

Identifying Available Funding Sources (FY2024)**Program Cuts****Funding Amount**

Unspent funds from CEP & Signature Events	\$	518,000.00
Unspent funds from previous Island Chapter contract period	\$	138,000.00
Air Route Development Consulting	\$	250,000.00
'Ōlelo Hawai'i	\$	600,000.00
Global Support Services CY24	\$	200,000.00

Research, Campaign Effectiveness, Evaluation contracts	\$	421,000.00
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Unspent funds from current DMAP implementation programs	\$	750,000.00
Europe MMA	\$	2,000,000.00

EDA: Experiences (Urban Trails or Tourism Collaborative)	(to be determined)	
Community-Industry Outreach & Public Relations Services (scale back)	(to be determined)	
Destination Stewardship - Delay Capacity Building/Technical Assistance	(to be determined)	
	\$	<u>4,877,000.00</u>

Other Funding Sources

Tourism Emergency Fund
 Additional Funding Request to the Governor
 Increase Budget Request for FY 2025
 Federal Programs

Available Funds**\$ 4,877,000.00****Branding Incremental Request**

US MMA \$2.6 million	\$	2,600,000.00
Japan MMA \$2.5 million	\$	2,500,000.00
Canada MMA \$1.5 million	\$	1,500,000.00
US MMA \$2.5 million	\$	2,500,000.00
US MMA \$7.5 million	\$	-
Oceania MMA \$252K	\$	-
China MMA \$100K	\$	-
Korea MMA \$120K	\$	-
MCI	\$	350,000.00
Total - Priority only	\$	9,450,000.00