘i Nonprofit Partners

- Sierra Club Maui
- Leilani Farm Sanctuary
- Kipuka Olowalu
- Lāhainā Restoration Foundation
- Pacific Whale Foundation
- Blue ‘Āina Cleanup
- Surfrider Foundation
- Na Mahi‘ai o Ke‘anae



Mālama Hawai‘i Nonprofit Partners

- Hawai‘i Wildlife Fund
- Ka‘ehu
- Maui Sewing Hui
- Redline Rafting
- Mālama Maui Nui
- Keālia Pond National Wildlife Refuge
- Lāhainā Restoration Foundation
- Maui Cultural Lands



20

MINERAL SUNSCREEN DISPENSER



RAW ELEMENTS

BROAD SPECTRUM SPF 30
WATER RESISTANT
(80 MINUTES)

REEF FRIENDLY

FOR ALL AGES

20% NON-NANO
ZINC OXIDE



Dispenser provided by:



1% FOR THE PLANET

CAUTION:
KEEP OUT OF REACH OF CHILDREN. For use on face and body. Avoid contact with eyes. If contact occurs, rinse thoroughly with water. Do not use if you are allergic to any of the ingredients. For more information, visit www.rawelements.com.

DISCLAIMER:
RAW ELEMENTS is a registered trademark of Raw Elements LLC. All other trademarks are the property of their respective owners. © 2018 Raw Elements LLC. All rights reserved.

B.1 Mineral-only Sunscreen Dispensers

Free for Public Use

Benefits human health and benefits marine life ecology by reducing the chemicals in the ocean that contribute to coral reef bleaching and "fish zombies" which prevents fish from wanting to reproduce.

Funding provided by the Hawai'i Tourism Authority

West Maui

Pāpalaua State Park
Launiupoko Beach Park
4 Locations at Whaler's Village
Pōhaku Park
Honolua Bay



South Maui

Kama'ole 1, 2, 3
2 Locations at Keawakapu
Kalepolepo Beach Park



Central Maui + North Shore

Haycraft Beach Park
Kana'hā Beach Park
Baldwin Beach Park
Ho'okipa Beach Park



East Maui

Wai'anapanapa State Park

Lāna'i

Hulopo'e Bay



Mahalo to our Partners

Providing Weekly Monitoring

Community Organizations

Maui Nui Marine Resource Council + Hui o Ka Wai Ola

Hawai'i Wildlife Fund

Honolua Farms Food Truck

Pacific Whale Foundation

Hawaiian Hawksbill Conservation

Rotary Clubs

Private Partnerships

Whaler's Village

Pūlama Lāna'i

Mahalo

Office of the Mayor
Maui County Council
DLNR

Maui County Environmental Protection &
Sustainability Division
Maui County Parks & Recreation



A school of yellow-striped surgeonfish swimming in clear blue water. The fish are arranged in a loose formation, moving towards the right. The background is a deep, clear blue, suggesting an underwater environment. The fish have a yellowish body with several dark, vertical stripes running down their sides. The overall scene is bright and clear, with some light rays visible in the water.

B.1 Mineral-only Sunscreen Messaging



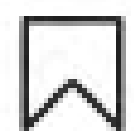
Social Media Campaign



mauivisit • Following



mauivisit Pro tip: Buy your sunscreens after landing so you can be sure it's reef safe 😊 Our awesome sunscreen law prohibits the sale of sunscreens containing chemicals that are also toxic to sea turtles' favorite foods: seaweed, sea grass and algae. Mahalo for protecting our reef and keeping our sea turtles healthy!



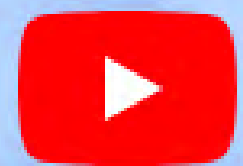
Liked by corrinnapaxton and 3,346 others

SEPTEMBER 10



Add a comment...

Post



3:00
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MAUI'S REEFS

Keep Fins Up,
Away From the Coral.

MNMRC Fins OGG 5sec 0623

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**PROTECT
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**Stand Only on Sand,
Never on Coral**

MNMRC Sand 5sec OGG 0623

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PROTECT MAUI'S REEFS



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Use Less Sunscreen



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**MAUI SEA TURTLES
NEED HEALTHY REEFS**



**Use Mineral Only Sunscreen
Everywhere - Not Just the Beach
IT'S THE LAW ON MAUI**

MNMRC Turtle OGG 5sec-0623



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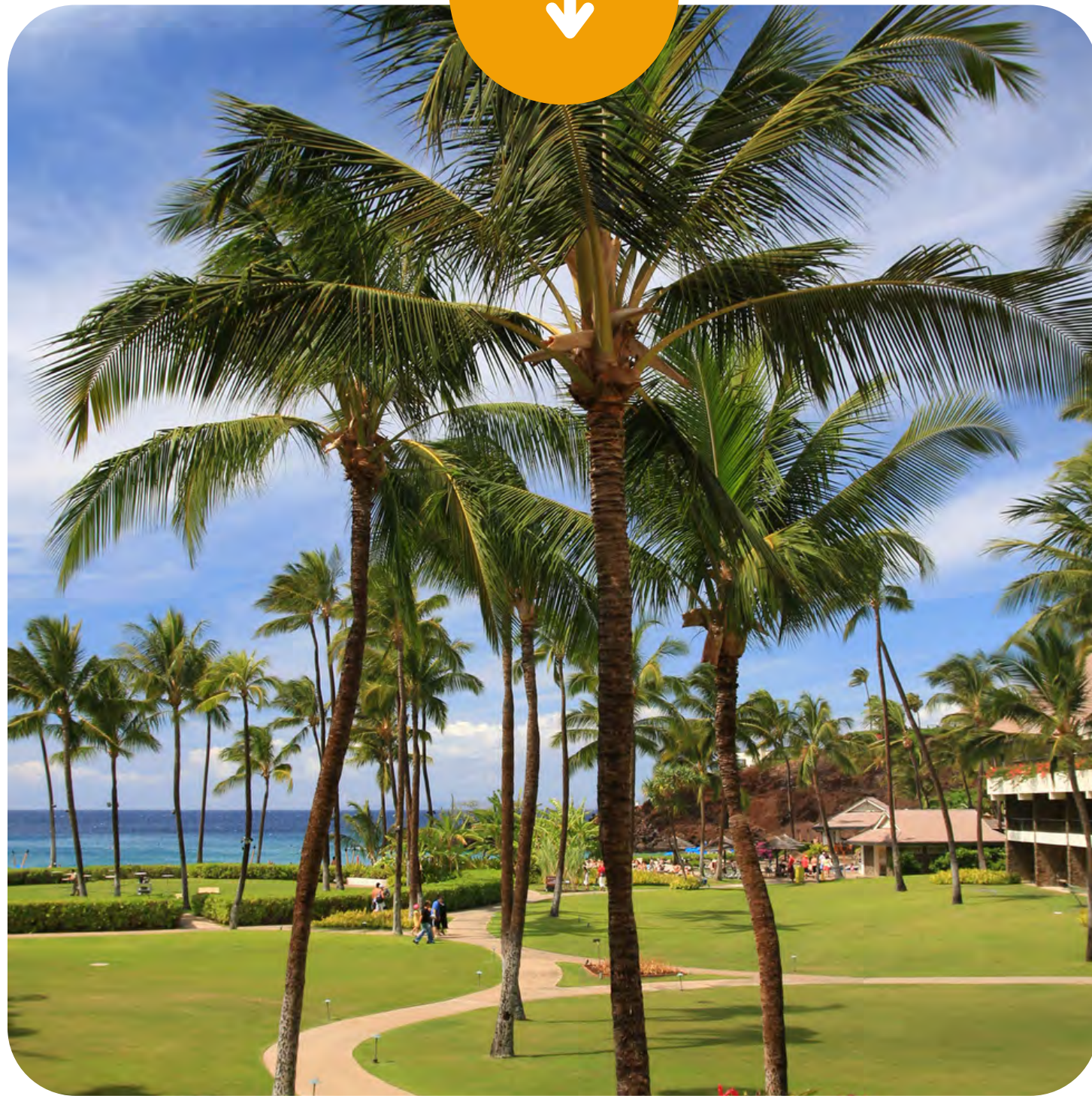
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:60
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B.4 Reef-Friendly Landscaping Program

Maui Visitors Bureau is part of a Reef Friendly Landscaping Coalition alongside West Maui Ridge to Reef, Beyond Pesticides, Environmental Solutions Maui and the Chief Engineer from Royal Lāhainā Resort. This Coalition is led by the Maui Nui Marine Resource Council to support their Reef Friendly Landscaping Pilot Program.

Funding provided by the Hawai'i Tourism Authority



B.4 Reef-Friendly Landscaping Program

We invited the hospitality industry to join this program by stopping the use of chemical landscaping on a portion of their property. Partners are receiving:

- Free soil analysis
- Biologically-rich landscaping treatments
- Ongoing consultations and support

This program:

- Reduce the need for irrigation
- Benefit human health
- Reduce the chemicals deposited into our ocean and aquifer.
- At no cost to participate

Mahalo to our Participating Partners

- Aston Kā'anapali Shores
- Kahana Sunset
- Andaz
- Hyatt Regency
- Four Seasons
- Royal Lahaina
- Mākena Golf, Maluaka
- Puamana
- Mākena Golf, tee box
- Wailea Palms
- Wailea Community Association
- Wailea Residence Inn
- AC Hotel Maui
- Maui Ocean Center
- Kamaole Sands
- County of Maui



B.4 Rise Above Plastics on Vacation Program

MVCB partnered with Surfrider Foundation's Rise Above Plastic on Vacation Program to focus on reducing single-use plastic waste in the Maui visitor industry. We invited the industry to join this program.

- Provide filtered water to guests
- Provide reusable water bottles for guest use.
- Inform guests pre-arrival so they know not to buy single-use water bottles.



PLASTIC

The visitor that never leaves



Mahalo to our Participating Partners

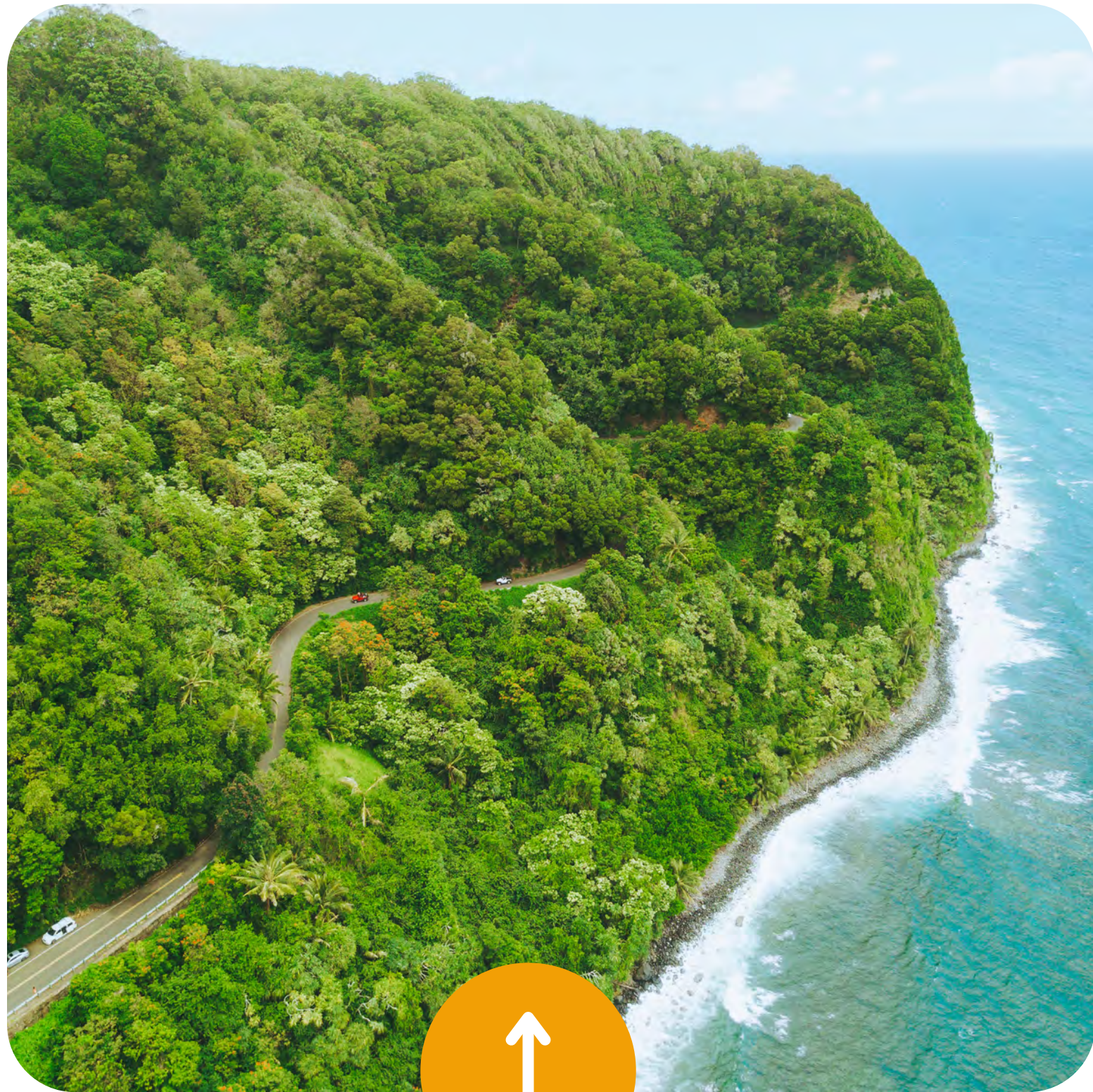
- Aston Kā'anapali Shores
- Wailea Residence Inn
- Kahana Falls
- Coldwell Banker Vacation Properties
- 37 individually owned units

**Funding provided by the
Hawai'i Tourism Authority**



DESIGN FORWARD. GENEROSITY DRIVEN.



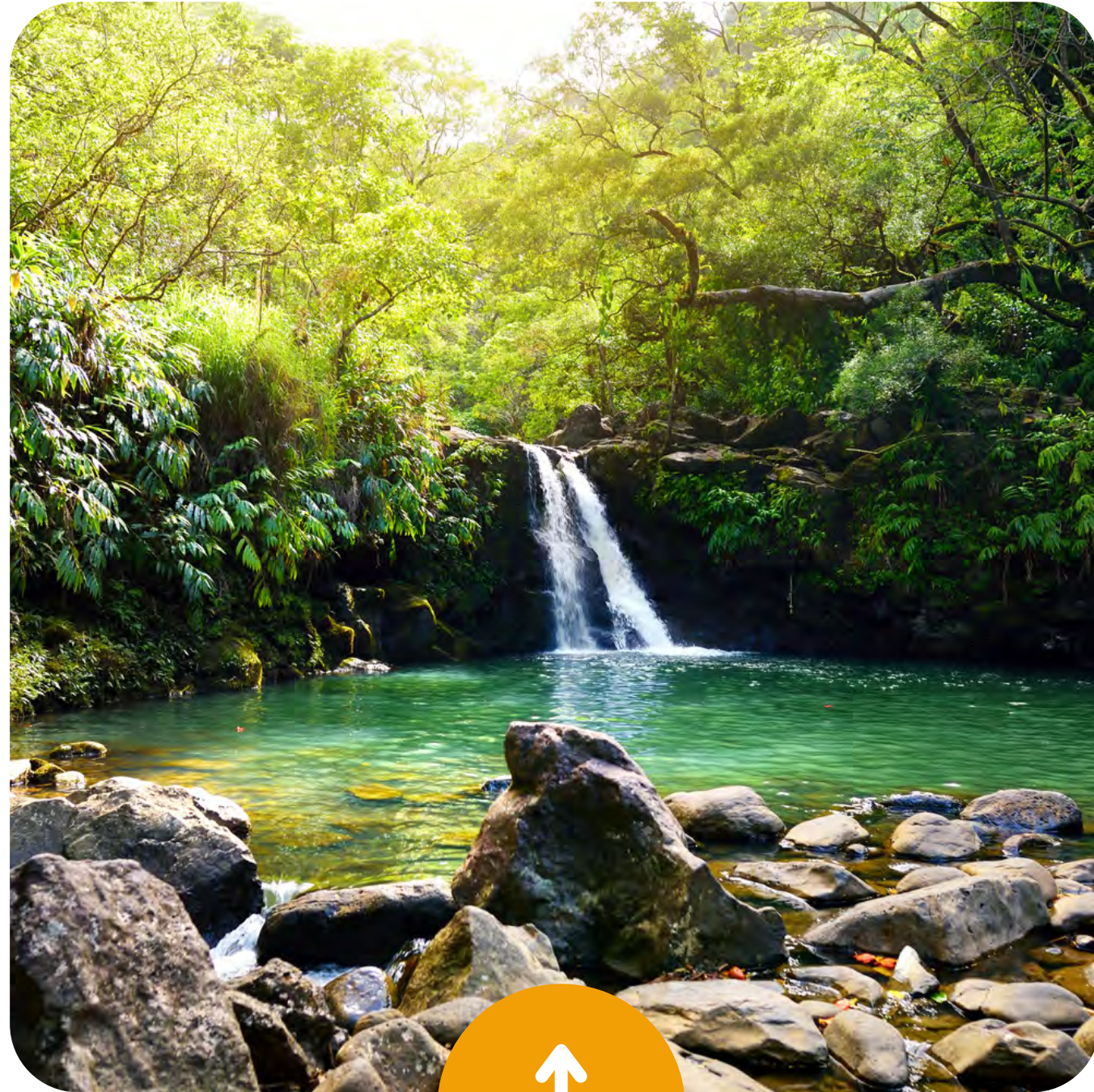


B.2 Community-Driven Management of East Maui

Maui Hikina Advisory Group

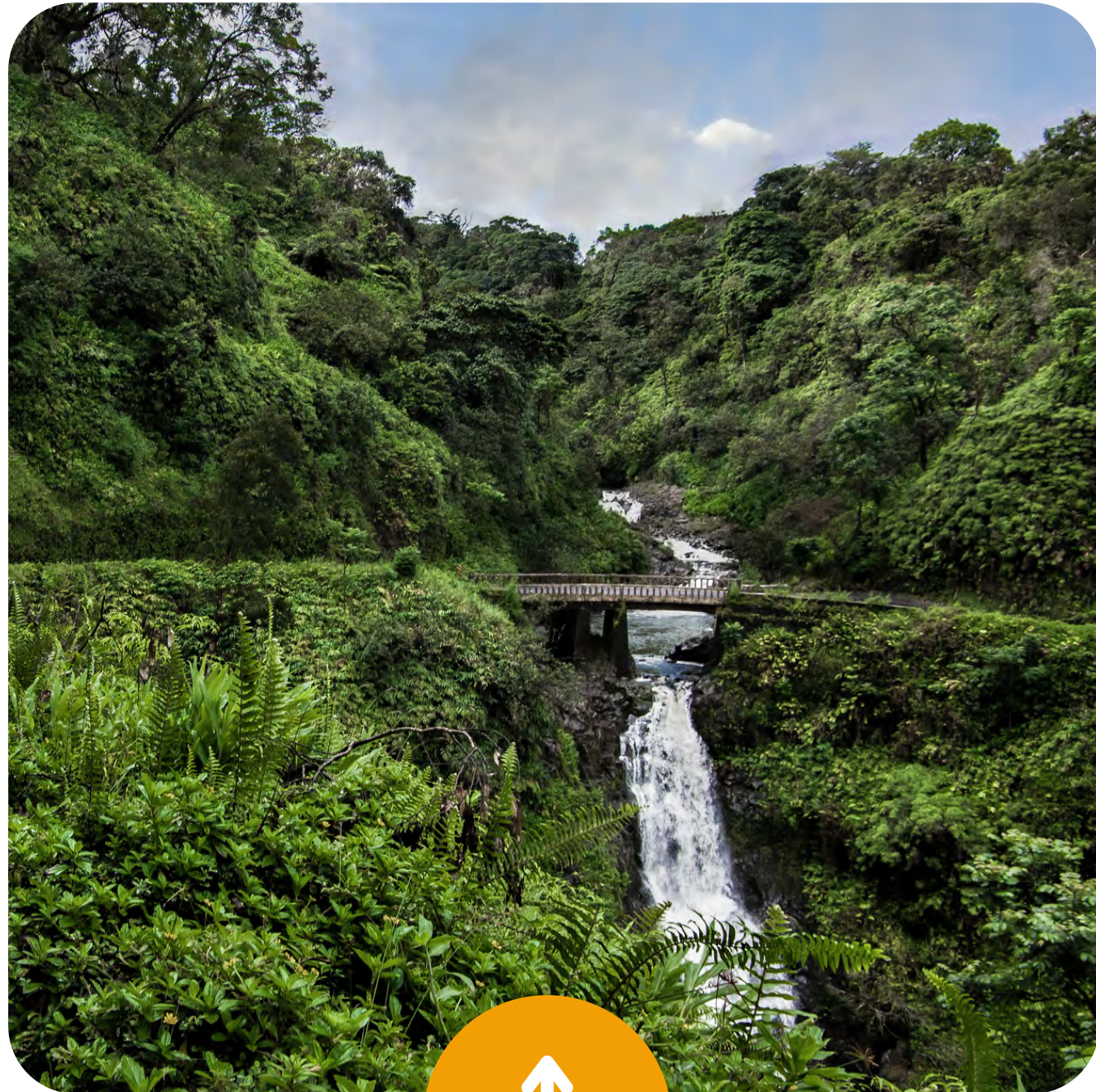
- Convened in Fall 2022
- Comprised of 25 residents from East Maui from each moku
- Met with **HTA, MVCB** and **County** four times on Zoom and for a two-day huaka'i in East Maui, at their invitation
- Advised on the development of the management pilot program.





Locations Supported

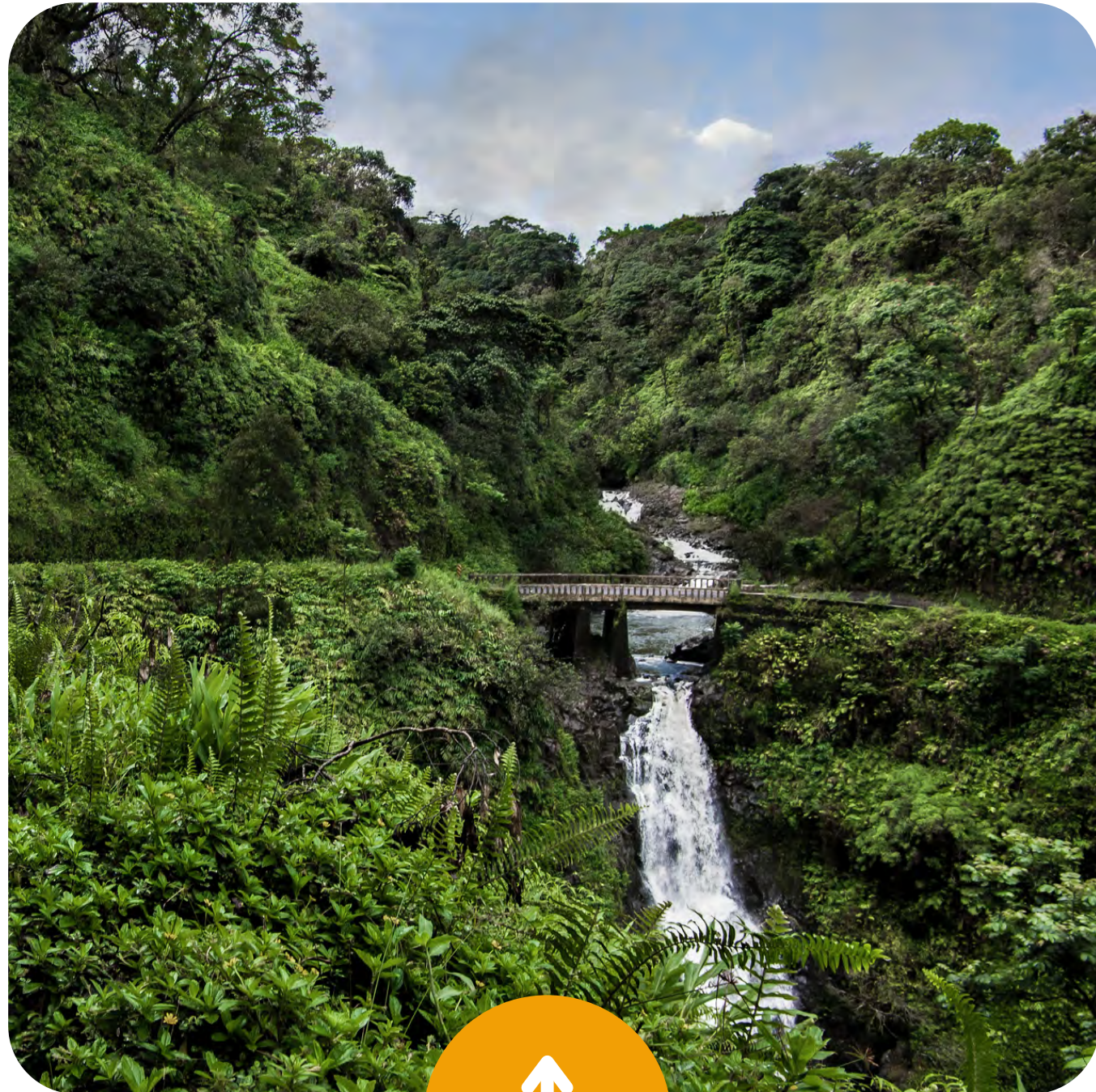
- Nā'ili'ilihale Stream
- Waikamoi
- Kaihalulu
- Wai'oka
- South Wailua Falls



East Maui Tourism Management

RFP released in April 2023:

- Nonprofits eligible to apply were required to be based in the moku of East Maui: Ko‘olau, Hāna, Kīpahulu, Kaupō and Kahikinui
- Visitors were defined as anyone not living in east Maui.



East Maui Tourism Management

RFP soliciting the following services:

- Hot spot management
- Resident Satisfaction Surveys
- Gather visitor and carrying capacity data
- Create community-driven messaging for visitors
- Identify community-supported alternatives to hot spots

Mālama Maui Hikina

We are in a contract negotiation process with three east Maui-based organizations to conduct community-driven management of 5 hot spots for the next several months.

**Funding provided by the
Hawai'i Tourism Authority**



Next Steps

Mālama Maui Hikina



‘Ohana Interviews

An in-depth study of place-based mo‘olelo, traditional names and meanings will provide the cultural foundation for the program.



Resident Satisfaction Surveys

Resident satisfaction surveys will be conducted in east Maui before the Stewards are launched and again while the program is in progress across all five sites.



List of Regenerative Tourism Alternatives

Organizations will be creating a comprehensive list of community-supported places, activities, and locally-owned businesses visitors will be encouraged to visit.

Next Steps

Mālama Maui Hikina



Community-Driven Messaging

Messaging will be informed by extensive ‘ike gathered and community review in the Pilot Program’s first phase to ensure community’s participation and support. Messaging will be shared pre and post-arrival with visitors.



Stewardship at 5 Hot Spots + Cultural Workshops

Organizations will be collaborating to determine access and messaging shared out by Stewards at each site.



Gathering Visitor and Site Data

Data points include visitor compliance, illegal tour operators, illegal parking, and trespassing. If site is open to the public, carrying capacity data will be gathered and capacity will be determined.

Next Steps

Maui DMAP



DMAP/Management Awareness Campaign

Action C.2

Outreach to community organizations and paid messaging to increase awareness about DMAP efforts.



Supporting Regenerative Tourism

Action E

Supporting up-and-coming regenerative tourism activities, such as Forests of Pe‘ahi.



Participating in Hulihiia Talk Story Events

Action C.2

Extension of Sustainable Science Management at UHMC, working to develop a systems thinking approach to understanding effective solutions

Next Steps

As Funding Allows



Water Refill Stations

Action B.4

Partnering with local businesses to provide water refill stations to encourage use of reusable water bottles and discourage single-use plastics.



Reef-Friendly Landscaping Short Film

Action B.4

Telling the story of the Reef Friendly Landscaping Pilot Program and recognizing partners; Submitting to film festivals.



Beacons to Gather Carrying Capacity Data

Maui Action B.2

Mobile LiDAR beacons gathering data at additional hot spots in need of management; determine if there is increased activity at centers of local commercial activity.





MAHALO

Email:

meagan@mauivb.com

07

Staff Report

Creation of Destination Stewardship Branch



STAFF REPORT

July 24, 2023

REQUEST: Creation of a Destination Stewardship Branch

FACTS:

1. The Hawai'i Tourism Authority has made an intentional advancement to operate fully as a Destination Management Organization. The HTA acknowledges that while our goal is to drive economic impacts by promoting travel to the state, we also strive to improve communities and the visitor experience in safe, respectful, and sustainable ways through Destination Stewardship.
2. The current HTA organizational structure does not clearly delineate Destination Stewardship.

DISCUSSION:

1. Why should the HTA adjust its organizational structure?

- a. Higher profile for Destination Stewardship.
- b. Auditor's report requiring increased monitoring and evaluation of contracts and contractors.
- c. Meet the different needs of each island.
- d. Long-term bring in-house contracted services to better manage outcomes.

2. Proposed Timeframe

- Next three months:
 - a. Approve establishment of Destination Stewardship Branch.
 - b. Expand Finance Section.
 - c. Finalize Functional Statements and Organization Charts.
 - d. Work with DBEDT to submit documents for reorganization.
 - e. Work with staff to reassign roles aligned to the new structure.
 - f. Approve and fill positions: 3 positions in Finance, 1 Chief Stewardship Officer and 1 position in Planning.
 - g. Brand Branch managed by Senior Brand Managers until Chief Brand Officer is filled.
 - h. Continue to conduct Governance Study.
 - i. Investigate plan to establish Island Offices.
- Next 6 months:
 - a. Research, discuss and propose draft legislation to change statutes to support the changes in function and organization.
 - b. Submit administrative budget that reflects reorganization.

BUDGET IMPLICATIONS: In next 6-month period, HTA will be redesigning existing unfilled positions or using EDA grant funds. Therefore, no net increase in budget.

RECOMMENDATION: The Board approve the establishment of a Destination Stewardship Branch.

08
Staff Report
Hiring Chief Stewardship Officer



STAFF REPORT

July 24, 2023

REQUEST: Hiring of Chief Stewardship Officer, Three Positions for Finance, and One Position in Planning

FACTS:

1. The Hawai'i Tourism Authority has made an intentional advancement to operate fully as a Destination Management Organization. The HTA acknowledges that while our goal is to drive economic impacts by promoting travel to the state, we also strive to improve communities and the visitor experience in safe, respectful, and sustainable ways through Destination Stewardship.
2. The current HTA organizational structure does not clearly delineate Destination Stewardship.

DISCUSSION:

1. Why should the HTA hire a Chief Stewardship Officer and positions in Finance and Planning?

- a. Higher profile for Destination Stewardship.
- b. Auditor's report requiring increased monitoring and evaluation of contracts and contractors.
- c. Meet the different needs of each island.
- d. Long-term bring in-house contracted services to better manage outcomes.

2. Proposed Timeframe

- Next three months:
 - a. Approve establishment of Destination Stewardship Branch.
 - b. Expand Finance Section.
 - c. Finalize Functional Statements and Organization Charts.
 - d. Work with DBEDT to submit documents for reorganization.
 - e. Work with staff to reassign roles better aligned with the new structure.
 - f. Approve and fill positions: 3 positions in Finance, 1 Chief Stewardship Officer and 1 position in Planning.
 - g. Brand Branch managed by Senior Brand Managers until Chief Brand Officer is filled.
 - h. Continue to conduct Governance Study.
 - i. Investigate plan to establish Island Offices.
- Next 6 months:
 - a. Research, discuss and propose draft legislation to change statutes to support the changes in function and organization.
 - b. Submit administrative budget that reflects reorganization.

BUDGET IMPLICATIONS: In next 6-month period, HTA will be redescribing existing unfilled positions or using EDA grant funds. Therefore, no net increase in budget.

RECOMMENDATION: The Board approve the hiring of a Chief Stewardship Officer, Three Positions for Finance, and One Position in Planning.

09
Staff Report
Creation of Governance Study PIG



STAFF REQUEST TO THE BOARD OF DIRECTORS

July 27, 2023

REQUEST: Discussion and Action on the Creation of a Governance Study Permitted Interactive Group for the Purpose of Developing the Governance, Strategic Organization, and Business Review Process Study.

FACTS:

1. HTA has made an intentional evolution to operate fully as a Destination Management Organization as directed in the HTA Strategic Plan. The HTA acknowledges that while the goal is to drive economic impact by promoting travel to the state, HTA also strives to improve communities and the visitor experience in safe, respectful, and sustainable ways.
2. The task has not been easy, and the HTA is faced with limitations on authority. The HTA strategic plan and destination management action plans recommend actions that require coordination with other agencies, entities, and organizations. However, limitations on resources and personnel and the lack of a formal system of coordination and enforcement capacities make it difficult to achieve results.

PRESENTATION:

1. The HTA must evaluate the overall governance structure, the highest and best use of its resources, the structure of its organization, and internal processes. To support these efforts, the HTA seeks a qualified, independent firm to conduct this assessment and prepare recommendations.
2. Proposed Deliverables
 - Determine if an alternative tourism governance system is necessary.
 - Identify areas that need reform and propose legislation to change HRS 201B
 - Research an appropriate organizational structure to support strategic direction (including board structure, establishing new branches, sections, and positions as necessary).
 - Recommend improvements to cross-functional processes, technology solutions and improve process design.
 - Determine key performance indicators and a process for efficiently monitoring.
 - Develop a framework for a smooth transition and change management.
3. Proposed Methods
 - Analyze policy issues, political institutions and processes, and governance challenges.
 - Review current structure and roles, relationships with governing bodies, analyze workflows and cross-functional processes.
 - Evaluate existing performance and outcomes from the perspective of all stakeholders.
 - Work with the HTA to conduct interviews, advisory meetings, and focus groups with key stakeholders. Perform internal staff engagements.

July 27, 2023

4. Proposed Timeframe

- RFP for contracted services July 2023.
- Start data collection and assessments end of July 2023.
- Develop draft recommendations by September 2023.
- Stakeholders review October 2023.
- Final recommendations by end of October 2023.
- HTA to provide recommendations to State Legislature, County government, industry, and community stakeholders in November 2023.

BUDGET IMPLICATIONS: Not to exceed \$300,000 in Fiscal Year 2023-2024.

RECOMMENDATION: The board to approve the Creation of a Governance Study Permitted Interactive Group for the Purpose of Developing the Governance, Strategic Organization, and Business Review Process Study.

10
Staff Report
Assignment of Board Members to Governance
Study PIG



STAFF REPORT TO THE BOARD OF DIRECTORS

July 27, 2023

REQUEST: Discussion and Action on the Assignment of Board Members to the Governance Study Permitted Interactive Group. This Agenda Item is Dependent on the Approval of the Creation of the Governance Study Permitted Interaction Group.

FACTS:

1. The Hawai'i Tourism Authority has made an intentional advancement to operate fully as a Destination Management Organization. The HTA acknowledges that while our goal is to drive economic impacts by promoting travel to the state, we also strive to improve communities and the visitor experience in safe, respectful, and sustainable ways.
2. The task has not been easy, and the HTA is faced with limitations on authority. Both the strategic plan and destination management action plans recommend actions that require coordination with other agencies, entities, and organizations. However, limitations on resources and personnel and the lack of a formal system of coordination and enforcement capacities makes achieve results challenging.

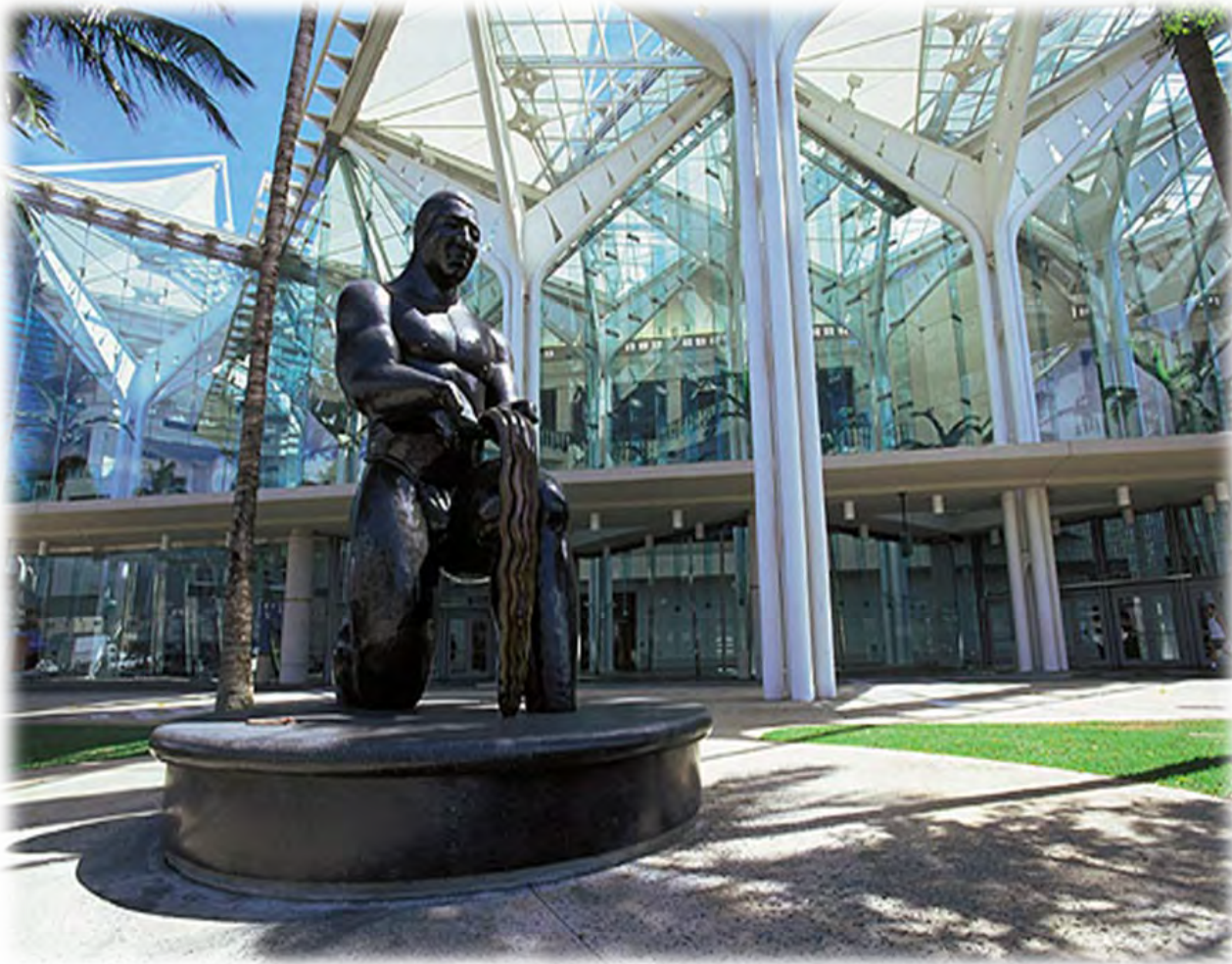
RECOMMENDATION: The board approve the assignment of Board Members to the Governance Study Permitted Interactive Group.

July 27, 2023

16

Presentation and Discussion on the
Hawai'i Convention Center's June 2023
Financial Reports and Update on the
Hawai'i Convention Center's
6-Year Repair and Maintenance Plan

Hawai'i Convention Center



*Update for
June 2023
For
(July 2023 meeting)*

Financial Update

	FY 2023 Actual	FY 2023 Budget	Variance	FY 2022 Actual	CY 2019 Actual
Facility Occupancy	26%	30%	-4%	29%	32%
Facility Number of Events	273	200	73	213	238
Facility Gross Revenue	\$14,446,500	\$13,041,400	\$1,405,100	\$7,256,700	\$16,866,900
Facility Gross Expenses	-\$18,412,200	-\$18,448,300	\$36,100	-\$11,842,500	-\$17,649,200
Facility Operating Subsidy	-\$3,965,700	-\$5,406,900	\$1,441,200	-\$4,585,800	-\$782,300
Local S&M Gross Expenses	-\$959,400	-\$968,300	\$8,900	-\$522,600	-\$5,315,000
HCC Operating Subsidy	-\$4,925,100	-\$6,375,200	\$1,450,100	-\$5,108,400	-\$6,097,300

ROI June 2023 FYTD

HCC Revenue + State Revenue + Tax Revenue
= \$103.4M

HCC Expense + HVCB MCI Expense = \$24.7M

***ROI = For every dollar spent,
\$4.19 returned to the State***

FY 2023 (July 2022 – June 2023) Citywide Events in Reforecast

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,300	3,189	\$8,638,489	\$1,010,703
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
5/19/2023	5/22/2023	All Star Cheerleaders 2023	2,500	5,000	\$8,654,669	\$1,012,596
5/21/2023	5/27/2023	International Symposium on Radiopharmaceutical Sciences (ISRS) 2023	450	1,146	\$2,167,275	\$253,571
	7	Total	14,350	27,650	\$79,709,568	\$9,326,020

FY 2024 (July 2023 – June 2024) Citywide Events

Alias	Lead ID	Lead Name	Account Name	Lead Type	Market Segment	Contract Room Block Begin	Contract Room Block End	Contract Rooms	Contract Peak Room	Out of Town Attendance	Citywide	EEI Value	Tax Generation
AN	18516	2023 CEC/ICMC Biennial Conference	Cryogenic Engineering Conference/International Cryogenic Materials Conference (CEC/ICMC)	Convention	A: Scientific	07/05/2023	07/15/2023	1537	250	700	Yes	\$4,651,493.88	\$544,224.78
LW	18321	INCOSE 2023 Symposium	International Council on Systems Engineering (INCOSE)	Convention	A: Scientific	07/11/2023	07/21/2023	1088	200	500	Yes	\$3,183,123.81	\$372,425.49
TN	21407	AAU Global Games	Hawaiian AAU	Sports	C: Sports	07/13/2023	07/16/2023	800	200	800	Yes	\$2,795,308.30	\$327,051.07
EG	20988	ICML 2023	International Conference on Machine Learning (ICML)	Convention	A: Technology	07/21/2023	07/30/2023	12666	1870	9,000	Yes	\$53,575,694.31	\$6,268,356.23
EG	18517	Best Western 2023 Annual North American Convention	Best Western International Inc. (BW)	Convention	C: Franchise	09/12/2023	09/24/2023	7110	1459	2,200	Yes	\$15,824,672.67	\$1,851,486.70
LW	6199	PestWorld 2023	National Pest Management Association (NPMA)	Convention	A: Consumer Products	10/13/2023	10/21/2023	5403	1150	3,500	Yes	\$19,388,117.77	\$2,268,409.78
AN	8040	ACCP Chest 2023 Annual Meeting	American College of Chest Physicians (ACCP)	Convention	A: Medical, Healthcare	10/25/2023	11/01/2023	15120	3000	6,000	Yes	\$56,378,984.13	\$6,596,341.14
LW	19167	Annual Meeting of the Society for Social Studies of Science 2023	Society for Social Studies of Science	Convention	A: Educational	11/04/2023	11/13/2023	2279	500	1,000	Yes	\$6,191,018.66	\$724,349.18
EG	20572	Applied Materials 2023 FTC	Applied Materials	Convention	C: High Tech	11/22/2023	12/03/2023	6210	1300	1,300	Yes	\$11,813,918.80	\$1,382,228.50
LW	11935	AAG Annual Meeting 2024	American Association of Geographers	Convention	A: Scientific	04/12/2024	04/21/2024	6097	1205	8,500	Yes	\$47,085,428.87	\$5,508,995.18
AN	20842	Globe Life - AIL Convention 2024	Globelife formerly Torchmark Corporation	Convention	C: Insurance	04/28/2024	05/04/2024	4559	1400	2,500	Yes	\$14,162,758.07	\$1,657,042.69
LW	19182	CHI 2024 Conference	Association for Computing Machinery (ACM)	Convention	A: Technology	05/09/2024	05/17/2024	9421	1600	3,500	Yes	\$19,882,077.38	\$2,326,203.05
AN	18900	2024 NCORE Annual Meeting	The National Conference on Race & Ethnicity in American Higher Education (NCORE)	Convention	A: Fraternal, Service	05/27/2024	06/01/2024	19787	4050	6,000	Yes	\$36,193,457.02	\$4,234,634.47
LW	11914	ASPB 2024 Annual	American Society of Plant Biologists (ASPB)	Convention	A: Scientific	06/16/2024	07/01/2024	6047	985	1,600	Yes	\$8,863,139.55	\$1,036,987.33

FY 24	
Total Bookings	14
Total Contract Rooms	98,124
Total Attendees	47,100
Total EEI Value	\$299,989,139.22
Total Tax Generation	\$35,098,735.61

Source: June 2023 Meet Hawai'i Pace "Definites on the Books FY" Report



Fiscal Year: 2024 - Subtotal: Total Bookings = 14, Total Contract Rooms = 98124, Total Attendees = 47100, Total EEI Value = \$299,989,139.22, Tax Generation = \$35,098,735.61

Definite Local Bookings for next 3 months

	July 2023			
	Start Date	End Date	Description	Forecast Attendance
1	07/01/23	07/02/23	Ho'omau Hawai'i Market	3,500
2	07/07/23	07/09/23	5-0 Volleyball Tournament	3,000
3	07/07/23	07/09/23	Christ New Creation International Church Conference Revival	350
4	07/08/23	07/08/23	PFA Hawaii	500
5	07/11/23	07/11/23	2023 Education Leadership Institute Conference	1,200
6	07/13/23	07/13/23	Tsuruda Organizational Open	225
7	07/13/23	07/13/23	Servco Commercial Shoot	10
8	07/18/23	07/18/23	Yadao Organizational Open	250
9	07/21/23	07/21/23	Honolulu Board of REALTORS Agent Forum	400
10	07/22/23	07/22/23	VASH Training	50
11	07/30/23	07/30/23	Iglesia ni Cristo District of Hawaii-Pacific 55th Annual Celebration	3,000

Cont...

Definite Local Bookings for next 3 months

August 2023				
	Start Date	End Date	Description	Forecast Attendance
1	08/01/23	08/01/23	Hawaii Innovation Cloud Summit	400
2	08/01/23	08/04/23	HNOA 2023 Training Conference	130
3	08/02/23	08/02/23	Second Look Meeting	1,200
4	08/04/23	08/06/23	Comic Con Honolulu 2023	8,000
5	08/05/23	08/06/23	Feather Artwork Workshop #5	20
6	08/05/23	08/05/23	Aloha Region Training	20
7	08/09/23	08/10/23	Accuity LLP Training	40
8	08/10/23	08/11/23	Storm Water Quality Workshops	400
9	08/12/23	08/12/23	NALC Branch 860 Retirement Party	250
10	08/12/23	08/12/23	Oahu Danzventure Hustle	850
11	08/15/23	08/16/23	2023 RNDC USA Holiday Tradeshow	900
12	08/17/23	08/17/23	Joy of Sake Sorting	10
13	08/17/23	08/17/23	JACL Honolulu Chapter Viewing Event	300
14	08/18/23	08/20/23	Made In Hawaii Festival	50,000
15	08/19/23	08/19/23	JACL Honolulu Chapter Viewing Event	300
16	08/19/23	08/19/23	Kuilei Place Unit Selection	1,200
17	08/29/23	08/29/23	UH TIM School Alumni Association Dinner	300

Cont...

Definite Local Bookings for next 3 months

September 2023				
	Start Date	End Date	Description	Forecast Attendance
1	09/01/23	09/03/23	41st Annual Okinawan Festival	50,000
2	09/02/23	09/03/23	2023 Japan Education Fair	400
3	09/07/23	09/08/23	2023 PLC Institute - Hawaii	450
4	09/07/23	09/07/23	Servco Management Conference	200
5	09/08/23	09/08/23	Team Servco Celebration	600
6	09/08/23	09/08/23	Hawaiian Electric Annual Leadership Meeting	450
7	09/14/23	09/14/23	2023 Landscape Industry Green Conference	500
8	09/15/23	09/15/23	Professional Community Day 1	150
9	09/22/23	09/24/23	Feather Artwork Workshop #6	20
10	09/23/23	11/05/23	Hawaiian Airlines Purpose and Values Expo	500
11	09/23/23	09/25/23	G12 Hawaii Conference	2,000
12	09/25/23	09/25/23	Honolulu Marathon Meeting	12
13	09/26/23	09/27/23	THRIVE Hawaii Agrifood Summit	250
14	09/26/23	09/26/23	Go HK-GBA Business Forum & Mid-Autumn Celebration	250
15	09/27/23	09/27/23	PBX-23	2,000
16	09/28/23	09/29/23	Aloha Festivals - Float Building	200
17	09/28/23	10/03/23	Encore - CHEST 2023 AV Team	10
18	09/29/23	10/01/23	Oh My Goddess! (Ola Ko'u Akua Wahine!)	2,400
19	09/29/23	10/01/23	Home Free 14 Crusade Tour - Jesus is Coming Back	1,000
20	09/30/23	09/30/23	HAIS Education Fair	1,000

Recent Events @ Hawai'i Convention Center

- Pacific Rim Championships 2023, June 30-July 2, 1,000 attendees (CW)
- 2023 Cryogenic Engineering Conference & International Cryogenic Materials Conference, July 9-13, 700 attendees (CW)
- AAU Global Games, July 14-16, 2500 attendees (CW)
- INCOSE 2023 Symposium, July 14-20, 500 attendees (CW)



Upcoming Local/Citywide Events

- Comic Con Honolulu, Aug 4-6, 2023, 8,000 attendees
- Daito Kentaku Hawai'i Campaign 2023, Aug 7-10, 2,500 attendees (CW)
- Made in Hawai'i Festival, Aug 18-20, 50,000 attendees



Repair, Maintenance and Replacement Projects Update

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to May 23	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ -	\$ 32,000,000	\$ 32,000,000					\$ 64,000,000
069	Roof Leak Repairs	\$ 15,000,000	1	\$ 69,451	\$ 3,000	\$ 9,505,433					\$ 9,577,884
011	--Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair, \$7,706,791		1								
013	--Ballroom Roof Repairs, \$2,271,093		1								
003	Building Envelope Repairs (Kalākaua Kitchen, exterior paint)	\$ 15,978,683	2	\$ 299,237		\$ 499,224	\$ 15,180,223				\$ 15,978,684
007	Kitchen Hood Control Panel Replacement	\$ 156,872	1	\$ 36,453	\$ 1,000	\$ 119,419					\$ 156,872
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	1	\$ 31,374	\$ 9,317	\$ 278,312					\$ 319,003
009	Slate Tile Repair	\$ 2,142,108	1	\$ 93,929	\$ 186	\$ 2,047,993					\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	1	\$ 142,895	\$ 3,427,252	\$ 3,313,999					\$ 6,884,146
012	Parapet Roof Repairs	\$ 3,066,470	2	\$ 10,966				\$ 3,055,504			\$ 3,066,470
014	Lobby Water Feature	\$ 1,086,810	2	\$ 1,985				\$ 1,084,825			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 1,414,975	1	\$ 16,481	\$ 1,000	\$ 1,397,494					\$ 1,414,975
022	Chill Water Pipe Reinsulation	\$ 250,000	1	\$ 101		\$ 249,899					\$ 250,000
023	Air Wall Repairs	\$ 400,000	1	\$ -		\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 210,000	1	\$ 105,821		\$ 104,179					\$ 210,000
026	IT Network Upgrades	\$ 125,000	3	\$ -			\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	2	\$ -		\$ 500,000					\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	3	\$ -				\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	3	\$ 1,985				\$ 1,069,516			\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	1	\$ 100		\$ 399,900					\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	1	\$ 155,504		\$ 75,844					\$ 231,348

Current Project
Project on hold
Cumming Managed Project
CM/PM tba
HCC Managed Project



Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

041	Children's Courtyard Repair	\$ 329,162	1	\$ -		\$ 329,162					\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	3	\$ -			\$ 351,113				\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	3	\$ -			\$ 401,382				\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	3	\$ -				\$ 100,000	\$ 125,000	\$ 118,394	\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 10,112,869	1	\$ -		\$ 2,112,869	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 10,112,869
046	LED Light Upgrade	\$ 1,786,398	1	\$ 8,050	\$ 1,000	\$ 1,777,348					\$ 1,786,398
047	Lighting Control System Replacement	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	4	\$ -				\$ 100,000			\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 495,969	1	\$ 11,236	\$ 1,000	\$ 483,732					\$ 495,968
050	Main Kitchen Flooring Replacement	\$ 2,046,380	4	\$ -	\$ 50,000				\$ 1,996,380		\$ 2,046,380
051	PBX System Replacement	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	1	\$ 100	\$ -	\$ 54,900					\$ 55,000
053	Forklift	\$ 175,000	1	\$ 82,445	\$ -	\$ 92,555					\$ 175,000
054	Boardroom Upgrade	\$ 1,099,549	3	\$ -				\$ 1,099,549			\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	4	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 310,879	1	\$ 18,770	\$ 1,000	\$ 291,108					\$ 310,878
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196		\$ 65,000	\$ 72,804				\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,000,000	1	\$ -		\$ 1,000,000					\$ 1,000,000
065	Transformer Replacement	\$ 100,000	1	\$ 101	\$ 99,899						\$ 100,000
066	Kitchen Boiler Replacement	\$ 130,000	1	\$ -		\$ 130,000					\$ 130,000
067	Exterior Sign Refurbishment	\$ 50,000	1	\$ 19,005		\$ 30,995					\$ 50,000
068/040	3rd Floor Planter Repair and Exterior Planter Repair	\$ 9,265,921	1	\$ 5,462	\$ 2,000	\$ 9,258,459					\$ 9,265,921
	Legal Retainer	\$ 101,094		\$ 86,381	\$ 14,713						\$ 101,094
	GRAND TOTAL	\$147,460,028		\$ 1,263,226	\$35,775,980	\$ 67,119,168	\$17,959,409	\$ 12,955,352	\$ 4,846,380	\$ 2,118,394	

Current Project
Project on hold
Cumming Managed Project
CM/PM tba
HCC Managed Project



Repair, Maintenance and Replacement Projects Construction and Project Management Services

- **Cumming Group - For management of priority projects:**
 - *Kitchen Hood Control Panel and Fire Suppression Upgrade*
 - *Slate Tile Repair*
 - *Chiller Replacement*
 - *Main Kitchen Dishwasher Replacement*
 - *Ballroom Roof Repairs*
 - *House Sound Audio Upgrade*
 - *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
 - *3rd floor and Exterior Planters Repair*
 - *LED Lighting Upgrade*
 - *Walk-in Refrigerator Replacement*
 - *Main Kitchen Flooring Replacement*
 - *Exterior Building Painting*
 - *Main Kitchen Freezer Repairs*
- **For management of Rooftop Terrace Deck Repair – to be procured by HTA**

Repair, Maintenance and Replacement Projects Completed (since 2020)

- *Gutter Trough, Roof Membrane and Other Roof Repairs; \$8.3M, completed 2020*
- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*
- *Lobby Glass Replacement - \$25k, completed 2022*
- *Security Camera, NVR, Access Control System - \$1.56M, completed 2022*
- *Kitchen AC Compressor Replacement - \$16.5k, completed 2022*
- *Event Stage ADA Ramp - \$41k, completed 2023*
- *Escalator #1 Handrail Replacement - \$64k, completed 2023*

A close-up photograph of a sailboat's rigging. The image shows a wooden boom with a pulley, ropes, and a decorative garland. The text "Mahalo Nui Loa" is overlaid in the center.

Mahalo Nui Loa

17

Presentation and Discussion Regarding an
Update on the Meetings, Conventions and
Incentives Market Activity and Pace Report, and
Hawaii Convention Center Activity and Local Sales

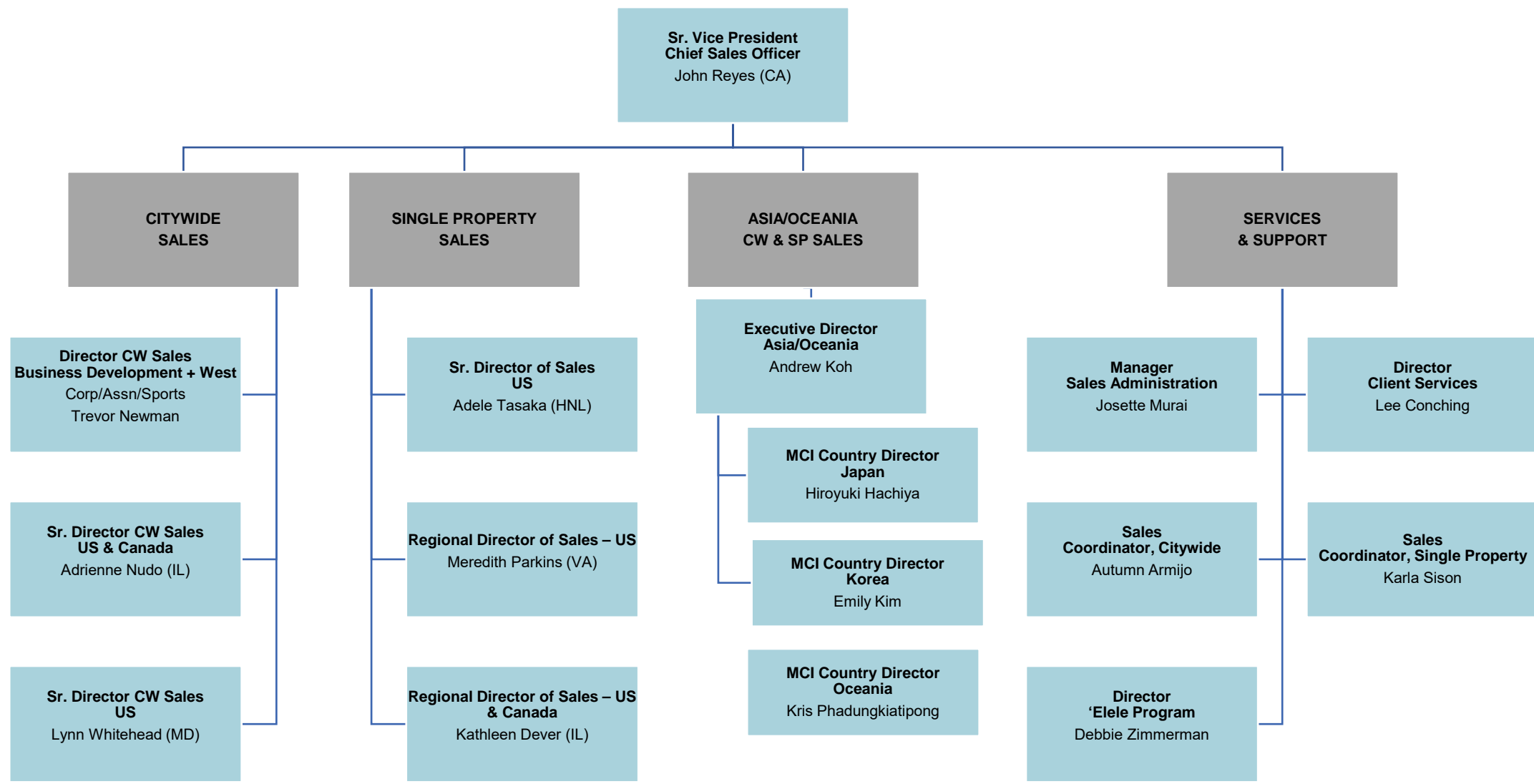
HTA Board Update GLOBAL MCI SALES

July 27, 2023

John Reyes,
Senior Vice President, Chief MCI Sales Officer



GLOBAL MCI TEAM



Unless otherwise noted, staff located in HVCB Corporate Office

DEFINITIONS

Sales Production

- New volume of events and room nights for any future year

Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur



SALES PRODUCTION UPDATE



SIX MONTH CITYWIDE SALES PRODUCTION

January - June 2023 v. January - June 2022

CY 2023 Six Month Sales Production	6 Mo 2023	6 Mo 2022	Variance
Citywide Definite RN	64,928	34,426	+89%
Citywide Tentative RN	225,721	132,998	+70%

Sourced from Meet Hawai'i January - June 2023 HTA Month End Reports



CITYWIDE SALES PRODUCTION

June 2023 v. 2022

June 2023 Sales Production	June 2023	June 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	42,515	0	+%	64,928	34,426	+89%
Citywide Tentative RN	63,915	95,767	-67%	225,721	132,998	+70%

As reported in Meet Hawai'i Global MCI Status Report - June 2023



MCI SALES ACTIVITIES

- ACCESSE Leadership Conference Stem Society Professionals - July
- Intl Union Geodessy and Geophysical Pre-Promote Frankfurt - July
- National Association Letter Carriers 2030 Site Inspection - July
- CVB Representatives Chicago Client Event - July
- American Society of Association Executives Annual Conference – August
- Corporate Event Marketing Association Annual Conference – August



2023 GLOBAL SALES ACTIVITIES

- Allstar Cheerleading Multi-Year Deal – Australia
- Daito Kentaku Customer Meeting
- JTB Japan Expo August



FUTURE PACE (Consumption)

Citywide Events Booked at HCC



HCC BOOKING TREND (CONSUMPTION)

Calendar Year	06/17/23	07/18/23
2020	3	3
2021	0	0
2022	8	8
2023	14	14
2024	10	10
2025	9	9
2026	2	1
2027	2	3
2028	0	0
2029	0	0
2030	1	1
Total	49	49

Updated 07/18/23

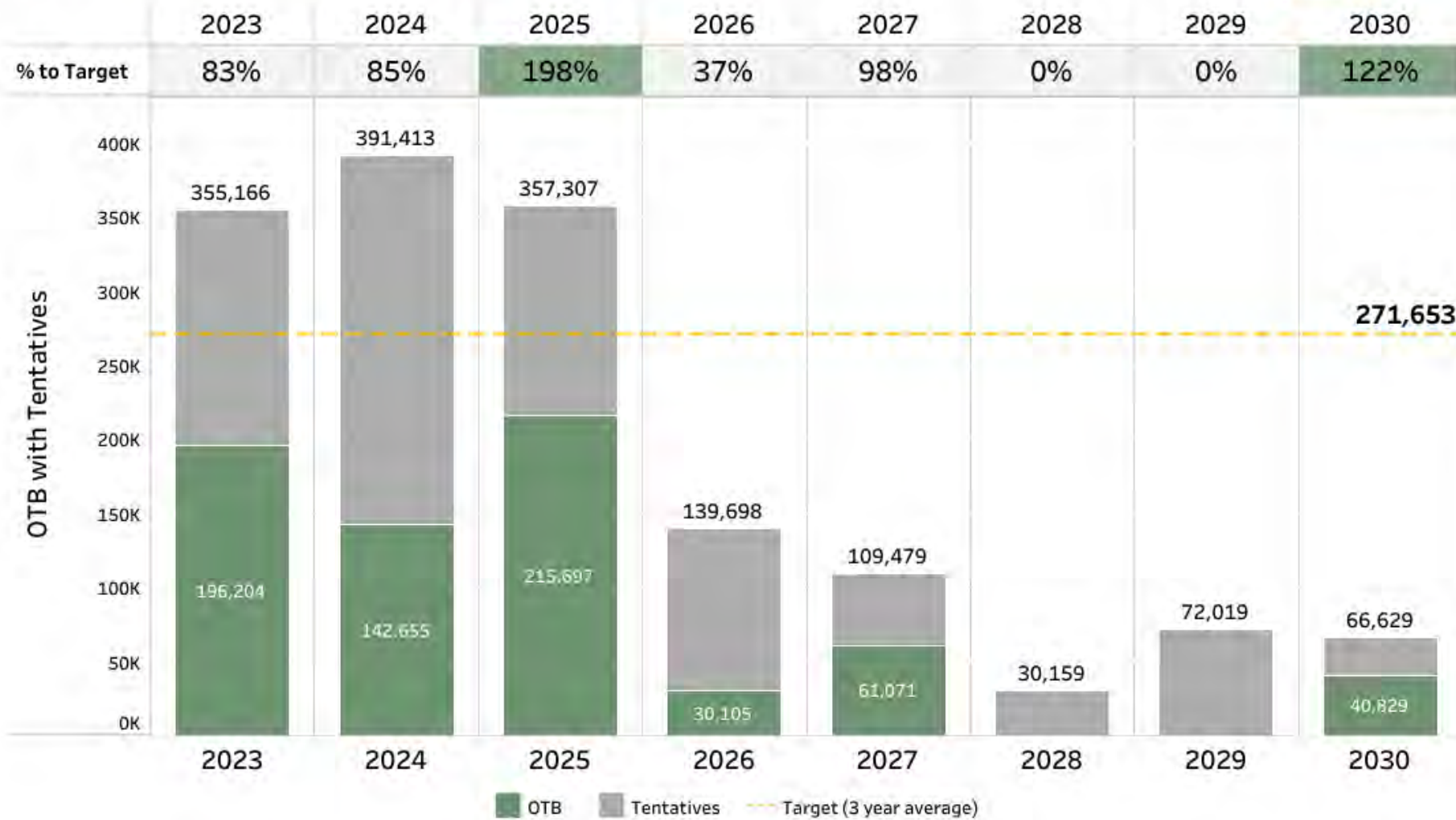


Hawai'i 8 Year Future Pace for Citywide and Single Property

All



Number of events and room nights on the books against a 3-year average target. Data last refreshed on 7/18/2023 11:06 PM



MAHALO!



18

Presentation and Discussion on the
EDA State Travel, Tourism & Outdoor Recreation
Grant (State Tourism Grant)

Presentation and Discussion on the EDA State Travel, Tourism & Outdoor Recreation Grant (State Tourism Grant)

July 27, 2023

EDA's American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Notice of Funding Opportunity– Eligible Uses

- Projects that would support the economic recovery of the travel, tourism, and outdoor recreation sectors
 - Tourism marketing and promotion campaigns
 - Workforce training
 - Economic development planning and coordination
 - Technical assistance projects to assist regional economies to recover
 - Upgrades/retrofits to existing travel, tourism, and outdoor recreation infrastructure
 - Infrastructure projects that lead to long-term increases in tourist activity
 - Other uses to support the travel, tourism, and outdoor recreation industries

HTA Projects

Tourism Recovery Branding & Education Campaign

If we want mindful visitors who spend at an appropriate level, we need to let them know we'd like them to visit

We also need to educate all visitors on how to be mindful

Our activity now keeps us in the consideration set for someone who may not book until this fall for travel in 2023 and beyond

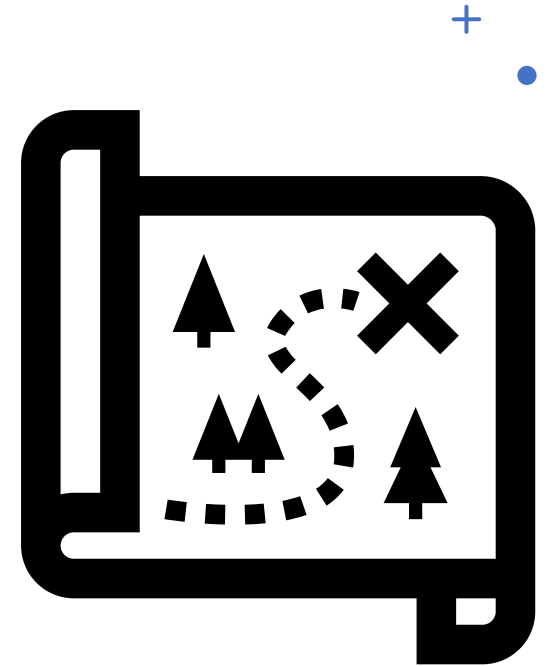
Attracting more mindful visitors will continue to take time and consistency; first be heard and then ultimately believed

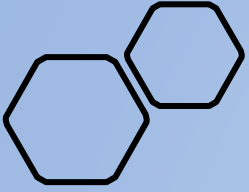
EDA Investment: \$4,000,000



Unique and Engaging Experiences – Creation of Urban Trails

- Incorporate technology to lead experience
- Augmented Reality (AR) to educate hikers
 - Share the historic nature
 - See these areas as they were
- Develop trail markers to ensure hikers are on the right path
 - Physical and virtual
- Encourage economic engagement of businesses along the trail

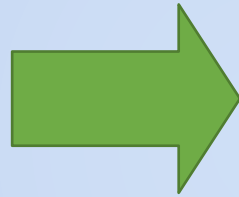




COMMUNITY TOURISM COLLABORATIVE

Inputs

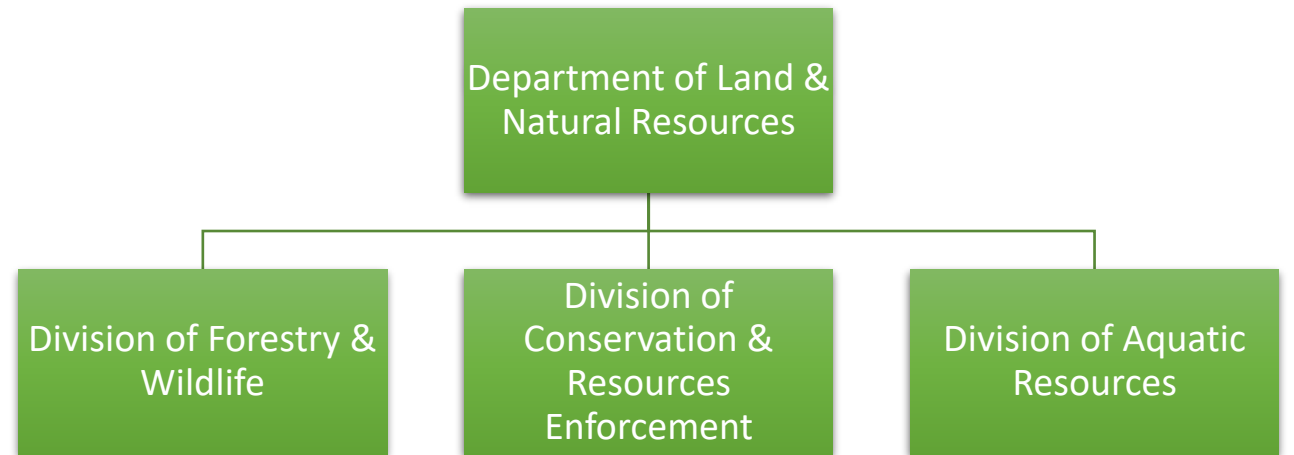
- Interactive workshops, training, planning assistance, resources



Outcome

- Creation of new or enhanced experiences for residents and visitors

Projects





Resource Enforcement Equipment & Educational Materials

- DLNR's conservation resource enforcement officers are the State's primary tool for educating visitors and kama'āina about resource violations and enforcing Hawai'i's conservation laws.
- Statewide project that will provide support for:
 - Enforcement including protective gear, uniforms, computers, and leased vehicles and
 - Education, including development and distribution of educational material that can be used to prevent violations or change behaviors of violators.
- EDA investment: \$400,000



Na Manu Elele: Land Steward Program

- Statewide program to utilize local “stewards” to assist in interpreting the historic nature, natural history, safety concerns of sensitive natural areas, mitigate unwanted behaviors, and ensure safety
- Empowers local communities to manage and mitigate high visitor use in sensitive heritage areas withing their sense of place
- EDA investment: \$3.85 million

Statewide Trail Capacity Study

- Need for:
 - data on usage, community impacts, and other socio-environmental factors.
 - A standardized decision-making framework to establish and enforce use limits and maximize opportunities for final support at appropriate levels.
- Collaboration with UH researchers to develop a decision tool:
 - Trail use capacity based on environmental and social vulnerability/threat
 - Triggers for applying specific management measures
 - Standardized methods for assessing resource condition, user satisfaction and community support for trail resources
- EDA investment: \$1.1 million



Ala Kahakai Interpretive Plan

- Development of a comprehensive Interpretive Plan in cooperation with the various communities and descendants within the Ala Kahakai trail Corridor
- Plan will also be in coordination with the Ala Kahakai National Historic Trail
- Includes preliminary template and content design for interpretive signs, digital content and other features supporting responsible recreation use.
- EDA Investment: \$300,000



A scenic view of a valley with rolling hills and a river, with two hikers and a dog in the foreground. The hiker on the left is wearing an orange jacket and a backpack, while the hiker on the right is wearing an orange shirt and a green cap. A white dog is standing in the foreground. The background shows a wide valley with a river and distant mountains under a clear blue sky.

Nāpuʻu Recreation Plan

- Development of a comprehensive recreation plan for the Puʻu Waawaa Forest Reserve and the Puʻu Anahulu Game Management Area in cooperation with the neighboring communities, and descendants of the area, the Puʻu Waʻawaʻa Advisory Council, and user groups.
- Initial buildout or improvement of some recreational features may be included depending on funding.
- Project includes preliminary template and content design for interpretive signs, digital content and other features.
- EDA investment: \$400,000



Day-Use Mooring Buoy Program

- Expand current network of mooring buoys to protect sensitive coral reefs
- Consult with charter dive/snorkel operations that cater to tourists and other relevant stakeholders
- Develop an online public resource to help ocean users identify the maintenance status of DMBs
- Establish a pilot program to conduct regular inspections and maintenance of existing moorings
- EDA investment: \$400,000

Mahalo

18a

Discussion and Action of DLNR's
Oahu Coral Restoration Enhancement Project
for EDA State Tourism Grant

Project Name: O‘ahu Coral Restoration Enhancement

Project Description: This state driven three-year project aims to improve the status of aquatic resources in the State of Hawai‘i, as well as scoping an accessible experience enhanced by coral reef restoration for residents and visitors. Local and indigenous stakeholders will be engaged through information gathering sessions to identify appropriate SCUBA sites frequented by tour operators in the south shore of O‘ahu, in addition to determining the most culturally appropriate site-specific methodology for coral restoration. Restoration activities will primarily focus on improving the status of Hawai‘i’s living coral reef resources by outplanting fully grown corals grown at the State of Hawai‘i Department of Land and Natural Resources Division of Aquatic Resources (DAR) Hawai‘i Coral Restoration Nursery (HCRN), with a range of possible activities and partnerships that will be evaluated and developed in an inclusive planning process with stakeholders within the community.

This project will contribute to improving the overall health of coral reef ecosystems on O‘ahu by outplanting nursery-grown corals that have an increased chance of recovering from bleaching events due to their larger sizes, in addition to providing increased fish habitat by increasing the 3D complexity of a reef site. Outcomes of this project will also serve to provide valuable information about how climate change may impact coral restoration in Hawai‘i. This will assist resource managers with planning future projects involving scaling up coral restoration to protect shorelines against threats due to climate change (i.e. increased storms and sea level rise). Activities will be implemented in the latter phase of the project, with an accompanying outreach and education component to include stakeholders and visitors in the project. This will be achieved through the following objectives and underlying tasks detailed below:

Objective 1: Integrate stakeholder input into coral restoration plan.

This project will place heavy emphasis on planning and stakeholder engagement before finalizing restoration and resource enhancement details. In relation to another big-picture coral restoration plan, [The Hawai‘i Coral Reef Strategy 2030: Makai Restoration Action Plan Goal 1: Bleaching](#), identified several locations along O‘ahu’s south shore as geographic priority areas statewide. Restoration in these areas would have significant benefits to resilience and recovery from bleaching events (Goal 1), a devastating natural phenomenon that contributed to significant coral mortality for Hawai‘i in 2014, 2015, and again in 2019. The Goal 1 Action Plan was finalized in February 2023, and DAR plans to expand upon this process by re-engaging stakeholders in site-specific planning. A locally intensive effort will focus on engaging more stakeholders through in-person knowledge exchanges, virtual meetings, web-based surveys, and other methods that will be outlined in a communication strategy. This project plans to consult with the Office of Hawaiian Affairs, O‘ahu ‘Aha Moku Counsel, and the [‘Āloha Aina Economic Futures Agenda](#) to gain a better understanding about best practices to incorporate Native Hawaiian stakeholder input during the planning phases of this project, including gathering input about traditional ecological knowledge (TEK) by engaging with lineal descendants from the proposed restoration areas to understand perspectives, insights, and genealogical connections for place-based restoration; promoting inclusivity and stewardship of our ocean’s resources to ensure sustainable practices for the people

of Hawai'i through the facilitation of opportunities and cultivation of partnerships with communities.

This approach will include facilitating information gathering sessions with traditional and cultural practitioners to determine the most culturally appropriate site-specific methodology for coral restoration and site selection within Kewalo and/or Maunalua Bay. The project proposes to achieve Objective 1 through the following tasks:

Task 1.1: Identify and coordinate an engagement team with DAR staff and partners; hire appropriate staff/contracted support for project activities as needed.

The Engagement Team will be selected from DAR staff including established and expert members of DAR's Holomua Initiative and the HCRN on O'ahu. Additional planning and coordination support staff will be brought on to assist DAR staff in the project objectives.

Task 1.2: Develop a coral restoration stakeholder engagement strategy.

The project will work with DAR/contract staff and partners within the community to develop a stakeholder engagement plan, which will include materials, presentation agendas, and a timeline for engagement opportunities. Meetings will be hosted to capture feedback from community stakeholders about the project's proposal to ensure stakeholders are part of the site-specific planning.

Task 1.3: Create engagement materials, resources, and other communication products.

Once the engagement strategy is finalized, the project staff will work with DAR education and outreach specialists and partners to provide the resources identified by the engagement team in the strategy.

Task 1.4: Host a series of stakeholder engagement meetings in coordination with the project engagement team for relevant stakeholders, partners, and regulatory authorities to re-introduce the project's goals, timelines, and to capture feedback and concerns from stakeholders.

The DAR/HCRI Engagement Team will host several meetings with members of the community from Fall 2023 - Summer 2024 and project staff will plan to introduce the project's proposal to its members at those meetings. In-person meetings will also be scheduled and hosted for surrounding communities where possible, following the completion of the stakeholder engagement plan. These meetings will provide opportunities to capture feedback and concerns from Hawai'i's stakeholders, in addition to gathering wisdom from traditional and cultural practitioners to understand perspectives, insights, and genealogical connections for the proposed coral restoration sites and activities involved.

Task 1.5: Conduct baseline assessments to support site-specific planning and provide stakeholders with necessary information for evaluating and selecting sites.

The DAR SCUBA dive team will conduct coral and benthic surveys for baseline assessments for site selection evaluation criteria.

Task 1.6: Determine coral restoration needs and additional aquatic resource management needs (i.e. sea urchins, limu) based on site assessment findings.

Based on the baseline assessments, additional coral restoration needs will be proposed if deemed appropriate.

[Task 1.7: Evaluate and integrate stakeholder input to finalize a restoration site and list of target aquatic resource enhancement activities.](#)

Feedback received from the communities stakeholder meetings and any other calls or emails, will be collated and reviewed by the Engagement Team (DAR/contract staff and partners). Priorities for coral reef restoration that benefit the community are important to the division, and the project will provide research support to make the best effort to integrate their feedback into the project's implementation plan. Further in-person and/or virtual discussions will be held to address any additional comments about the implementation plan.

[Task 1.8: Acquire necessary State and Federal permits to conduct the proposed restoration activities.](#)

Project staff will acquire the necessary permits to conduct the proposed restoration activities once the site selection process has been completed.

[Objective 2: Implement site-specific coral restoration plans within existing Kewalo and/or Maunalua Bay recreational SCUBA dive sites.](#)

Existing south shore sites accessed by SCUBA tour operators are proposed for preliminary assessments under this coral restoration trail project. Locations include two dive sites ranging from 25 - 50 ft within the west side of Maunalua Bay (Fig. 1) and a dive site at about 30 ft within Kewalo (Fig. 2). Following preliminary assessments, DAR will solicit other site nominations from stakeholders during engagement meetings. Additional considerations that are planned for future stakeholder discussions are 1) outplanting sea urchins for algae control; 2) restoration site depth considerations; 3) spatial size of the restoration site; 4) and anything else stakeholders are interested in discussing.

Once a restoration site is determined, source coral colonies will be collected with a focus on reef-building and endemic species such as *Porites evermanni*, *Porites compressa*, *Montipora capitata*, *Montipora flabellata*, and *Montipora patula*. Where appropriate, other coral species occurring in Hawai'i such as *Pavona varians*, *Pocillopora meandrina*, *Pocillopora grandis*, and *Porites lobata* may be grown and outplanted. Collected colonies will be quarantined, microfragmented, and fast-grown at the DAR HCRN located at Ānuenuue Fisheries Research Center on Sand Island.

Microfragmentation and fast-grow protocols were developed at the HCRN and involve taking individual healthy coral colonies and cutting them into 1-2 cm² fragments. These are attached onto the HCRN's modules (Fig. 3) where the genetically identical fragments' coral tissue will grow and fuse together to form a functionally massive coral colony that would otherwise take many years to grow (Fig. 4). Through this fast-growth process, the HCRN can quickly restore lost ecological services and functions in a fraction of the time it would take to occur in the wild. Furthermore, by growing larger colonies, the HCRN achieves a size-refuge which increases survivability in the wild, producing colonies that are reproductively mature, and resulting in

greater ecological service values (providing shelter and other services to a wider variety of reef fish and other organisms). This project proposes to grow and outplant a total eighty to one-hundred coral modules ranging from 20 cm to 40 cm at target restoration sites.

Task 2.1: Establish the necessary infrastructure and capacity to implement the selected aquatic resource enhancement activities.

HCRN staff will use existing infrastructure and grow-out tanks at the HCRN, not requiring any major renovations or upgrades, to grow target coral species. Equipment and supplies will be used to provide ongoing operational support for the Nursery's quarantine tanks, coral grow-out tanks, and microfragmentation area, acclimation tanks, seawater filtration systems, in addition to miscellaneous day-to-day facility operations to ensure coral grow-out needs are met. Project staff will meet to plan field operations and to coordinate SCUBA diving and boat support for coral and other aquatic resource outplanting activities and monitoring.

Task 2.2: Implement the selected aquatic resource enhancement activities and any accompanying monitoring and evaluation (e.g. coral collection, coral and urchin grow-out, and outplanting).

Restoration field activities will be conducted by the DAR dive team and will include coral collection for appropriate source material, outplanting of fully grown coral modules and other aquatic resources if deemed appropriate, and monitoring coral and ecosystem health after outplanting activities for up to 1 year.



Figure 1. Map of proposed restoration area among multiple Kewalo SCUBA dive sites.

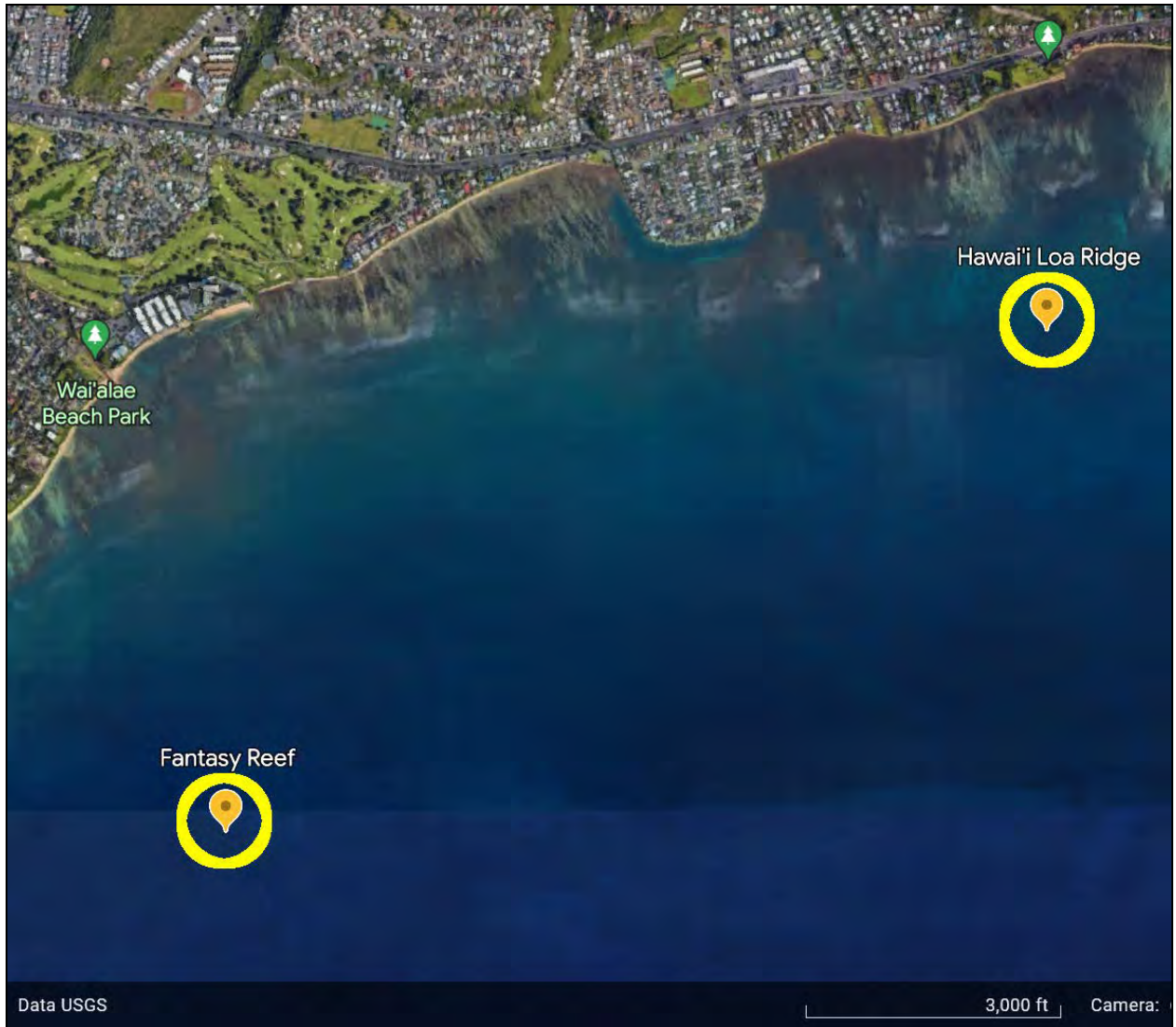


Figure 2. Map of proposed restoration sites within Maunalua Bay.



Figure 3. Genetically identical coral microfragments attached to a 42 cm nursery module (left). Grow-out tanks at the Hawai'i Coral Restoration Nursery (right).



Figure 4. Coral modules fully covered with living coral tissue acclimating to natural light before outplanting (left). Nursery-grown Brown Lobe Coral (*Porites evermanni*) 2.5 years post-outplant (right).

Objective 3: Provide outreach and education engagements with Hawai'i's communities.

This project will provide multiple education and outreach opportunities to engage with indigenous and local communities, and visitors on O'ahu. Project staff will facilitate opportunities and cultivate partnerships with these community groups to develop an education and outreach strategy based on community-specific needs. Proposed outreach activities include but are not limited to:

1. Host community meetings to provide project updates during the implementation phase and completion of the project to target stakeholders involved in the planning process, local community members, and O‘ahu dive charters;
2. Work with youth at local high schools and colleges to teach students about aquatic resource restoration (i.e. corals, limu, urchins) in Hawai‘i and the importance of working towards community and environmental resilience through a combination of presentations, tours of the Hawai‘i Coral Restoration Nursery, and where possible, the development of a DAR internship program and installation of a classroom mobile reef tank to showcase a HCRN coral module;
3. Work with local dive charters to develop training materials for industry staff to teach visitors about the importance of protecting Hawai‘i’s aquatic resources, including how to identify a healthy coral colony, and provide opportunities for local dive charters to partner with local community groups and visitors to actively participate in natural resource management. Additionally, restoration site maps will be provided to help SCUBA divers navigate the restoration site;
4. Participate and where possible, host and partner with existing organizations in broader community events to promote inclusivity and stewardship of Hawai‘i’s aquatic resources to ensure tourism and community groups enrich each other with sustainable practices for the people of Hawai‘i, support Native Hawaiian culture and community through Mauka to Makai storytelling sessions among kupuna and keiki relating to watershed resources, and if appropriate, develop a coral ambassador program and provide an opportunity for communities to attend a coral blessing ceremony;
5. Provide education and outreach materials and where appropriate, a living or static display, to facilities open to the public that are focused on ocean conservation (i.e. Waikīkī Aquarium, Hanauma Bay, Bishop Museum) to support respect for Hawai‘i’s natural and cultural resources;
6. Develop educational signage at restoration sites.

[Task 3.1: Develop an education and outreach strategy that is community-supported, sustainable, and adaptable.](#)

Project staff will work with partners within the community to develop an education and outreach engagement plan to accompany the implementation phase in Objective 2 and for the foreseeable future. The education and outreach strategy will include informal sharing sessions about traditional ecological knowledge (TEK) through the distribution of materials, presentations, and other methods deemed appropriate with an emphasis on promoting ownership of Hawai‘i’s aquatic resources to ensure long-term protection and sustainability. Outreach strategy planning will involve discussions with indigenous and local community members to ensure perspectives, insights, and genealogical connections are appropriately conveyed. Additional discussions with SCUBA dive charter businesses, and State and City and County facilities will be held to obtain feedback about plans to educate residents and visitors about Hawai‘i’s coral reefs and restoration efforts.

[Task 3.2: Create education and outreach materials, resources, and other communication products.](#)

Once the outreach strategy is finalized, the project will collaborate with DAR education and outreach specialists, other DAR programs, and partners to produce the resources identified in the strategy.

Task 3.3: Implement education and outreach events and community programs.

Concurrently with Objective 2, this step will be essential during and following the implementation phase of this project to educate the community about coral restoration in Hawai‘i and to provide updates about the project’s progress. Education and outreach will be conducted by project staff in collaboration with community groups.

Project Team

The Department of Land and Natural Resources (DLNR) is the state agency entrusted with the mission, “to enhance, protect, conserve and manage Hawai‘i’s unique and limited natural, cultural and historic resources held in public trust for current and future generations of the people of Hawai‘i nei, and its visitors, in partnership with others from the public and private sectors.” The DLNR is segmented into ten divisions and four offices, and the **Division of Aquatic Resources (DAR)** is the lead state authority for the management, conservation, and restoration of the state’s unique aquatic resources and ecosystems. The DAR Hawaii Coral Restoration Nursery (HCRN) is located on south shore, Oahu at the Ānuenue Fisheries Research Center where it maintains a state of the art facility in coral husbandry. HCRN staff have made significant advances in the field of coral reef restoration, and their efforts to improve the science and management applications are already yielding successful and thriving coral reef resources in Hawai‘i’s nearshore waters.

DAR works closely with the University of Hawai‘i at Mānoa Social Science Research Institute’s Hawai‘i Coral Reef Initiative (HCRI), the subaward identified in this proposal. HCRI’s partnership with DAR was formalized through Memorandum of Understanding in 1998. HCRI provides research, evaluation, facilitation, monitoring, training, and education in support of DAR initiatives and projects. Staff are contracted by the division and work under the supervision and direction of the DAR Administrator and DAR Program Managers. HCRI staff can be found among the DAR Kona coral reef monitoring team, O‘ahu aquatic invasive species team, Hawai‘i Coral Restoration Nursery (HCRN), Holomua Initiative, Makai Watch, legal fellows, and various coordinator and project management positions. The relationship between HCRI and DAR has been incredibly productive for more than twenty years, and has resulted in substantial progress and achievements in natural resource management of coral reef ecosystems.

Deliverables/Timeline:

Objectives & Tasks	Start	End
Objective 1: Integrate stakeholder input into coral restoration plan.		

DAR Project Work Plan for the EDA/ARP Grant – Travel, Tourism & Outdoor Recreation

Task 1.1: Identify and coordinate an engagement team with DAR staff and partners; hire appropriate staff/contracted support for project activities as needed.	Jul 2023	Aug 2023
Task 1.2: Develop a coral restoration stakeholder engagement strategy.	Aug 2023	Sep 2023
Task 1.3: Create engagement materials, resources, and other communication products.	Sep 2023	Oct 2023
Task 1.4: Host a series of stakeholder engagement meetings in coordination with the project engagement team for relevant stakeholders, partners, and regulatory authorities to re-introduce the project's goals, timelines, and to capture feedback and concerns from stakeholders.	Nov 2023	May 2024
Task 1.5: Conduct baseline assessments to support site-specific planning and provide stakeholders with necessary information for evaluating and selecting sites.	Aug 2023	Apr 2024
Task 1.6: Determine coral restoration needs and additional aquatic resource management needs (i.e. sea urchins, limu) based on site assessment findings.	Aug 2023	Apr 2024
Task 1.7: Evaluate and integrate stakeholder input to finalize a restoration site and list of target aquatic resource enhancement activities.	Nov 2023	May 2024
Task 1.8: Acquire necessary State and Federal permits to conduct the proposed restoration activities.	Dec 2023	Jan 2025
Objective 2: Implement site-specific coral restoration plans within existing Kewalo and/or Maunalua Bay recreational SCUBA dive sites.		
Task 2.1: Establish the necessary infrastructure and institutional capacity to implement the selected aquatic resource enhancement activities.	Jul 2023	Apr 2024
Task 2.2: Implement the selected aquatic resource enhancement activities and any accompanying monitoring and evaluation (e.g. coral collection, coral and urchin grow-out, and outplanting)	Apr 2024	Dec 2026
Objective 3: Provide outreach and education engagements with Hawai'i's community.		
Task 3.1: Develop an education and outreach strategy that is community-supported, sustainable, and adaptable.	May 2024	Sep 2024

Task 3.2: Create education and outreach materials, resources, and other communication products.	Sep 2024	Jan 2025
Task 3.3: Implement education and outreach events and community programs.	Jan 2025	Dec 2026

Outcomes/Measures of Performance

Target Beneficiaries	Output(s)	Outcome(s)
Aquatic Resources	Amount of habitat restored; # corals outplanted; # coral species; coral cover; # fish/invertebrate assemblages; # aquatic resources restored.	Aquatic ecosystem improvement; increased resilience to bleaching; habitat created for aquatic species; increased fish biomass on reefs; increased live coral cover.
Hawai'i Visitors & Residents	# engaged in education & outreach programs; # visiting selected resource enhancement site; # events; # restoration activities/interventions displayed; outreach materials.	Visitors and residents are informed of Hawaiian aquatic species being restored within the project area and how to protect and preserve Hawai'i's aquatic resources; Users participating in low-impact nature-based tourism activities; Increased recreational opportunities within the project site.
Local Businesses	# businesses engaged; # events/outreach resources provided to local businesses.	Education and outreach programming provided to local businesses and community members; Improved visitor satisfaction and perception of aquatic resources in a high-use area.
Researchers & Scientists	# people developing resource enhancement activities; research products/studies; # pilots/restoration practices developed and improved.	Engagement in developing and implementing coral reef restoration; Increased opportunity for early-career professionals; Increased knowledge of Hawaiian reef restoration practices.

Budget

EDA Activity Category: 4. Infrastructure Projects To Support Growth In The Travel, Tourism and Outdoor Recreation Industries (3a Infrastructure: Repair & Sustain)

Project Start Date: July 1, 2023

Anticipated Drawdown Frequency:

Project End Date: December 31, 2026

Budget Amount: \$750,000

Frequency	Amount
7/1/23	\$400,000
4/1/24	\$250,000
4/1/25	\$100,000

Estimated Itemized Budget

Expense Description	Request	DAR Support
Personnel + Fringe Benefits		\$45,955
<i>Planning & Stakeholder Coordination Staff</i>	\$20,000	
<i>Coral Production & Field Staff</i>	\$474,860	
<i>Education & Outreach Staff</i>	\$106,842	
Subtotal Personnel	\$601,702	\$45,955
Equipment	\$26,500	\$0
<i>Harbor water pump back-up</i>	\$4,000	
<i>Grow-out room A/C back-up</i>	\$1,800	
<i>Grow-out room dehumidifier back-up</i>	\$2,500	
<i>UVC sterilizers</i>	\$1,350	
<i>Primary filter systems</i>	\$750	
<i>School outreach tank(s)</i>	\$4,000	
<i>Seawater vat pump</i>	\$200	
<i>LED tank lighting</i>	\$5,400	
<i>Sump pump</i>	\$700	
<i>Skimmer w/ pump</i>	\$1,000	
<i>Supplement dosers</i>	\$250	
<i>Powerheads</i>	\$2,550	
<i>Coral food prep</i>	\$1,000	
<i>Microfragmentation saw</i>	\$500	
<i>Documentation camera</i>	\$500	
Subtotal Equipment	\$26,500	\$0

DAR Project Work Plan for the EDA/ARP Grant - Travel, Tourism & Outdoor Recreation

Supplies		\$10,000
<i>Facilities upkeep</i>	\$1,000	
<i>Filters and filter media</i>	\$1,400	
<i>Water quality</i>	\$1,000	
<i>PVC plumbing</i>	\$500	
<i>UVC sterilizer bulbs</i>	\$1,050	
<i>Life support</i>	\$1,000	
<i>Quarantine</i>	\$1,500	
<i>Microfragmentation</i>	\$2,000	
<i>Coral food</i>	\$3,600	
<i>Dosing supplements</i>	\$8,320	
<i>Concrete modules</i>	\$650	
<i>SCUBA tank fills, servicing</i>	\$6,300	
<i>SCUBA certifications, dive physicals</i>	\$6,300	
<i>Coral collection</i>	\$300	
<i>Outplanting tools</i>	\$4,275	
<i>Safety & PPE</i>	\$300	
<i>Fuel (for generator, vehicles, etc.)</i>	\$1,000	
<i>Boat supplies</i>	\$1,000	
<i>Education, signage, flyers etc.</i>	\$8,000	
<i>Office supplies</i>	\$500	
<i>Miscellaneous</i>	\$173	
<i>Subtotal Supplies</i>	\$50,168	\$10,000
Travel/Meetings	\$2,000	\$2,000
<i>Subtotal Travel</i>	\$2,000	\$2,000
Other		
<i>Utilities</i>	\$2,379	\$50,000
<i>Subtotal Other</i>	\$2,379	\$50,000
Total Direct	\$682,749	
Total Indirect (9.85%)	\$67,251	
Total	\$750,000	\$107,955

Budget Description:

Personnel & Fringe

DAR plans to contract HCRI staff for this project to run day-to-day operations at the Hawai'i Coral Restoration Nursery (HCRN) to produce the Nursery-grown corals and conduct field assessments and outplant monitoring.

HCRN facility support, Coral Husbandry Coordinator (20% FTE), Coral Nursery Specialists x3 (20% FTE), Coral Nursery Technicians x3 (20% FTE), and a Coral Nursery Jr. Technician (20% FTE) will implement tasks under Objectives 1, 2, and 3, support the Project Manager in facilitating stakeholder planning meetings, including developing and procuring engagement materials. Implementing coral restoration site plans, including collection, grow-out, and outplanting. Provide outreach and education engagements with Hawai'i's community.

Field operations support, Aquatic Invasive Species (AIS) Dive Team Coordinator (10% FTE) and an two AIS Dive Team Technicians (5% FTE) will provide boat and SCUBA diving support for site selection assessments and planning, coral collection, coral outplanting, and monitoring.

HCRI Project Manager and Program Support (6% FTE) will facilitate meetings with DAR staff, contractors, and partners to help plan and implement the project, coordinate project staff in completing tasks and producing deliverables, assist with permitting and compliance for the coral restoration project, and provide overall program support.

DAR Support: DAR will provide a portion of program manager and program staff time to support project staff in all three objectives. **Program Manager (~5% FTE)** will participate and provide guidance in project team meetings, and partner/stakeholder meetings under all Objectives.

Special Activity Permit Aquatic Biologist (~5% FTE) will direct the Project Manager in environmental review tasks for coral restoration projects. **Aquatic Invasive Species Biologist (~5% FTE)** will coordinate field operations during assessments, outplants, and monitoring. Staff salaries vary, but fringe is constant at the current fringe rate of 52.83%. Additional state-funded civil service staff may be included in the engagement activities (**O'ahu Aquatic Biologists, Holomua Initiative staff**).

Equipment & Supplies

Equipment costs totaling \$26,500 is requested for equipment required to maintain the Coral Nursery's coral holding and grow-out tanks and produce coral modules. This equipment includes items such as seawater pumps, a coral food freezer, water filtration equipment, a microfragmentation coral saw, a documentation camera, supplement dosers, and back-up life support system equipment such as LED grow-out lights, UVC sterilizers, sump and skimmer pumps, and powerheads.

Supply costs totaling \$50,168 is requested for supplies required to produce coral modules, maintain the Nursery's coral holding and grow-out tanks, and support the project's education and outreach efforts. These supplies include life support system components such as seawater filtration media, UVC sterilizer bulbs, pump and supplement doser parts, microfragmentation saw blades, marine-safe glue, outplanting marine-grade epoxy, quarantine coral treatments, coral food, SCUBA gear parts and annual service, coral collection tools, safety and personal protective equipment, vehicle and boat fuel, and office supplies, in addition to educational materials and signage.

DAR Support: DAR will provide additional boat and fuel support (\$10,000) and meeting refreshments (\$1,000) for the in-person engagement meetings using state funds. Additionally, DAR will provide project staff with a professional Zoom license (\$521.50) to host virtual meetings for over 60 minutes+ with potentially over 100 attendees. Prices on the Zoom website are used to estimate the value of the license (<https://zoom.us/pricing>).

Travel

Travel costs totaling \$2,000 is requested to support staff travel and meetings for project outreach and education.

DAR Support: DAR program staff travel will be provided to support DAR program staff to accompany the project staff to community and stakeholder engagement meetings. Additional staff travel may be arranged throughout this project to attend local conferences under Objective 3.

Other

Other costs totaling \$2,379 is requested to cover any unforeseen expenses associated with the project.

Submitted by (staff name and date):

Ryan Okano (Updated by C.Wolke and C.Jayne 07/24/23)

18b
Staff Report
Brand and Cooperative Marketing Campaigns



STAFF REPORT TO THE BOARD OF DIRECTORS

July 27, 2023

REPORT:

Agenda #18 (b): Update and Discussion on Brand and Cooperative Marketing Campaigns

- Utilize \$2,000,000 of EDA funds to fund the tourism destination brand management and marketing services in Europe MMA for calendar year 2024 and 2025.
- Reserve \$1,250,000 of EDA funds to deploy later as markets continue to recover and allocate as needed. Noting recovery pace in Asian markets (Japan, Korea, China) as key markets to monitor.
- Reserve \$750,000 of EDA funds to fund a cooperative marketing campaigns in the U.S. and Japan MMAs for calendar year 2024 and 2025.
- Amend the Grant Administration Plan to reflect these changes.

FACTS:

- The EDA State Tourism Grant plan was approved by this Board in its June 2022 meeting which includes the marketing portion outlined above and was described in detail as follows:
 - Purpose: The EDA's State Tourism Grant will significantly contribute to the state's recovery. HTA will invest EDA's funds in viable projects and programs that lay the groundwork for future sustainable growth of our travel, tourism, and outdoor recreation sectors.
 - Marketing Campaigns Promoting State and Regional Assets
 - Brand Marketing Campaign (\$3,250,000.00)
 - Development of a targeted branding campaign to support Hawai'i's business and communities through tourism's recovery that are environmentally and culturally sensitive and sustainable.
 - The campaigns will be directed toward the Mindful Hawai'i Traveler audience.
 - Messaging will be consistent with our Mālama Hawai'i & Kuleana campaign messages.
 - We will use existing assets and funds to support paid media opportunities with minimal costs for project implementation and administration.
 - Wholesaler Tactical Co-operative Marketing Campaign (\$750,000.00)

- Development of a tactical co-operative marketing campaign to support Hawai‘i’s businesses and communities through tourism’s recovery.
- The program will partner with wholesalers and escorted tour operators.
- Messaging will be consistent with our Mālama Hawai‘i campaign messages.
- Selected wholesale partners will be required to match any contribution with 100% cash.
- Expected Outputs/Outcomes
 - Increased visitor expenditures
 - No. Of visitor arrivals
 - No. Of room nights
 - No. Of impressions/views in digital, digital – Advanced TV, Digital + CTV, Facebook, and Instagram
- Projected Timing: Q1 2024

DISCUSSION:

- Pending final EDA guidance on foreign entities receiving these funds as well as final approval of our procurement are still required from EDA before awarding any contracts.

BUDGET IMPLICATIONS:

- HTA Budget: Supplanting general funds with EDA funds in the amount of \$1,000,000 million in FY24 and \$1,000,000 in FY25 if EDA allows foreign entities to receive EDA funds.

RECOMMENDATION:

- Utilize \$2,000,000 of EDA funds to fund the tourism destination brand management and marketing services in Europe MMA for calendar year 2024 and 2025.
- Reserve \$1,250,000 of EDA funds to deploy later as markets continue to recover and allocate as needed. Noting recovery pace in Asian markets (Japan, Korea, China) as key markets to monitor.
- Reserve \$750,000 of EDA funds to fund a cooperative marketing campaigns in the U.S. and Japan MMAs for calendar year 2024 and 2025.
- Amend the Grant Administration Plan to reflect these changes.