



KA HĀLĀWAI KŪMAU O KE KOMIKE MO'OHĒLU KĀLĀ, 'OIHANA KĀLĀ, A KIKOWAENA HĀLĀWAI
KE KE'ENA KULEANA HO'OKIPA O HAWAII

**BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po'aluā, Mei 24, 2022, 9:00 kak.
Tuesday, May 24, 2022 at 9:00 a.m.

**HĀLĀWAI MA KA PUNAEWELE
VIRTUAL MEETING**

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:
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*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i
hālāwai.*

After registering, you will receive a confirmation email containing information about joining the
webinar.

Papa Kumumana'ō
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Opening Protocol
2. *E Mālama 'Ia Ana Ke Kikolā I Hiki Ke Ho'olauna 'Ia Nā Lālā Papa Luna Ho'okele A Me Nā
Kānaka 'Ē A'e E Komo Pū Ana Ma Ka Hālāwai*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is
Present with Board Member if Location is Nonpublic
3. *'Āpono I Ka Mo'ō'ōlelo Hālāwai Mai Ka Hālāwai Kōmike o 'Apelila 26, 2022*
Approval of the **Minutes of the April 26, 2022 Committee Meeting**



4. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Palapala Hō'ike Waiwai a Ke Ke'ena Kuleana Ho'okipa Hawaii'i*
Presentation, Discussion, and Action on the **Hawaii'i Tourism Authority's April Financial Report**
5. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Palapala Hō'ike Waiwai A Ke Kikowaena Hālāwai o Hawaii'i No 'Apelila A Me Ka Nū Hou E Pili Ana I Kā Ke Kikowaena Hālāwai o Hawaii'i Papahana CIP 6 Makahiki Ka Lō'ihī*
Presentation, Discussion, and Action on the Hawaii'i Convention Center's April Financial Report and Update on the Hawaii'i Convention Center's 6-Year CIP Plan
6. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana No Ke Noi E Ho'ohana 'Ana He \$225,000 Mai Ka BLI 702 (He Ho'oikaika I Ka Hiki O Ke Kaiāulu Ke Ho'ohua Mai I Nā Huahana) I Ka BLI 014 (Nā Mana'o Kōkua Huaka'i Pono)*
Presentation, Discussion, and Action on **Proposal to Reallocate \$225,000 from BLI 702 (Community Product Capacity Building) to BLI 014 (Pono Travel Tips)**
7. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana Pili I Ke Noi E Ho'ohana he \$106,000 Mai ka BLI 702 (He Ho'oikaika I Ka Hiki O Ke Kaiāulu Ke Ho'ohua Mai I Nā Huahana) I Ka BLI 102 ('Aha Kūkā Ho'okipa O Hawaii'i)*
Presentation, Discussion, and Action on **Proposal to Reallocate \$106,000 from BLI 702 (Community Product Capacity Building) to BLI 102 (Hawaii'i Tourism Summit)**
8. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana Pili I Ke Ka'ina Hana O Ka Ho'āno Hou 'Ana I Ka Mo'ohelu Kālā Makahiki 'Auhau*
Presentation, Discussion, and Action on the **Revised Fiscal Year Budget Process**
9. *Ka Hō'ike A Kūkā Kama'ilio Ma Ke Kāmua Mo'ohelu Kālā A HTA No FY 2023*
Presentation and Discussion on the **HTA's Fiscal Year 2023 Draft Budget**
10. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana Pili I Ke Kālā I Hā'awi Manawale'a 'Ia, 'O Ia Ho'i Ka Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation, I Ke Ke'ena Kuleana Ho'okipa o Hawaii'i E Kia'āina Ige*
Presentation, Discussion, and Action on the **Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii'i Tourism Authority by Governor Ige**
11. *Ho'oku'u*
Adjournment



HAWAII TOURISM
AUTHORITY

Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

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Approval of Minutes of the April 26, 2022
Budget, Finance, and Convention Center Standing
Committee Meeting



**BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE
MEETING HAWAII TOURISM AUTHORITY
Tuesday, April 26, 2022, at 1:00 p.m.
Virtual Meeting**

MINUTES OF THE BUDGET, FINANCE & CONVENTION CENTER STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Fred Atkins (Chair), Micah Alameda, David Arakawa, Kyoko Kimura, Kimi Yuen
MEMBER NOT PRESENT:	
HTA STAFF PRESENT:	John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Maka Casson-Fisher
GUESTS:	Teri Orton, Mari Tait
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order and Opening Protocol

Mr. Regan welcomed everyone to the meeting. Chair Atkins called the meeting to order at 1:07 p.m. Mr. Casson-Fisher did the opening protocol.

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. Regan did a roll call. Everyone confirmed attendance, and they were alone, except for Mr. Alameda, whose son was in the house, and Ms. Kimura, who said Mr. Glenn Yamasaki Kimura was in the house with her. Chair Rafter was excused from the meeting. Mr. Regan said there were no legislators on the online portal.

3. Approval of the Minutes of the March 29, 2022, Committee Meeting

Ms. Kimura said on page 12, the second paragraph from the bottom – "Lahaina" should be "Lāna'i". Chair Atkins asked for a motion. Ms. Yuen made a motion as amended by Ms. Kimura, and Mr. Alameda seconded. Mr. Regan did a roll call, and the motion passed unanimously.

4. Presentation, Discussion, and Action on the Hawai'i Tourism Authority's March Financial Report

Mr. Regan said Mr. Togashi would be presenting the March 2022 financials. He thanked Mr. Togashi and his team for their good work.

Mr. Togashi said the financial packets have details of HTA's financial position and related transactions covered across multiple documents, including balance sheets, statements of revenue and expenditures, budget statement summary, budget detail, budget reallocations, and an executive summary capturing all, as of March 2022.

In March, the primary activity to report was related to \$120,000 for future workforce development, which is HTA's labor program, \$1 million for branding and conferences, including those of HTA's campaign effectiveness study, and their support services contract, and \$130,000 in administrative contracts. The Board made budget reallocations of \$400,000 to Resort Area Hawaiian Culture Initiative and \$667,000 from GoHawaii.com to sports. He said on page 42 of the meeting packet is a summary of all the reallocation's year to date and for the month.

He said as of March 31, HTA has access to \$39.9 million in the Tourism Federal Fund regarding the HTA Tourism Special Fund (TSF). As of March, they have \$46.6 million in cash and investments, representing a \$4.4 million decrease from February disbursements related to operational and program expenditures. Of the \$46.6 million, \$5 million is reserved as their emergency fund, \$38.6 million is encumbered to contracts and \$2.9 million is unencumbered. He anticipates that \$2.9 million of unencumbered funds will increase as savings from certain encumbered contracts are realized.

The TSF sunsets on January 1, which was pursuant to act one of the 2021 Legislative Special Session.

He said that left \$2.9 million available to return to the State's general fund. The \$5 million emergency fund will remain as the HTA's reserve.

He spoke about the chart on page 33 of the meeting packet. Item nine of the Executive Summary showed the progression over time, ending up at the \$5 million emergency fund balance.

He said for the ARPA Convention Center Federal Fund, \$11 million is available and not budgeted primarily toward significant repair and maintenance projects. Regarding the CCESF, they have \$500,000 in accounts receivable and \$50.9 million in cash, consistent with February. Of that \$50.9 million cash amount, \$35.9 million is encumbered toward contracts. The remaining \$15.5 million of unencumbered funds, including the \$11 million in TAT, and HTA received earlier in

the year, including the continued deposit of Convention Center revenue. It would primarily be stored as a Repair & Maintenance reserve for future deployment, subject to the restoration of the CCESF expenditure appropriation ceiling currently before the legislature.

Page 35 of the meeting packet shows the CCESF reserve. At the beginning of the fiscal year (FY) 2022, the CCESF had reserves of \$370,000. He anticipates that balance will increase to \$16.4 million by the end of the FY2022 due to the deposit of Convention Center revenues and receiving \$11 million in TAT allocation. It is currently \$15.5 million. Of the \$16.4 million, approximately \$14 million is earmarked to support the six-year recurring maintenance plan that HTA covered in previous Board meetings.

Chair Atkins asked if there were any questions.

Mr. Arakawa asked for an overview of the monies spent in March 2022. He asked if there were any major initiatives they were preparing for. He asked what they would be spending their money on next month.

Mr. Togashi showed the statement of revenues and expenditures on page 43. He said there are several statements as they have different funds. He spoke about ARPA Federal Funds; approximately \$4.2 million was expended for branding efforts, their major market area. Mr. Togashi spoke about DMAPs. He said DMAP is comprehensive and that branding efforts support DMAP initiatives. He said there is a line item for the ARPA budget for planning.

Mr. Regan showed the financial statements related to the HTA TSF. He said they have expanded in the period of March, \$4.3 million of prior year expenditures. He spoke about the distribution - \$550,000 for Hawaiian Culture, \$525,000 for natural resources, \$2.9 million for Branding, and then further distribution of \$150,000 or so and \$127,000 to Safety and Security and Tourism Research, respectively.

Ms. Kimura said a major reallocation of \$150,000, from Hawaiian Culture to Resort Area Hawai'i Culture Initiative, but asked if it was still in the Hawaiian culture pillar.

Mr. Togashi confirmed this as correct but said they reallocated \$400,000 to the Resort Area Hawaiian Culture Initiative -\$250,000 was from Route Development, and then another \$150,000 was from within the same budget category, just a different budget line, the Hawaiian Culture Opportunity Fund.

Ms. Yuen built on Mr. Arakawa's question earlier. She said Ms. Anderson would have updated summaries as part of her budget evaluation and will try to categorize everything into pillars.

Mr. Arakawa said HTA wants to support all four pillars - the DMAPs, Hawaiian culture, natural resources, and branding.

Mr. Togashi helped illustrate Ms. Kimura's point and asked them to look at page 53, the first page of the budget reallocation summary they provide every month.

Ms. Yuen said Ms. Anderson would do the update for all the islands and DMAPs, at the full Board meeting.

Mr. Regan said there were no questions from any of the attendees.

Chair Atkins asked for a motion as a recommendation to the Board that they approve the financial reports.

Mr. Arakawa made a motion, and Ms. Yuen seconded. Mr. Regan did a roll call, and the motion passed unanimously.

5. Presentation, Discussion, and Action on the Hawai'i Convention Center's March Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan

Mr. Regan welcomed Ms. Orton and Ms. Tait. He thanked Ms. Orton and her team for a good job. He said Ms. Orton and her team had been busy with various conferences, conventions and activities at the Convention Center. He turned the floor over to Ms. Orton and her team to present the financial reports for the Hawai'i Convention Center.

Ms. Anderson spoke about the past weekend with Kawaii Kon, which she said she would update next month. She said this event was a testament to everyone's pent-up frustration of wanting to get out and socialize, as they had more people in the building than they anticipated. She said the event tickets were purchased up until the last day. It was a phenomenal weekend in food and beverage sales with record-high numbers. The queues were long, and the meeting organizer required vaccination cards for entrance. She said well over 15,000 to 20,000 people were moving in and out of the building for three days.

Ms. Orton said the waiting time was four to five hours to get into the building, and every door had checkpoints. The concession lines were at least 50 people deep at any given location. She said they would have loved to have opened up more concessions to bring the lines down and generate more revenue but did not have the staff on hand.

She mentioned they had almost a 50% call out on their scheduling for housekeeping and for food and beverage from their staffing agencies. People would sign up and say they would fill

the schedules but then not show up. She said it compromised the service they wanted to provide. This often called for all-hands-on-deck for staff. She said they are struggling to get staff up to ensure they can deliver the service that their customers are expecting. She hopes the staffing situation gets better in time.

Ms. Orton spoke about the contracted room nights to date. As of March 2022, it was 9,585 room nights. She said it comprised of International Dairy Queen and a volleyball tournament.

She said in April 2022, they had The Association for Asian Studies, their second MCI piece of business outside of the volleyball tournament. During March 2022, they had fifteen events, including one city-wide, that brought in 1,665 attendees. This generated \$80,000 in revenue at the Convention Center, \$9.5 million in State Economic Impact, and \$1.1 million in State tax revenue.

She said the number of events occurring each month since January had started to mirror pre-pandemic levels. They have increased sales activity in the Convention Center building. However, the returns are smaller due to the shortage of city-wide and international businesses that they usually have on their books. This is due to the pandemic where they pushed some events out and received some cancellations of city-wide events.

She said her and her team have been doing their part of mitigating costs, including reductions in expenses in each department. She said they are trying to fill positions, but some of the positions have remained vacant because they cannot get anyone to apply. The people that use do not show up for interviews.

She said in April 2022; they posted \$52,000 in revenue, an employee tax credit that they received from the IRS, ASM, and their corporate office work with ADP, their payroll processor, to obtain this credit. She said it was a nice added unexpected revenue received.

She spoke about the facility forecast for the FY2022, which reflects a net loss of \$5.2 million, \$309,000 better than their budget.

Ms. Yuen asked if Ms. Anderson would add the information about the impact to the state economy, as she said it is important that there is a bigger impact than just the facility net income loss.

Ms. Anderson said for the next meeting, she will do this and have a year to date – accumulative, so they can see the end results.

She added that the budgeted room nights included Best Western, which was moved. She said it was budgeted for 2022, but moved to 2023. She said the room nights were roughly about

7,110. This was not a loss; it was just moved out to 2023. She said that the variance of 13,000 includes the 7,110 room nights that they lost in their budget but will be picked up in the FY2023.

She spoke about the slide showing cancellations due to the pandemic; however, there are 48 events of definite business on the books including two city-wide for the remainder of the FY2022. There are also two First Option events which will probably turn definite.

She highlighted recent local events – The Association for Asian Studies was March 24 to 27, with about 3,200 attendees. She mentioned Mufi Hannemann’s Hawai’i Hotel and Restaurant show on March 30, bringing in 2,000 plus attendees in two days. The UH College of Engineers Annual Banquet brought in about 800 attendees.

Ms. Orton updated definite business on the books, with local revenue for April, May, and June 2022. She noted highlights from February 2022: NCIS filming, a local volleyball tournament and in March, a second local volleyball tournament, and a packet pickup for a 10 km run. They had Kawaii Kon, another volleyball tournament, and Hapalua half marathon packet picked up in April. In May they have various commencement ceremonies, which they picked up due to the pandemic. A lot of high schools use their Convention Center for commencement ceremonies and have decided to stay with them – The Damien Memorial, Kalani High School, and a few other schools.

She mentioned they have a Hawaiian Na Kupuna Nights concert in the month of May 2022. In June, they have Joy of Sake. Beyond Monet Exhibit are in June, July, and August. She said they are looking forward to hosting that event. Previously they shut the event down earlier due to the pandemic, so they hope they can make up for the revenue loss.

Some of the tentative business they are looking to turn definite is the Hawai’i prayer breakfast, another piece of business picked up during the pandemic. They have several events each year. She mentioned Material Research coming in Spring in May with about 4,000 attendees. This would be their third actual MCI piece of business for 2022. She said the Hawai’i Technology Academy commencement, a cheerleading convention in May.

She spoke about PR and advertising scheduled for the next few months. She had an article interview with Pacific Business News, where they asked questions about coming out of the pandemic and some of the changes in business at the Convention Center. She said they did an advertisement placement, advertising that the Convention Center is open for business with no restrictions and trying to garner more local businesses to fill their short-term calendar. She asked if there were any questions before turning the floor over to Ms. Tait, but there were no questions.

Ms. Tait updated the six-year Repair and Maintenance (R&M) project plans. She spoke about the ongoing trellis project. She said they have all of the light fixtures on site and are moving along very well. They are hoping to complete it by the end of May 2022. This would include installing the lights, getting everything connected, and putting in the final pieces to be fully operational.

She highlighted the ARPA-funded project. She said they have been working with Mr. Regan and Mr. Togashi, but the PowerPoint had not been updated yet.

She spoke about the reallocation of funds from R&M to other expenses, one being the continuation or the update of the Futures Study. She said relocating for insurance costs is coming up. She said they proposed to defer the ballroom and meeting room wallpaper replacement project, item number 025, and have that funded by the HTA health CIP funds and reduce the budget for the air wall repairs. She said all the documents would reflect correctly in next month's meeting.

She spoke about the completed projects. She said they closed out the January 2022 leak repairs.

Ms. Anderson commented on the last R&M that Ms. Tait noted for the leak repairs. She said it was \$396,000, for the December 2021 and January 2022 flash floods. She said the total leak repairs were due to the rooftop repairs not being completed. She noted that every time there is a flash flood, it costs R&M to fix rooms to return to order for use, but not fixing the actual leak source. She wanted to let everyone know the extent of the funds they put out to return the rooms to inventory. She said it was a flash flood that took place during Thanksgiving. They had to fix it quickly for International Dairy Queen, and then a day before arrival, there was a second flash flood. They had to move their rooms around and start on a secondary repair for all the rooms they just finished. This was almost \$400,000 in R&M funds they used for this.

Chair Atkins asked how they held up during the recent light, normal rains. Ms. Orton said they had some leaks, which had to be repaired, but fortunately not in the meeting rooms.

Chair Atkins asked if that was part of the \$400,000, but Ms. Orton said that it was an additional amount.

Mr. Arakawa asked what the average R&M cost is to fix storm damage and prevent mold. Ms. Orton said it was around \$200,000 plus on average. She said the first one was \$250,000. Ms. Tait agreed with the amount. She said it also depends on which areas get damaged and how much damage is caused.

Mr. Arakawa asked that if they did the roof repairs that CIP requests, would that mean they do not have to spend \$250,000 every time there is a severe storm or rain incident, and Ms. Orton confirmed that to be correct. She said most of the repairs are all from the rooftop terrace deck.

Chair Atkins said Mr. Arakawa raised a good question about the mold. When they're doing emergency repairs, he asked if they have the time to dry everything out and mitigate any kind of mold, as it is more expensive than replacing drywall.

Ms. Orton said they hired a company to do the mold remediation, and they will return for a test for moisture once the repairs are done. She said it is a safety issue for staff if it is not fixed properly.

Ms. Yuen asked how many rooms were impacted, and Ms. Tait said it was five rooms, but several of the rooms have three different rooms – A, B and C, and A and B. She said it was mainly the rooms located right under the rooftop.

Ms. Anderson recalled that it was just under ten rooms. She said there was a lot of damage at the back of the house.

Chair Atkins asked if any water made it through another level that went down to other floors.

Ms. Orton said it was just the third-floor meeting rooms as far as she knew. She said there were 20-foot sections of meeting rooms where the ceiling tiles fell out, which was not just a drip leak, but a lot of water.

Mr. Arakawa reiterated that a lot of these questions were to motivate the legislature to approve \$64 million for the roof fix. He said they are trying to determine the amount of damage it causes without the repaired roof, as well as the costs involved.

Ms. Orton agreed and said it is also reputational damage, as the leak and repair issue had been reported in the newspaper. Meeting planners were also asking about the repairs and leaks before planning their meetings. She reiterated the incident at International Dairy Queen where they had to rearrange rooms to accommodate the event.

Ms. Orton also mentioned The Transom Glass Project, where drywall was falling from the beams down to the third floor, is a safety hazard. She had to ask her team to stanchion off that entire area that was at risk for ceiling tiles falling from the fourth floor to the third.

Chair Atkins said that The Dairy Queen was a decent-sized group, but they could accommodate twice the size in the Convention Center. If this leaking happened with a bigger group, relocating them would have cost a few hundred thousand. He said the best year to fix it would be 2024/2025. He hopes the legislators will understand the impact.

Ms. Orton said the hotels also lose out if companies relocate to another city – thousands of room nights for hotel partners are lost. This is important for the State to generate TAT, and impacts everyone.

Chair Atkins spoke about generating TAT again. He said before it was almost up to \$700 million, so looking at the big picture of \$64 million for a working Convention Center helps generate TAT.

Mr. Regan said there were no questions from any of the attendees.

Chair Atkins asked for a motion to approve the financial statements for the Hawai'i Convention Center, and the six-year CIP overview.

Mr. Arakawa made a motion, and Mr. Alameda seconded. Mr. Regan did the roll call, and the motion passed unanimously.

6. Presentation, Discussion, and Action on Proposal to Reallocate FY22 Convention Center American Rescue Plan Act Funds from Major Repair and Maintenance to Insurance in the Amount of \$419,345 to Support Convention Center Insurance for Property Coverage of the Convention Center

Mr. Regan said this was an ask for the reallocation of funds to support their insurance needs to cover the Convention Center. This is something they have to fund on an annual basis. If something were to happen to the Convention Center, HTA could get it repaired through their insurance coverage. He said it is a very important request for funding. He asked Mr. Togashi to share some context.

Mr. Togashi gave perspective on the type of coverage. He said it covers any real and personal property relating to the building, or physical loss. This would include anything from windstorm, flooding, earthquake, terrorism, and machinery if any of these types of events happen. He said there are various deductibles depending on the type of loss, but it is a program that is administered by the State Risk Management Office for all state buildings. He said they come up with their annual premium every year that they pay and allocate it out to different departments.

Mr. Regan asked Mr. Togashi to speak what HTA has spent in the past on insurance historically. As he recalled, this year was an increase in insurance costs.

Mr. Togashi said they spent anywhere from \$150,000 to \$200,000 in the past years due to the significant increase of the cost of business, which they had anticipated, and it has more than doubled.

He said they are asking for this re-allocation because they had budgeted for the use of those funds out of the FY2021 budget. So, they had encumbered those funds as part of their Board resolution funds at the end of FY2021. He said they learned, due to certain procedural matters, that they cannot do so and apply or utilize what they had encumbered for that particular purpose. He said, unfortunately, they could not use FY2021 for this purpose. He said it required them to ask for this reallocation of funds within their FY2022 Convention Center ARPA funds. He noted that it does not have any net result. All it means is that the funds that HTA had initially encumbered out of the CCEF, out of the Board Resolution funds, will remain in the CCEF until HTA can spend it upon the legislature's approval CCEF ceiling. So, on a net basis, it is a net-zero impact, it is not an increase concerning anything they expected.

Mr. Regan noted that it is coming out of risk management. He said HTA are being presented something from another department stipulating what they owe for insurance. He said it is a requirement by the State. He asked for everyone's support. He said the insurance coverage had helped them recently when they had vandalism on the building, with some window damage. The cost was about \$20,000 to \$50,000 per window.

Chair Atkins asked if the State's insurance policy spills out toward the Convention Center. He said that he is not sure it would be covered because of the pre-existing problems. He said it is important to check what is covered by the policy. He said it would be good for the Senator to know what is really in the policy.

Mr. Togashi said he would look into it, but he thinks that they are wrapped into the larger State policy.

Mr. Regan said there were no comments from the public.

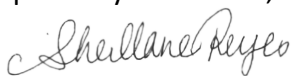
Chair Atkins asked for a motion. Ms. Kimura made a motion, and Mr. Alameda seconded.

Mr. Regan did a roll call, and the motion passed unanimously.

7. Adjournment

Chair Atkins asked for a motion to adjourn. Mr. Alameda made a motion, and Ms. Yuen seconded. The motion passed unanimously. Mr. Regan concluded the meeting at 2:12 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder

4

Presentation, Discussion and Action on the Hawai'i Tourism Authority's April Financial Report

4.1

Financial Statements – Executive Summary

As of April 20, 2022



AUTHORITY

Financial Statements – Executive Summary
As of April 30, 2022

Foreword:

- FY 2021 Transactions Processed in FY 2022. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY 2021 funds that we submitted to DAGS in FY 2021 were processed by DAGS as FY 2022 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY 2022 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY 2021 encumbrance records and we will omit these transactions from our focus in FY 2022 business discussed in these financial statements.

Further detail can also be found in HTA’s June 30, 2021 financial statements.

- New Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary to discuss the Tourism Federal Fund (ARPA) and Convention Center Federal Fund (ARPA).

Tourism Federal Fund (ARPA TFF) – [Official Name: HTA CSFRF Subaward]:

1. \$37.4M in cash (remaining from amount that has been allotted to HTA so far), a decrease of \$2.5M primarily due to disbursements related to operational and program expenditures.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved (CSFRF)	B&F Funds Release		Board Approved Amount	Encumbered
		Requested	Approved		
Hawaiian Culture	-	1,565,500	-	1,815,500	-
Natural Resources	-	665,000	665,000	665,000	50,000
Community	27,289,500	735,500	735,500	735,500	120,000
Branding	28,500,000	33,563,000	31,730,000	33,563,000	30,368,696
Sports	-	4,344,889	3,677,889	4,344,889	2,594,889
Safety & Security	-	900,000	900,000	900,000	1,380
Research	-	-	-	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	441,538
Admin	648,700	999,111	999,111	999,111	201,422
Governance and Org-Wide	351,800	351,800	351,800	351,800	221,661
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	3,210,000
	60,000,000	48,340,000	44,274,500	48,850,000	37,209,586

B&F has approved HTA's extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

- Over several meetings, the HTA Board approved a partial FY 2022 budget of \$48.9M, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	Description
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000	48,375,000	Programs previously identified as needing further clarification to Board's
January 2022 Meeting	475,000	48,850,000	NAHHA FY23

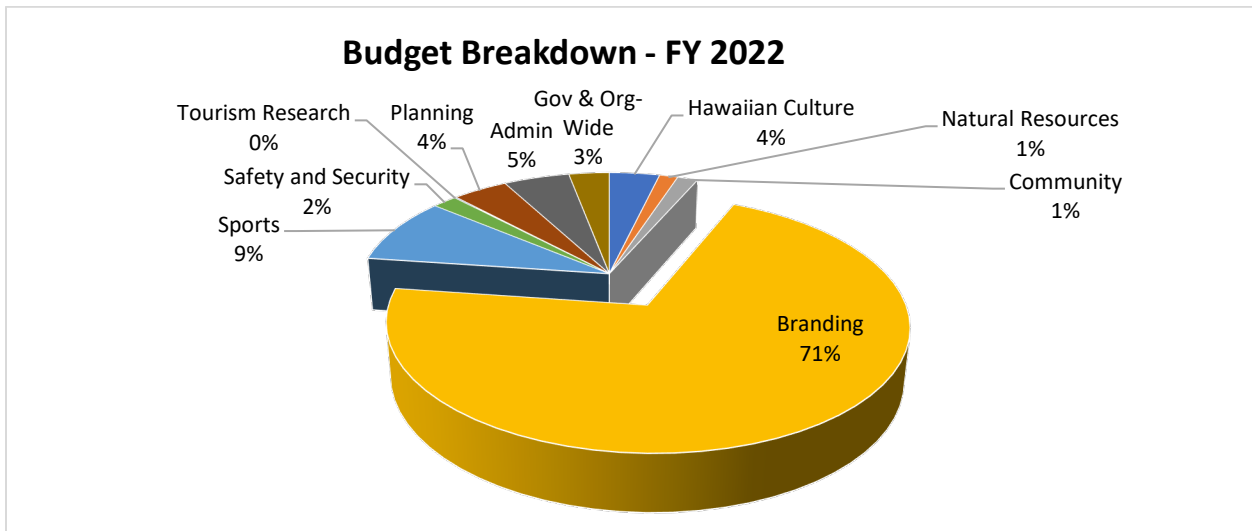
Through April, \$11,150,000 of programs presented as part of HTA's draft FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,850,000 approved to date.

As of April 30, 2022, \$37.2M of the \$48.9M FY2022 budget was utilized/encumbered, or 76%.

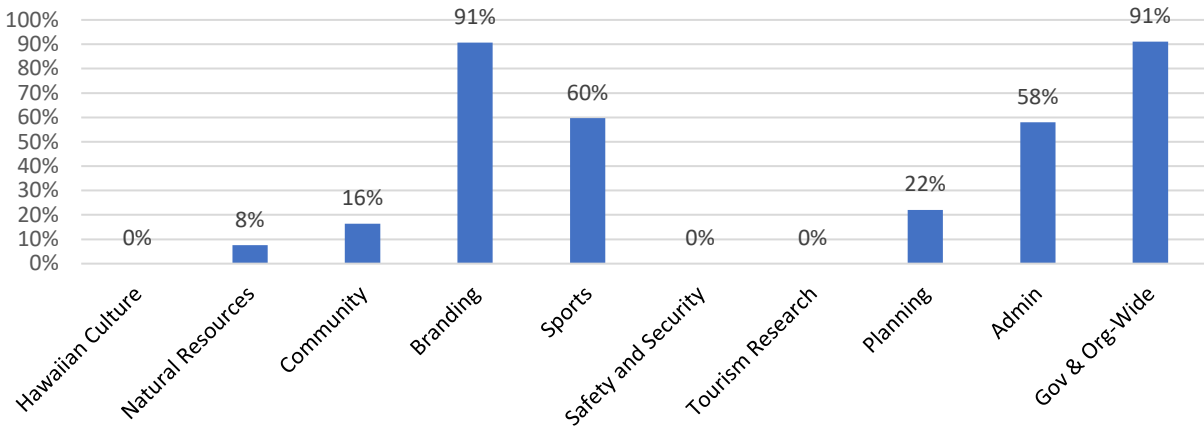
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA’s request to reclassify Federal eligibility categories from “Negative Economic Impacts” to “Revenue Loss (Revenue Replacement).”

Primary Federal Category	Budget	Encumbered	Remaining
Revenue Replacement	45,440,000	33,749,586	11,690,414
Continuation of Government Services			
Payroll	3,410,000	3,210,000	200,000
	48,850,000	36,959,586	11,890,414

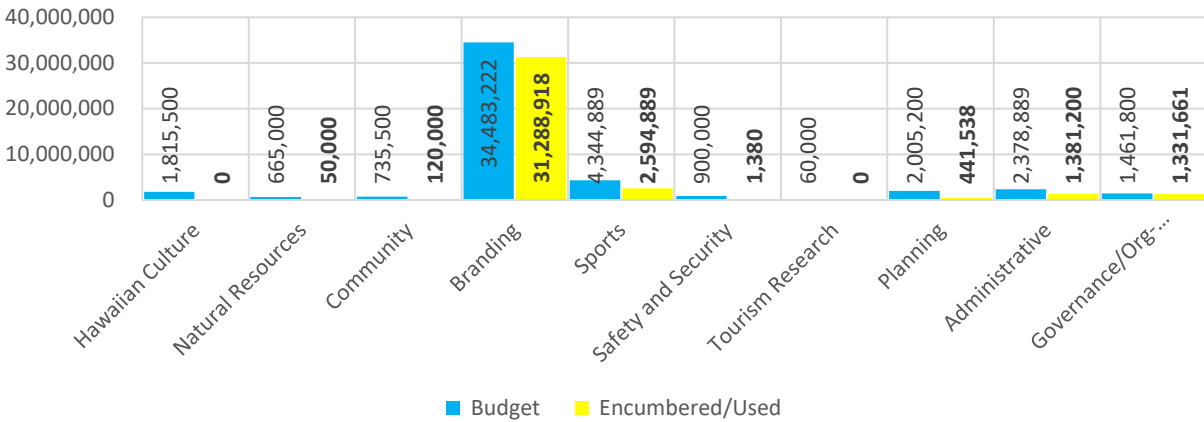
The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that approximately \$11M of HTA’s budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, a more balanced budget would be evident when considering the contracts for FY 2022 services that HTA encumbered using FY 2021 funds (sourced from June 2021 TAT revenue and HTA Board Resolution funds). Further, we anticipate approximately 29% of HTA’s FY 2022 budget to be used toward Branding Education programs.



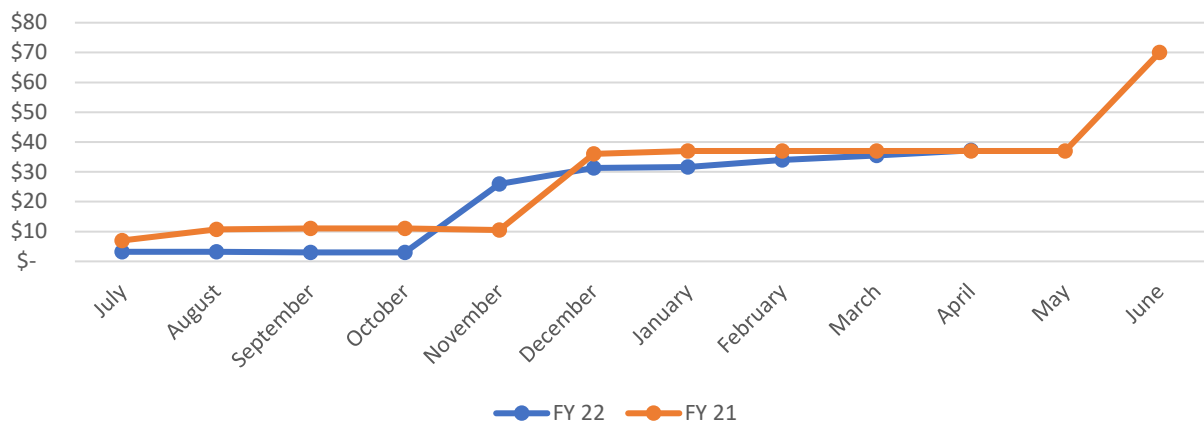
Percentage of Budget Utilized 4/30/22



Budget vs Encumbered as of 4/30/22 (Budget Used)



Budget Utilized (in millions)

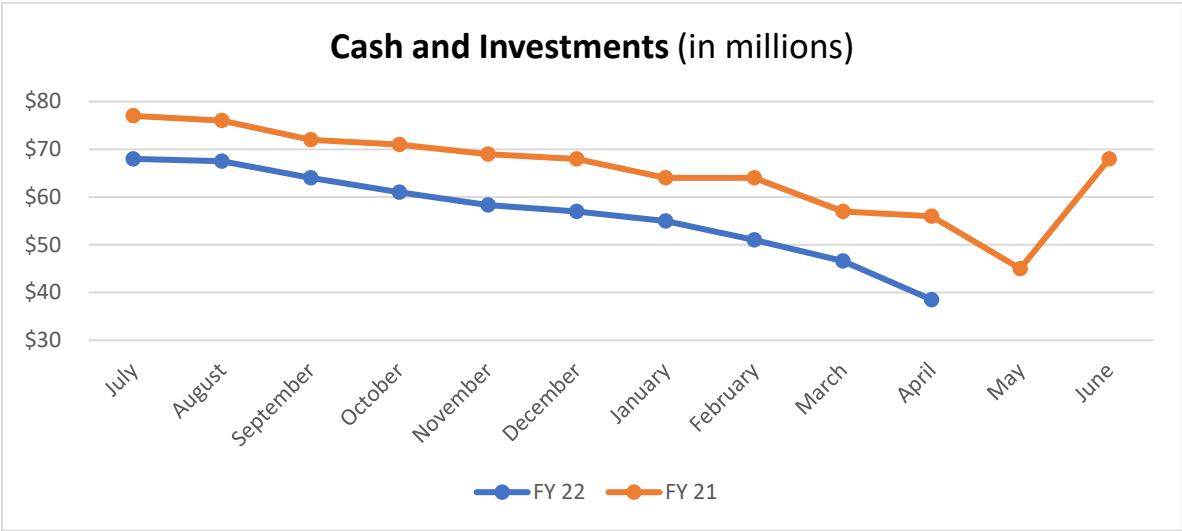


A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. No reallocations were made in April 2022.

- 4. Operating Income (Loss):
 - a. Cumulatively, \$44.3M has been allotted to HTA year-to-date through April 2022, which represents ARPA funds HTA is using in FY 2022 for staff’s payroll, program, admin and governance costs.
 - b. Cumulatively, \$6.9M has been expended year-to-date through April 2022.
 - c. Since this is the fund’s first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Tourism Special Fund (TSF):

- 5. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State’s General Fund. The \$5M Emergency Fund remains with HTA.
- 6. \$38.5M in cash and investments. The trend in cash balance is consistent with that of the prior year, except HTA does not anticipate an influx of cash at the end of FY 2022. In FY 2021, HTA funded its operations from its reserves that was bolstered by cancelled and/or reduced contracts due to the pausing of TAT distributions to HTA. During that period, there were minimal sources of revenue until TAT distribution temporarily restarted in June 2021. In FY 2022, we continue to spend down previously encumbered funds.



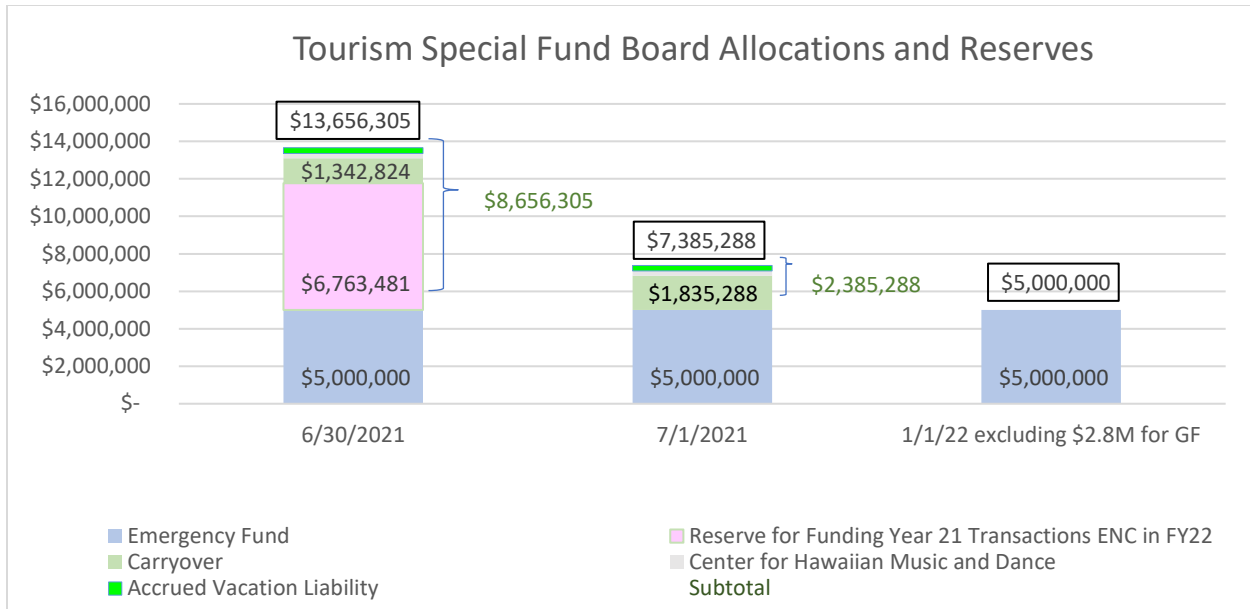
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of March 2022)
- b. Cash decreased by approximately \$8.0M from March 31, 2022 primarily due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

7. HTA's outstanding encumbrances are summarized as follows:

\$29.6M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$29.6M	Total encumbrances outstanding at April 30, 2022	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

- 8. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY 2021 transactions that DAGS processed in July of FY 2022, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund sunset on January 1, 2022. Any unencumbered funds are available to return to the State's General Fund, which we currently anticipate being approximately \$3.9M.

9. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.

10. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. In April 2022, \$60.6K of investment income was earned. Year-to-date investment income is \$187K.
- c. Cumulatively, \$29.7M has been expended fiscal year-to-date through April 2022.

Convention Center Federal Fund (ARPA CCFF) – [Official Name: Convention Center CSFRF Subaward]:

11. \$10.9M in cash (remaining from amount that has been allotted to HTA). Cash decreased by \$109K due to cash disbursements for payroll.

12. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions. This will allow for the continued planning, procurement and performance of ARPA-funded major repair and maintenance.

13. In April 2022, approximately \$419K was reallocated from the Major Repair & Maintenance budget to Organization-Wide costs for Convention Center insurance.

14. Operating Income:

- a. Cumulatively, \$11M of ARPA funds has been allotted, which represents ARPA funds HTA will use in FY 2022 for staff's payroll and to fund expenditures of the Convention Center.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Convention Center Enterprise Special Fund (CCESF):

15. \$50.3M in cash. Cash decreased by \$637K from March 31, 2022 primarily due to \$1.7M in disbursements for Convention Center operations, partially offset by \$1.1M in revenue receipts.

16. \$17.9M in cash with contractor or with DAGS, for R&M projects (as of February 2022).

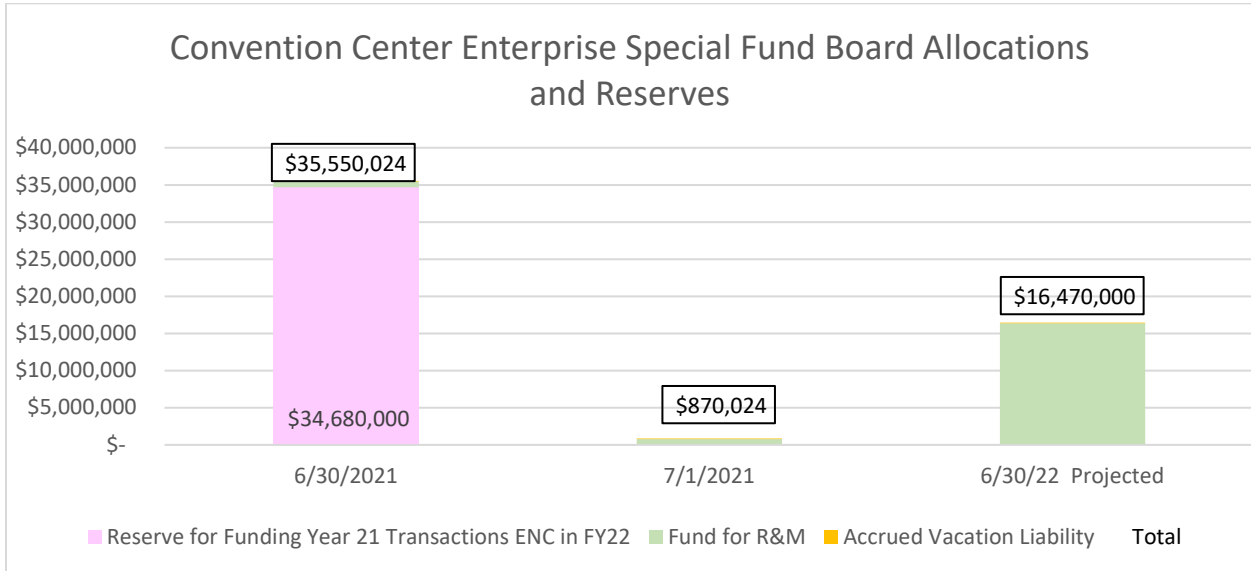
- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass

repair, chiller replacement, and various equipment purchases and upgrades. Of the \$18.2M, approximately \$7.1M has been contracted (as of February 2022).

- c. The amount of cash remaining with the contractor already accounts for \$5.6M expended on current and future projects (in-progress costs or preliminary work).

17. \$16.1M reserved as Board allocations as of April 30, 2022. This compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business) discussed earlier, partially offset by \$4.2M in HCC revenue/other receipts and \$11M in TAT revenue deposited into the CCESF in FY 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session. We anticipate the \$16.1M reserve balance to further increase to between \$16.4M to \$17M by June 30, 2022, due to:

- a. The deposit of Convention Center revenues throughout FY 2022.
- b. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.
- c. (We anticipate approximately \$2.5M of the projected \$16.4M to be dedicated toward replenishing HTA’s operating reserve for the Convention Center.)



18. \$34.2M of prior year outstanding encumbrances currently being spent down.

19. Budget:

- a. No budget has been established for the CCESF in FY 2022, as no expenditure ceiling was appropriated, as discussed earlier.
- b. Note: In FY 2021, HTA used the \$16.5M TAT it received in June 2021 and \$18.6M previously reserved as Board Allocations to fund AEG’s FY 2022 operations contract. Staff advised the Board of its intention to do so at the June 10, 2021 Board meeting, including to deploy reserve funds in an effort to ensure we maximize HCC’s ROI and efficiently use any time afforded during the pandemic to address major repair and maintenance. The \$16.5M and \$18.6M were encumbered as follows:

	FY22 HCC Operations - Encumbrance Funded with		
	TAT Restart Funds	Reserve / Board Reso Funds	Total
HCC Facility Operations Expenses	5,517,400	5,169,000	10,686,400
HCC Operating Contingency	-	2,500,000	2,500,000
HCC Local Sales	533,000	-	533,000
Major R&M (from TAT Restart funds)	10,129,600	-	10,129,600
Major R&M (from CCESF Reserves)	-	10,831,000	10,831,000
Property Insurance	320,000	100,000	420,000
	<u>16,500,000</u>	<u>18,600,000</u>	<u>35,100,000</u>

* Additionally, the AEG contract included \$5,948,568 funded from the TSF for the Center for Hawaiian Music & Dance.

20. Operating Income:

- a. \$11M in TAT funds were received YTD.
- b. Convention Center Operations
 - i. Note: \$3.6M operating subsidy fiscal-year-to-date per HCC financial statements (as of March 2022). We budgeted for a \$5.5M operating subsidy for FY 2022. HCC management anticipates operating within budget at \$4.9M for FY 2022. Funded by FY21’s encumbrance as discussed above.

Hawaii Tourism Authority
 Balance Sheet
 Tourism Federal (ARPA) Fund
 As of 4/30/22

	Current Year
Assets	
Current Assets	
Checking	37,408,239.11
Total Current Assets	37,408,239.11
Total Assets	37,408,239.11
Fund Balance	
Current year payables	
Accounts Payable	85,493.36
Total Current year payables	85,493.36
Encumbered Funds	
FY 2022 Funds	30,381,366.05
Total Encumbered Funds	30,381,366.05
Unencumbered Funds	
Total Unencumbered Funds	6,941,379.70
Total Fund Balance	37,408,239.11

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	33,536,352.02
Total Current Assets	<u>33,536,352.02</u>
Total Assets	<u><u>33,536,352.02</u></u>
Fund Balance	
Current year payables	
Accounts Payable	5,000.00
Total Current year payables	<u>5,000.00</u>
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	177,337.91
FY 2020 Funds	1,313,428.52
FY 2021 Funds	<u>28,070,884.33</u>
Total Encumbered Funds	29,595,393.00
Unencumbered Funds	
Total Unencumbered Funds	3,935,959.02
Total Fund Balance	<u><u>33,536,352.02</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>10,890,500.50</u>
Total Current Assets	<u>10,890,500.50</u>
Total Assets	<u><u>10,890,500.50</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>380,500.50</u>
Total Encumbered Funds	380,500.50
Unencumbered Funds	
Total Unencumbered Funds	10,510,000.00
Total Fund Balance	<u><u>10,890,500.50</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 4/30/22

	Current Year
Assets	
Current Assets	
Checking	50,295,585.84
Total Current Assets	50,295,585.84
Total Assets	50,295,585.84
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	34,084,544.99
Total Encumbered Funds	34,195,439.38
Unencumbered Funds	
Total Unencumbered Funds	16,100,146.46
Total Fund Balance	50,295,585.84

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,009,185.51
Total Current Assets	<u>5,009,185.51</u>
 Total Assets	 <u><u>5,009,185.51</u></u>
 Fund Balance	
Current year net assets	
	(9,773.57)
Total Current year net assets	<u>(9,773.57)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,009,185.51</u></u>

HTA Allocations
FY 2021 and FY 2022 (Projected)

Annual Budgets:
-\$60M FY 2022 HTA Tourism Federal (ARPA) Fund [subject to approval]
-\$11M FY 2022 Convention Center Federal (ARPA) Fund [subject to approval]

\$5M Emergency Funds	
\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	Projected 1/1/2022	6/30/2021	7/1/2021	Projected 6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	790,024	790,024	16,390,000
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	80,000
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-	35,550,024	870,024	16,470,000

TOTAL RESERVES (incl \$5M Emergency Fund)	13,656,305	7,385,288	5,000,000	35,550,024	870,024	16,470,000
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Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	60,000,000.00	0.00	44,274,500.00	(15,725,500.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>44,274,500.00</u>	<u>(15,725,500.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,815,500.00	0.00	0.00	1,815,500.00
Natural Resources	665,000.00	0.00	0.00	665,000.00
Community	735,500.00	0.00	0.00	735,500.00
Branding	34,483,222.00	231,225.74	4,501,225.74	29,981,996.26
Sports	4,344,889.00	1,831,361.00	1,838,943.00	2,505,946.00
Safety and Security	900,000.00	0.00	0.00	900,000.00
Tourism Research	60,000.00	0.00	0.00	60,000.00
Planning	2,005,200.00	38.00	38.00	2,005,162.00
Administrative	2,378,889.00	308,514.74	315,171.56	2,063,717.44
Governance and Org-Wide	1,461,800.00	250,078.49	296,380.95	1,165,419.05
Total Expense	<u>48,850,000.00</u>	<u>2,621,217.97</u>	<u>6,951,759.25</u>	<u>41,898,240.75</u>
Net Income	<u>11,150,000.00</u>	<u>(2,621,217.97)</u>	<u>37,322,740.75</u>	<u>26,172,740.75</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	0.00	1,302.52	1,302.52
Refunds	<u>0.00</u>	<u>(47,200.00)</u>	<u>57,855.09</u>	<u>57,855.09</u>
Total Revenue	<u>0.00</u>	<u>(47,200.00)</u>	<u>59,157.61</u>	<u>59,157.61</u>
Net Income	<u><u>0.00</u></u>	<u><u>(47,200.00)</u></u>	<u><u>59,157.61</u></u>	<u><u>59,157.61</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 4/1/2022 Through 4/30/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	60,692.66	187,463.11	187,463.11
Refunds	0.00	47,200.00	47,200.00	47,200.00
Total Revenue	<u>0.00</u>	<u>107,892.66</u>	<u>234,663.11</u>	<u>234,663.11</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	300,000.00	3,018,286.25	8,181,345.75
Natural Resources	3,447,910.00	0.00	1,306,910.00	2,141,000.00
Community	8,462,772.12	6,396,445.00	6,822,507.07	1,640,265.05
Branding	33,112,516.00	1,187,933.00	15,533,186.09	17,579,329.91
Sports	160,222.00	0.00	45,171.00	115,051.00
Safety and Security	770,114.66	0.00	670,875.00	99,239.66
Tourism Research	2,270,248.83	10,067.00	1,614,190.56	656,058.27
Administrative	933,514.62	201,856.92	568,918.25	364,596.37
Governance and Org-Wide	201,675.92	0.00	126,318.74	75,357.18
Total Expense	<u>60,558,606.15</u>	<u>8,096,301.92</u>	<u>29,706,362.96</u>	<u>30,852,243.19</u>
Net Income	<u>(60,558,606.15)</u>	<u>(7,988,409.26)</u>	<u>(29,471,699.85)</u>	<u>31,086,906.30</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>0.00</u>
Expense				
Branding	72,958.00	6,079.86	6,079.86	66,878.14
Administrative	247,042.00	76,836.40	76,836.40	170,205.60
Governance and Org-Wide	684,345.00	26,583.24	26,583.24	657,761.76
HCC Repair and Maintenance	<u>9,995,655.00</u>	<u>0.00</u>	<u>0.00</u>	<u>9,995,655.00</u>
Total Expense	<u>11,000,000.00</u>	<u>109,499.50</u>	<u>109,499.50</u>	<u>10,890,500.50</u>
Net Income	<u>0.00</u>	<u>(109,499.50)</u>	<u>10,890,500.50</u>	<u>10,890,500.50</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	0.00	11,000,000.00	0.00
Miscellaneous	0.00	0.00	71,890.00	71,890.00
Refunds	0.00	0.00	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>542,042.73</u>	<u>3,599,089.36</u>	<u>3,599,089.36</u>
Total Revenue	<u>11,000,000.00</u>	<u>542,042.73</u>	<u>14,712,480.44</u>	<u>3,712,480.44</u>
Net Income	<u>11,000,000.00</u>	<u>542,042.73</u>	<u>14,712,480.44</u>	<u>3,712,480.44</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 4/1/2022 Through 4/30/2022

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	34,304.69	92,149.03	92,149.03
Miscellaneous	0.00	0.00	35,100.21	35,100.21
Refunds	0.00	0.00	80,938.93	80,938.93
HCC Revenue	<u>0.00</u>	<u>0.00</u>	<u>309,453.95</u>	<u>309,453.95</u>
Total Revenue	<u>0.00</u>	<u>34,304.69</u>	<u>517,642.12</u>	<u>517,642.12</u>
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
Governance and Org-Wide	587,376.00	0.00	8,917.40	578,458.60
HCC Operating Expense	13,465,701.52	1,711,993.81	1,711,993.81	11,753,707.71
HCC Repair and Maintenance	20,960,600.00	0.00	0.00	20,960,600.00
HCC Sales and Marketing / MFF	<u>902,672.93</u>	<u>0.00</u>	<u>0.00</u>	<u>902,672.93</u>
Total Expense	<u>35,941,880.09</u>	<u>1,711,993.81</u>	<u>1,746,440.93</u>	<u>34,195,439.16</u>
Net Income	<u>(35,941,880.09)</u>	<u>(1,677,689.12)</u>	<u>(1,228,798.81)</u>	<u>34,713,081.28</u>

Hawaii Convention Center
Facility
Income Statement
From 3/01/2022 Through 3/31/2022
(In Whole Numbers)

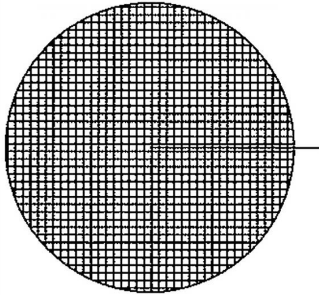
	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	171,440	257,135	(85,695)	160,397	1,775,718	1,546,390	229,328	1,886,798
Service Revenue	75,511	209,030	(133,519)	128,346	997,234	1,344,435	(347,201)	1,598,553
Total Direct Event Income	246,951	466,165	(219,214)	288,742	2,772,952	2,890,825	(117,872)	3,485,351
Direct Service Expenses	140,822	638,470	497,648	122,861	1,197,490	2,452,586	1,255,096	1,490,445
Net Direct Event Income	106,129	(172,305)	278,434	165,881	1,575,462	438,239	1,137,223	1,994,906
Ancillary Income								
Food and Beverage (Net)	97,394	307,408	(210,014)	4,716	449,391	1,240,980	(791,589)	146,242
Event Parking (Net)	45,693	30,520	15,173	0	477,292	182,820	294,472	46,149
Electrical Services	3,600	3,480	120	0	26,613	46,200	(19,587)	0
Audio Visual	38,947	19,500	19,447	87	67,610	77,940	(10,330)	3,254
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	2,400	(2,400)	0	116,920	10,400	106,520	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	185,634	363,308	(177,674)	4,803	1,137,826	1,558,340	(420,514)	195,645
Total Event Income	291,763	191,003	100,760	170,684	2,713,288	1,996,579	716,709	2,190,551
Other Operating Income								
Non-Event Parking	180	0	180	0	5,988	0	5,988	(875)
Other Income	6,064	1,417	4,647	913	57,340	12,753	44,587	15,174
Total Other Operating Income	6,244	1,417	4,827	913	63,328	12,753	50,575	14,299
Total Gross Income	298,008	192,420	105,588	171,597	2,776,615	2,009,332	767,283	2,204,851
Net Salaries & Benefits								
Salaries & Wages	329,501	394,820	65,319	250,021	2,845,928	3,309,860	463,932	2,475,734
Payroll Taxes & Benefits	47,053	125,893	78,840	209,388	773,822	1,133,037	359,215	933,657
Labor Allocations to Events	(34,717)	(193,923)	(159,206)	(112,664)	(600,529)	(1,304,177)	(703,648)	(1,411,881)
Total Net Salaries & Benefits	341,837	326,790	(15,047)	346,745	3,019,221	3,138,720	119,499	1,997,510
Other Indirect Expenses								
Net Contracted Services	61,067	24,292	(36,775)	10,228	196,875	212,237	15,362	89,117
Operations	14,632	10,534	(4,098)	7,359	74,393	94,806	20,413	96,128
Repair & Maintenance	72,315	72,367	52	39,188	633,822	651,303	17,481	466,503
Operational Supplies	36,091	42,850	6,759	5,359	205,364	326,434	121,070	138,336
Insurance	14,721	13,486	(1,235)	8,393	112,253	101,096	(11,157)	28,390
Utilities	170,374	185,819	15,445	128,376	1,543,750	1,314,246	(229,504)	1,204,195
Meetings & Conventions	0	850	850	0	8,874	10,150	1,276	10,584
Promotions & Communications	1,326	2,300	974	630	2,481	20,700	18,219	5,540
General & Administrative	17,684	20,657	2,973	8,275	118,333	136,427	18,094	89,555
Management Fees	18,633	18,633	(0)	0	167,700	167,697	(3)	0
Other	470	2,166	1,696	46,411	28,235	19,494	(8,741)	6,721
Total Other Indirect	407,313	393,954	(13,359)	254,219	3,092,080	3,054,590	(37,490)	2,135,068
Net Income (Loss) before CIP Funded Expenses	(451,142)	(528,324)	77,182	(429,367)	(3,334,686)	(4,183,978)	849,293	(1,927,727)
CIP Funded Expenses	0	0	0	45,206	7,991	0	7,991	3,981
Net Income (Loss) from Operations	(451,142)	(528,324)	77,182	(384,161)	(3,326,694)	(4,183,978)	857,284	(1,923,746)
Fixed Asset Purchases	3,588	8,333	4,745	1,564	234,261	74,997	(159,264)	25,347
Net Income (Loss) After Fixed Asset Purchases	(454,730)	(536,657)	81,927	(385,725)	(3,560,956)	(4,258,975)	698,020	(1,949,093)

Hawaii Convention Center
 Facility
 Income Statement
 From 3/01/2022 Through 3/31/2022
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	222,566	508,636	(286,070)	6,263	1,036,753	2,089,503	(1,052,750)	219,626
Facility	350,477	530,642	(180,165)	289,742	3,597,139	3,252,348	344,792	3,549,053
Total Revenues	573,043	1,039,278	(466,235)	296,005	4,633,892	5,341,851	(707,958)	3,768,680
Expenses								
Food & Beverage	227,591	309,822	82,231	29,380	1,371,061	1,740,264	369,203	497,819
Facility	796,594	1,257,780	461,186	695,992	6,597,517	7,785,565	1,188,048	5,198,588
Total Expenses	1,024,185	1,567,602	543,417	725,371	7,968,578	9,525,829	1,557,251	5,696,407
Net Income (Loss) before CIP Funded Expenses	(451,142)	(528,324)	77,182	(429,367)	(3,334,686)	(4,183,978)	849,293	(1,927,727)
CIP Funded Expenses	0	0	0	45,206	7,991	0	7,991	3,981
Net Income (Loss) from Operations	(451,142)	(528,324)	77,182	(384,161)	(3,326,695)	(4,183,978)	857,284	(1,923,746)
Fixed Asset Purchases	3,588	8,333	4,745	1,564	234,261	74,997	(159,264)	25,347
Net Income (Loss) after Fixed Asset Purchases	(454,730)	(536,657)	81,928	(385,725)	(3,560,956)	(4,258,975)	698,020	(1,949,093)

Summary Of Investments

Investment Allocation



0.0%	CASH	300.33
100.0%	CASH EQUIVALENTS	5,008,885.18
100.0%	TOTAL	5,009,185.51

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	300.33	0.01	0	0.00
CASH EQUIVALENTS	5,008,885.18	99.99	3,506	0.07
Total Fund	5,009,185.51	100.00	3,506	0.07

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	300.33	300.33	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,008,885.18	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,008,885.18	5,008,885.18	100.00
	Total Fund	5,009,185.51*	5,009,185.51*	100.00*

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4.2
Budget Reallocation Summary
FY2022
Through April 30, 2022

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Year-to-Date		April 2022 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(150,000)	50,000	
				-	
				-	
			(150,000)		-
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	
				-	
				-	
				-	
				-	
				-	
			400,000		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2022 Activity
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Planning					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Administration					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Governance and Organization-Wide					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2022 Activity
Board Allocations					
<i>From:</i>					
None			-	-	-
			-		-

4.3
Budget Statement – Summary

FY2022

As of April 30, 2022

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for April 2022	Budget	YTD Amount of Budget Used	Balance	Activity for April 2022
Revenues								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	44,274,500	15,725,500	-	11,000,000	11,000,000	-	-
Prior Year Carryover			-	-			-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-			-	-
Other			-	-			-	-
Total Revenues	60,000,000	44,274,500	15,725,500	-	11,000,000	11,000,000	-	-
Encumbrances								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	1,815,500	-	1,815,500	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
Subtotal	1,815,500	-	1,815,500	-	-	-	-	-
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	665,000	50,000	615,000	50,000	-	-	-	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-
Subtotal	665,000	50,000	615,000	50,000	-	-	-	-
Community								
Community Programs	735,500	120,000	615,500	-	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
Subtotal	735,500	120,000	615,500	-	-	-	-	-
Branding								
Branding Programs	33,563,000	30,368,696	3,194,304	1,356,300	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	34,483,222	31,288,918	3,194,304	1,356,300	72,958	72,958	-	-
Sports								
Sports Programs	4,344,889	2,594,889	1,750,000	250,000	-	-	-	-
Subtotal	4,344,889	2,594,889	1,750,000	250,000	-	-	-	-
Safety and Security								
Safety and Security Programs	900,000	1,380	898,620	-	-	-	-	-
Subtotal	900,000	1,380	898,620	-	-	-	-	-
Tourism Research								
Tourism Research Programs	60,000	-	60,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	-	-	-	-
Planning								
Planning Programs	2,005,200	441,538	1,563,662	75,380	-	-	-	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-
Subtotal	2,005,200	441,538	1,563,662	75,380	-	-	-	-
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	-	-	-
Major Repair & Maintenance	-	-	-	-	9,995,655	-	9,995,655	-
Subtotal	-	-	-	-	9,995,655	-	9,995,655	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	999,111	201,422	797,689	9,753	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,379,778	1,179,778	200,000	-	247,042	247,042	-	-
Subtotal	2,378,889	1,381,200	997,689	9,753	247,042	247,042	-	-
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000	105,000	125,000	-	514,345	-	514,345	-
Governance - Board/Others	121,800	116,661	5,139	6,245	-	-	-	-
Subtotal	1,461,800	1,331,661	130,139	6,245	684,345	170,000	514,345	-
Total Encumbrances	48,850,000	37,209,586	11,640,414	1,747,678	11,000,000	490,000	10,510,000	-
Revenues vs Encumbrances	11,150,000	7,064,914			-	10,510,000		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
Revenues								
TAT Revenue Allocation	-	-	-	-	11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)	-	-	-	-	-	3,599,089	(3,599,089)	542,043
Convention Center Revenue - Relating to Prior Years	-	-	-	-	-	309,454	(309,454)	-
Other	-	293,821	(293,821)	60,693	-	321,579	(321,579)	34,305
Total Revenues	-	293,821	(293,821)	60,693	11,000,000	15,230,122	(4,230,122)	576,348

4.4
Budget Statement
FY2022
As of April 30, 2022

Hawaii Tourism Authority
Budget Statement
As of April 30, 2022
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	Monthly Activity Actual and Enc
Tourism Federal Fund					
Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00
215	Hawaiian Culture Opportunity Fund	50,000.00	0.00	50,000.00	0.00
216	Olelo Hawaii	500,000.00	0.00	500,000.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00
718	Resort Area Hawaiian Cultural Initiative	400,000.00	0.00	400,000.00	0.00
Subtotal	Perpetuating Hawaiian Culture	1,815,500.00	0.00	1,815,500.00	0.00
Natural Resources					
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	50,000.00
407	Hawaii Eco Tourism Association	50,000.00	0.00	50,000.00	0.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
Subtotal	Natural Resources	665,000.00	50,000.00	615,000.00	50,000.00
Community					
702	Community Product Capacity Building (formerly Workshops)	500,000.00	0.00	500,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
802	Current Workforce Development (Industry Career Dev)	100,000.00	0.00	100,000.00	0.00
803	Future Workforce Development (LEI)	120,000.00	120,000.00	0.00	0.00
Subtotal	Community	735,500.00	120,000.00	615,500.00	0.00
Branding					
004	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study	270,000.00	270,000.00	0.00	0.00
012	Rebranding of the Hawaiian Islands	1,000,000.00	1,000,000.00	0.00	1,000,000.00
013	Creative Agency	250,000.00	250,000.00	0.00	250,000.00
014	Pono Travel Tips (Kuleana Travel Messaging at NI Airports)	175,000.00	0.00	175,000.00	0.00
102	Hawaii Tourism Summit	125,000.00	5,251.30	119,748.70	0.00
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	1,790,000.00	155,000.00	1,635,000.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
321	US (formerly North America)	22,500,000.00	22,500,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	200,000.00	513,000.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	395,000.00	392,000.00	0.00
380	Marketing Opportunity Fund	293,000.00	32,975.00	260,025.00	975.00
397	Memberships and Dues - Branding	160,000.00	99,200.00	60,800.00	99,200.00
398	Travel - Branding	50,000.00	11,269.53	38,730.47	6,125.27
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
Subtotal	Branding	34,483,222.00	31,288,917.83	3,194,304.17	1,356,300.27
Sports					
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	250,000.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	0.00
379	Sports Programs - Unallocated	1,500,000.00	0.00	1,500,000.00	0.00
Subtotal	Sports	4,344,889.00	2,594,889.00	1,750,000.00	250,000.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	100,000.00	1,380.00	98,620.00	0.00
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00
604	Preventative Programs	100,000.00	0.00	100,000.00	0.00
Subtotal	Safety and Security	900,000.00	1,380.00	898,620.00	0.00
Tourism Research					
506	Infrastructure Research (Accommodations and Airseats)	60,000.00	0.00	60,000.00	0.00
Subtotal	Tourism Research	60,000.00	0.00	60,000.00	0.00
Planning					
652	Planning Tools and Assessments	410,000.00	141,000.00	269,000.00	75,000.00
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	300,000.00	200,000.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00
656	Community Tourism Collaborative	400,000.00	0.00	400,000.00	0.00
697	Memberships and Dues - Planning	3,200.00	0.00	3,200.00	0.00
698	Travel - Planning	17,000.00	537.81	16,462.19	379.60
Subtotal	Planning	2,005,200.00	441,537.81	1,563,662.19	75,379.60
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	0.00	200,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	100,000.00	73,494.64	26,505.36	0.00
901	General and Administrative	648,700.00	120,396.39	528,303.61	2,523.81
930	State Employee Salaries - Admin	1,379,778.00	1,179,778.00	200,000.00	0.00
998	Travel - Admin	50,411.00	7,531.15	42,879.85	7,229.34
Subtotal	Administrative	2,378,889.00	1,381,200.18	997,688.82	9,753.15
Governance and Org-Wide					
915	Organization-Wide	230,000.00	105,000.00	125,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	116,660.78	5,139.22	6,245.25
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	1,461,800.00	1,331,660.78	130,139.22	6,245.25
Total	FY 2022 Funds	48,850,000.00	37,209,585.60	11,640,414.40	1,747,678.27
Convention Center Federal Fund					
Branding					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
Subtotal	Branding	72,958.00	72,958.00	0.00	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
Subtotal	Administrative	247,042.00	247,042.00	0.00	0.00
Governance and Org-Wide					
915	Organization-Wide	514,345.00	0.00	514,345.00	0.00
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	684,345.00	170,000.00	514,345.00	0.00
HCC Repair and Maintenance					
860	HCC Repair and Maintenance	9,995,655.00	0.00	9,995,655.00	0.00
Subtotal	HCC Repair and Maintenance	9,995,655.00	0.00	9,995,655.00	0.00
Total	FY 2022 Funds	11,000,000.00	490,000.00	10,510,000.00	0.00

4.5
Budget Statement

July 31, 2021

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Note: This schedule summarizes transactions that were encumbered with FY21 funds, processed by FY22 business. See further discussion in Executive Summary.

Program Code	Program Title	FY21 Funds Transactions, Processed in FY22
Perpetuating Hawaiian Culture		
201	Kukulu Ola: Living Hawaiian Cultural Prog	-
202	Hawaiian Culture Initiative	-
206	Kahea Program - Harbor Greetings	-
207	Kahea Program - Airport Greetings	-
208	Hawaiian Music and Dance Center	5,948,568
212	Merrie Monarch Hula Festival	-
215	Hawaiian Culture Opportunity Fund	99,995
216	Olelo Hawaii	-
297	Memberships and Dues - Hawaiian Culture	-
717	Monthly Music Series	-
932	Salaries - Hawaiian Culture	-
	Total - Perpetuating Hawaiian Culture	6,048,563
Natural Resources		
402	Aloha Aina (formerly NR and Leg Prov NR)	-
406	Visitor Impact Program	-
407	Hawaii Eco Tourism Association	-
499	In-House Contracted Staff - Natural Resources	-
936	State Employee Salaries - Natural Resources	-
	Total - Natural Resources	-
Community		
700	Community Opportunity	-
701	Community Enrichment Program	-
731	Community-Based Tourism - Oahu	-
732	Community-Based Tourism - Maui County	20,000
733	Community-Based Tourism - Hawaii Island	15,000
734	Community-Based Tourism - Kauai	15,000
797	Memberships and Dues - Community	-
933	State Employee Salaries - Community	-
	Total - Community	50,000
Branding		
4	Cruise Infrastructure Improvements and Arrival Experienc	-
318	gohawaii.com (formerly Online Website Coordination)	-
320	Island Chapters Staffing and Admin	-
321	US (formerly North America)	-
322	Canada	800,000
323	Japan	-
324	Korea	-
325	Oceania	-
329	China	-
331	Meetings, Convention & Incentives	-
339	Global Digital Marketing Strategy (former Intl Online Stra	-
350	Global Mkt Shared Resces (formerly Intellect Prop Data B	-
380	Marketing Opportunity Fund	-
397	Memberships and Dues - Branding	-
398	Travel - Branding	-
723	Hawaii Film Office Partnership	-
934	State Employee Salaries - Branding	-
	Total - Branding	800,000
Sports		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	Total - Sports	-
Safety and Security		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	Total - Safety and Security	55,000

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Tourism Research		
505	Est of Visitor Arrivals by Country by Month	-
506	Infrastructure Research (Accomodations and Airseats)	-
512	Visitor Arrivals and Departure Surveys	(390,082)
513	Evaluation and Performance Studies	-
514	Marketing Research	-
597	Memberships and Dues - Research	-
935	State Employee Salaries - Research	-
	Total - Tourism Research	(390,082)
Administrative		
101	Community-Industry Outreach & Public Relations Svcs	200,000
103	hawaiitourismauthority.org (formerly HTA web/Global Sc	-
901	General and Administrative	-
909	Protocol Fund	-
930	State Employee Salaries - Admin	-
	Total - Administrative	200,000
Governance and Organization-Wide		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total	6,763,481

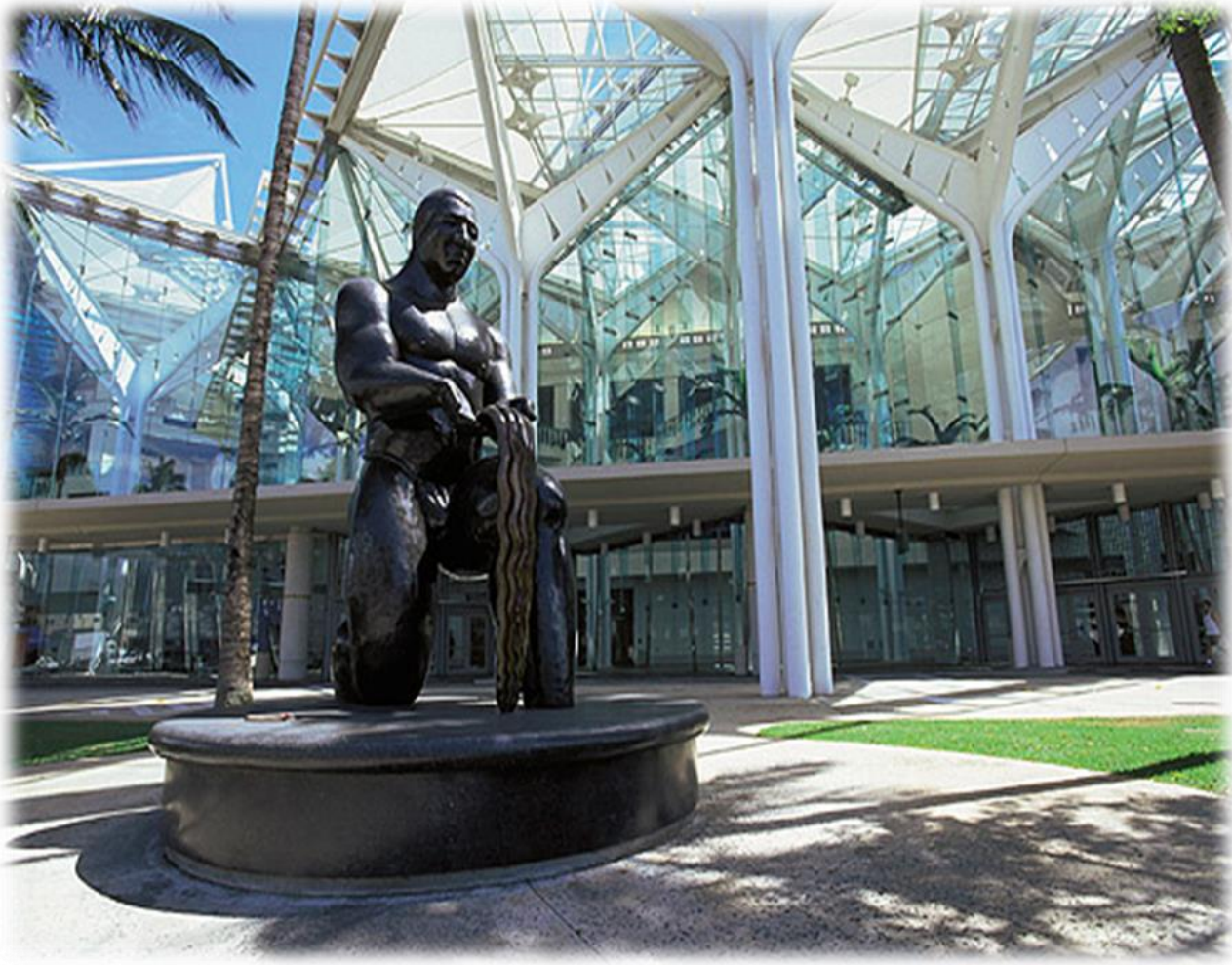
Convention Center Enterprise Special Fund:

Branding		
934	State Employee Salaries - Branding	-
	Total - Branding	-
Administrative		
930	State Employee Salaries - Admin	-
	Total - Administrative	-
HCC Operations		
850	HCC Operating Expense	13,186,400
860	HCC Repair and Maintenance	20,960,600
870	HCC Sales and Marketing / MFF	-
871	HCC Local Sales	533,000
	Total - HCC Operations	34,680,000
Governance and Organization-Wide		
915	Organization-Wide	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total CCESF	34,680,000

5

Presentation, Discussion and Action on the
Hawai'i Convention Center's
April Financial Report and
Update on the Hawaii Convention Center's
6-Year CIP Plan

Hawai'i Convention Center



*Update for
April 2022*

Financial Update

	April FYTD Actual	FY 2022 Reforecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	9,285	17,577	31,181*	(13,604)	132,104
Facility Occupancy	28%	28%	20%	8%	32%
Facility Number of Events	176	211	100	111	238
Facility Gross Revenue	\$5,483,700	\$6,954,300	\$7,701,500	(\$747,200)	\$16,866,900
Facility Gross Expenses	\$9,134,100	\$11,851,300	\$13,218,900	\$1,367,600	\$17,649,200
Facility Net Loss	(\$3,650,400)	(\$4,897,000)	(\$5,517,400)	\$620,400	(\$782,300)
Local S&M Gross Expenses	(\$386,600)	(\$514,600)	(\$533,000)	\$18,400	(\$5,315,00)
HCC Net Loss	(\$4,037,000)	(\$5,411,600)	(\$6,050,400)	\$638,800	(\$6,097,300)

Definite Citywides April 2022 FYTD

Start Date	End Date	Event Name	Actual Attendance	EEI Value	Tax Generation
01/06/22	01/08/22	2022 IDQ Expo (C)	1,450	\$13,429,710	\$1,571,276
1/15/22	1/17/22	TransPacific Volleyball Championships 2022	9,567	\$9,219,415	\$1,078,671
03/22/22	03/27/22	Association for Asian Studies (AAS) Annual Convention 2022	2,200	\$9,541,778	\$1,116,388
Total			13,217	\$32,190,903	\$3,766,335

ROI-April 2022-FYTD

HCC Revenue + State Revenue + Tax Revenue
= \$41.4M

HCC Expense + HVCB MCI Expense = \$13.9M

***ROI = For every dollar spent,
\$2.97 returned to the State***

Recent Events @ Hawai'i Convention Center

- Kawaii Kon 2022, (April 22-24), 17,850 attendees (Local)
- Jam on It Hawaii District Championships, (April 30-May 1), 5,280 attendees (Basketball/Sporting Event)
- **MRS Spring Meeting 2022 (May 6-13), 4,000 *forecast* attendees (CW)**



Upcoming Local/Citywide Events

- Hawaii Baptist Academy Commencement, (June 4), 2,000 attendees
- Monet: The Immersive Experience (June 13-July 31), 100,000 attendees
- The Joy of Sake (June 24), 1,000 attendees
- Hawaii's Active Senior Expo 2022 (June 25-26), 11,000 attendees



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Saturday, June 25 & Sunday, June 26, 2022
8:30am – 4pm • Hawaii Convention Center

Definite Citywide Bookings for Remainder CY2022

Start Date	End Date	Event Name	Forecast Attendance	EEI Value	Tax Generation
05/06/22	05/13/22	MRS Spring Meeting 2022	4,000	\$26,579,965	\$3,109,856
07/01/22	07/03/22	Pacific Rim Championship 2022 (Jam on It)	1,600	\$5,048,727	\$590,701
07/10/22	07/15/22	Goldschmidt Conference 2022	2,500	\$13,129,182	\$2,154,234
10/19/22	10/28/22	2022 Applied Superconductivity Conference	1,800	\$11,960,948	\$1,399,435
11/07/22	11/16/22	2022 AMA Interim Meeting of the House of Delegates (C)	3,500	\$23,728,741	\$2,776,263
Total			13,400	\$80,447,563	\$10,030,489

Definite Local Bookings for next 3 months

May 2022				
	Start Date	End Date	Description	Forecast Attendance
1	05/01/22	05/01/22	Miss Hawaii Outstanding Teen 2022	100
2	05/03/22	05/03/22	Young Professionals High School Mentoring Networking Event	80
3	05/05/22	05/05/22	Visitor Public Safety Briefing	50
4	05/14/22	05/15/22	Papa 'Ahu'ula	20
5	05/14/22	05/14/22	Hawaii Republican Party Convention	350
6	05/16/22	05/16/22	Second Look Meeting	1,100
7	05/20/22	05/20/22	Myron B. Thompson Academy Commencement Ceremony	400
8	05/20/22	05/25/22	PSI Seminars	100
9	05/20/22	05/20/22	Damien Memorial School Commencement	1,500
10	05/21/22	05/21/22	Kalani High School Senior Prom	500
11	05/21/22	05/21/22	James Campbell High School Graduation	2,100
12	05/21/22	05/21/22	'Iolani Spring Ho'ike	400
13	05/22/22	05/22/22	2021-22 'Iolani Stage Band Final Concert	450
14	05/22/22	05/27/22	Department of the Prosecuting Attorney Training	100
15	05/25/22	05/25/22	Hawaii Technology Academy Commencement Ceremony	1,600
16	05/27/22	05/29/22	Jump Dance Convention 2022	500
17	05/28/22	05/30/22	Aloha Region Summer Volleyball Classic 2022	6,000
18	05/28/22	05/28/22	Na Kupuna Nights	400

Cont...

Definite Local Bookings for next 3 months

			June 2022	
	Start Date	End Date	Description	Forecast Attendance
1	06/02/22	06/02/22	"Growing Up Local" Filming	15
2	06/04/22	06/04/22	Hawaii Baptist Academy Commencement	2,000
3	06/04/22	06/05/22	Punahou School Project Grad	400
4	06/04/22	06/04/22	WSB Trainer's Academy	450
5	06/11/22	06/11/22	World Wide Dreambuilders Regional Rally	1,300
6	06/11/22	06/11/22	HMSA Kaimana Awards & Scholarship Luncheon	90
7	06/13/22	07/31/22	Monet: The Immersive Experience	100,000
8	06/14/22	06/15/22	AVID 2022	1,000
9	06/17/22	06/17/22	Honolulu Board of REALTORS General Membership Meeting	700
10	06/18/22	06/18/22	Jacinta and Jewel's Wedding	250
11	06/23/22	06/23/22	TKC 3RD STAGE AWARD TRIP	620
12	06/23/22	06/23/22	Dr. Richard Kelley - Celebration of Life	300
13	06/24/22	06/24/22	The Joy of Sake	1,000
14	06/25/22	06/26/22	Hawaii's Active Senior Expo 2022	11,000
15	06/26/22	06/26/22	Na Kupuna Nights	400
16	06/28/22	06/30/22	2022 EWC International Media and EWC/EWCA International Conference	400
17	06/30/22	06/30/22	Annual Leadership Meeting	300

Cont...

Definite Local Bookings for next 3 months

			July 2022	
	Start Date	End Date	Description	Forecast Attendance
1	07/05/22	04/05/23	Conservation and Resources Enforcement Academy Program	50
2	07/17/22	07/24/22	Hawaii Youth Symphony's Pacific Music Institute	250
3	07/19/22	07/19/22	2022 Educational Leadership Institute Conference	1,200
4	07/20/22	07/20/22	Tsuruda Organizational Open	350
5	07/21/22	07/23/22	5-0 Volleyball Tournament & Polyfest	6,000
6	07/23/22	07/23/22	Ma'ohi Nui - 20th Anniversary	2,500
7	07/25/22	07/26/22	Driver Education Classes	200
8	07/26/22	07/27/22	Hawaii State Judiciary Bar Exams	250
9	07/29/22	07/29/22	NFT Hawaii Conference	3,000
10	07/30/22	07/30/22	Mrs. Philippines World	300
11	07/30/22	07/31/22	Aloha Region Friendship Tournament	2,000
12	07/31/22	07/31/22	Na Kupuna Nights	400
13	07/31/22	07/31/22	Jesus Is Lord Church 10th Anniversary	300

Tentative

Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
06/06/22	06/10/22	Hawaiian Cultural Training	350
07/15/22	07/20/22	PSI Seminars	100
07/28/22	07/28/22	Merrill Lynch - Beyond Monet Reception	100
07/28/22	07/28/22	Hawaii Innovation Cloud Conference	200
08/02/22	08/02/22	Aligned Mortgage - The Winning Minds Group	450
08/13/22	08/13/22	Fire Fighter Recruit Test	750
08/19/22	08/19/22	Institutional Purchasing Food and Product Trade Show	400
08/19/22	08/19/22	Employee Town Hall Meeting	400
08/27/22	08/27/22	Na Kupuna Nights	400

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WOMEN AT THE HELM: TERI ORTON, GENERAL MANAGER, HAWAI'I CONVENTION CENTER

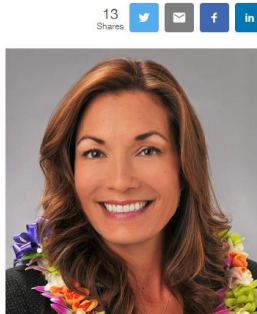
May 9, 2022
Lisa Plummer Savas

B orn and raised in the Hawaiian islands, Teri Orton's passion for the hospitality industry started early. In fact, it's part of her family legacy. Both her parents worked in hospitality, so she was born into and exposed to the industry as a small child, yet never felt the need to rebel against or stray from the family business as a young adult.

After majoring in communications at the University of Hawai'i and advancing her training in hospitality management through various certifications with Starwood and Hilton Hotels, Orton stayed the course, spending more than 25 years holding an array of management and sales and marketing roles with leading hotel brands including Embassy Suites, The Ilikai, W Diamond Head, Sheraton Princess Kai'ulani and the Huntington Beach Hilton Resort.

In 2014, Orton had the chance to make the transition to facility management, joining ASM Global and the Hawai'i Convention Center (HCC), the Aloha State's sole convention facility, in Honolulu, as general manager, a move she says has been a great experience and a welcome change.

"Managing a convention center is exciting," she says. "No two events are ever the same—hosting small to large meetings one day to large indoor sporting events or festivals the next. It's what I love about my job now. I've also had the pleasure of



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WOMEN AT THE HELM: TERI ORTON, GENERAL MANAGER, HAWAI'I CONVENTION CENTER

April 28, 2022
Lisa Plummer Savas

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May placement dates: May 13 and 27

Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
001	Rooftop Terrace Deck Repair	\$ 64,000,000	\$ -	\$ -	\$ 64,000,000					\$ 64,000,000
002	Rooftop Terrace Deck Repair, Planning - 2018, 2020	\$ 340,208	\$ 328,880	\$ 11,328						\$ 340,208
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, planters, exterior paint)	\$ 18,631,604	\$ 249,648	\$ 8,189,126	\$ 10,192,832					\$ 18,631,606
007	Kitchen Hood Control Panel and Fire Suppression	\$ 1,102,366	\$ 32,299	\$ 557,944	\$ 512,123					\$ 1,102,366
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 12,963	\$ 1,065,256	\$ 1,063,888					\$ 2,142,107
010	Chiller Replacement	\$ 4,363,870	\$ 16,051	\$ 30,000	\$ 4,332,145					\$ 4,378,196
	Chiller Replacement Repairs	\$ 275,000	\$ 86,429	\$ 188,571						\$ 275,000
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,605,661	\$ 8,004,065					\$ 10,635,599
012	Parapet Roof Repairs	\$ 2,959,559	\$ -	\$ -	\$ 2,959,559					\$ 2,959,559
	Parapet Roof Repairs	\$ 45,000	\$ 10,404	\$ 34,596						\$ 45,000
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,330,429	\$ 806,046					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ -	\$ 253,946	\$ 779,869			\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ -	\$ 1,335,467					\$ 1,344,650
016	Camera, NVR and Access Control	\$ 1,998,341	\$ 1,556,043	\$ 442,831						\$ 1,998,874
017	Trellis Replacement	\$ 5,000,000	\$ 4,102,434	\$ 1,251,629						\$ 5,354,063
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ -	\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656	\$ 201,344						\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 125,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000

Repair & Maintenance Projects

6-Year Plan (page 2)

030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ -	\$ 1,011,286				\$ 1,013,271
035	Stairwell 5 and 6 Repair	\$ 1,189,205	\$ 15,930	\$ 25,000	\$ 1,148,275					\$ 1,189,205
036	Water Intrusion Remediation	\$ 400,000	\$ 10,106	\$ 389,894						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,000	\$ -	\$ 150,000						\$ 150,000
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -		\$ 2,313,660				\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
042	Kahakai/Atkins Drywell Rehabilitation	\$ 250,000	\$ -	\$ -			\$ 250,000			\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -			\$ 300,000			\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -			\$ 70,000	\$ 100,000	\$ 170,000	\$ 170,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -			\$ 200,000	\$ 200,000	\$ 400,000	\$ 400,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -			\$ 100,000			\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ -	\$ 300,000					\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -				\$ 2,000,000		\$ 2,000,000
051	PBX System Replacement	\$ 50,000	\$ -	\$ -			\$ 50,000			\$ 50,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 16,000	\$ 104,000					\$ 120,000
	GRAND TOTAL	\$ 136,022,432	\$ 6,504,783	\$ 17,189,609	\$ 95,413,400	\$ 5,228,892	\$ 6,409,671	\$ 2,095,000	\$ 2,800,000	\$ 135,641,355

Repair & Maintenance Projects

ARPA Funding

- *Stairwell 5 and 6 Repairs; \$1,189,205; Qtr end June 2023*
- *Chiller Replacement; \$4,363,870; Qtr end Sept 2023*
- *Parapet Roof Repairs; \$2,959,559; Qtr end June 2023*
- *Kitchen Hood Control Panel and Fire Suppression Upgrade; \$1,102,366; Qtr end Dec 2022*
- *Ballroom and Meeting Room Wallpaper Replacement; \$450,000, Qtr end Dec 2022*
- *Air Wall Repairs; \$400,000, Qtr end Dec 2022*

- *TOTAL: \$10,465,000*

Repair & Maintenance Projects Completed

- *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*

New Trellis System – Rooftop



New Trellis System – Ala Wai Terraces



New Trellis System – Parking and Rooftop



New Trellis System – 3rd floor Patio



New Accent Lighting Options



A close-up photograph of a sailboat's rigging. The image shows a wooden mast, white ropes, and a wooden boom with a sail. The text "Mahalo Nui Loa" is overlaid in white. The background is slightly blurred, showing other boats and greenery.

Mahalo Nui Loa

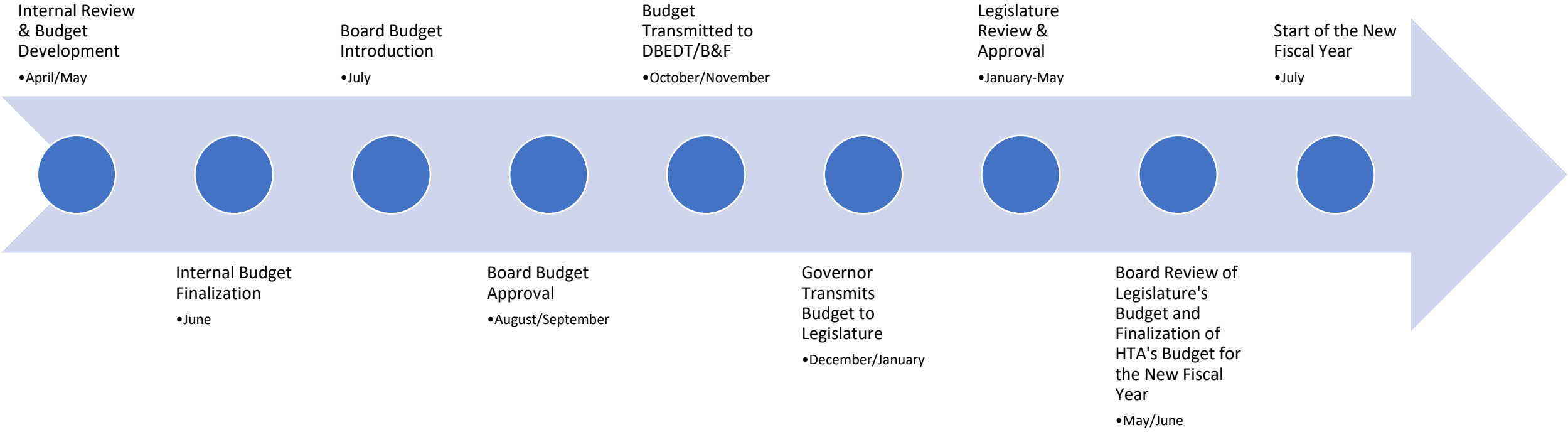
8

Presentation, Discussion, and Action
on the **Revised Fiscal Year Budget Process**

Legislative Fiscal Year Budget Process		
Date	Task	Notes
April/May	Staff starts reviewing needs for next fiscal year. Builds basic budget for their respective areas.	This begins the process for the next fiscal year budget that will be included in the legislative proposal that comes from the Governor.
June	Staff begins to finalize budget proposal. Review proposals by programs, make revisions, and finalize internal version of proposal to the board.	This is the first round of internal reviews of the proposals that will come from the teams. This is to ensure alignment with overall HTA direction.
July	Introduce draft budget proposal to board. Provide overview of requests by budget line items. Meet with board members to go over requests and answer questions.	This is the start of the board's review of the proposal that staff has worked on. Staff will work with the BFCC committee to review the proposal to include non-BFCC board members for their input/feedback.
August/September	Board approves draft for next fiscal year budget.	Ideally, the board would approve the proposed next fiscal year budget in August but an additional month has been provided to address any issues/concerns that may take time to address at the board and team levels.
October/November	Proposed fiscal year budget is transmitted through DBEDT to B&F and eventually approved by Governor.	Historically, the department requests all divisions and attached agencies to submit their proposed budget for the next fiscal year no later than November. Discussions on the budget have started earlier than November which is why we have added October as a potential due date to transmit the HTA's proposed budget.
December/January	Budget transmitted to legislature by Governor. Info briefings scheduled in the House and Senate.	The governor is required to transmit her/his budget to the legislature at least 30 days before the legislature convenes in regular session. Typically, the budget is transmitted to the legislature by/on December 20 th .
May	End of session.	The HTA board will know by the end of the session what funds have been appropriated to it through the legislative process. The date may be earlier than May if the legislature approves a budget and transmits it

		to the governor for her/his approval before May.
May/June	HTA Board reviews the outcome of the legislative process and adjusts its budget (if necessary). Board ratifies next fiscal year budget.	The board will need to review the budget that has been approved through the legislative process. This may or may not align with what was previously reviewed and approved by the board. This may require that the board adjust the HTA's budget to ensure alignment with the legislature's budget.
July	Start of New Fiscal Year	This is the start of the expenditures of funds for the new fiscal year budget that was originally presented to the Board in the prior July period and subjected to the legislative process.

Legislative Fiscal Year Budget Process Timeline



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Presentation and Discussion on the
HTA's Fiscal Year 2023 Draft Budget

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead	
201	Perpetuating Hawaiian Culture	Kūkulu Ola: Living Hawaiian Cultural Program	\$1,750,000	\$1,500,000	2	§201B-3(20) §201B-7(b)(5)(C)	YES	Support for community initiated projects that preserve the Native Hawaiian culture into the future. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts that enhance, strengthen, and perpetuate Hawaiian culture.	<p># of Proposals Received:84 # of Proposals Reviewed: 72 # of Reviewers:12 Avg Score:80 Total Amount Requested: \$5,243,465.75 Total Funds Available: \$1,575,000.00 Hawai'i County: 4 funded; \$267,000.00 O'ahu: 14 funded; \$705,000.00 Maui Nui: 5 funded; \$231,000.00 Kaua'i: 1 funded; \$25,000.00 Statewide: 7 funded; \$347,000.00</p> <p>FY21 performance data is not available</p> <p>FY20 performance data includes 34 Projects. These contracts were reduced at HTA's discretion to 50% of the original contract value in an effort to reduce our run rate as COVID began. These projects are implemented on a calendar year basis. Project deliverables and key performance indicators were adjusted accordingly on a per project basis. Contractors were also instructed to implement their projects in accordance with all applicable laws and emergency orders at the time. Capacity building workshops were conducted on all major islands including grant writing workshops, org capacity building, project management, diversifying sponsorships. Communications campaign to promote the program.</p> <p>2020 Kūkulu Ola: Hawai'i County (7, \$137,500) Maui County (5, \$87,500) Honolulu County (14, \$295,000) Kaua'i County (2, \$15,600) Statewide (6, \$147,500) TOTAL: 34, \$683,100.00</p> <p>Select examples of programs include: Queen Lili'uokalani Keiki Hula, Mākau Mo'omeheu, I Le'a ka Hula, and many others.</p>	Support of community initiated programs identified in the DMAPs as well as those programmatic actions called for in the HTA strategic plan. These programs should support the perpetuation of Hawaiian cultural knowledge, assets and world view. These programs should also work to differentiation Bridging Hawaiian community with the visitor industry.	<p>CON 20127 S1: 45th Annual Queen Lili'uokalani Keiki Hula Competition - Due to impacts from COVID-19, the 45th Annual event will be a hō'ike (showcase) over 3-5 celebrating the 45 year history of Keiki Hula. It will be aired nightly on KFVE and online. We anticipate at least 500,000 viewers. All halau (20+) have confirmed the participation. This project's proposed Key Performance Indicators include: 1) 20 soloists participating, 2) 20 group hālau participating, 3) 100,000 social media views, 4) 95% of participants/viewers are satisfied, 5) 95% of participants are likely to return to the project in the future, 6) 300,000 on-island residents participating/viewing the 2020 Keiki Hula Hō'ike, 7) 300,000 neighbor-island residents viewing the project.</p> <p>CON 20143 S1: Mākau Mo'omeheu - the series provides cultural competency training across the Hawaiian Islands for professionals and volunteers working in Hawai'i's heritage sector. More specifically, our goal is to equip participants with the knowledge and skill to better understand and respectfully interpret Native Hawaiian culture through consultation and collaboration with cultural practitioners and knowledge.</p>	Maka Casson-Fisher	
202	Perpetuating Hawaiian Culture	Hawaiian Culture Initiative	\$1,302,620	\$475,000	2	§201B-3(22) §201B-7(b)(5)(A) §201B-7(b)(5)(C)		<p><u>CONTING TO CULTURAL RESOURCES</u> HI A.1-3, B.4, B.8, C.1, C.4, D.3-4, H.1 KA A.4-5, A.7, C1-7, F.1, G.1-3 OA A.3, B.1-2, B.7, D.2, G.1, G.3, G.6, H.4 MA A.2, A.4, B.1, D.1, D.4, E.1, E.2 MO A.2-4, B.3, C.1-3, D.1 LA B.1, B.3-4, C.2-4, D,1-2</p> <p><u>WORKFORCE TRAINING</u> HI B.2-3, B.8; KA A.5, B.3, C.1, C.6, G.1; OA B.2-3, H.3; MA B.4, C.2, D.3-4, MO A.2, B.2-3, C.1, D.5; LA B.1</p> <p><u>OUTREACH/BUSINESS & PRODUCT DEVLPMNT</u> HI C.4-5, D.5, F.1, F.3, G.1, G.3, H.1; KA C.5, C.7, D.5, E.1, E.3-4, G.5, H.1 OA G.1, G.3-4, G.6, H.1 4. I.2-3. MA A.1. C.2.</p>	In accordance with HRS 201B, HTA's Strategic Plan and collective ambition to integrate authentic cultural practices into the visitor industry to perpetuate Hawaii's unique cultural heritage. Programs supported under this area will provide structural change in the Industry to increase the authenticity and frequency of Hawaiian culture in the visitor industry. These programs will also help to bridge the visitor industry and the Hawaiian community. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture and the visitor industry and other similar programs.	<p>FY22 NaHHA's 2021-22 work plan (\$1,849,530.00) is organized into the following buckets: Training & Education, Product & Business Development, Conferences & Convenings, and Misc Support Service (including but not limited to Translation, support for tourism updates/conferences, fielding general inquiries related to the NH tourism industry. Final Report due to HTA 6/30/22</p> <p>FY21 (\$450,000) From July1, 2020 to June 30, 2021 NaHHA has placed our various training curriculums in front of 4,219 participants, triple previous year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and our largest number of participants to date.</p> <p>FY20 performance data includes CON 18200 S1 Native Hawaiian Hospitality Association (NaHHA) \$445,000. Areas of growth for NaHHA include re-framing mission objectives to support those that have been identified in the HTA strategic plan and DMAP.</p> <p>The following is a short recap of outcomes from the major objectives in the 2019 S1 contract: (A) Assisting the State in developing the cultural tourism tracks by providing speakers, organization and logistics, staffing and executing cultural sessions for GTS with guidance and collaboration from HTA's Director of Hawaiian Cultural Affairs: NaHHA was responsible for the planning and implementation of Cultural FAM Huaka'i, two cultural tracks, the opening protocol for the event, entertainment</p>	Long term partnerships with organizations that align with HTA's strategic plan who will have a direct impact in bridging the Hawaiian community and the visitor industry.	<p>NaHHA has placed various cultural training curriculums in front of 4,219 participants, triple last year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and the largest number of participants to date.</p> <p>On Feb. 21st, NaHHA participated in the Tourism Day at the Capitol in collaboration with HLTA and continues to participate in various vendor booths focused on increasing cultural knowledge.</p> <p>contractor: Native Hawaiian Hospitality Association (NaHHA) original start (6/07/18) and end (6/30/2022) date of existing S3 contract Options info (four (4) one-year options to extend, with a possible end date of 6/30/2023</p> <p>Original method of procurement: Sole Source</p> <p>FY23: Exercise Option 4 To continue & complete Professional Congress Organizer, buildout of Hawaiian music & media microsite w/in gohawaii.com to extend our reach.</p>	Maka Casson-Fisher

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203	Perpetuating Hawaiian Culture	Ma'ema'e Program	\$50,000	\$50,000	2	§201B-7(b)(5)(A)	YES	Use of modern technology and engaging tools to uphold the cultural elements of HTA's brand management (marketing) activities. Inclusive of the toolkit, consulting support and ongoing improvement strategies, this area assures that HTA is promoting Hawai'i in a way that is consistent with our brand identity. It includes educational programs for HTA contractors, media and travel trade in all markets to assure that Hawai'i is being represented and shared in a way that is authentic, appropriate, and consistent with our Hawaiian Islands brand.	FY22: HTA met with NaHHA and key stakeholders to review the current content against new trends and needs associated with our community and industry needs. These needs were presented at trade shows, workshops/meetings and throughout the DMAP journey via concerns that led to action items and sub action items for each county (see DMAP Impl Initiative). In addition to these workshops and industry meetings, Ma'ema'e Toolkit continues to be shared by our partners like NaHHA and GMT. The pageviews and unique pageviews are still low at 78 and 67 counts respectively, with an average time on page of 2 minutes and 21 seconds. FY21: Update the Ma'ema'e Toolkit to reflect the latest trends and issues, including updated instructions to access Hawaiian language tools on computers and devices	Increase pageviews by optimizing technology to update the toolkit and its resources so that it's more engaging and easily accessible for users, which will hopefully increase the number of pageviews and therefore, use of the toolkit and its resources.	One example considered is using ISSU - an online magazine platform that companies like Olukai and Hawaiian Airlines uses for their cataloging. This platform allows for embedding video files and hyperlinks within the digital flip-through magazine which would give us an opportunity to leverage our community partners and experts for topics highlighted in each section.	Maka Casson-Fisher
204	Perpetuating Hawaiian Culture	Market Support	\$50,000	\$50,000	2	§201B-7(b)(5)(A)	YES	Providing for cultural representation in the markets for trade shows, missions, promotional events and other activities that showcase Hawai'i's unique people, place and culture. This is a key pillar to our strategy to incorporate Hawaiian culture in all we do.	FY22: NO Market Support due to COVID19 FY21: NO Market Support due to COVID19 FY20: (PAST EVENTS W/ FUTURE FUNDS?) 2018 Korea Mission 2018 Hong Kong Mission 2018 China Mission 2017 Aloha Europe Mission 2017 Scoot Launch and other various market activations. Hula auana and Hula kahiko performances in various countries with hundreds of performances ranging from 10 minutes to 40 minutes each. With performances, for media, travel trade and trade shows. This also include lei making demonstrations and other cultural hands on learning experiences for participants.	Authentic representation of Hawai'i in international markets. Entertainers/musicians and practitioners representing Hawai'i, carrying the brand message in these developing markets. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination * Include formalized process/form/checklist for MMAs	N/A	Maka Casson-Fisher
206	Perpetuating Hawaiian Culture	Kāheha Program - Harbors	\$110,000	\$0	2	§201B-7(b)(5)(A)	YES	Continue to create a sense of place through programs that highlight the host culture at Hawai'i cruise ship piers. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the arrival experience for visitors. Also to execute improvements to the entertainment area and upgrading of signage and decor, as well as pursuance of harbor access cards for volunteers and entertainers, all with which is to enhance the arrival experience of Hawai'i's visitors to the harbors.	FY21 programming is still taking place in 2022. The harbors at Nāwiliwili and Hilo have been on hold due to the COVID-19 pandemic, leaving Kailua-Kona Pier as the only full-running program as of April 2022, with music, hula and information. The expected cruise schedule is as follows: # of cruise: 63 through December 2022 Highest number of guests: 4250 in October FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the program as follows: Hilo Harbor- \$0.00 Lahaina Harbor- \$0.00 Nawiliwili Harbor- \$1,316.32 Kona Harbor- \$7,863.70 FY19 Estimated Harbor greetings for Nawiliwili, Lahaina, Kona, and Hilo. Nawiliwili: 223,042 passengers greeted Lahaina: 122,969 passengers greeted Kona: 158,192 passengers greeted Hilo: 241,097 passengers greeted	Increase visitor satisfaction maintain/increase # of entertainers supported through this program Decrease paper maps/pamphlets	Procurement exemption Kona - 6/25/21 - 3/31/23 (3 options) Hilo - 6/25/21 - 3/31/23 (3 options) Nāwiliwili (MOA) - 6/29/21 - 12/31/22 (3 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre

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207	Perpetuating Hawaiian Culture	Kāheha Program - Airport	\$534,828	\$0	2	§201B-7(b)(5)(A)	YES	Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. Continued work on providing Hawaiian language greeting, signage, arrival information, and increased safety information. Also support for a pilot program of enhanced VIP ambassadors who can educate visitors of local COVID protocols.	FY21 (as of April 2022): HNL: 6 performances/week + 1 Anniversary event OGG: 4 performances/week KOA: 3 performances/week LIH: 2 performances/week ITO: 2 performances/week, with strategic timing of performances during Merrie Monarch FY20 performance data is not available (COVID-19) FY19 Hawaiian music and hula at all major airports. Honolulu: 312 performances (6 per week). Hilo: 104 performances (2 per week). Kona: 104 performances (2 per week). Lihue: 104 performances (2 per week). Kahului: 208 performances (3 per week). Support for inaugural flights and new routes. New Program: Airports (HNL, KOA, LIH, OGG) Ocean Safety PSAs starting on July 1, 2018	Maintain/increase # of supported performers # of training for airport staff for ho'okipa at airport facilities Updated overhead announcements to also include 'ōlelo Hawai'i Updated landscaping to add to the Hawaiian sense of place	Procurement Exemption Airports (MOA) - 7/1/21 - 9/30/22 (4 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre
208	Perpetuating Hawaiian Culture	Center for Hawaiian Music & Dance	\$5,948,568	\$0	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C) §237D-6.5(b)3(B)(i)	YES	Budget reduced due to pandemic. The CHMD allocation is to explore the development of a virtual concept that would make Hawaiian music, dance, related histories and cultural storytelling available to the world on-line. Essentially, this approach takes HMDC into the digital world and would complement a "bricks and mortar" concept – as envisioned, originally (location and final concept: TBD).	No past performance data is available. No expenditures have been made to this program since 2016	A virtual Center for Hawaiian Music and Dance (CHMD) to create mixed space, contribute to cultural preservation and enhance resident/visitor experiences.	Encumbered \$5.948M in ASM's contract with FY21 funds.	'Iwalani Kūali'i Kaho'ohano hano
214	Perpetuating Hawaiian Culture	HTA Legacy Program	\$25,000	\$50,000	2	§201B-7(b)(5)(C)	YES	Awards program held at the annual HTA Global Tourism Summit to recognize individuals, organizations and businesses who demonstrate a long term commitment towards the perpetuation of Hawaiian culture for the long term.	FY22: Not available due to program being held in November 2022 FY21: Not held due to COVID-19 pandemic Previous Year HTA hosted the Legacy awards luncheon with over 2,000 guests at the Hawai'i Convention Center. The award is a resounding success year over year and highlights the accomplishments of those individuals and organizations which showcase best practices of cultural preservation.	Qualified recognized individual(s) # of local vendors at the event, including decorations # of participants (relative to COVID-19 pandemic restrictions)	Sole Souce Small purchase(s) tied to the Fall Tourism Summit/Update that year (2019)	'Iwalani Kūali'i Kaho'ohano hano
215	Perpetuating Hawaiian Culture	Hawaiian Culture Opportunity Fund	\$1,384,995	\$100,000	2	201B-3(a)(20)§201B-7(b)(5)(C)	YES	Development of a digital content platform and ongoing content to feature local made products, performances, and information/content that is a compliment to the GoHawaii platform.	N/A	Strengthen the Hawaii product and provide a medium to showcase its depth.	N/A	Kalani Kaanaana

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216	Perpetuating Hawaiian Culture	‘Ōlelo Hawai‘i	\$600,000	\$700,000	2	§201B-7(b)(5)(B)	YES	Programs that work towards revitalizing and normalizing Hawaiian Language as a foundation of the Hawaiian culture which educates and invites visitors to Hawai‘i as well as encourage appropriate use of the language.	<p>FY22: He Aupuni Palapala data: End of Phase I - Total number of pages inventoried 56,760</p> <p>‘Ōiwi TV helped to produce (through NaHHA contract) five (5) videos for us to post to our Social Media channels for Mahina ‘Ōlelo Hawai‘i that highlight our efforts and support for ‘Ōlelo Hawai‘i, including an intro of our staff who speak it. Below are the videos and views for each:</p> <p>He Aupuni Palapala: (IG - 1,234) NaHHA Partnership (IG - 335) Kalani Intro (IG - 769 not including IG Stories view) Māhealani Intro (IG - 776 not including IG Stories view) Maka Intro (IG - 512 not including IG Stories view)</p> <p>Total posts for the month of February = 41 Mahina ‘Ōlelo Hawai‘i was 31% of that content Total impressions for February = 6,618 Mahina ‘Ōlelo Hawai‘i content impressions = 4,393 average impression/post = 161 average impression/normal post = 167 average impression/M‘ŌH post = 337</p> <p>(Add # of pages completed, etc. for both years below)</p> <p>FY21: CONs executed to support the continued perpetuation of Hawaiian Language was put on hold. We have programs that are ready to go and are awaiting the green light to execute them.</p>	<p>Increase # of impressions on Social Media platforms during Mahina ‘Ōlelo Hawai‘i/overall</p> <p>Increase # of followers on Social Media platforms during Mahina ‘Ōlelo Hawai‘i/overall</p> <p>Completed # of scanned/updated pages on Papakilo database</p> <p># of Hawaiian words added to Ulukau.org</p> <p>Increase # of translators/resources for translation for formal documents</p> <p>Formalized Ho‘okipa Ceremony for tourism Industry and # of industry partners trained</p>	<p>Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture/language and the visitor industry and other similar programs. Examples of programs that are being explored by staff include Awaiāulu, He Aupuni Palapala Phase 2, ‘ŌiwiTV and ‘Aha Pūnana Leo (see details below)</p> <p>CON2019S S1, He Aupuni Palapala, The inventorying of Bishop Museum’s nūpepa collections has started. Over 700 pages of nūpepa have been inventoried and their condition reported at Bishop Museum. Additionally, 2,344 pages have been inventoried in other repositories, totalling 2,982 pages. The inventorying process also includes a working style-guide of nūpepa conventions.</p> <p>contractor: Bishop Museum contract expiration date: 3/31/2022 start (5/12/20) and end (3/31/2023) date of existing S2 contract Options info (four (4) one-year options to extend with a possible end date of May</p>	Maka Casson-Fisher
217	Perpetuating Hawaiian Culture	FestPAC	\$250,000	\$250,000	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	YES	Funding to support costs associated with the planning for the FestPAC. This is inclusive of website domain costs, server and other costs (planning, meetings, etc?).	FY22 No past performance data is available as no funds were expended.	Economic Impact Media Value Exposure Highlight Host Culture Community Integration	FY23 See NaHHA Scope of Work - 3A.1 - Provide logistical support to HTA for FestPAC Commission mtgs; to include planning, execution, and meeting management & support	Maka Casson-Fisher
297	Perpetuating Hawaiian Culture	Memberships and Dues - Hawaiian Culture	\$500	\$1,000	2	N/A	YES	Funds for membership to organizations that amplify our learning and community outreach efforts in the Hawaiian and native communities.	Dues for AIANTA membership were paid.	N/A	N/A	Todd Toguchi
298	Perpetuating Hawaiian Culture	Travel - Hawaiian Culture	\$15,000	\$19,000	2	N/A	YES	Funds to support staff travel as needed and necessary to support our community work and contractors.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23	N/A	N/A	Kalani Kaanaana
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$250,000	\$0	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	YES	Creating a monthly event at various venues that would showcase Hawai‘i’s musicians. These events would lead up to May Day and Mele Mei in the month of May. Bringing attention to Hawaiian music year round it would be used to market Hawaiian Music Month.	<p>FY21 performance data is not available.</p> <p>FY19: 12 concerts were held and conducted with leading Hawaiian musicians and local venues throughout the island of Oahu include Waimea Valley, Sea Life Park, Windward Mall, Iolani Palace, Ward Center, Kakaako and others.</p>	<p>Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues.</p> <p>Increase the # of: performances.</p>	<p>NOTE: Encouraged contractor/organization to apply to KO RFP administered by HCF</p> <p>FY23 See Ho‘okipa Malihini Initiative</p>	N/A

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718	Perpetuating Hawaiian Culture	Resort Area Hawaiian Culture Initiative	\$400,000	\$0	2	§201B-3(20) §201B-7(b)(5)(A)	YES	The purpose of these programs is to enhance the visitor experience and resident-visitor interaction. This includes cultural programs and entertainment in various resort and visitor areas state wide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting and educational.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the RAHCI program as follows: Kuhio Beach- \$28,164.61 Hilo- \$3,075.00 Lahaina- \$3,196.33 Kailua Kona- \$5,371.71 FY19: 156 times a year (3 times a week) Hawaiian Music and Hula, torch lighting, conch blowing at the Kuhio Beach Hula Mound Tues-Thurs-Sat, 6:30-7:30 p.m. (6:00-7:00 p.m. Nov-Dec-Jan). Other sites include Hilo, Kona and Lahaina with weekly and some bi-weekly performances.	Hula/music, cultural apractitioners, craftsmen, musicians, linguists and/or other artists and other activities statewide in resort areas like Waikiki, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction. We also ensure representation on all islands. Increase the # of: performances, practitioners, workshops, frequency,	Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues. Increase the # of: performances, practitioners, workshops, frequency etc.	Irina De La Torre
932	Perpetuating Hawaiian Culture	Salaries - Hawaiian Culture	\$13,471	\$0	2	§201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for programl staff are included in the Payroll area in FY23.	N/A
TBD-1	Perpetuating Hawaiian Culture	Ho'okipa Malihini Initiative	\$0	\$1,625,000	2	§201B-3(20) §201B-7(b)(5)(A)	YES	The purpose of these programs is to enhance the visitor experience and resident-visitor interaction. This includes cultural programs and entertainment in various resort and visitor areas state wide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting and educational.	New program, no past performance data is available.	Hula/music, cultural apractitioners, craftsmen, musicians, linguists and/or other artists and other activities statewide in resort areas like Waikiki, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction. We also ensure representation on all islands. Increase the # of: performances, practitioners, workshops, frequency,	N/A	TBD
TBD-2	Perpetuating Hawaiian Culture	Hawaiian Culture Festivals & Events	\$0	\$780,000	2	§201B-3(20) §201B-7(b)(5)(A) §201B-3 (a)(20) §201B-7 (a) (3)	YES	Support for larger Hawaiian Cultural Festivals & Events	N/A See Past Performance/Data info from festivals & events examples (but not limited to) - Prince Kuhio Festival - Prince Lot Hula Festival - Buffalo Big Board Classic	Economic Impact Media Value Exposure Highlight Hawaiian Culture Community Integration	New RFP for FY23	Maka Casson-Fisher
Subtotal	Perpetuating Hawaiian Culture		\$12,684,982	\$5,600,000								

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402	Natural Resources	Aloha Aina (formerly NR and Leg Prov NR)	\$1,750,000	\$1,500,000	1	\$201B-11(c)(2)	Yes	Support for community initiated programs to manage, improve and protect Hawai'i's natural environment. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan and island DMAP actions to address impacts on natural resources.	<p>FY22 RFP Released 9/15/21 # of Proposals Received:95 # of Proposals Reviewed: 84 # of Reviewers:13 Avg Score:77 Total Amount Requested: \$6,129,388.35 Total Funds Available: \$1,575,000.00 Hawai'i County: 6 funded; \$398,000.00 O'ahu: 12 funded; \$590,000.00 Maui Nui: 8 funded: \$417,750.00 Kaua'i: 2 funded; \$46,400.00 Statewide: 3 funded; \$122,850.00</p> <p>FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.</p> <p>FY20 performance data includes 34 total projects funded and completed deliverables.</p> <p>2020 RFP Projects : Hawai'i County (6, \$199,000) Maui County (11, \$377,200) Honolulu County (9, \$202,000) Kaua'i County (7, \$273,000) Statewide (1, \$25,000) TOTAL: 34, \$1,076,200 (after 50% reduction due to budget constraints resulting from COVID economic crisis)</p>	<p>Support of community initiated programs that help towards the long term survival of our destination's environment into the future. A key factor in visitor's decision to visit. Also identified as an action by the community DMAP.</p> <p>increased # of community programs supported</p> <p>increased # of visitor participation</p> <p>etc.</p>	<p>Examples of FY20 projects supported under this RFP include: Mālama Kaha'u'u: Restoring Our Coral Reef Ecosystem; Liko No Ka Lama; Hawai'i Wai Ola, Rapid Ohia Death Seed Banking Initiative; Hawaii Youth Conservation Corps; Fire and Oysters: Improving Ma'alaea Bay's Ocean Water Quality; Planting together; Malama na Honu Conservation through Education Project; From Beach to the Classroom Growing a Plastic Free Movement.</p> <p>NOTE: Hawai'i Community Foundation (HCF) to Administer 2021 Kūkulu Ola (KO) & Aloha 'Āina (AA) Programs start (6/22/21) and end (6/30/2023) date of existing contract Options info (four (4) one-year options to extend, with a possible end date of May 31, 2026 Original method of procurement: Sole Source</p> <p>FY23 HCF to continue to administer</p>	Maka Casson-Fisher
406	Natural Resources	Visitor Impact Program	\$1,886,910	\$285,000	1	\$201B-11(c)(2)	Yes	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment, commonly referred to as hot spots.	<p>FY22 In 2022, HTA plans to fund Hawaii Green Business Program through a sole source contract. Additionally, HTA plans to release an RFP for a Sustainable Tourism Forum.</p> <p>FY20 & FY21 performance data is not available.</p> <p>FY19 performance data includes 1 project totaling \$11,092.70 in funding for MOA 19197- Hawaii Green Business Program- DBEDT/HSEO. The project's KPI's included: 26 business recruited; 170 trainees at seminars, forums, & workshops; 1 intern hired; HGB Logo re-designed. The recognition ceremony and events planned for March, April, & May were cancelled due to COVID-19.</p> <p>FY18 performance data includes 1 project totaling \$459,087.86 for MOA 18145 S1- Mālama Hawai'i- DLNR. This project's KPI's included: 2 Television specials; 7 Mālama Hawai'i PSA aired on variety of platforms; Hired a social media specialist for DLNR; Rapid 'Ōhi'a Death survey of land area affected; Progress on forest carbon certification project.</p>	<p>Improved management of hot spots across the state with an emphasis on community empowerment, convening of appropriate departments and agencies from all levels of government and the private sector. This includes establishing a Sustainable Tourism Forum to enable islands to learn from one another. This group would consist of island stakeholders with the support of island experts. This forum would promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals</p>	<p>Hawaii Business Program Hawaii Green Growth Sustainable Tourism Forum</p>	Irina De La Torre

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407	Natural Resources	Sustainable Tourism Association of Hawai'i (Hawaii Ecotourism Association)	\$100,000	\$50,000	1	§201B-11(c)(2)	Yes	Support for Sustainable Tourism certification for attractions and other visitor industry products that have an environmental impact on Hawai'i.	<p>FY 22 STAH will be focusing on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. STAH continues to re-certify 35 companies as they certify five new companies and transition training to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. Lastly, STAH is also still working on a 10- step program to begin engagement for new companies to create easier access to starting the certification process for 2022-2023.</p> <p>FY21 current project includes continuing Sustainable Tourism Management in Hawaii through Certifications, Training, & Partnerships.</p> <p>FY20 performance data is not available due to funding not being allocated due to the COVID-19 pandemic.</p> <p>FY 19 performance data includes 1 project totaling \$43,588 for CON 18150 S1- Sustainable and Eco-Friendly Tourism Training and Programs in Hawaii- Hawaii Ecotourism Association. This project's KPI's included: 1) Re-certify existing CTO's, certify a minimum of 4 new operators Statewide, and outreach directly to 20 new tour operators. 2)Strengthen an update Certification checklist. 3)Increase visitor and resident engagement with Pono Traveler tour operation evaluator program. 4)Make improvements to the HEA website, branding and social media platforms. 5)Support workforce</p>	<p>Continue and expand HEA's Sustainable Tourism Association of Hawai'i's (STAH):</p> <p>1) Sustainable Tour Operator Certification Program;</p> <p>2) Tour Operator/Tour Guide Training Program;</p> <p>3) Educational Outreach/Partnership Development</p>	N/A	Irina De La Torre
416	Natural Resources	Wahi Pana Series	\$250,000	\$0	1	§201B-7 §201B-14	Yes	<p>A continuation of Kulāwi Seires - a seven-part video seires that will feature a local company/community program that we support on each island as a means to connect travelers to place through compelling storytelling about those who are from here - providing an authentic experience that entices viewers to support local through a call to action toward an e-commerce site. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of becoming a part of the community.</p> <p>Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video the series and push for ecommerce site)</p> <p>Platforms: - Airline IFEs - Social Media - GoHawaii Website - community program sites/platforms</p>	<p>No past performance data is available at this time as Kulāwi series has yet to launch for FY22.</p>	<p>positive/increased economic impact toward regenerative tourism</p> <p>Highlight host and local culture through authentic experience and bridge visitors to kama'āina</p> <p>Increased resident sentiment and trust toward tourism industry</p> <p>Collaboration with other state entities, including</p>	<p>This program will set the foundation for Local Business Support Program</p> <p>Holoholo Stories (Toyota Hawai'i)</p> <p>https://www.bing.com/videos/search?q=hohoholo+stories+toyota+hawaii&qpv=hohoholo+stories+toyota+hawaii&FORM=V DRE</p>	'Iwalani Kūali'i-Kaho'ohano
498	Natural Resources	Travel - Natural Resources	\$15,000	\$15,000	1	N/A	Yes	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23	N/A	N/A	Kalani Kaanaana
936	Natural Resources	State Employee Salaries - Natural Resources	\$5,000	\$0	1	§201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A

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TBD-3	Natural Resources	Tour Guide Certification/Licensure Program	\$0	\$150,000	1	§201B-3 (a)(20) §201B-7 (a) (3)	Yes	building on the findings/recommendations from the Landscape Analysis conducted by UH TIM	New program, no past performance data (Data will be available after close out in FY22 with current study, etc.)	centralized certification/licensure program for the State of Hawai'i	N/A	Maka Casson-Fisher
Subtotal	Natural Resources		\$4,006,910	\$2,000,000								
700	Community	Signature Events	\$500,000	\$1,700,000	3	§201B-3 (a)(20); §201B-7 (a) (3)	No	These are typically world-class events, larger in scale than those in the CEP and serve the purpose of attracting attendees and participants from outside of the state of Hawai'i through the use of extensive national and international marketing and media exposure.	In FY 2021, 86 projects were awarded \$2,913,305 for CY 2022 projects. The Community Enrichment Program and Signature Events program were combined into 1 RFP and selection process.	N/A	FY21 Community Enrichment budget: \$1,950,000 FY21 Signature Events budget: \$1,000,000 CONTRACTOR: Hawai'i Visitors & Convention Bureau (HVCB) to Administer CY 2022 Community Enrichment Program (CEP) (CON 21038) Contract Expiration date: 5/31/23 with option to extend	Irina De La Torre
701	Community	Community Enrichment Program	\$2,000,000	\$1,700,000	3	§201B-3 (a)(20); §201B-7 (a) (3)	Kauai (C4 and C6), Maui (D3, E1 and E2), Molokai (B3, D1, D2, D4, D5, D6), Lanai (I1 and I2), and Hawaii Island (C1, C2, C4,D5, G1, H2).	Program to support the development of projects and events in CY 2023 in the following areas: Agritourism, cultural tourism, nature tourism, edutourism, community sports, health and wellness, and voluntourism. Development of a database to connect community organizations/projects with travel and tourism companies.	FY22: No funds were issued for this program. CY22 programs were funded from FY21 funds. FY21: Funded 86 projects that were awarded \$2,913,305 for CY22 projects. The Community Enrichment Program and Signature Events program were merged into a single program for CY22. HVCB administered this program via CON 21038. FY20: Funded 92 projects prior to COVID -19. During COVID-19, contractors were asked to stop and submit receipts so they could get reimbursed for their expenses. In the end, only 12 projects and events were fully funded.	New and enhanced projects in the area of agritourism, cultural tourism, edutourism, nature tourism, health and wellness, community sports, and voluntourism on each island for increased resident/visitor interaction and growth of economic activity; development of community-led tourism efforts, and an active database to be used by tourism activity suppliers (target audience community and nonprofit) and buyers (wholesalers, tour operators, receptive).	FY21 Community Enrichment budget: \$1,950,000 FY21 Signature Events budget: \$1,000,000 FY23 CEP & Signature Events to be separate programs. CONTRACTOR: Hawai'i Visitors & Convention Bureau (HVCB) to Administer CY 2022 Community Enrichment Program (CEP) (CON 21038 (procurement exemption) Start date: 6/30/21 End date: 5/31/23 Contract options: 2 15month options to extend	Dede Howa
702	Community	Community Capacity Building	\$500,000	\$300,000	3	§201B-3 (a)(20); §201B-7 (a) (3)	YES	Training and capacity building program targeted at organizations and individuals in the areas of agritourism and voluntourism activities and products; market/tourism readiness; and festivals and events management. Includes costs for trainers and development of materials.	FY21: In 2022 HTA funded the 'Growing Success' IFEA Webinar series. IFEA held a week long webinars with 130 registrations. FY20 In 2020, HTA funded the Agritourism Summer Webinar Series whereby over 300 people across the state attended. HTA funded 2 webinars with Hawai'i Alliance for Nonprofit Organizations in the areas of fundraising and nonprofit financial management -- over 250 people attended these webinars.	Investing in Hawai'i's tourism product for new and enhanced projects with a focus on agritourism and voluntourism products, capacity building and training. Addresses action items for DMAPS and will be complemented by the Local Business Support program for Branding.	FY17,18,19,21 IFEA Wokrshops 'Growing Success Series' In-person and Virtual. FY 21 Universtiy of Hawai'i - Hawai'i AgTourism Initiative. Others include Volunteer Product Development, EDA impact/collab, etc.	Irina De La Torre
731	Community	Community-Based Tourism - Oahu	\$1,693,796	\$250,000	3	§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)	YES	Implementation of Oahu's Destination Management Action Plan (DMAP) - specifically govt/community collaboration on managing and stewarding sites through a pilot project(s) - action C.	Funds used to move O'ahu DMAP actions, including Destination Manager position. O'ahu Phase 1 report: https://www.hawaiiauthority.org/media/9286/oahu-dmap-progress_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2.	See past Performance/Data for examples of projects. Funds for DMAP implemenetation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
732	Community	Community-Based Tourism - Maui County	\$1,070,000	\$250,000	3	§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)	YES	Implementation of Maui Nui's Destination Management Action Plan (DMAP) , On Maui - specifically creation and implementation of communications plan and supporting. On Lanai - support for work group to develop sustainable tourism practices On Molokai - communicatin materials - action a, resource guide for event organizers to Molokai; Moloka'i community town hall meetings and collateral development - action d.	Funds used to move Maui Nui DMAP actions, including Destination Manager position. Maui Phase 1 report: https://www.hawaiiauthority.org/media/9285/maui-dmap-updates_winter-2022_ada-checked.pdf Lāna'i Phase 1 report: https://www.hawaiiauthority.org/media/9283/lanai-dmap-updates_winter-2022_ada-checked.pdf Molokai Phase 1 report: https://www.hawaiiauthority.org/media/9284/molokai-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implemenetation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward.	Caroline Anderson

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733	Community	Community-Based Tourism - Hawaii Island	\$846,204	\$150,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Hawaii's Island's Destination Management Action Plan (DMAP), specifically development and implementation of a community communications campaign - action E, and development of program to encourage visitor industry to buy local. - action G.	Funds used to move Hawaii's Island DMAP actions, including Destination Manager position. Hawaii's Island Phase 1 report: https://www.hawaiitourismauthority.org/media/9282/hawaii-island-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
734	Community	Community-Based Tourism - Kauai	\$840,000	\$150,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Kauai's Destination Management Action Plan (DMAP), support for project to manage movement of visitors around the island - action d, specifically developing a community communications plan- action f, and supporting buy local - action H.	Funds used to move Kauai DMAP, including Destination Manager position. Kauai's Phase 1 Report: https://www.hawaiitourismauthority.org/media/9281/kauai-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
797	Community	Memberships and Dues - Community	\$500	\$500	3	N/A	N/A	Annual membership for International Festivals & Events Association (IFEA).	Member of IFEA - ability to use resources and network.	Member of IFEA - ability to use resources and network.	N/A	Todd Toguchi
798	Community	Travel - Community	\$15,000	\$13,500	3	N/A	N/A	The program anticipates travel needs to support community outreach and inspection of activities to ensure proper utilization of program funds.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 18	Engagement and outreach with community organizations, county agencies visitor industry, and evaluation of projects.	N/A	Kalani Kaanaana
802	Community	Current Workforce	\$100,000	\$250,000	3	\$201B-3 (a)(22)	NO	Funds to be used to address current and future workforce needs identified in the Workforce Needs Assessment (WFNA).	In FY21, there were 113 individuals trained with 93% received their certification for Hawaii's professional tour guides and 88% received their certificate of professional development for customer service training. Due to timing of the WFNA, FY22 funds were carried over to FY23.	More knowledgeable and skilled industry workforce.	Contractor for WFNA: Anthology Contract Period: 3/12/20-8/31/22 with no option. A new RFP to be issued for new WF projects in FY23.	Jadie Goo
803	Community	Future Workforce	\$120,000	\$150,000	3	\$201B-3 (a)(22)	YES	Funds to be used to support the annual L.E.I. program.	In 2021, over 1,000 students participated in the L.E.I. program and approx. 1,000 students will receive a certificate in service excellence.	More students seeking to pursue a career in the hospitality/tourism industry.	2021 LEI: virtual event 2022 LEI: in-person event	Irina De La Torre
933	Community	State Employee Salaries - Community	\$12,608	\$0	3	\$201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A
TBD-4	Community	Local Business Support Program	\$0	\$200,000	3	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Kaua'i H.1; O'ahu H; Maui Nui G.2	\$50,000 to go toward a list of resources to be shared with industry partners to utilize and support local (Maui Nui DMAP Action Item G.2) A continuation of Kulāiwi video series that highlights local companies/community programs that we support on each island as a means to connect travelers to place through compelling storytelling about those who are from here - providing an authentic experience that entices viewers to support local through a call to action toward an e-commerce site. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of becoming a part of the community. Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video the series and push for ecommerce site) Platforms: - Airline IFEs - Social Media - GoHawaii Website - community program sites/platforms	No past performance data is available at this time as Kulāiwi series has yet to launch for FY22.	A list of local resources for industry partners # of people visiting e-commerce site # of increased purchases on e-commerce site/vendor #of views/impressions on social media Collaboration with other state entities, especially on Made in Hawaii'i	Holoholo Stories (Toyota Hawaii'i) https://www.bing.com/videos/search?q=hohoholo+stories+toyota+hawaii&qvvt=hohoholo+stories+toyota+hawaii&FORM=V DRE No current contract. This is a new project.	Dede Howa
Subtotal	Community		\$7,698,108	\$5,114,000								

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4	Branding	Cruise Industry Consultant Services	\$100,000	\$100,000	4	201B-3(a)(10)	Yes	Cruise consulting services to the HTA which includes coordination and communication with the cruise industry and local stakeholders on initiatives to ensure a superior guest arrival experience. Additionally, the consultant coordinates and communicates with local government agencies (DOT, DLNR, CLIA & HVCB and Island Visitor Bureaus) on all Hawai'i specific cruise industry matters.	2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPD\$ 277,093 (+8.5%) Arrivals 2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPD\$ 53,098 (-80.8%) Arrivals 2021: Cruise No cruise ship activities in 2021.	Satisfactory execution of the cruise industry consultant services in alignment with HTA's 4 pillars, targeting mindful visitors and recovering travel demand in a safe, responsible, and regenerative manner and meeting annual performance targets.	Contractor: Access Cruise, Inc. Contract Period: 11/16/20-9/30/23 with 2 one-year or 1 two-year options.	Jadie Goo
010	Branding	HTUSA/HTJ Campaign Effectiveness Study	\$270,000	\$260,000	ALL	§201B-7(a)(8) (A) §201B-7 (a)(8)(C)	Yes	Studies to evaluate campaign effectiveness for the USA and Japan major market areas, including the incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending.	N/A	Having a third party assessment to HTA funded major marketing campaigns in order to evaluate the return on investment.	RFP in process. CY2023 is the first year of the study with final reports due to HTA by June 2024.	Jadie Goo
012	Branding	Rebranding of the Hawaiian Islands	\$1,000,000	\$0	4	HRS 201B-7(a)(1)	Yes	A full rebranding/refresh of the Hawaiian Islands and HTA so that it aligns with our vision and Strategic Plan and each Island's DMAP. Contractor is to come up with our brand identity and strategy based on research of current market conditions, resident sentiment and is inclusive of discovery and research, competitive analysis, brand positioning and key messages, logo and visual identity system update, brand standard guidelines, communications/brand audit, and rollout plan.	FY22: Performance & Data will be available after contract ends in June 2023 Last refresh was done in 2017.	Stronger brand and positioning for Hawai'i that is better aligned to current market conditions and resident sentiment, and is consistent across our efforts, internally and external of HTA.	N/A	'Iwalani Kūali'i Kaho'ohano hano
013	Branding	Creative Agency	\$250,000	\$0	4	201B-3(a)(10)	Yes	An updated creative suite of multi-media assets and resources including presentation and stationary templates, as well as one-off requests for builds like infographics, short videos, etc. To help better communicate HTA's position on important issues and help us to address resident sentiment concerns and visitory industry partnerships.	This is scheduled to go out for RFP in FY22	Satisfactory delivery of high-quality creatives that are aligned with HTA's 4 pillars and Hawai'i's brand.	N/A	'Iwalani Kūali'i Kaho'ohano hano

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014	Branding	Pono Travel Education	\$175,000	\$0	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Consistent messaging throughout our airports statewide via digital and static banners that educate our traveling public (malihini and kama'āina) how to visit Hawai'i respectfully, responsibly and safely.	FY22: Pono Travel Education is currently up and running at all major airports in Hawai'i via Pacific Radio Group, Inc. For neighbor islands and InTerSpace Services, Inc. (dba Clear Channel Airports). NI: 4/18/2022 - 08/2023 HNL: 4/18/2022 - 10/18/2022 # of banners at NI Airports # of digital screens at NI Airports Visibility: 14 million annual passangers OGG: 5 banners; 14 digital LIH: 9 banners; 8 digital KOA: 5 banners; 8 digital ITO: 3 banners; 4 digital # of banners at HNL: 7 # of digital screens at HNL: 24 Visibility: 21,735,558 annual passangers The digital messaging is on rotation with other messaging and we've increased frequency for them during summer period, while also adding more static banners throughout the neighbor island airports.	Permanent spots throughout the airports increased frequency per message, especially during peak travel periods	Sole Source 4 options 6/27/2022 - 6/30/2023	'Iwalani Kūali'i Kaho'ohano hano
102	Branding	HTA Tourism Updates	\$125,000	\$300,000	4	HRS201B-3(b)(1) HRS201B-7(b)(2)	Yes	Funds to be used for Winter/Spring/Fall tourism updates, island roundtables, industry partners group meetings, and GMT FAMs to bring together community members, thought leaders, visionaries, suppliers, operators, policy makers and the media in a format that fosters networking and sharing.	2019 Fall Tourism Update: Hilton Waikoloa Village November 18-19, 2019 77% attendee satisfaction 2021 Mālama Ku'u Home Update (virtual): October 1, 2021 81% attendee satisfaction 2022 Winter Tourism Update (virtual): February 9, 2022 85% attendee satisfaction	Satisfactory execution of periodic tourism events to update the public of HTA's efforts as they relate to the 4 pillars.	RFP 2019 Contractor: Pacific Rim Concepts A new IFB to be issued for a conference services provider in FY22 for CY2022 HTA Tourism Conference in November.	'Iwalani Kūali'i Kaho'ohano hano
317	Branding	Convention Center Sales & Marketing - City Wide	\$2,600,000	\$2,600,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	CCESF fund for MCI sales and marketing is transferred into this line item. In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).	2019: HCC Citywide Sales Production 88,537 Definite Room Nights 31,888 New to Hawaii Room Nights 237,017 Tentative Room Nights 2020: Citywide Sales Production 10,016 Definite Room Nights 2,654 New to Hawai'i Room Nights 220,639 Tentative Room Nights 2021: Citywide Sales Production 4,211 Definite Room Nights 300 New to Hawai'i Room Nights 101,558 Tentative Room Nights	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
318	Branding	gohawaii.com	\$1,790,000	\$310,000	4	HRS201B-7(a)(1) HRS201B-7(b)(2)	Yes	Development and maintenance for the GoHawaii website. This includes the English, Japanese, Chinese, Korean, German, French, and Spanish sites in support of the Global Marketing Team. Funds also pay for hosting, licensing, analytics, search engine optimization, ADA/browser compliance, and event listings support.	Page Views 2019: 16.6M 2020: 12.2M 2021: 24M	Services for website development, hosting & maintenance.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 06/29/2022 A new RFP for USA MMA which incl. gohawaii.com was issued in FY22 with initial contract ending on 12/31/2024.	'Iwalani Kūali'i Kaho'ohano hano

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
319	Branding	MCI MFF	\$850,000	\$550,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	MFF is an incentive fund used to attract and secure citywide events that use the HCC and it is committed at the time of agreement negotiation and paid upon fulfillment of contract deliverables for each event. Funding for 2022 has been committed by HTA previously for 2022 definite and tentative citywide businesses on the books.	2021 MFF: \$174,500 / 12 events (preliminary) 2022 MFF: \$55,000 / 2 events	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawaii'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
320	Branding	Island Destination Marketing & Management Services	\$2,400,000	\$2,400,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	The Island Chapters provide representation for each of the islands and work closely with HTA, its Global Marketing Team members and the numerous tourism industry partners to showcase each island's unique accommodations, activities and tours. The Island Chapters are staffed by Hawaii Visitors and Convention Bureau (HVCB) employees.	Completed services/deliverables in support of HTA's Global Marketing Team. Demonstrated good communication with HTA.	Services & staffing for Leisure & MCI marketing assistance with on-island execution & in-market programs; provide oversight of the island brands.	Contractor: Hawaii'i Visitors & Convention Bureau (Island Chapter Support Services) CON 21030 (Sole Source) Start date: 12/24/2021 End date: 12/31/2022 No contract options	Dede Howa
321	Branding	US	\$22,500,000	\$17,000,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	The Hawaii'i Visitors and Convention Bureau (HVCB) is contracted by the HTA for CY22 Jan-June brand marketing management services for the United States major market area. The U.S. West and U.S. East are Hawaii's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawaii from the 12 states	2019: USA \$11.63B (+5.0%) Expenditures \$188.7 (+0.2%) PPPD\$ 6,871,839 (+7.9%) Arrivals 2020: USA Expenditures - NA PPPD\$ - NA 1,987,326 (-71%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful visitors with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, maintaining travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	RFP This contract was executed in 2017, exercised 18 supplementals and this will close 6/30/2022. Contractor: Hawaii'i Visitors & Convention Bureau Contract expiration date: 06/29/2022	'Iwalani Kūali'i-Kaho'ohano hano
322	Branding	Canada	\$800,000	\$750,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Canada is the second largest international market for the Hawaiian Islands and has an important relationship with Hawaii'i, specifically the western provinces of British Columbia and Alberta. Canadian Snowbirds spend a great amount of time in Hawaii'i during the winter months and many Canadians own real estate throughout the islands. In 2022, the HTCAN continues to focus on promoting the Hawaiian Culture and Hawaiian values as the differentiator to other destinations and training the Canadian travel trade to become brand ambassadors who can educate and attract the mindful responsible travelers to Hawaii'i.	2019: Canada \$1,081.5 (-2.4%) Expenditures \$165 (+0.4%) PPPD\$ 540,103 (-1.6%) Arrivals 2020: Canada Expenditures - NA PPPD\$ - NA 164,393 (-69.5%) Arrivals 2021: Canada \$238.4M Expenditures \$178.1 PPPD\$ 86,491 (-47.4%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: VOX International Inc. Contract Period: 1/1/22-12/31/22 with no option A new RFP to be issued in FY23.	Jadie Goo
323	Branding	Japan	\$9,000,000	\$6,500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Japan has long been Hawaii's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese arrivals, HTJ continues to leverage the regions' longstanding ties to advance tourism recovery efforts in 2022. HTJ's sustainable tourism framework aims to inspire the values of <i>aloha</i> and <i>mālama</i> with travelers and industry partners while developing consumer, public relations, and travel trade programs to educate and connect visitors with the local community.	2019: Japan \$2,25B (+4.8%) Expenditures \$242 (+0.2%) PPPD\$ 1,576,205 (+5.8%) Arrivals 2020: Japan Expenditures - NA PPPD\$ - NA 289,137 (-81.7%) Arrivals 2021: Japan 82.9M Expenditures 218.9 PPPD\$ 24,232 (-91.6%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: a.Link LLC Contract Period: 1/1/22-12/31/22 with no option A new RFP to be issued in FY23.	Jadie Goo

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324	Branding	Korea	\$1,400,000	\$500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Korea is an important source market from Asia for Hawai'i. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawai'i continues to be a favored romance destination for Koreans. In 2022, the core branding message is Mālama Hawai'i and the marketing strategy is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawai'i.	2019: Korea \$497.9M (+0.3%) Expenditures \$285.2 (-2.4%) PPPD\$ 229,056 (+0.3%) Arrivals 2020: Korea Expenditures - NA PPPD\$ - NA 46,884 (-79.5%) Arrivals 2021: Korea \$49.1M Expenditures \$267.8 PPPD\$ 12,217 (-73.9%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: AVIAREPS Marketing Garden Holdings Ltd. Contract Period: 1/1/20-12/31/22 with 2 one-year options. A new RFP to be issued in FY23.	Jadie Goo
325	Branding	Oceania	\$1,900,000	\$750,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	The Oceania market is Hawaii's third largest international visitor market and over the past several years has been one of the fastest growing market in terms of arrivals. Through its Request For Proposals process, HTA selected The Walshe Group Pty Ltd to represent the Hawaiian Islands in Australia and New Zealand. The Hawaii Tourism Oceania Team will focus on travel trade training and continue to generate awareness and demand through cost effective digital and consumer direct marketing programs. HTO will also increase PR activities and utilize its robust digital media channels. HTO will renew its attempts to bring more Meetings and Incentive Groups from the Oceania market to Hawaii.	2019: Oceania \$895.1M (-14.4%) Expenditures \$261.70 (+0.5%) PPPD\$ 363,551 (-12.6%) Arrivals 2020: Oceania Expenditures - NA PPPD\$ - NA 50,710 (-86.1%) Arrivals 2021: Oceania \$16.6M Expenditures \$192.7 PPPD\$ 6,544 (-87.1%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: The Walshe Group Pty Ltd Contract expiration date: 12/31/2023 A new RFP will be issued FY23	Maka Casson-Fisher
329	Branding	China	\$1,800,000	\$500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	The China market continues to lead in per person per day spending among all major source markets for Hawai'i. In 2022, HTC focuses on market education with Mālama Hawai'i messaging. An integrated digital marketing strategy is deployed to elevate Hawai'i's image and brand awareness by using Chinese consumer preferred social and digital media platforms highlighting Hawai'i's culture, natural resources, community and regenerative tourism.	2019: China \$242.8M (-26.5%) Expenditures \$329 (-5.8%) PPPD\$ 92,082 (-25.3%) Arrivals 2020: China Expenditures - NA PPPD\$ - NA 10,736 (-88.3%) Arrivals 2021: China \$18.2M Expenditures \$288.5 PPPD\$ 6,348 (-41%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: ITRAVLOCAL Limited Contract Period: 1/1/22 - 12/31/22 with no option. A new RFP to be issued in FY23.	Jadie Goo

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331	Branding	Meetings, Convention & Incentives - Single Property	\$1,900,000	\$1,900,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	The Meet Hawaii plan focuses on direct customer activities including FAMs, while also reevaluating and reprioritizing trade shows. Meet Hawaii remains nimble and has increased direct sales activities in MCI market segments that are producing lead opportunities for Hawaii now. Meet Hawaii will continue its ongoing communication and consultation with HTA to adjust as further appropriate.	2019: Global MCI \$904.7M Expenditures \$218.4 PPPD\$ 459,171 Arrivals 2020: Global MCI Expenditures - NA PPPD\$ - NA 132,442 Arrivals 2021: Global MCI Expenditures - TBD PPPD\$ - TBD 97,896 Arrivals	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
339	Branding	Global Digital Marketing Strategy	\$713,000	\$0	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	Supports the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.	Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA	Development services for data bank software licensing, consulting and staffing.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022	'Iwalani Kūali'i Kaho'ohano hano
350	Branding	Global Market Shared Resources	\$787,000	\$1,500,000	4	HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)	Yes	Staffing for management of online marketing & social media in support of HTA's Global Marketing Team. Funds used to maintain various websites including Sharing Aloha and media websites; renew subscriptions to digital tools including social media management platforms, while also supporting the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.	2022: Still in progress Completed services/deliverables in support of HTA's Global Marketing Team. Demonstrated good communication with HTA. PR/Media Site: 2021: 32,783 Total Users / 35,382 Sessions / 47,552 Page Views 2020: 5,211 Total Users / 6,201 Sessions / 82,242 Page Views 2019: 36,046 Total Users / 42,519 Sessions / 140,652 Page Views	Development services for online marketing, social media and staffing.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022 A new RFP for USA MMA which incl. Global Market Shared Resources was issued in FY22 with initial contract ending on 12/31/2024. Combined Global Digital Marketing Strategy	'Iwalani Kūali'i Kaho'ohano hano
380	Branding	Marketing Opportunity Fund	\$293,000	\$0	4	HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)	Yes	Funds to support brand marketing and management efforts based on market conditions and opportunities.	In FY22, funds were used for Market Allocation Platform and IPW.	Stronger branding statement for Hawai'i	Contractor for MAP: Tourism Economics MAP Project Period: March - May 2022	Kalani Kaanaana
397	Branding	Memberships and Dues - Branding	\$160,000	\$160,000	4	HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)	Yes	US Travel Assn: \$125,000 PATA Int'l: \$3,035 PATA HI Chapter: \$275 Destination Int'l: \$26,530	In FY22, HTA staff was able to participate in various networking events, educational seminars, and B2B meetings, hosted by USTA, PATA, and Detination Int'l.	Continue to receive market intelligence and training & networking opportunities	N/A	Todd Toguchi
398	Branding	Travel - Branding	\$50,000	\$53,000	4	HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)	Yes	Travel cost for the Brand Team. To monitor and evaluate the GMT events. Sales calls to the markets.	In FY22, HTA staff traveled to D.C., Japan, IPW, ESTO, Route Dev Conference, etc.	Contractor oversight and evaluation; relationship building with in-market partners.	Exmaples of Past Trips: travel for media blitz, trade missions, and sales calls in mainland US, Japan, Canada, Oceania, Korean, China, Taiwan, SE Asia, and Europe.	Kalani Kaanaana
934	Branding	State Employee Salaries - Branding	\$959,162	\$0	4	\$201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for programl staff are included in the Payroll area in FY23.	N/A
Subtotal	Branding		\$51,822,162	\$36,133,000								

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312	Sports	PGA Tour Contracts	\$2,177,889	\$1,800,000	4	201B-3(a)(19)	No	Contract with the PGA Tour through 2022 to host golf tournaments and execute a marketing program. Through the Aloha Season program, the focus is to increase exposure and generate interest in golf as an activity while visiting Hawai'i. In addition, three professional golf events on three different islands (O'ahu, Maui and Hawai'i) will be supported. Additional funds include a PGA Season-long promotion of The Hawaiian Islands showcasing each event winner's invitation to play in Hawaii at the Sentry Tournament of Champions Event. Term: 2019 - 2022	2020 Results Attendance: 88,500 Economic Impact: \$10.05M Marketing Value: \$21.3M Charitable Donations: \$1,599,870 2021 Results Attendance: 1,833 Economic Impact: \$6.8M Marketing Value: \$19.1M Charitable Donations: \$2,011,760 2022 Results Attendance: 44,000 Economic Impact: \$9M Marketing Value: \$20M Charitable Donations: \$2,500,000	Three professional golf tournaments in Hawaii and marketing throughout the year on Golf Channel and PGATour.com. Additionally, this contract allows HTA to build the foundation for a long-term relationship with the Tour and its lead sponsors Sony, Sentry and Mitsubishi.	Contractor: PGA Tour, Inc. Contract term: 1/9/18 - 12/31/2022 No Options Sole Source	Ross Willkom
343	Sports	Lotte LPGA Championship	\$500,000	\$0	4	201B-3(a)(19)	No	Contract with 141 Premiere to sponsor the Lotte Ladies Professional Golf Association Championship held in KoOlina, Oahu. Funding would help cover the broadcast of the event to a national and international audience as many LPGA stars are from countries that are Hawai'i's existing and emerging markets. Youth clinics and community engagement is also part of the festivities.	2019 Results Attendance: 16,816 Economic Impact: \$7.1M Marketing Value: \$17.9M	N/A	N/A	Ross Willkom
378	Sports	UH Athletics Branding Partnership	\$267,000	\$167,000	4	201B-3(a)(19)	No	Partnership with the University of Hawaii Athletics Department to promote visitation to the Hawaiian Islands by highlighting UH Sporting Events and UH Athletes as Hawaii's Ambassadors. Includes sponsorship of the Big West Conference Basketball and Men's Volleyball Tournaments. Previous partnerships revolved around UH Football and Men's Volleyball games.	N/A	Presenting Sponsor of the 2022 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events	Contractor: Big West Conference Contract term: 6/30/20 - 8/31/2023 No Options Sole Source	Ross Willkom
379	Sports	Sports Programs - Unallocated	\$1,500,000	\$2,000,000	4	201B-3(a)(19)	No	FY23 funds available to sponsor sporting events that submit proposals to HTA for funding and meet HTA's sports marketing criteria. Potential events that HTA sponsored in the past include the Maui Invitationa, Hawaii Bowl, LPGA Lotte Championship.	RFP 22-06 will award remaining FY22 unallocated funds.	Funds allocated through this BLI will allow HTA to extend its marketing and branding efforts across events and programs both large and small. Criteria for applicants seeking to obtain funding will include both a community impact and economic impact component.	Contract Term: 6/30/22 - 12/31/22 No Options Method of Procurement: RFP	Ross Willkom
Subtotal	Sports		\$4,444,889	\$3,967,000								
601	Safety and Security	Visitor Assistance Programs	\$1,150,000	\$500,000	4	§201B-3(21) §201B-3(24)	No	Support of the Visitor Assistance Programs in the four counties. These programs provide a vital service that supports our visitors in crisis. The VAPs had been supporting the State's COVID-19 response in many ways including the flight assistance program through the end of the Safe Travels program in March 2022 in addition to their normal daily operations.	CY2021 Hawaii Island: 218 Cases / 590 People Served CY2021 Maui : 120 Cases / 234 People Served CY2021 Oahu: 511 Cases / 1250 People Served CY2021 Kauai: 96 Cases / 242 People Served	The Visitor Assistance Programs serve as an insurance policy to provide assistance to visitors in distress. Taking a negative experience and transforming it into a more positive one for a visitor directly impacts the brand. Continuing to fund these programs will add a layer of protection to the brand at a nominal cost for the incredible services rendered by the existing partners.	Contract Term: 6/25/21 - 12/31/22 Four (4) one-year options Soul Source	Ross Willkom
602	Safety and Security	Crisis Management	\$100,000	\$100,000	4	§201B-3(24)	No	Funding will support crisis-related expenditures during the fiscal year. This funding will primarily be utilized to support ongoing COVID-related missions as assigned to the HTA through HI-EMA.	Funding went to support COVID-19 related missions in support of the Governor, HI-EMA, and the industry. This included operating a call center and supporting the airport contractors that were managed by DOT-Airports.	In the event a crisis occurs in Hawaii, having these funds available to react quickly and provide support is critical. HTA's ability to be flexible and nimble, especially in a moment of crisis, combined with the ability to fund an action, will allow us to continue to support and protect the Hawaii brand.	Per HRS §201B-3 (24), HTA is required to develop and implement emergency measures to respond to any adverse effects on the tourism industry.	Keith Regan

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603	Safety and Security	Lifeguard Program	\$200,000	\$0	3	§201B-3(21)	No	This program provided much needed support to the 4 counties ocean safety programs and the statewide Junior Lifeguard program. The funding to the counties specifically supported the acquisition of ocean safety equipment which would be used at various beach parks.	In 2019, the JR Lifeguard program had 2,870 participants and was active in all four counties. The City and County of Honolulu had 1,800 participants, Kauai County had 600 participants, Maui County had 270 participants, and Hawaii County had 200. Hawaii County purchased 2 personal water craft, 2 rescue sleds, 1 truck, 2 radios, 1 trailer, 2 PWC hardware, 2 PTT headsets, (matched \$125K). City purchased 5 personal water craft, and 7 ATVs (matched \$125k). Kauai Lifeguard Assoc. purchased a utility vehicle, radios, ATVs, Jetski, PA system for towers, and software for CPR training. Maui County purchased portable radios, rescue fins, masks/snorkels, rescue boards, rescue sleds, rescue water craft, trailers, and ATV/UTCs.	Supporting the purchase of ocean safety equipment that otherwise would not have been purchased by a county may mean the difference between a swift rescue and/or a delayed rescue due to equipment needs. A minimal investment to purchase jet skis, boards, fins, and other ocean safety equipment may result in more lives saved, safer beaches, and safer visitors.	Funding was declined due to C&C program and uncertainty of future funding.	Ross Willkom
604	Safety and Security	Preventative Programs	\$100,000	\$0	3	§201B-3(21)	Yes	This program engaged DOT-Airport's advertising concessionaires to place PSAs in the baggage claim at all major airports throughout Hawaii. The primary message was focused on ocean safety for arriving visitors.	Clear Channel - DKl Int Airport - ran ocean safety videos on 20 screens in baggage claim, 1 spot per 6 minute cycle, 10 showings per hour or 240 spots per day. Pacific Media Group showed Ocean Safety Videos, provided by HTA, in Kahului, Lihu'e, and Kona Airports. In Kahului: Two (2) video screens (minimum 65") located in the baggage claim area visible to all arriving passengers; two 30-second spots played consecutively and exclusively with no other ads in rotation. In addition, four static message boards and six brochure racks were provided to complement the two video screens. In Kona: Eight (8) walls on baggage claim carousels; two 30-second spots played consecutively, one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day. In Lihu'e, Kona: Eight (8) video walls on baggage claim carousels, two 30-second spots played consecutively; one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day.	The ability to display PSAs that help educate visitors while they are waiting at the baggage claim may result in saving the life of that visitor. These additional funds help to support an increased frequency of ocean safety videos throughout all of Hawaii's major airports. Saving a life through education equates to tremendous positive benefits.	N/A	Ross Willkom
Subtotal	Safety and Security		\$1,550,000	\$600,000								
506	Tourism Research	Infrastructure Research (Accommodations and Airseats)	\$60,000	\$65,000	ALL	§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (ii) The number of transient accommodation units available, occupancy rates, and room rates; (iii) Airline-related data including seat capacity and number of flights;	Yes	Hotel performance data	Monthly Hotel performance report (12)	The data is used to monitor hotel industry performance.	Hotel performance data: STR, Inc., annual subscription. Additional data were ordered during the pandemic. \$60,000 budgeted for FY22	Caroline Anderson
935	Tourism Research	State Employee Salaries - Research	\$33,119	\$0	ALL	§201B-2	N/A	Salaries and wages.	N/A	N/A	N/A	N/A
Subtotal	Tourism Research		\$93,119	\$65,000								

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652	Planning	Planning Tools and Assessments	\$410,000	\$50,000	ALL	\$201B-3(a)(14)(17)(20)	Yes	Planning tools to help communicate information to the public.	Past funds were used for a destination assessment, creation of a DMAP microsite to share activities of DMAPS, and creation of infographics. The destination assessment report will be issued in June 2022, DMAP microsite expected to be completed in Q3 2022, and creation of infographics will start in June 2022.	Increased understanding by residents of HTA's activities and value of tourism.	See past Performance/Data	Caroline Anderson
653	Planning	Hotspot Mitigation	\$500,000	\$1,000,000	3	\$201B-3(a)(14)(17)	Yes	Planning and mitigation of hot spots/issues as identified in the DMAPs. Includes facilitation services.	In FY 22, HTA is working with the County of Kaua'i to conduct a mobility hub plan and County of Hawai'i for a Keaukaha pilot stewardship program.	Hotspot mitigation/resolutions per DMAP	N/A	Caroline Anderson
654	Planning	Program Evaluation	\$500,000	\$50,000	ALL	\$201B-3(a)(14)(17)	Yes	Evaluation of HTA's programs, including events evaluation, development of measures, dashboards and KPI tracking of HTA's programs outcomes and results.	HTA's contract with PlayFly LLC, the company who was selected for the Festivals & Events Evaluation will begin in June 2022. No evaluation reports done yet. Funds to be used for continued dashboard creation of program data.	Measured activities that are easily digestible and available to the public. Creation of report cards and dashboards.	Not requesting funds for FY 23 for events/festivals evaluation as the FY 22 funds will last through FY 23 projects.	Caroline Anderson
655	Planning	Community Engagement	\$175,000	\$0	ALL	\$201B-3(a)(14)(17)	Yes	Engagement meetings/forums with community/industry on tourism development decisions, including industry and community input and feedback on identified topics. Includes development of materials to communicate information. There is remaining ARPA FY 22 funds that will be put towards FY23 activities. No FY 23 funds are required.	DMAP community engagement meetings were held in late 2021 on Maui and Lana'i which did not require HTA.	Continued engagement and collaborative with community and industry per DMAPs	See past Performance/Data	Caroline Anderson
656	Planning	Community Tourism Collaborative	\$400,000	\$400,000	ALL	\$201B-3(a)(20); \$201B-7(a)(3), 7(a)(9)(b)(4)	Yes	Assist organizations through trainings and providing resources to develop community management/stewardship plans and tourism product projects for their communities.	Collaboratives will take place in July 2022.	Community Management Action Plans and Tourism Projects to that provide for jobs, economic development, and improved visitor experiences.	Pohoiki Community Tourism Collaborative partnership with the County anticipated to begin in July 2022.	Caroline Anderson
697	Planning	Memberships and Dues - Planning	\$3,200	\$1,000	ALL	N/A	Yes	Annual membership to Travel & Tourism Research Association and TTRA Chapter and the American Planning Association - Hawai'i Chapter	Travel and tourism research and data to understand the tourism landscape and markets, and	Networking and relationship building, travel and tourism research and data.	Travel and Tourism Research Association and TTRA Hawai'i Chapter: \$690 annual dues American Planning Association - Hawai'i Chapter - \$350	Caroline Anderson
698	Planning	Travel - Planning	\$17,000	\$20,000	ALL	N/A	Yes	The program anticipates travel needs to support community and industry outreach and inspection of DMAP activities and conference registration fees.	N/A	Engagement and outreach with community organizations, DMAP steering committees, county agencies, visitor industry, and evaluation of projects.	N/A	Caroline Anderson
Subtotal	Planning		\$2,005,200	\$1,521,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
101	Administrative	Community-Industry Outreach & Public Relations Services	\$600,000	\$200,000	ALL	§201B-3 (a)(17) §201B-3 (a)(21) §201B-3 (a)(22) §201B-3 (a)(23) §201B-3 (a)(24) §201B-7 (9b)(1-5) §201B-16	YES	Provides communications support to HTA's PAO, including a contract with HTA's current vendor (Anthology Media Group), as well as support for digital assets and other communications-related costs.	1. Keeping HTA's online resources up to date, including crisis communications (COVID-19 alert pages, adding HTA's daily briefer to the alerts page, etc.) 2. Supporting, coordinating, and maintaining continuity of external communications (events, appearances, announcements, distribution lists, community relations, social media, etc.) 3. Helping to maintain Government relations, inter-agency, and county connectivity via communications, as well as keeping up to date with industry news as it relates to HTA in the Media and policies, and facilitating conversations and events around tourism 4. Assisting with the development of a strategic communications plan	The HTA's 2020-2025 Strategic Plan includes milestones to (a) grow reach and engagement on all HTA social media platforms, and (b) increase numbers of news stories about HTA-sponsored events and programs. While the second milestone was created prior to the pandemic - when the Aloha Aina, Kukulu Ola and Community Enrichment Programs were active - Anthology will continue to help create and boost HTA's original social media posts to help promote projects that HTA is taking initiative with to align tourism with its strategic plan.	Social media postings for the Community-Based Tourism and the Destination Management Action Plans (DMAPs) and resources like the Maemae Tool Kit. Anthology is also helping to create the structure for a speakers bureau to help promote the DMAPs.	Ilihia Gionson
103	Administrative	Hawaiitourismauthority.org	\$100,000	\$75,000	ALL	§201B-3 (a)(21)	YES	Ongoing design, support, maintenance, and hosting of the HTA's primary website.	Anthology helped to create the HTA website, and provides ongoing maintenance and support. The team has been responsive when HTA's staff reached out for help and they met the expectations that were set forth in the contract. HTA's website did not experience any outages during 2020 and has handled the increased traffic throughout the COVID-19 pandemic. Currently, most people are visiting hawaiitourismauthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic. covid-19-novel-coronavirus page traffic: - January 1 - December 31, 2020 (total of 4,396,302 views of which 3,760,452 views were unique). covid-19-updates page traffic: - January 1 - December 31, 2020 (total of 1,153,010 views of which 852,449 views were unique). - January 1 and October 24, 2021 (total of 1,682,212 views of which 1,223,749 were unique). research/monthly-visitor-statistics page traffic: - January 1 - December 31, 2019 (total of 17,789 views of which 14,535 views were unique). - January 1 - December 31, 2020 (total of 33,244 views of which 28,139 views were unique)	Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages. With the reopen of our RFP, we've seen a total of 7,965 views. 7,073 of which were unique between January 1 and October 25, 2021.	The scope was reduced for 2021, and Anthology Marketing Group reduced their retainer fee from \$2,100/month to \$1,000/month for 2021. Monthly subscription fees remain the same for hosting (\$500/month), Swiftype (\$299/month), and Cloudflare (\$210/month). Additional requests beyond the scope will be charged on a per project basis. We intend to go out to bid on this once the current contract ends on 12/31/2021.	Keith Regan
901	Administrative	General and Administrative	\$648,700	\$648,700	ALL	§201B-2 §201B-11	YES	Administrative support costs include: 1) \$58,000 Computer Programs/Software; 2) \$35,000 Telephone; 3) \$35,000 Rental of Copy Machines; 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses; 5) \$315,000 Audit and Federal Support.	Operated with efficiency. Volume attributed to Finance and/or Contracts team includes: 2020 Contracts/supplemental contracts executed or notifications: 411 2019 Contracts/supplemental contracts executed or notifications: 334 2019 Payments processed: 2116 2020 Payments processed: 1884	Admin team will continue to support all programs throughout HTA in their execution, through processing of contract and non-contract encumbrances, processing payments, reporting financial information, working with the Department of the Attorney General, providing guidance to staff, federal compliance. Functions also include monitoring and responding to draft legislation, supporting the HTA Board and leadership, supporting and responding to preparation of information and requests from external parties that include legislative matters and State departments.	Expenditures based on historical spend in this BLI.	Keith Regan

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
930	Administrative	State Employee Salaries - Admin	\$1,451,993	\$0	ALL	§201B-2 §201B-11	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A
998	Administrative	Travel - Admin	\$50,411	\$70,000	ALL	§201B-2 §201B-11	YES	Funding to support possible travel during the fiscal year by members of the administrative team.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32	Travel by admin team, including CEO, to support program efforts and meet with stakeholders.	Travel budget increased due to anticipated increase in travel. In the prior year, travel budget was decreased due to COVID travel restrictions.	Keith Regan
Subtotal	Administrative		\$2,851,104	\$993,700								
915	Governance and Organization-Wide	Organization-Wide	\$230,000	\$250,583	ALL	§201B-2	YES	Costs include: 1) \$150,583 Legal & Audit; 2) \$100,000 Support Contracts (Support in developing RFPs/Contracts)	N/A	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. Includes: -Office of the Auditor contract will increase to approximately \$130,000 beginning FY 2023, for the annual financial and federal compliance audit.	Keith Regan / Marc Togashi
919	Governance and Organization-Wide	Governance - Gen Board/Others	\$121,800	\$221,800	ALL	§201B-2	YES	Costs associated with the Board's strategic oversight of the HTA, including: 1) \$123,000 for Board and Commission expenses (including meeting minutes); 2) \$40,000 for D&O insurance coverage; 3) \$40,000 Board travel	Meeting minutes have been produced on schedule for all board and committee meetings. Typically, there are four board members requiring travel support once per month.	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. -Aloha Data Services for Board meeting minutes (\$576/meeting) -Increase in Board costs relating to AV support of Board meetings	Keith Regan
Subtotal	Governance and Organization-Wide		\$351,800	\$472,383								
931	Governance and Organization-Wide	State Employees Fringe	\$1,191,493	\$1,010,340	ALL	§201B-2	YES	Fringe benefit costs for all HTA State employees	Please see past performance and data for program 901 above.	Fringe benefits for staff. Efficient operations.	Expenditures based on salary/fringe calculations as provided for by the State. Staff is currently researching whether fringe costs will be paid from this appropriation.	Keith Regan
TBD-5	Payroll	State Employee Salaries - All	\$0	\$2,523,577	ALL	§201B-2	YES	Salaries and wages.	Please see past performance and data for program 901 above.	Please see expected future benefits for program 901 above.	Expenditures based on salary schedule.	Keith Regan
Subtotal	Payroll		\$1,191,493	\$3,533,917								
Total			\$88,699,767	\$60,000,000								

10

Presentation, Discussion, and Action on the Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii Tourism Authority by Governor Ige

10.1

EDA ARPA Travel, Tourism and Outdoor
Recreation Non-Competitive Grant

The logo for the Hawai'i Tourism Authority features the words "HAWAII TOURISM" in a blue, stylized font. A horizontal line with a rainbow gradient (red, orange, yellow, green, blue) passes behind the text. Below this line, the word "AUTHORITY" is written in a smaller, blue, sans-serif font. The background of the slide includes a large, dark grey, curved shape on the left and several thin, light grey curved lines.

AUTHORITY

EDA ARPA
Travel, Tourism
& Outdoor
Recreation
Non-
Competitive
Grant

Presentation to the Budget,
Finance, & Convention
Center Standing Committee
Meeting

May 24, 2022

EDA NOFO 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

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 2022 and beyond

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

Media inflation is up approximately 33% from the start of the year

Total Budgeted Amount: \$4,000,000



Downtown Honolulu – Urban Trail


An Economic Revitalization Experience

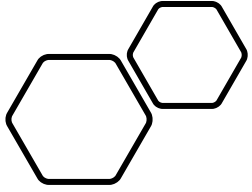


Budgeted Amount: \$750,000



Unique and Engaging Experience

- Historic “traditional” signage
 - 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



Stewardship/Management

Work with communities who seek to steward lands – providing training and resources



Tourism Product Development

Work with communities to develop strategies to shape tourism in a sustainable way and create new/enhance experiences/product offerings

DLNR Projects

- Recreational Trailhead and Access Road Improvements - Kula Forest Reserve, Maui, Hawai'i
- Recreational Trail Improvements - O'ahu Trails, Hawai'i
- Recreational Trailhead and Access Road Improvements - Koai'a Tree Sanctuary and Corridor Trails and Access Road Improvements
- Awa`awapuhi Trailhead Parking Lot Improvements Recreational
- Improve the Alaka'i Swamp Trail Boardwalk
- Bridging the Gap: Valley of the Lost Tribe vista trail repair and improvements
- Statewide Trail Capacity Study
- DOCARE Equipment and Educational Materials
- DOCARE Equipment and Educational Materials
- Day-Use Mooring Buoy (DMB) Program
- Waikiki Snorkel Restoration Trail
- Resource Use and Behavior Change app content development: Play Pono Points
- Ala Kahakai Interpretive Plan
- Nāpu'u Recreation Plan
- Statewide signage, branding, and trailhead biosanitation
- Nā Manu 'Elele: Land Steward Program

Total Budgeted Amount: \$7,200,000

10.2

Draft Grant Administration Plan for EDA-ARPA funds for
Travel, Tourism & Outdoor Recreation

Grant Administration Plan for EDA-ARPA funds for Travel, Tourism & Outdoor Recreation

The Hawai'i Tourism Authority's (HTA) Grant Administration Plan details the administration of the EDA's allotment of \$14,024,372 to the state of Hawai'i to support the travel, tourism, and outdoor recreation sectors. HTA recognizes that EDA monies are available until December 31, 2026 and all work must be completed by May 31, 2027. In its original proposal to EDA, there were 5 activity categories where the HTA proposed to expend funds:

1. Marketing Campaigns Promoting State and Regional Assets
2. Short And Long-Term Economic Development Planning and Coordination
3. Business Technical Assistance
4. Infrastructure Projects To Support Growth In The Travel, Tourism and Outdoor Recreation Industries
5. Workforce Training

As part of the outdoor recreation component of the grant, the HTA intends to collaborate with the State of Hawai'i Department of Land & Natural Resources (DLNR). The DLNR is the leading manager of public recreational opportunities and resources used by the visitor industry, including hiking trails, forests and other natural areas, beaches, nearshore marine environments, and boating infrastructure. The agency is directly responsible for protecting natural resources and provides enforcement for rules and regulations regarding natural resources and the use of recreational assets under their management.

HTA will conduct its procurements in a manner consistent with Hawaii's procurement law, Hawaii Revised Statutes (HRS) §103D-102. The collaboration with DLNR will be formalized through the execution of contracts as allowable under §103D-102.

As mentioned in the proposal 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. These projects include:

- **Program 1 – Outdoor Recreation: (\$7,200,000)**

Enhancement and development of Hawai'i's outdoor recreational assets (including but not limited to trail systems, recreational boat moorings, and natural areas) to improve safety, user experience, educational opportunities, resource protection, community relations, rule enforcement, and improvements to physical infrastructure in order to remain a competitive world-class visitor destination and provide for residents' quality of life.

- In alignment with State of Hawai'i procurement law, we will intend to contract with the **State of Hawai'i's Department of Land and Natural Resources** under Hawaii's procurement law to implement the following non-construction projects:

1.	Recreational Trailhead and Access Road Improvements - Kula Forest Reserve, Maui, Hawai'i	\$ 375,000
2.	Recreational Trail Improvements - O'ahu Trails, Hawai'i	\$ 375,000
3.	Recreational Trailhead and Access Road Improvements - Koai'a Tree Sanctuary and Corridor Trails and Access Road Improvements	\$ 150,000

4.	Awa`awapuhi Trailhead Parking Lot Improvements Recreational	\$ 100,000
5.	Improve the Alaka'i Swamp Trail Boardwalk	\$ 250,000
6.	Statewide Trail Capacity Study	\$ 1,100,000
7.	DOCARE Equipment and Educational Materials	\$ 400,000
8.	Day-Use Mooring Buoy (DMB) Program	\$ 800,000
9.	Resource Use and Behavior Change app content development: Play Pono Points	\$ 100,000
10.	Ala Kahakai Interpretive Plan	\$ 100,000
11.	Nāpu'u Recreation Plan	\$ 400,000
12.	Statewide signage, branding, and trailhead biosanitation	\$ 300,000
13.	Nā Manu 'Elele: Land Steward Program	\$ 1,500,000
14.	Bridging the Gap: Valley of the Lost Tribe Vista Trail Repair and Improvements	\$ 500,000
15.	Waikiki Snorkel Restoration Trail	\$ 750,000

Workplan:

Task	Anticipated Start Date	Anticipated End Date
HTA Administrative Team meets with DLNR Staff to verify its projects and set timelines, milestones, and review project workplan template (see Appendix A)	4/15/2022	4/15/2022
DLNR and HTA internal team submit project workplans to HTA Administrative Team for review	4/18/2022	4/18/2022
HTA approves project workplans	4/19/2022	4/19/2022
HTA draft Contract with DLNR. This is in alignment with state of Hawai'i Procurement	4/25/2022	5/5/2022
Issue Contract with DLNR.	5/19/2022	5/19/2022
Monthly Status Meeting between DLNR and HTA and update workplans as needed.	Monthly	

Expected Outputs/Outcomes:

(These are just some of the expected outputs and outcomes.)

- Trailhead parking expansion
- More parking spaces
- Education signage
- Reduced hazards for pedestrians
- More educated community
- Enhanced access for public outdoor recreational activities
- Interpretive Planning and content design
- Reduced hazardous boardwalk conditions; A sturdier and longer-lasting boardwalk; safer conditions and more protection of nearby native plants

- Safe and enjoyable experiences for customers/passengers on dive/snorkel tours
 - Number of new moorings
 - Increased safety, cultural and sensitive-site awareness for public outdoor recreation features to help minimize impacts on historic sites and trails.
 - Educational signage and boot brush stations
 - Mentoring, Coaching, Training, Human Capital & Workforce Development
- **Program 2 – Marketing Campaigns: (\$4,000,000)**
Development of marketing and branding campaigns to support Hawai‘i’s businesses and communities through tourism’s recovery that are environmentally and culturally sensitive and sustainable. The HTA will follow the State of Hawai‘i procurement law to procure for this program.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop an RFP to find a contractor to handle the projects	06/01/2022	06/15/2022
Issue an RFP to identify a contractor to handle the project and award	06/15/2022	07/15/2022
Design, plan and approve for branding and marketing campaigns’ components	7/01/2022	7/29/2022
Implement branding campaign	08/01/2022	10/31/2022
Implement marketing co-op campaign	10/2022	3/2023
Contractor to submit marketing effectiveness and ROI for the branding campaign	11/1/2022	12/31/2022
Contractor to submit marketing co-op campaign results	11/2022	5/2023

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
- **Program 3 – Urban Trail: (\$750,000)**
Planning and development of an “Urban Trail” which connects Honolulu’s capitol district with downtown Honolulu, the waterfront, and Chinatown. These areas are rich in Hawai‘i’s culture and history, provides for a new visitor experience, and will foster economic opportunities for retail, restaurants, art museums/galleries, and businesses along the trail. This prototype will set the framework to expand the concept across the state. The HTA will issue an **RFP** to implement this project.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop an RFP to find a contractor to handle the project	05/01/2022	05/31/2022
Issue an RFP to identify a contractor to handle the project and award	06/01/2022	07/29/2022
Work with contractor to move the project forward to completion	08/01/2022	06/01/2023

Expected Outputs/Outcomes:

- Increase Visitor Satisfaction Measure
 - Visitor Spending
 - Increased Sales
 - Positive Experience
 - Positive Economic Benefit
- **Program 4 – Community Tourism Collaborative: (\$750,000)**
 Work with and provide technical assistance to communities that identify tourism as a main economic driver and/or impacting factor to 1) develop action plans and support projects to manage tourism and address/mitigate impacts of an area/site of concern/hotspots or 2) create new or enhance tourism product to bring economic development into their communities based on local needs and values. The HTA intends to issue **RFPs** to implement this program.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop Collaborative Workshops for Experiences	5/1/2022	8/30/2022
Issue RFP for Projects Relating to Stewardship/Destination Management	8/19/2022	10/7/2022
Hold Community Tourism Collaborative Workshops for Experiences	9/12/2022	12/1/2022
Select awardees for Stewardship/Destination Management RFP	10/24/2022	10/28/2022
Draft and issue contracts for Stewardship/Destination Management	10/31/2022	11/30/2022
Issue RFP for Projects Relating to Visitor Experiences in Communities	1/9/2023	3/20/2023
Select awardees for Visitor Experiences in Communities RFP	4/10/2023	4/14/2023
Draft and issue contracts for Visitor Experiences	4/24/2023	5/26/2023
Review and Approve Final Reports from Stewardship/Destination Management Awardees	12/1/2023	2/27/2024
Review and Approval Final Reports from Visitor Experiences in Communities Awardees	6/1/2024	8/30/2024

Expected Outputs/Outcomes:

- No. of projects identified for implementation
- No. of community action steward plans developed
- No. of community action stewardship projects supported

- No. of participants by island at the collaboratives
- No. of visitor experiences projects in communities supported
- No. of jobs created
- No. of sites protected and managed by community
- No. of new or enhanced community visitor experiences developed
- Participants strongly rate these statements:
 - “I feel like I have a voice in my island's tourism development decisions”
 - “Tourism presents Native Hawaiian language and culture in an authentic manner”
 - “Provides opportunities for residents to be involved”
 - “Tourism is consistent with community values on this island”

The HTA has individual workplans for each of these projects, and can provide to EDA at any time. The timing of HTA’s anticipated grant drawdowns are noted in HTA’s \$14,024,372 EDA award budget. Additionally, to fulfill HTA’s reporting requirements, we will submit to the EDA semiannual reports SF-425, ED-916, ED-917 and ED-918 forms and Progress Report Narratives.

