

# HAWAI‘I TOURISM AUTHORITY



- **Remains an autonomous entity as envisioned and conceived**
- **Retains lump sum funding**
- **Subject to SOH procurement code**
- **Must justify financial existence annually**
- **Board Procedures in statute and bylaws**
- **Sunshine law embraced**

# THE CENTER OF INTEREST OR ACTIVITY

- Meaningful Data, Reports, Dashboards
- Shoring up Organization
  - Immediate Resources: Chief Executive Officer & Brand Roles
- Building Hui
  - Brand Enhancing Partners with demonstrated understanding of *kākou*
- One Voice
- Tell the HTA Story
- Be the Tourism Authority
- Be the Advocate for the People of Hawai'i



# HAWAI'I TOURISM AUTHORITY ORGANIZATIONAL STRUCTURE



“Authority” means the Hawai'i Tourism Authority established by 201B, Hawai'i Revised Statutes.



“Board” means the policymaking Board of Directors authorized to be the governing body or the head of the Authority under chapter 201B, Hawai'i Revised Statutes.



**HTA Chairperson**  
**HTA Vice Chairperson**



**President &**  
**Chief Executive Officer**



**Chief Administrative Officer**



**Chief Brand Officer**



**Vice President of Finance**

## AUTONOMOUS

Having the freedom to govern itself or control its own affairs. Independent.