



**HĀLĀWAI PAPA HO'okele KūMAU
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI KIKOHO'E & HŌ'EA KINO
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 30 O Iune, 2022, 9:30 kak.
Thursday, June 30, 2022, at 9:30 a.m.**

Kikowaena Hālāwai O Hawaii'
Papahale Wahi Kūkulu Ka'a | Lumi Papa Ho'okō A
1801 Alaākea Kalākaua
Honolulu, Hawaii' 96815

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

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

**E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:**

<https://bit.ly/HTAJune2022BoardMeeting>

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia 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.

*'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike
ma o ka māhele nīnau a hā'ina o Zoom.*

**Members of the public attending via Zoom may provide testimony through the questions and answer
feature of the Zoom platform.**

Papa Kumumana'o

AGENDA

1. **Ho'omaka
Call to Order**



2. *E Mālama 'ia ana ke Kikolā i hiki ke Ho'olauna 'ia nā Lālā Papa Ho'okele a me nā Kānaka 'Ē A'e e Komo pū ana me ka Lālā Papa Ho'okele inā 'a'ole i Laha Kahi*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono i ka Mo'ō'ōlelo Hālāwai o ka Hālāwai Papa Ho'okele i mālama 'ia ma ka lā 26 o Mei, 2022*
Approval of Minutes of the May 26, 2022 Board Meeting
5. *Hō'ike o nā Launa 'Āpono 'ia ma ka Hālāwai/Hō'ike 'Ikepili i Kūkulu 'Ole 'ia e ka Papa Ho'okele ma lalo o HRS māhele 92-2.5(c)*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. **Nā Hō'ike A Ka Luna Ho'okele/Luna Lawelawe Hana/Luna Alowelo**
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like'ole Ma Mei 2022*
Relating to Update on HTA's Programs During May 2022
 - b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Relating to Update on HTA's Implementation of Change Management Plan
7. *Ka Hō'ike me nā Nū Hou Mai Ke Kōmike Kūmau 'o Ho'okahua Hawai'i*
Ho'okahua Hawai'i Standing Committee Report and Update
 - a. *Kūkākūkā, A'oa'o, a me ka Hana ma kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*
Discussion, Recommendation, and Action on HTA's Draft Fiscal Year 2023 Budget
 - b. *Kūkākūkā, A'oa'o, a me ka Hana ma kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa o Hawai'i e ke Kia'āina 'o Ige*
Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii Tourism Authority by Governor Ige
8. *Hō'ike'ike a me Kūkākūkā no ka 'Ike me ke Kūlana Mākeke 'Ānō ma Hawai'i a me nā Mākeke 'Oihana Ho'okipa Nui ma Hawai'i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**



9. *Hō'ike a me nā Nū Hou na ke Kōmike Alowelo Kūmau o kā lākou Hālāwai i mālama 'ia ma ka lā 15 o lune, 2022*

Report and Update by the **Branding Standing Committee** of their Meeting held on June 15, 2022

- a. *Hō'ike, Kūkākūkā, a me ka Hana e pili pū ana i ka Palapala 'Aelike Alowelo a Hokona & Lawelawe Ho'okele no ke Ke'ena Kuleana Ho'okipa o Hawai'i no Kina*
Presentation, Discussion and/or Action on Hawai'i Tourism China's Brand Marketing & Management Services Contract
- b. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Alowelo Kūmau ma nā Loli i Hāpai 'ia no kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*
Discussion and Action on the Recommendation by the *Branding Standing Committee* on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget
- c. *Kūkākūkā, A'oa'o, a me ka Hana ma kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa o Hawai'i e ke Kia'āina 'o Ige*
Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige

10. *Hō'ike me nā Nū Hou na Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai*

Report and Update by the **Budget, Finance, and Convention Center Standing Committee**

- a. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai* ma kā ke Kikowaena Hālāwai o Hawai'i Hō'ike 'Ikepili Kālā me Nū Hou no Mei 2022 ma kā ke Kikowaena Hālāwai o Hawai'i Papahana CIP he 6-Makahiki i Hō'ike'ike 'ia ma ka Hālāwai o ka lā 28 o lune, 2022
Discussion and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on the Hawai'i Convention Center's May 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the June 28, 2022 Meeting
- b. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai* ma nā Loli i Hāpai 'ia no kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023
Discussion and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget



- c. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai ma kā ke Kikowaena Hālāwai Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*

Discussion, and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on the Convention Center's Fiscal Year 2023 Budget

11. *Kūkākūkā me ka Hana e 'āpono i ka Papahana Lawelawe Kālā (GAP) i Hō'ike a Ho'āno Hou 'ia no kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i e ke Kia'aina 'o Ige*

Discussion and Action to Adopt the **Grant Administration Plan (GAP) as Presented and Updated for the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant** Assigned to the Hawai'i Tourism Authority by Governor Ige

12. *Kūkākūkā, A'oa'o, a me ka Hana ma kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*
Discussion, Recommendation, and Action on **HTA's Draft Fiscal Year 2023 Budget**

13. *Panina*

Closing Cultural Protocol

14. *Ho'oku'u*

Adjournment

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

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

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

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



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 a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 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 and oral 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](mailto:carole@gohta.net). 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 papahelu 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 not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

4

Approval of Minutes of the
May 26, 2022 Board Meeting



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 hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, May 26, 2022, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), David Arakawa (Vice-Chair), Fred Atkins, Dylan Ching, Daniel Chun, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Ben Rafter, Kimi Yuen, Sig Zane

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Ilihia Gionson, Caroline Anderson, Carole Hagihara, Maka Casson-Fisher, Iwalani Kaho'ohanohano

GUESTS:

Representative Richard Onishi, Charlene Chan, Jennifer Chun, Guillaume Maman, Mike McCartney, John Monahan, Jessica Rich, Allison Schaefer,

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

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

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

Mr. Regan did the roll call, and all members were confirmed in attendance.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the April 28, 2022, Board Meeting

Ms. Kimura pointed out on page 13, that the last sentence should read "collection to counties," not "Kaua'i." Chair Kam asked for a motion to approve the minutes. Mr. Ching made a motion, and Mr. Rafter seconded. Mr. Regan did the roll call, and the motion passed unanimously.

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

Mr. Arakawa asked for a moment of silence in light of the tragedies that happened in the past two weeks. He said everyone must be vigilant of the issues.

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

a. Relating to Update on HTA's Programs During April 2022

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

c. Update by Representative Onishi, Chair of the House Committee on Labor and Tourism

d. Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism

e. Update by Visitor Industry Organizations

Mr. De Fries reported that pages 5 to 21 of the CEO report is the detail of the activities and programs that have taken place. He acknowledged that one of the Brand managers, Ms. Goshi, resigned to pursue a career with the Department of Education after working nine years with the HTA. Mr. De Fries wished Ms. Goshi the best but said filling her position would be a significant task for the Branding Department.

Mr. De Fries asked Mr. Ka'anā'anā to update the HTA Branding efforts. Mr. Ka'anā'anā shared the 10 Pele awards HTA won, including one national award. He spoke about the importance of the Mālama Hawai'i campaign. The Pele awards have been part of Hawaii's advertising and designing community for more than 40 years. The Pele awards is one of 15 national district competitions for American Advertising Awards, also known as the ADDYs. The Pele gold winners in all national categories are sent to the national finals of the ADDYs competition to represent district 13. It is designed to recognize excellence in advertising and design in Hawai'i for the past calendar year. HTA won Pele Gold in each of the following:

1. local campaign advertising, television advertising, regional and national for a sustainable

farming mālama video;

2. local campaign advertising, television advertising, regional and national, for the stewardship video;
3. local campaign advertising, television advertising, and regional and national for aquaculture;
4. branded content in entertainment, branded content, non-broadcast campaign;
5. online film, video, and sound, branded content for film, video, and sound for aquaculture.

HTA also won Pele gold for film and video for cinematography for aquaculture, which was submitted by the shooters of the video for cinematography. HTA won Pele gold in film and video, cinematography for reforestation, and a national award to be announced on June 5, in Florida. He thanked all at HTA, The Hawai'i Visitors Convention Bureau (HVCB), MVNP and all the partners that helped bring the stories to life, which helped educate visitors on their travel Pono. He thanked the Board who saw the vision and supported HTA in their vision, who resourced HTA to do the work and the team that works together.

Mr. De Fries spoke about the Hawai'i Food and Wine Festival, and said it was terrific for actual farmers to come up and talk about the mālama campaign and the idea of repositioning Hawai'i around mālama. This meant a lot to the farmers.

Mr. De Fries said ten years ago that the HTA president could speak to industry stakeholders and have unanimous feelings about things. Today, that audience in the stadium has doubled. They have to refine the messaging so they can address the whole audience uniformly and universally.

Mr. Ka'anā'anā played a video with one of the judges talking about the awards.

In the video, Mr. Valim announced the best of the show for advertising. He said it was a campaign with a new perspective, well shot and well written and edited. 2022 Best of show advertising went to HVCB: Mālama TV Campaign. He congratulated everyone.

Ms. Hanson congratulated everyone at MVNP via video.

Mr. Regan said the administrative team has been working very hard to support Mr. Ka'anā'anā and the rest of the programs at HTA. Their finance team has been working diligently to ensure that the financial reports are completed and filed on a timely basis, and that all of the organization's accounting needs are being addressed, so they can move forward on the work at HTA. He thanked everyone for their hard work. He said the procurement team under Ms. Fermahin has been working nonstop through contracts, intricacies, and requirements of 103D. Ms. Fermahin has also been promoted as the Procurement Specialist.

He mentioned Ms. Anderson, Director of Planning, who has been participating in meetings to ensure the actions and sub-actions are moving forward. Ms. Anderson was also instrumental in putting together the Economic Development Administration Plan, which was discussed at the BFCC standing committee meeting. He said Ms. Goshi has moved on to her new position at the Department of Education, and HTA has started the recruitment process to replace her. He said they are still looking for a procurement manager. He mentioned they did participate in Hawai'i Emergency Management Agency which is the hurricane preparedness exercise.

Mr. De Fries mentioned the safety and security issues. Mr. Regan said Mr. Willkom and himself participated in the Hawai'i Lodging and Tourism Association (HLTA) Security Conference held at the Hawaii Convention Center (HCC). He said it was well attended. There were many people from the industry with responsibilities related to security within the hotels and resorts in Waikiki. He thanked HLTA CEO and President Mr. Hannemann for convening this conference and bringing all their partners together. The Honolulu Police Department and the Emergency Services were there, including the prosecuting attorney, to present some of the activities and actions they are taking to address some of the security issues. This included things like homelessness, et cetera. Jessica Lani Rich (VASH) was also present, as well as Mayor Blangiardi, who shared his thoughts on some of the work that the city of Honolulu is doing to address safety and security in Waikiki.

Mr. De Fries asked Mr. Regan if Sen. Wakai was on the call, and to bring him in as a panelist.

Mr. De Fries spoke about the legislative session and said it was a learning experience. It was the first time in HTA's history that they went through a budgeting process, and they will get better at it. He turned the floor over to Sen. Wakai.

Sen. Wakai spoke about the legislative session. He said the request for \$60 million was funded through general funds, with a \$28.5 million ceiling for the HCC. There was one new position at HTA. There are now 26 positions at HTA. Some of the Board met with his colleagues in the Senate, and they had assurances from Mr. De Fries that he would reorganize the staff at HTA to be less weighted on the Branding side, and move more people over to the other three pillars of the House. The Senate provided HTA with the \$60 million to continue operations. On July 1, Mr. McCartney will be a Board member with a voting opportunity on the HTA Board.

Mr. Arakawa clarified that they had a committee interaction group working with the legislature, and he, Ms. Yuen, and Ms. Kimura participated in the process with HTA staff.

Sen. Wakai thanked them for being receptive and for doing things differently.

Rep. Onishi said the year's legislative session was a challenge because they had some initiatives that did not move. They were looking at a governance study done by the Legislative Reference Bureau that would look at governance models throughout the world, but have similar relationship to Hawai'i, in terms of island community natural resource management challenges and other issues regarding governance. He hoped they would be able to look at all these worldwide governance models and then bring some suggestions back to HTA and the legislature for them to look at. Unfortunately, the particular Bill did not move. They are still looking at the next session, able to move something similar to that if necessary.

He mentioned that another big issue that did not move forward was establishing the natural resource management commission. They faced many challenges with it. The House felt it was important to address this directly with government and community input into how they will manage the natural resources. He said they also want to focus on more natural resource development and protected areas. The House initiative intends to establish a \$30 million fund from the TAT to provide to this commission under the management of DBEDT to look at these factors. Unfortunately, that Bill did not move forward but had broad support in the House.

He mentioned green fees, which was discussed previously. The House does not believe that their natural resources are only used by visitors, and that visitors should pay for the management, so they are looking at different models on how to best manage that.

Rep. Onishi said if the \$60 million is not spent, it goes back to the general fund, but the next fiscal year, they get another \$60 million. His concern was that the HTA-based budget should not be a subject of discussion every year in the legislature but should all be part of the base budget. Unfortunately, to keep the HCC operating, funding is still coming out of the TAT for \$11million, which is subject to adjustment. He said they allocated \$15 million to repair the HCC roof to stop the leaking temporarily. He hopes the project could move forward very quickly so they can implement it to prevent the damage from occurring at the HCC. They also appropriated \$500,000 for the development of a study and a request for general information on the development of the HCC. He said the state continues to provide a subsidy to the HCC. He is hoping there will be opportunities for public-private partnerships with the state on the HCC so they can utilize those funds in other ways to support the industry. The legislature is fully aware that this is only a temporary fix. How they move forward will depend on the study and the HCC district.

Mr. Arakawa thanked Rep. Onishi and Sen. Wakai for all the support. He asked about the HCC study and the other properties surrounding the HCC. He asked if that would be part of a package to market the sale of the HCC, or part of the study, selling the HCC to a private entity.

Rep. Onishi said they are not looking at selling the HCC, but merely looking at possibilities of a partnership for the development. The state might be interested in acquiring other vacant properties around the HCC. So, it looks at the bigger picture than just the HCC itself.

Mr. Atkins said the HTA did not know where the funding would come from, but the bottom-line budget helps HTA's branding and marketing programs to be more successful.

Ms. Yuen thanked Sen. Wakai, Rep. Onishi, and the legislature for supporting what they are doing at HTA. She said it is exciting to see what is happening.

Mr. De Fries said he had an appointment with the governor. As they sit through the remainder of the fiscal year, they are operating from the same organizational structure and charts that the Board approved previous August. When the process started, he spoke to Sen. Wakai's reference of an organizational chart. The Senate came to them with a proposed revision to their organizational chart. HTA went back with a revision to that organizational chart, and that chart lived in Bill 1785, which did not pass, but they got a clear message from the Senate that they wanted to see a better balance between Branding and Marketing Committees. So. Mr. De Fries, Mr. Ka'anā'anā, and Mr. Regan will be meeting in the coming weeks about all the proposed organizational changes. They will bring that before the Audit and Administrative Standing Committee, and then it will go back to the Board. Mr. De Fries concluded his report and asked to bring Gov. Ige on.

7. Presentation and Discussion on Governor Ige and HTA's Official Visit to Japan

Gov. Ige said they had a successful trip to Japan and said it is essential for HTA to continue to be engaged. Many of the activities they engaged in were a result of the people-to-people relationships that they established between Hawai'i and Japan. This starts with the visitor industry, but rapidly extends to various other issues and mechanisms that are important to their community.

Gov. Ige said it was great to hear that the notion of mālama Hawai'i resonated across every sector in Japan, from the government, and people they met to the airlines and tour companies. He said their visitor industry must be on board for every meeting, from the airlines to the tour companies to the other partners in travel. He said JATA did not go anywhere else but to Hawai'i. He said Hawai'i is the only state engaged with the prime minister of Japan and the Ministry of Foreign Affairs to talk about the importance of the relationship between Japan and Hawai'i. This is essential to make significant changes and to help each other be successful. Thousand seats for package tours to Hawai'i only happen between Japan and Hawai'i during Golden Week. Gov. Ige noted that good relationships lead to further discussions and economic activity.

Gov. Ige said they had the opportunity to meet with NEC. NEC opened an office in Hawai'i to look at business opportunities. He said that on his first trip to Japan in 2015, he had an opportunity to meet with ANA, and they talked about different ways to improve the Japan, Hawai'i relationship. He encouraged ANA to focus on Hawai'i and believes they can all benefit - both ANA and their community. In 2018 they revamped what they were doing to focus on the Japan Hawai'i route as their premier route that they would be investing in the Airbus A380s. They wanted to explore new classes of service and revamp the product and the flight from Japan to Hawai'i. They invested millions of dollars in their lounge at the airport. And then COVID happened. The country is committed to restarting travel between Japan and Hawai'i. It is because of the relationships that HTA helps to establish and maintain. No other state in the country has the intention that Hawai'i. Gov. Ige said they had several discussions on the trip to discuss sustainable development goals and Japan's commitment to transforming its energy sector. They spoke about potential Japan/ Hawai'i projects. Japan is a leader in hydrogen and converting hydrogen to energy. Discussions on the trip went beyond the visitor industry; it also went into renewable energy technology in general and several other business areas that depend on a vibrant visitor industry connecting Hawai'i and Japan.

Ms. Kimura asked if there was mention of when the restrictions will be lifted and testing requirements.

Gov. Ige said they were cautious and refrained from giving specific deadlines or targets. He mentioned that ANA would be restarting their scheduled flights for their Airbus 380s, beginning July 1. Japan airlines announced that they would restart flights between Haneda and Kona beginning August 1. He expects that they are going to be methodical in increasing international travel. One hindrance is that Japan requires post-arrival testing of all incoming travelers. The wait time for testing is about 2- 8 hours. Dropping the post-arrival testing requirement is going to be something that they are going to have to deal with. He said Japan will systemically increase the number of international travels that they allow in. They are focused on package tours as a way to manage and control the numbers that are coming in. They intend to use the package tours to deliver the mālama Hawai'i message and are incorporating it in all of their messaging.

Mr. Ka'anā'anā gave an update and said that as of June 1, they are lifting the post-arrival test on travelers. They will also be doubling the inbound cap from 10,000 to 20,000.

Gov. Ige said they were hoping they would double the number of travelers from 10,000 to 20,000 daily travelers from June 1, but they were not committed to that in the meeting. He said they encouraged them to return to the numbers that they had pre-pandemic by the end of the year.

Ms. Kimura asked if the post-arrival testing waiver is for all countries. She asked if the U.S. was included.

Gov. Ige said the U.S. was included. He said they identified seven countries that were allowed to travel, but could not remember the names.

Mr. Arakawa said it was good to hear that both Hawai'i and Japan are interested in sustainable development goals, and in particular renewable energy. Okinawa has a major project on renewable energy. He asked if, for the next delegation, they would consider inviting the tourism chairs.

Gov. Ige said they are focused on engaging as soon as possible. He spoke to Ambassador Emmanuel about further Japan, U.S. activities. He said Hawai'i would be the best opportunity for the Biden Administration to have successes in energy. He discussed with the prime minister and the Minister of Foreign Affairs about his advocacy for U.S. Japan project involving the U.S. Department of Energy and the Government of Japan in their pilot projects that they could jointly fund with the Japanese and Federal Government's involvement. They are looking at grant opportunities that would fit the profile and are working hard to ensure that Hawai'i gets more than its fair share of the infrastructure money. He thinks they have a competitive advantage. He wants to leverage all the touch points to encourage the Federal Government investment in Hawai'i to not only deliver on Biden Administration priorities but also enhance the U.S./Japan relationship.

Mr. Arakawa reiterated that the tourism chair and energy chair should be included on the next trip.

Mr. De Fries thanked Gov. Ige for his leadership. He spoke about the people they met on the trip. He said he found Gov. Ige's insights extremely valuable in making him a better diplomat. He also thanked the House speaker Saiki, the Co-Chair of the Japan Hawai'i Legislative Friendship Association, and the Chairman and CEO of Central Pacific Bank, Paul Yonamine, who was part of the delegation for the business sector. He asked Mr. McCartney if he had insights from the Japan trip he wanted to share.

Mr. McCartney said the trip was a three-way trip between government, business and economic development, and channel access. He said that without HTJ the coordination would never have happened. It is more than just an ROI. One hundred eighty locations around Japan have Hawai'i-certified travel agents. They must get certified by HTJ and know the mālama message and campaign. The key to ROI is not just money, arrivals, or visitors spend; it is about relationships, connectivity, and business confidence. He spoke about the project at DBEDT, Sandbox. He said they would have a digital governor and part of the partnership is a company

like NEC from Japan. He said there is a lot of effort on clean energy, primarily hydrogen, so travel between Japan and Hawai'i is essential. He said the trip was the first step in trying to renew their travel and access to each other during the post-pandemic. They learned a lot from each other. It is a different market and time, and they have a different strategy in the future. Still, the relationship is the essence of what keeps Hawai'i, the world, and Japan connected. Hawaii's role is to help bring peace to the world, bringing two parties together and holding that relationship together.

Mr. De Fries asked Mr. Takahata to offer his thoughts.

Mr. Takahata said the trip was successful. He added that from the tourism standpoint, with all of the activity they hear about, there will be a lot of MCI business coming from that. There is talk of bringing 30 to 50 people to have meetings in Hawai'i. He reiterated the importance and success of the delegation trip. He thanked Gov. Ige for leading them. He said there are a lot of opportunities with Japan, so they must keep going.

Mr. De Fries thanked Mr. Takahata and his team for their leadership and coordination. He asked Mr. Ka'anā'anā to give his update on the delegation.

Mr. Ka'anā'anā said it is an opportunity for HTA to recognize and thank the partners that did work and invested time, energy, and money into making Hawai'i present. He mentioned the partners. He said the whole page spread of Hawai'i in the Japanese newspaper is an excellent example of the partners investing in Hawai'i, showing their commitment to the destination.

Ms. Kimura asked if there was a conversation on preclearance.

Gov. Ige said that when they met with some officials, they implied that there was no interest. He had a talk about preclearance at both the U.S. Ambassador's residence with customs and border patrol. They had a very good conversation about where they saw it and the roadblocks they thought were in place. They had an opportunity to meet with the airlines and the airports, and they all want to proceed with preclearance. They have wanted to do a pilot out of Haneda to Hawai'i, and it became apparent that they have an opportunity to move preclearance forward again. He said he got a call from the Consulate General the previous night about a specific request to Japan Airlines to restart service to Kona, which they publicly announced the previous day. HTJ has pushed mālama Hawai'i forward. This is the best opportunity for them to pivot a large number of visitors because the terrific partner fully embraces the message and the vision of what HTA is trying to do as part of the DMAP. He thanked everyone for their support and recognized and acknowledged their work over the last 12-18 months through the pandemic so that they are ready to welcome travelers from Japan safely and healthily.

Mr. Arakawa agreed that relationships and partnerships do matter. He said many Hawai'i local tourism companies have tours to Japan, which were all canceled, so people have been struggling. He said Mr. Takahata took a broader view, being a local, about helping Hawaii's local tourism industry and residents who want to travel because that is part of the industry. Going forward, they must keep supporting local businesses and residents' tourism between Japan and Hawai'i.

Mr. Atkins said that Waikiki, and other Big Island hotels really relied on the Japanese. He said they are coming out stronger than before regarding their commitment to each other.

Mr. Arakawa had questions about the prior CEO presentation. He asked Mr. Ka'anā'anā if there was more the Board could do to support efforts like the awards. He asked everyone is doing to win the award again the following year.

Mr. Ka'anā'anā said the support of HTA's work through the resourcing they give, and the approval of the programs is a direct way to make things possible. The commitment made in January 2020, with the approval of the Strategic Plan and the four pillars, is the way to continue supporting the work allowing HTA to succeed. He spoke about the judge's remarks about how there is a new way of thinking about travel and tourism, which is the kind of change they need. It is balanced out by highlighting all the unique, rich, and memorable experiences the visitors can see and do in Hawai'i. He said they must balance their major roles for the fiscal year (FY) 2023. One of them is branding and marketing the Hawai'i Islands, promoting and creating awareness, inspiration, and travel demand for the Hawaiian Islands. The other is delivering on the brand promise to their communities and residents and ensuring HTA is attentive to their needs. If they are meeting those needs, they also meet the needs of visitors.

Mr. Arakawa commented that being part of the DMAPs and the Strategic Plan covers the natural resource, cultural and community issues.

Mr. Ka'anā'anā said the strategic fund - the four pillars are the conceptual framework. The first three - natural resources, Hawaiian Culture, and community make up the product. It also means reinvesting in Hawai'i to ensure it is thriving to provide for residents and visitors.

There is a lot of implementation that happens behind those pillars, the objectives that are outlined in the pillars in the strategic fund. The next layer is the TMP, the Tourism Marketing Plan, which is the annual work fund that accompanies the budget and DMAPs. Each of those has functional roles to play in guiding the actual implementation.

Mr. Arakawa spoke about security and safety and asked what the Board could do to support those efforts or improve issues on safety and security. He asked if the Board would benefit from being able to attend those conferences.

Mr. Regan said what came out of attending those conferences and how the Board and HTA would be able to support the needs in that area is what they have done in the past, by providing funding to their safety and security budget line items. This includes supporting their Visitor Aloha Society programs. They serve as an insurance policy for the State of Hawai'i because they are the ones that come out and support visitors in crises. In Hawai'i, visitor assistance programs such as BASH step in and provide assistance, guidance, and support to visitors experiencing trauma. He said it is important to continue to fund those programs. If they did not have BASH or similar programs, HTA would have to deal with more issues. They discussed the importance of funding to support advertising at the airports, which is another critical project/program that the Board will continue to support. There are several touch points at the airport where they could put their messages out in front of visitors just arriving on the islands to inform them about what to do, how to act, what not to do, or how not to act when they are here. Mr. Regan said it is important to continue supporting these messages. It costs money, but it is important to get the messaging out.

Mr. Regan mentioned that the HTA Board has previously supported cameras in Waikiki, in public parks, to help support their police department to try to curb crime. It is important that the Board is receptive to these issues. He said within the safety and security budget category, in the line items, there is a portion for the crisis, which is for hurricanes, tsunamis, any natural disaster, or even for COVID. There are funds available through the HTA, through the Board's approval. He said with regard to the Board attending the safety and security meetings, it would not be a bad idea. The chair of the committee could be invited going forward. He said it is a good idea to make them aware of the discussions. They could request from the person in charge of safety and security if they could attend the next meeting.

8. Ho'okahua Hawai'i Standing Committee Report and Update

Chair Kam asked Ms. Yuen to discuss this item. Ms. Yuen thanked Mr. Downing as he helped in setting the agenda. She said most of the islands continue to have their Steering Committee meetings, so the good work and collaboration with the communities are ongoing. They had a brief update on the legislative session during the meeting. Two big topics were inviting Mr. Clarke to give a presentation and continue discussing restoring Hawaiianness to Waikiki and other resort areas. His talks were about the Hawaiian names of sites in Waikiki and taking a look at the interpreter signage around Waikiki, cleaning them up and refreshing them.

They spoke about bringing in technology and what HTA could do to help the partner refresh that information on the markers. One thought that came to her was to amend NaHHA's contract. Mr. Ka'anā'anā and staff will continue that effort.

Ms. Yuen said they spoke about fireworks. She mentioned how fireworks affect their natural resources. Mr. Downing had talked about HTA rethinking their position on fireworks or having a message for their industry partners to rethink the alternative solutions to make fireworks more green and environmentally safe. The idea of drone displays and light shows came up, which would have a similar effect of celebration and welcoming community without the impact of fireworks.

Ms. Yuen asked if Mr. Downing wanted to add anything else. She asked the Board to think of other ways to celebrate. She said green technology was also part of their Strategic Plan to invigorate that aspect of tourism. If HTA becomes leaders in green technology and innovation, they could have homegrown industries doing wonderful things. HTA must innovate to be leaders at the forefront. She turned it over to Mr. Downing.

Mr. Downing spoke about fireworks, green technology, and how they can sustain and keep it clean for Waikīkī or Hawai'i. He said the discussion they brought up with the committee, as if they should take it to the Board and ask for their viewpoint. He said it was nice to have fireworks but asked if they needed one. He said the drones and lights could provide just as much excitement and it is not damaging the environment. He said it is a discussion he wants to see moving forward.

Mr. Ching said some events are not beneficial for locals, outside of a few vendors, and he had received phone calls from people complaining about congestion, fireworks, and other issues. He said events should add cultural value to Waikīkī.

Mr. Rafter said they do a lot to make Waikīkī more interesting for tourists so that they do not go elsewhere, and said now they are making Waikīkī less attractive. He said fireworks are not great, but asked where they must draw the line in making Waikīkī a more interesting experience, as they do not have light shows or drones at the moment, but he would love to see those in place. He said if they are worried about ocean cleanup, they should start focusing on recycling. He said they must look into how they can invest in the light shows and drones, so they are a replacement for something they will be taking away so that HTA can continue to make Waikīkī more interesting. For years they tried to make Waikīkī more interesting for visitors and make Waikīkī the heart of O'ahu again so that locals want to visit. He said the locals he sees love the fireworks. He suggested proceeding with caution about this as they need compelling replacements.

Chair Kam said they are all in agreement, and HTA must look at what they can do to make Waikīkī interesting and special, and how they can use technology to restore the magic. They must restore the Hawaiianness to Waikīkī, find better ways to transition, make it better for everyone, and find the balance. HTA must make Waikīkī the "jewel" of the Pacific.

Mr. Atkins asked if it is directly a Waikīkī issue or if it is about fireworks in general.

Mr. Downing said his personal opinion is that it is about fireworks in the ocean, and the Board has a responsibility going forward to move to the green side. They must evolve. Chair Kam said everyone loves the fireworks, and it is acceptable for the 4th of July or New Years, but not every week, so there must be a balance.

Mr. Ching thinks this is not just for Waikīkī but for all the areas. They must find common ground to attract visitors to all areas. He said they must think of something better to replace fireworks as well. There should be more reasons for the visitors to go to Waikīkī and other areas. He is a huge advocate of keeping visitors in the visitor areas.

Mr. Atkins said they have not banned fireworks in Kauaʻi, but they require a permit for fireworks, which costs money. He said on the aerial displays in Waikīkī once a week, there is a display on big holidays and the military base, and the community goes to see that. He said he did not realize there were "green" fireworks; stopping fireworks is a cultural challenge, but he is glad this topic came up for discussion.

9. Report and Update by the Budget, Finance, and Convention Center Standing Committee

Chair Kam asked Mr. Rafter to speak about this agenda item.

a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for April 2022 as Presented at the May 24, 2022, Meeting

Mr. Rafter mentioned they would not be reviewing the financials for the month of June because it is the end of the fiscal year, and it is not possible until June's financial is done. They will review June and July financial in July 2022. He said the budget starts on page 133 in the meeting packet. The first Agenda Item was HTA's financial reports that were presented to the Committee during their meeting on Tuesday. The Committee reviewed the financials from Mr. Togashi and the HTA's team and recommended approval of the HTA's financials as presented. He said they recommend approval of HTA's financials by the entire

Board. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did a roll call, and the motion passed unanimously.

b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's April 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the May 24, 2022, Meeting

Mr. Rafter said they went through the HCC financial reports, and Ms. Orton and her team presented them to the full Committee. The BFCC received the overview of them and went through updates on repairs and maintenance activities at the center and potential future repair and maintenance activities. The BFCC Committee recommended approval of the HCC's financials as presented. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

c. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$225,000 from BLI 702 (Community Training Workshops) to BLI 014 (Pono Travel Tips)

Mr. Rafter said the BFCC discussed a request to reallocate \$225,000 from EOI702, Community Training Workshops, to EOI014, Pono Travel tips. They received a presentation on it with an explanation and request. Mr. Rafter said they recommend the Board approve the request to reallocate \$225,000 from 702 to 014. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

d. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$106,000 from BLI 702 (Community Training Workshops) to BLI 102 (Hawai'i Tourism Summit)

Mr. Rafter said another reallocation request was for \$106,000 from BLI 702 Community Training Workshop to BLI 102, the Hawai'i Tourism Summit. Initially, they did not know if they would have the Tourism Summit, but this would be moving money back into the Hawai'i Tourism Summit on November 1 and 2. The request was presented with an explanation, and the BFCC recommended approval to reallocate the funds.

Mr. Downing asked what Community Training Workshops are. Mr. Ka'anā'anā said HTA has a line item set up specifically for things like IFEA workshops, the International Festivals, and the Events Association. Those are tourism workshops. They have also done agricultural tourism workshops. HTA has paused those programs because they did not know what

would happen and what would happen, so the funds were not spent in the current year. Mr. Ka'anā'anā said they are working with Ms. Anderson on the plan for the year ahead. They will discuss the EA funding in the FY2023 budget and how they bring those back up to FY2022. They had some existing training in the previous year's contract that was held over from COVID, and they were able to implement them two weeks ago. Some of it carried over for the current year, so they will pause it for 2022 and resume in 2023.

Mr. Arakawa commented that some of them attended that IFEA training conference the previous year, which was every day for an hour. He said it was beneficial and great feedback from non-profits all over the state. He said it was a great program and deserves HTA's support. Mr. Rafter said they recommend approval to request to reallocate \$106,000 from 702 to 102 Hawai'i Tourism Summit.

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

e. Discussion and Action on the Revised Fiscal Year Budget Process

The HTA team led by Mr. Regan proposed a revised budgeting process that better aligns with the legislative session and gives Board members a better chance to review the budget. It also provides the HTA with team members a better opportunity to prepare the budget. The revised process establishes a schedule of activities that begin in April 2022 and conclude in the following July, so it is a 15-month process at the start of the new fiscal year. The process has been included as part of the meeting packet. The BFCC reviewed that with the team and proposed that it should be adopted.

Chair Kam spoke about a point of reference - Rep. Onishi said they would have the reoccurring \$60 million for the next two years. He asked if it makes sense to discuss possibly doing a biannual budget for a two-year budget as one shot instead of every year. He wanted some insight on that.

Mr. Regan said that because it is new territory for HTA, he believes they will have to submit the biannual request to the governor as part of their next package. It will be forwarded on as part of the plan that HTA introduced. They will probably ask for it in November 2022. HTA would have to think about two fiscal years essentially. He spoke to Chair Onishi's point earlier - now that HTA is in a base budget, they know the allocation will be at least \$60 million for those fiscal years. From a planning perspective, it does provide some comfort knowing that HTA can plan out for two of those fiscal years for the \$60 million allocation. That would be part of that discussion as HTA is building this out.

Mr. Rafter asked how that works with things changing so rapidly in terms of programs that HTA supports, and within the different pillars, how would HTA do that over two years.

Mr. Regan said it will take a lot of forward thinking. He said a budget is not etched in stone, and it is important to understand that HTA's budget is a living document that may need to be adjusted. If things need to be changed, that discussion will be brought back to the Board and the Board would have an opportunity to approve it and change the direction of their budget. Chair Kam reiterated that it is about flexibility and accountability. He said it can all be revised with the Board, but at least they have an idea.

Mr. Rafter said the BFCC recommended that the Board adopt the legislative realigned budgeting process as submitted. Ms. Yuen made a motion and Mr. Ching seconded. Mr. Regan did the roll call and the motion passed unanimously.

f. Introduction of HTA's FY 2023 Draft Budget

Mr. Rafter said at the BFCC meeting that they discussed introducing the FY2023 draft budget. The BFCC accepted the draft budget, understanding that the BFCC would present it to the Board at the meeting. The introduction is the starting point for the internal discussions that will take place in the next few weeks. They will receive a message from Ms. Hagihara or others, putting together meetings to walk through the budget so that they can all be fully versed in it. He said no specific action is required by the Board, except to recognize that they all have the draft 2023 budget. He encouraged everybody to look at it in detail over the next few days before the meetings.

Chair Kam said the meeting is Wednesday, June 1. He said once they have the two-by-two meetings with everyone, they will have more time to take back to the committee meetings to review the components. The budget will be reviewed a couple of times over a month. He recommended that everyone review it before the meeting on Wednesday.

Mr. Rafter thanked the team for putting the budget together.

g. Discussion, and Action on the Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige

Mr. Rafter said this is related to the Economic Development Administration and some discussion around it. He asked Mr. Atkins to elaborate. Mr. Atkins spoke about the previous meeting with the committee regarding the presentation of the EDA for the 2021 American Rescue Plan Act, Tourism Outdoor Recreation Grant, assigned to Hawai'i Tourism Authority

by Gov. Ige. The HTA team has been working diligently to complete the requirements identified by EDA, and as directed by DBEDT and the governor's office.

The HTA team completed the Grant Administration Plan, and provided the documents to the Committee as part of the presentation. The project was to align with the DMAPS. The Board recognized the excellent work of the HTA team, and recommended the approval of the Grant Administration Plan, and that HTA moves forward on it. This includes the referral of the Grant Administration Plan to the Branding Standing Committee and to the Ho'okahua Standing Committee for review and recommendations. During those discussions, Mr. Arakawa had asked about the \$14 million and how it is segmented. One amount was money for Mr. Ka'anā'anā and his team for branding.

Mr. Atkins said the motion was to recommend the Board approve the Grant Administration Plan for EDA's '21 American Rescue Plan Act, Outdoor Recreation Grant, and allow HTA to move forward with committee meetings before submitting the final plan to EDA. He mentioned something new that the Ho'okahua Committee had not seen yet. Mr. Arakawa asked that he mention it. Mr. Atkins said Mr. Regan had spoken about a walking trail, where they use \$7 million to spend on a trail. This money was available until 2026. Some money would go to Ms. Anderson. He asked if they must hold off on it and let the committees review it to get a better feel of it, as \$14 million is a lot of money. He asked if they should defer it to get it vetted.

Mr. Arakawa said his comment was that the motion approved by the committee was a recommendation to allow them to go forward and vet the proposal with Ho'okahua and the Branding Committee. So that was what was approved yesterday, and he recommended to bring it to the Board that the staff go forward and check with those two committees before submitting the final application.

Mr. Atkins reiterated that they go through the committees before making a final approval of the \$14 million, as they might want to change something, but that is for the Board to discuss.

Mr. Downing spoke about an article he read about the urban trail, using part of a 14 million tourism recovery plan. It stated that the HTA had a plan to spend \$750,000 to develop the urban trail. He said this implies to him that the Board has agreed to this. He said this item has never been brought to the HTA Board. To find this out in the newspaper did not feel right to him. He read part of the article to the Board. He said the Honolulu Advertiser or Star advertisers also had an article about the urban trail in Honolulu. Mr. Downing said he was troubled as to where this was going, as it was not vetted in committee yet. He asked why

they are rushing to spend EDA funds as they have until 2026 to spend it. He said it is not a good use of the \$750,000 funding.

Mr. Downing asked if there is data to show why the urban trail should go through the capital district downtown, waterfront, and Chinatown, versus staying within the resort area, such as Waikīkī, which has historical sites and venues. He asked if those areas needed more visitors vending outside the resort areas. He also asked if the businesses are set up to service the additional influx of visitors. He questioned whether Hawai'i had the infrastructure needed to support and keep everyone happy with the new experience. He asked how downtown will manage visitors, cars, and restroom usage. He asked if they wanted to keep visitors within resort areas. He said they need to go back to Mr. Kanahale's document on restoring Hawaiinness to Waikīkī, as HTA's reference of what has been done, and what should continue to be completed. He spoke about Mr. Clarke's video on the history of surf, Waikīkī, and Hawaiian based names. He said they must focus on areas where visitors go to. HTA must also look at its symphony dashboard as the top point of interest.

Mr. Downing said funding should be spent on what exists by upgrading and enhancing the experience like their own Waikīkī historic trail, which delivers more action items in DMAPs than the proposed urban trail. He said they must also have cleaner, working bathrooms in areas highly used by visitors and residents. Waikīkī has so much to offer in history. HTA should optimize it to deliver an excellent experience for visitors and residents if it fits in the EDA grant.

Mr. Downing spoke about the Ala Kahakai trail that goes around Hawai'i Island managed by the National Park Service and the DLNR, established in 2000 to preserve, protect, and interpret traditional Hawaiian native culture and natural resources. The trail is 175-miles encompassing a network of culturally and significant historical trails. He said they must ask the island community if they want to continue something like this.

Mr. Rafter said HTA suggests that the committee vet, review, and lend ideas. He pointed out that part of this was a federal grant. There are different requirements for getting approval and acceptance of federal grants. Part of the \$14 million goes to bringing in the expertise to know how to deal with that. He pointed out that it does not change the fact that HTA needs to approve what the money is being spent on. Part of the \$14 million is making sure they can get the grant for the money. He added that Rep. Onishi and others advised them that a downtown urban trail are all within their purview of making Hawai'i a better place for tourists. He added that it is not their job to spend funds cleaning bathrooms and putting cameras up. He encouraged everybody to identify the programs for the money to be spent on.

Chair Kam mentioned that he and Mr. Regan spoke about the DLNR component the previous day. He asked Mr. McCartney what HTA's kuleana is so that HTA can be accountable for what is given.

Mr. McCartney said he would follow up and check. He would speak to Gov. Ige and let HTA know. He said they should use the grant and work their way backwards. Mr. McCartney said it is all new that HTA got a federal grant, so they must have a good discussion to ensure they administer it correctly.

Ms. Yuen asked if someone could let them know the timeline for the grant and funds. Mr. Regan said there was a notice of funding opportunity for the EDA, a non-competitive component where every state received a portion. Hawai'i received a little over \$14 million to support tourism-related COVID recovery, plans, projects, and programs. That notice was provided to the State of Hawai'i. It was provided to the governor through a letter from the EDA. The governor then designated the HTA to be the administrator of that grant through a letter the governor sent back to the administrator of EDA. Then the letter came from EDA to Mr. De Fries. Mr. De Fries then sent a response back saying they would be involved in September 2021. The Board was also informed of that on the record. At one-point, HTA was instructed that the governor wanted them to partner with DLNR. That is when the chair assigned Deputy Director Masuda to be the lead from DLNR. DLNR put a team together and started working with HTA. HTA also has other responsibilities as part of EDA to submit documents to allow them to receive the award and expense, so many documents are going back and forth. As part of that, DLNR showed great projects that align with DMAPs. They wanted to utilize a little over \$7 million to support that.

Ms. Yuen said her recommendation would be, with Mr. McCartney's input, to figure out the actual process to do this and the timeline for any approval to expend the funds. Mr. Regan said they have a Grant Administration Plan, and everything is there. Ms. Yuen said it would be great to share that because if it is going through the committees, it would be helpful for them to know what they need to do. She supports the motion to take it to the committee.

Rep Onishi addressed Mr. Downing's concern about the public information. He said it happens at the legislature, where they have a public hearing and the media picks up on an issue not fully vetted. He said they don't always report that it still needs to be vetted. So, to alleviate some of Mr. Downing's concerns, he said it was not a done deal. The final deal is when they are given final approval.

Ms. Yuen reiterated that is why the timelines are important. Mr. Arakawa suggested they do the timelines for all the initiatives so they do not have deadline issues. He suggested to

Mr. De Fries that they look at a process that could apply to all the major initiatives. Chair Kam asked Mr. Ka'anā'anā and Ms. Anderson if this would be reasonable for the next committee meetings, or would it be better to present it in July 2022.

Ms. Anderson said she would prefer to do it in June 2022, as DLNR is their partner and are eager for the funds as well. Mr. Ka'anā'anā said it would allow the Board to vet both the budget and FY2023, as well as the programs outlined in the EDA, so that they can understand how the two interact. Mr. Arakawa said the important thing is it will be vetted by Board members who have heard the legislator's message and know some of these programs because the Board is going to change in July, so June would be better.

Mr. Atkins asked how many different committees would be vetting it. Chair Kam said from his understanding that it is the Ho'okahua Committee, the DLNR, Ms. Anderson, and the Branding Standing Committee. The BFCC is okay with how it is now. After that, it will go through the entire Board. Mr. Rafter said the BFCC is okay with it but just not sure what they are spending on. He said they are making a motion to send this to the two committees.

Mr. Arakawa suggested making the motion to approve the committee's recommendation for the staff to move forward on making the presentation to the Ho'okahua Committee and the Branding Standing Committee for their recommendations on the EDA grant.

Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

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

Ms. Chun said they published the visitor statistics for April 2022 that morning. She thanked her team. She said the Symphony Dashboard was also updated. She showed the April 2022 highlights of where we are, compared to 2019. Recovery was the highest since the beginning of the pandemic. Visitor expenditure was slightly higher last month and a lot higher in April 2022, compared to April 2019. Visitor arrivals are increasing. Visitors by air, not including Cruise - expenditure is up. U.S. West and U.S. East are much higher than 2019. Per person per day spend is higher overall, but from U.S. West, U.S. East, and Canada, it is much higher than 2019. Japan visitor's spending is the same as 2019.

She said average daily census was up, compared to April of 2019, mainly from visitors from the US West and US East. Per island basis, expenditures are up on all islands, per person per day spend, except for O'ahu. She noted that visitor arrivals are not necessarily up on all islands.

Multi-island visits drive some of the higher expenditures and average daily census. Compared to this time last year, there are more people doing multi-island visits. The majority of the people are going to O'ahu. A lot of the people that visit O'ahu stay only on O'ahu, but there is a lot of day-tripping going on in April 2022. The people staying on the neighbor islands, one day or less, are day-trippers, with a significant increase.

Ms. Chun said the Department of Taxation collected \$75.9 million in TAT, including what the counties collected. Total fiscal year to date 2022 collections is \$602.7 million, up 350.5% compared to the \$133.8 million that they collected, same time for the fiscal year to date of 2021. April 2022 collections are some of the highest collections since January 2017. Most people who visited in April 2022 were going on vacation. Some people went to meetings, but for the most part, everybody was on vacation. Most people stayed in hotels, but some stayed in condos and timeshares. There was some rental house stays.

Ms. Chun spoke about lodging highlights. The occupancy for the State of Hawai'i for April was 76.2% for hotels and an ADR of 371. The occupancy for 2022 was slightly lower than 2019, but ADR is almost \$100 higher, which is driving RevPAR for the State of Hawai'i. For vacation rentals, occupancy looks similar at 72.4%, but their ADR is significantly lower at \$291. Hotel demand far outstrips vacation rental demand, even though those numbers are similar.

Ms. Chun said unemployment rates for April of 2022 was 3.6%, a little higher than in March 2022, but still better than earlier in 2022. The lowest unemployment rate was for O'ahu, and the highest was for Kaua'i. Looking at jobs by sector, they saw continued improvement in accommodation, and food service.

Looking at seats to Hawai'i, for April, slightly fewer seats came into the state than in 2019. Domestic seats are up compared to 2019. International continues to lag in April. In May, seats are slightly closer to where they were in 2019. The domestic market is up, while the international market is still low on the number of seats for direct flights. This is similar to June when there are more domestic flights and still a delay in international flights. They are exceeding the total number of scheduled seats for July with domestic going up, and also a return of some of the international seats. June had 98,000 international seats, and 196,000 international seats in July. For Japan, in May there were 20,000 seats, in June 23,000 seats, but for July, there are expected increases in scheduled seats for Japan. Right now, there are about 97,500 seats scheduled for July with renewed service from Fukuoka. They will also see some service from Sapporo.

Looking at the overall world and tourism for the entire world, the Skift Travel Health Index is at 77. This is compared to 2019, which was 100. Increase in trend upwards for 2022, much better

than 2021 or 2020 at the same period. Looking at the specific countries they are interested in, the U.S. market is almost 100% back, at 99.3%. The Canadian market is also strong, with Australia, at around 91%. Japan is slightly up at 48.8%, and China trending down a little at 46.5%.

Ms. Chun shared that the Pacific Asia Travel Association has recently started providing weekly updates on COVID 19 status and recovery. They are looking at lockdown status, inbound travel, and outbound travel. Looking at the countries that HTA is marketing to, Australia is open, and its vaccination rate is 83.7%. All incoming travelers from international markets to Australia can bypass things. China is partially locked out, and inbound and outbound travel is restricted from China. There are situations with their direct flights. Travel to some countries has eased a little bit for China. Right now, every Chinese air carrier can only have one flight per route for each country. They can fly once a week. For all the international carriers, they are also similarly restricted, where they can only have one route per country and fly at most once a week, so that is restricted a lot. While it is restricted right now, Japan is anticipating some changes coming soon. The restrictions are being relaxed, and the capacity is up to 10,000 visitors daily. People coming on package tours starting June 10, can come in as long as they are on a set itinerary with guided tours.

Travelers from low infection COVID areas can come in with proof of three doses of vaccine. For Korea, they are open, and people can take antigen rapid test to come into Korea. For U.S. no restrictions are coming from the U.S., but for international visitors coming from the U.S. from visa waiver countries, there is the ESTA fee, the Electronic Processing fee that they charge. It has increased from \$14 to \$21 since last month.

Ms. Chun showed the U.S. booking trend through December as of May 21. There were some areas where it was neck and neck with 2019. There is a little bit of activity in Japan, and there will be activity in summer with people coming at the end of July and August 2022. People also plan to come in the holiday season at the end of the year. Looking at Canada, there are trends for arrivals, which will be similar to past year's trends as to where the highs and the lows are. In summer, there will be a lower level than 2019. Looking at Korea, a similar trend as to when people are coming, but much lower levels in 2019. For Australia, it is similar, with much lower levels than 2019. Ms. Chun said these details are updated on a monthly basis and a quarterly basis on their website.

Ms. Kimura asked where she could view how much county TAT was collected. Mr. Regan said the finance directors for each of the counties produce a quarterly report, an update to the council on expenditures and revenues. That is the document they should be looking at. He looked at Maui County's finance director's report, quarterly report for the third quarter, and

they had projected that they were going to, for this particular fiscal year, collect \$15 million total in TAT. According to the third quarter report, which ended at the end of March, they had already collected more than \$20 million in TAT for the county. They are already ahead with \$5 million of their projection. It is not a full fiscal year that they were collecting TAT, so their projections for the next fiscal year are significantly more. There is still one more quarter to go. He has not looked at Hawai'i, Kaua'i County, or the cities quarterly reports, but they all have to report to their councils the revenues received.

Chair Kam asked what other things are driving up expenditures. Ms. Chun said everything was more expensive. For those operators on the Board, there are the supply site issues driving costs up. People are spending more on food, more on lodging, and more on transportation.

Mr. Rafter said all business travel is 30% - 50% more, not just air, car, and hotel. There are also supply chain problems driving up costs. For goods in hotels, like linen, there are no improvements in supply. Mr. Ching said it is a cycle, and he cannot see it improving. He said the prices and costs of goods seem unsustainable to him, but people are paying it. He said people are still in a consumption mindset. Some are willing to double book or double-spend to ensure they have a good vacation. Mr. Rafter concurred with what Mr. Ching said. He said as a Board, they must watch Ms. Chun's numbers very carefully because at some point, they are looking forward to traveling again, and it has to break. He said he could not see how families can afford to visit Hawai'i before it starts to retract. Mr. Ching concurred. He said that staff and sick calls it is more popular now. It is easy to call in sick now without any consequences.

Mr. Chun said the airlines are experiencing the same thing, and there is also the issue of pilot staffing. Ms. Yuen thanked Mr. Ka'anā'anā and his team for all the efforts and information. Chair Kam asked Mr. Ka'anā'anā what his outlook for summer was.

Mr. Ka'anā'anā said hearing from partners is a little bit slow at the moment, but then it picks up in June and July. He said they would see a strong summer. He said they need to stay focused on the mālama messaging. He said things are not back to normal, and they must all learn how to be kind. Hawai'i must be that beacon of that light that stands out brightly when everything else is cloudy. They must share their aloha and mālama to show people who they are.

11. Report and Update by the Branding Standing Committee of their Meeting held on May 25, 2022

a. Discussion and Action on the 2022-2023 Pono Travel Education Program (Hawai'i Airport Advertising and Clear Channel Airports) with a Recommendation to Approve as Discussed by the Branding Standing Committee at the May 25, 2022.

Mr. Atkins said Brand manager, Ms. Willkom updated on the sports program. They are coming close to finalizing the window for the RFPs. They will find out exactly how many people turned in a presentation, and from there, it will go to the committee to see what they come up. There will be more information in June 2022 on that. Mr. Willkom had also mentioned that he would be doing a presentation on the LPGA LOTTE championship that happened in April. He said they got a good ROI on that.

Mr. Atkins said Mr. Reyes and Ms. Orton had also joined and shared on the global MCI Initiative and had a lot to share about the busy month of April and what they expect for the upcoming months and years. He said the breakdown is included in the meeting packet. For April 2022, they exceeded the numbers they anticipated for attendees at the HCC. For May, they had 18 events; in June, they had 17 events; in July, they had 13 events. Most are local events. He said Ms. Orton has been booking a lot of local business.

Mr. Atkins said there is great synergy between Mr. Reyes and Ms. Orting and that chemistry will pay a lot of dividends. Mr. Atkins spoke about Mr. Reyes report, saying he was very optimistic. He said there would be eight total large groups in 2022. He showed the slide with all the numbers. He said there is a possibility and opportunity to get some short-term business. He said they were looking at 64,000 definite room nights but currently showing 114,000. This would be doubling what they do. Mr. Reyes was confident they could make those numbers. He spoke about the trellis and said all the information was in the meeting packet. He encouraged everyone to look through the information. He said the meeting was good, and Mr. Reyes said he would give them a monthly update.

Mr. Atkins said Ms. Orton also went over some of the CIP projects about what they are doing to mitigate some of the challenges with the HCC. He said the main presentation had been the virtual tour of Hawai'i airports and what Phase 2 of their Pono Travel Education Program messaging would look and feel like. Clear Channel Airports and Hawai'i Airport advertising gave individual presentations. These presentations were about how to visit Hawai'i responsibly, respectfully, safely, and mindfully. The meeting packet shows a detailed layout of each of the presented airports. He said Mr. Ka'anā'anā and his team did a great job negotiating prices for Honolulu and the outer islands. Mr. Atkins asked Mr. Ka'anā'anā to take the floor.

Mr. Ka'anā'anā reiterated that their partners at the airports are helping bring that message of kuleana and mālama, home. He said they are sharing what it means. He said as soon as visitors

arrive at airports and throughout their stay, they see the messaging. The project is helping HTA meet the needs of their residents by reaching the visitors throughout their journey, to, and from Hawai'i.

He addressed Ms. Kimura's questions and said they are still trying to finalize the specific numbers with the following breakdown by the airport: \$82,262 for Honolulu, \$71,175 for Maui, \$56,830 for Lihue, \$41,720 for Kona, and \$40,565 for Hilo. That's a total investment all added up to \$400,000. The Board approved the budget reallocation earlier in the meeting. The final step is the final approval of the Board of the overall program and the \$400,000 expenditure. He turned it back to the Board.

Mr. Atkins asked if Mr. Ka'anā'anā could mention the different contracts. Mr. Ka'anā'anā said Honolulu runs from June 27 to October 18, 2022, and on the neighbor island airports, it runs from June 30 to June 29, 2023. That is the overall campaign. Certain pieces of inventory were already pre-sold or committed to others, so inventory shifts within that timeframe.

Mr. Atkins asked if there were questions. Mr. Ching asked, as far as the continuation potential is there opportunity to continue. Mr. Ka'anā'anā said that messaging is important in the long run. The airports are one of the main places with a captive audience to share that messaging. He said it is an important touch point in the traveler journey, so this must be long-term. He said next year, with the conversations around biennial budgets, they need to take a look at it, and explore what other options exist. He said there might be other opportunities to partner directly with DOT and the airport's division. He said if this is a long-term investment on the part of the HTA in educating visitors, would the airports be open to HTA installing their own monitors and making them permanent elements of the airport experience.

Mr. Atkins said that it is worth exploring. Ms. Kimura asked if the neighbor islands are all one-year contracts, and Mr. Ka'anā'anā confirmed as correct. Ms. Kimura questioned about Honolulu being a different time frame and said the price is the same. Mr. Ka'anā'anā said the reason is that Honolulu is expensive. Mr. Atkins confirmed that Honolulu is very expensive.

Mr. Atkins said all the messaging is very visible, and the timing for June is good to get all the messaging up. He said there was a question as to how they could get the statistics on how many people are looking at the messaging. The lady who gave the Honolulu presentation said they can get these statistics and would get them to Mr. Ka'anā'anā. He spoke about the mālama messaging during the Master Golf Tournament. A gentleman called him in Honolulu saying he saw the messaging, and it made him proud to be living in Hawai'i, so the messaging does get out there.

Mr. Ka'anā'anā clarified that their messaging started on April 18 under HVCB. They are running it, and HTA has adopted that inventory. There will be a seamless transition on those dates that he outlined. He clarified that HTA's takeover is at the end of June and is pursuant to the end of HVCB's contract.

Ms. Yuen commended everyone for their work and liked the idea of them getting their boards as it makes the most sense. She said there could also be a venue to partner with sister agencies to get messaging out, whether it is for safety or some other event. She said it is important to have that flexibility without constantly trying to purchase airtime.

Mr. Ka'anā'anā said there is a mix of inventory with permanent tension fabric displays that are more the evergreen messages they want to share. They have tailored the digital assets to have a more targeted message for each island and issue specific to that island. They have that flexibility within a 48-hour window, and he is sure they could push them on that under an emergency circumstance.

Mr. Ching said they would have to buy, maintain, or upgrade, so it would be easier if they did it themselves. Mr. Ka'anā'anā said they are doing the homework for that.

Mr. Atkins asked if they touched on the water program. Mr. Ka'anā'anā said it would start with the phase they approved in the BOD. They have partnered with the Department of Health and the Island Lifeguard Associations to create the actual collateral and create it. He said they already have \$100,000 in the budget for that messaging. They have rolled it into the buy to maximize the efficiency of their advertisement buy-in at the airports. So, the \$100,000 of ocean safety messaging is also part of that. He noted that they have been strategic about the frequency of messaging, placement, and time of day. He wanted HTA to know his team had done the due diligence on the actual detail of the strategy for the messaging. They also projected heavier for summer, so they have bumped up the frequency.

Mr. Downing asked if it is a television they buy an advertisement on, and everybody buys advertisements at a different time. Mr. Ka'anā'anā confirmed that as correct and that the advertisement loops. If anything goes wrong, the company fixes the television to ensure the advertisements keep running. They will look into this more in the budget in the coming year to see how they will move forward on this.

Mr. Ka'anā'anā said that is the homework they are doing to figure out what that all looks like, with the pros and cons. He noted that in the FY2023 budget, the line item for Pono Travel Education is at zero, and that is because they did not have a number to plug in yet, but they will come back with a number.

Mr. Atkins spoke to Mr. Downing's questions and said they are on a loop with other advertisers, but there is a maximum number that could be on that, maybe six or eight, and then it loops again, so it comes up every couple of minutes.

Mr. Ching asked if they are considering being a landlord and selling advertisement space in their space. Mr. Ka'anā'anā said no, and instead of paying every time, if it is a more evergreen message, they can pay for the production and installation of the tension fabric displays. He said the digital stuff might make more sense, but that is all due diligence.

Mr. Chun said he liked doing the due diligence to see how they can put their evergreen messaging up there. He asked if they are looking at taking over some of the existing spaces or looking to install new ones. He asked about the partnership with DOT. Mr. Ka'anā'anā said he does not have an answer at the moment. He said he also wants to make space as there are other partners, so he is trying to be mindful of that too.

Mr. Chun said he liked the idea that it is state property, and as they are a state entity, and as a state function, they should be able to have dedicated space, that they would not have to exhaust the limited budget they have.

Mr. Arakawa asked if the final program will be vetted while they approve the budget item. Mr. Ka'anā'anā said the Branding Standing Committee approved it the previous day. Mr. Arakawa asked if they approved it without knowing the final outcome of where the displays are going. Mr. Atkins said they know where the displays are going, and everything is in the booklet. They also know what is happening with the digital displays. The only thing he had questioned Mr. Ka'anā'anā about was the island chapters, as each island is a little different, and as they make the new ones, or as they do the video content, they might have a little different message on the big island than HTA has on Kaua'i. That is what they need to take into consideration as they move forward. He said Hawai'i has got a number of banners that have to be made and the sooner they are made, the sooner they can start the program. They do not want to micromanage that aspect.

Mr. Ka'anā'anā clarified to Mr. Arakawa's question that the vote now is asking for the approval of the expenditure of \$400,000 of FY2022 dollars for the campaign that was presented the previous day in detail. The conversation they have been having about the next steps is what happens when those campaigns end.

There were no questions from the public.

Mr. Ching made a motion to approve the \$400,000 to continue the messaging for all islands. Mr. Chun seconded. Mr. Regan did the roll call, and the motion passed unanimously.

12. Legislative Update on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

a. Overview and Update on 2022 Legislative Session

Mr. Regan gave an overview of the legislative session. They went over it with the legislative PIG. He said they had a very busy legislative session for 2022, and he thanked Rep. Onishi, Sen. Wakai, and other chairs for all their support. They had over one hundred measures they were tracking. In addition to that, they submitted tons of testimony throughout the session and a lot of focus and effort from the team. At the end of the day, they had seven measures they were tracking that were enrolled with the governor.

He listed the measures. HB 2026 HD2 SD 1 defines Board business and formal gatherings. This was important from a Board perspective because it requires that the Board meeting packets be made public 48 hours before the Board meeting. One of the aspects of the Bill is that if there is no Board meeting packet, there will still be a meeting. That Bill is currently with the governor.

HB 23, 29 HD2 SD2 CD1 is to place historical markers out there where there is the significance linked back to President Obama. This one they provided testimony on. They were asked to consult with the DLNR on this particular measure, so they will be involved in that. The funds are appropriated directly to DLNR so that HTA will play a role in that.

Bill SB3219 HD1 CD1 - if they participate virtually in meetings, they ask if anybody is present and where they are located. When this Bill passes, they will no longer have to report a minor that may be with them during the meeting. So, for that one, they did submit testimony.

SB3334 SD2 HD1 CD 1 - this Bill places the director of DBEDT on the Board as an ex-officio member. This Bill has implications for the Board. They welcomed the director of DBEDT as part of the process. This Bill is currently enrolled with the governor as well.

SB3357 SD2 HD2 CD1 - they are tracking this one and providing testimony as it would support native Hawaiian communities by making appropriations to help those programs and projects. Total appropriation in this Bill is \$2 million. One million went to DBEDT, for their virtual marketplace, \$500,000 to DBEDT for physical co-working space, and \$500,000 to DLNR for the repatriation and reburials for native Hawaiians nationally and internationally. He said they were involved and provided testimony, and supported this Bill.

HB1600 HD1 SD2 CD1 - the budget Bills. Their budget was not included in HB1600. It was in another Bill. That particular Bill did provide \$15 million in general obligation bonds to the HTA

for the design, construction, repair, and improvement of the HCC rooftop and terrace deck. They will be working closely with Ms. Orton and the team on this.

HB1147 SD1 CD1 - the other budget funding Bill, that appropriated funds to the HTA for their operations -\$60 million in recurring general funds. There are 26 temporary positions, one additional position that was provided to the HTA, and a \$28.5 million convention center enterprise special fund ceiling. This allows them to spend up to \$28.5 million. This is a special fund. So, unlike general funds, which Rep. Onishi mentioned, anything that is not encumbered goes back into the general fund at the end of the fiscal year. The specialist funds are maintained and stay within that special fund until they are encumbered or expended. This allows HTA to utilize those funds currently in there to support the activities at the HCC, and, more specifically, to help move some of the repair maintenance projects forward.

The next one is a matrix, and he thanked the chair of the legislative PIG for helping put it together, as well as Mr. Downing. It explains which Bills throughout the process impacted the overall final result of the session. There was also a Bill HB1785 SD 2 that did not get enrolled by the governor. That one was to require performance-based budgeting incentives.

Mr. Arakawa said the other was about their consultants hiring experts coming to HTA and getting recommendations on areas in which they did not have expertise.

Mr. Regan asked if Mr. Arakawa wanted to add anything to the presentation, but he said he had nothing to add but mentioned they would be meeting to discuss and implement some ways to improve the legislative process with legislators internally with HTA staff, with HTA committees, and with stakeholders. It is an ongoing process, working with the legislators and others.

Mr. Atkins said five of them are leaving at the next Board meeting and would like to bring in five Board members so they can get started in July to listen to the Board discussion about the budget. Chair Kam said they would consider it as it is a good recommendation. Mr. Arakawa asked whether they could invite them to participate in the committee meetings as public members. Mr. Regan clarified that they have been sending out the meeting information to the new members that are coming in. Some of them are also on the call. He said they would be having an orientation for the new members on June 23, where they will go over how things are done to keep them up to speed.

13. Closing Cultural Protocol

Mr. Casson-Fisher did the closing protocol. He spoke about how the world will turn to Hawai'i as they search for world peace because Hawai'i has the key, and the key is aloha.

14. Adjournment

Mr. Atkins made a motion to adjourn the meeting, and Chair Kam seconded. Mr. Regan did the roll call, and the motion passed unanimously. Mr. Regan concluded the regular Board meeting. The meeting adjourned at 12:32 p.m.



Sheillane Reyes

Recorder

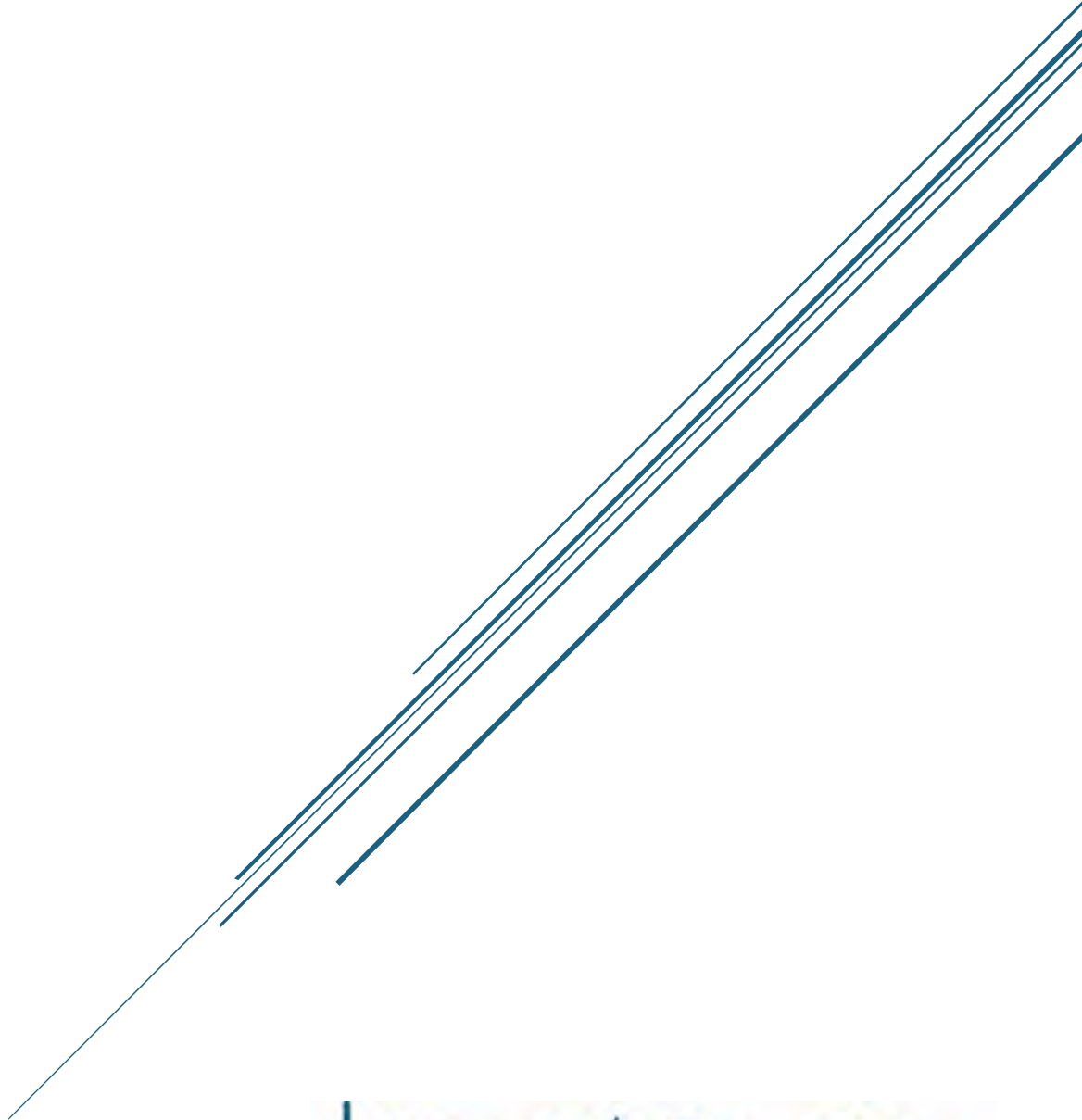
6

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

6a
CEO Report

HTA CEO REPORT

JUNE 2022



EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during May 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

HTA recently supported the Native Hawaiian Hospitality Association's annual conference, Ka Huina 2022. This year's theme, "Eia Hawai'i, ka huina o ke ao – Here is Hawai'i at the crossroads of the world," featured many of our community partners stewarding various Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). In the month of May, more than twelve (12) CEP projects and events took place throughout the state and were well received by residents and visitors.

The Brand team is gearing up to continue the Pono Travel Education Program at our airports statewide at the end of June with an increase in frequency on digital screens and static messaging placements just in time for the busy travel period in the summer. The goal of this program is to educate our visitors (malihini and kama'āina alike) on how to travel respectfully and responsibly in Hawai'i. HTA will be continuing the efforts of HTUSA.

In the planning area, staff focused on reviewing offers related to Request for Quotes for services in the areas of infographics and program evaluation and monitoring. Staff also drafted contracts for the 2022-2023 Festivals & Events Evaluation, County of Kaua'i and County of Hawai'i. Efforts continued with working with the island Destination Managers, counties and other state agencies to move DMAPS' actions forward. Planning team also worked on finalizing the Grant Administration Plan for the EDA's Travel, Tourism and Outdoor Recreation non-competitive grant and prepping the presentation for the HTA's Budget, Finance and Convention Center Standing Committee meeting in May.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the April 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for June 2022 – August 2022, the April 2022 Hawai'i Hotel Report, and the April 2022 Vacation Rental Performance Report. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the May 2022 Coronavirus Impact Report.

I. CHANGE MANAGEMENT PLAN

During the month of May, as mentioned in our previous reports, we continue to recruit for the Procurement Manager, Senior Brand Manager, and two Brand Manager positions.

The draft of the official reorganization has been completed and was submitted to the DBEDT director for review and approval. We anticipate working with DBEDT-HR to address any issues/concerns they may have with the final document.

We continue to work closely with the State Procurement Office (SPO) and HTA's deputy attorney general on procurement-related needs and concerns. As we've reported previously, the SPO continues to be available and insightful by providing guidance on issues and questions.

Various members of our team continue to be engaged in discussions with Budget and Finance (B&F) regarding HTA's requests for access to the ARPA fund allocation. We continued experiencing a delay in getting B&F to approve the release of our ARPA funds to support our programs and projects. Numerous emails have been sent to B&F to request the release of these funds. Our Finance Team will continue to make attempts to get these funds released.

The 2022 legislative session ended on May 5th (Sine Die). Throughout the legislative session, the HTA's team was involved in the review of more than 100 measures, drafting of testimony, and monitoring of the various pieces of legislation that potentially could have impacted the HTA and the industry. We were very active in connecting with our tourism chairs and their committees in the House and Senate. We made ourselves available to meet and address questions and concerns that were brought up throughout the session. We look forward to continuing to build on these relationships in anticipation of the 2023 legislative session which begins in January.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry. As part of this commitment, we held island caucus meetings to engage with legislators from specific geographic regions here in Hawai'i.

II. NATURAL RESOURCES PILLAR

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

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. One awarded project, the Kalihi Valley Kīpuka Revitalization Initiative of KKV (Kōkua Kalihi Valley Comprehensive Family Services), seeks to protect and restore natural areas across the Kalihi ahupua'a. The project supports forest and stream restoration, cultural farming, and stewardship activities, including removing invasive species; building fencing to protect from feral fauna populations; propagating seeds from native species; and out-plantings at the 100-acre nature preserve known as Ho'oulu 'Āina. Additionally, this project engages youth and community members in growing cultural foods and connecting with the land at the small urban garden known as Kaluaopalena garden and located withing the Towers at Kūhiō Park public housing.

DLNR Partnership (DMAP Action Item)

In December 2021, a change order took effect to extend the time of performance of CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide.

As of May 13, 2022 – assessments of the following trails have been completed:

Hawai'i Island

- All Hawai'i Island signs have been installed

Maui

- Assessments have been completed on three (3) trails that were not previously assessed
- Signage designed and created

Kaua'i

- Signage for eight (8) assessed Kaua'i trails are also in the manufacturing process and delivery was anticipated for the end of May

O'ahu

- Signage for the nineteen (19) assessed trails and two (2) assessed roads on O'ahu are in the manufacturing process, delivery was anticipated for the end of May.

Channel Manager (Formerly the Universal Reservation System) (DMAP Action Item)

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Channel Manager (Universal Reservations System) for statewide leisure activities via CON 20138. HVCB has identified an appropriate individual to fill the position as a subcontractor to HVCB. HTA senior leadership met in December with HVCB and the identified contractor to discuss approach, scope of work and other details. HTA senior leadership continues to deliberate on the direction of the project approach, scope of work and other details and has yet to approve the presented workplan.

Tour Guide Certification and Licensure (DMAP Action Item)

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted these two organizations to complete a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. A survey has been developed to gather valuable feedback from community about the current certification process for tour guides in Hawai'i. Input will also be used to consider the possible formulation and implementation of a formal licensing process in the future.

Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on August 9, 2021. The newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging five new companies for certification. STAH has transitioned its training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. STAH has an upcoming informational webinar in June 2022 scheduled for marine based activity operators. "Mālama i ke Kai – Actions that Support a Thriving Ocean," aims to address the need outlined in Kaua'i DMAP sub-action item A.5 - to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution, and therefore is primarily for activity operators on Kaua'i. However, the webinar remains open to all islands for participation. Speakers from DOB, NOAA, Surfrider Foundation: Kaua'i, DAR & Holo Holo Charters will discuss various topics that support and enhance a thriving ocean in Kaua'i and all the other Hawaiian islands.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. Kūkulu Ola awardee, Kimokeo Foundation, hosts an afterschool program in Māliko, Maui. The purpose of the program is to actively engage 40 youth who are fluent in the Hawaiian language in an education program which increases their understanding and Hawaiian cultural connection while empowering them to become the cultural practitioners and community leaders of tomorrow. Kimokeo Foundation agrees with Hawai'i Tourism Authority's belief that the Hawaiian language is the basis of our Hawaiian culture and is necessary when teaching cultural practices. Therefore, the overarching link and what sets this program apart from others, is that only Hawaiian will be spoken by all program participants and educators. This program is still in progress.

Native Hawaiian Hospitality Association (DMAP Action Item)

HTA and the NaHHA continue to strengthen ties between the Hawaiian community and the visitor industry. In collaboration with Purple Mai'a Foundation (PMF), NaHHA has implemented a mission-aligned program that empowers local entrepreneurs to succeed as vendors in the tourism industry. This intensive, 1-month, virtual, cohort-based bootcamp aimed to dramatically improve local entrepreneurs' business development pitches; increase their understandings of the different dimensions of distribution partnerships; have a better understanding of Regenerative Tourism and the role of the circular economy, and connect them with local and regional buyers, some with national or international reach, at a culminating Hō'ike in May. Seventeen cohort members were chosen to be a part of this Pilot cohort program entitled Pākōlea by NaHHA.

Native Hawaiian Festivals and Events

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

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. The FestPAC Commission has recruited Aaron Salā as Festival Director (FD) for a three-year term (with the option for a six-month extension) to lead the 13th FestPAC event scheduled for June 2024. The Festival Director is a contracted position with NaHHA for Fiscal year 2021-2022.

Merrie Monarch Festival Digitization Project

The digitization work of previous Merrie Monarch Festivals is ongoing and was expected to be completed by June 2022. However, the work of digitizing the archived collection has been slowed due to the COVID-19 restrictions and new technical complications due to the condition of the video tapes. The contractor has requested a time extension into 2023 to complete the work. HTA staff is working with the HTA contracts team to determine the options available to move this project forward.

Center for Hawaiian Music and Dance (DMAP Action Item)

During the 2021 legislative session, HTA tracked several bills which would affect the Center for Hawaiian Music and Dance (CHMD). HB321 HD1 and SB926 repealed the allocation of Transient Accommodations Tax (TAT) funds to the CHMD. HB1165 and SB916 SD1 amend the language that allowed for the development and operations of the CHMD and leaves its location undetermined. HTA staff continues to hold on exploration of a digital/virtual exhibit component of the project.

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

Phase II of CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers” has been executed. HTA staff are enthusiastic to be able to continue to support this important work of preserving and digitizing our Hawaiian language newspapers. Year 2022 marks a century of printing in Hawai‘i. The museum’s Library & Archives staff recently opened a large exhibit case in Hawaiian Hall celebrating the bicentennial of printing in Hawai‘i. The case focuses on literacy and printing in general, but with a substantial portion focused on the history of nūpepa. Phase II of this important work will include the following milestones to be achieved by November 2022: 1) training of new technicians, 2) inventory & condition report 30,000 pages and 3) digitize & process 30,000 pages.

Kāhea Greetings (DMAP Action Item)

Airports

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula ‘auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu‘e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama‘āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its guests. The program is looking to increase engagement during the busy summer season, not to mention other celebratory events. The HNL Airport also scheduled a Hawaiian Culture Training (Mālama, Ho‘okipa and ‘Ōlelo) by NaHHA for 290 employees for early June.

Harbors

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho‘okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to continue to limit their participation to providing information. HTA will continue to work with Access Cruise to monitor the resumption of Kāhea Greetings Program at the harbor in Hilo. Nāwiliwili was finally given the green light to restart pier greetings in May 2022. They currently greet as many ships as allowed that come into pier two for 2.5 hours. Kailua-Kona Pier is still running greeting program with entertainment and information.

Resort Area Hawaiian Cultural Initiative (RAHCI)

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI is a program that brings cultural practitioners of music, dance and art to our resorts across the

islands to interact and share with our visitors while creating a Hawaiian sense of place. This program was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP to restart RAHCI programs.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) (DMAP Action Item)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees. Mandatory Contractors' meetings for awardees were held on January 31, 2022 for Kaua'i, February 2 for Hawai'i Island, February 3 for O'ahu, and February 4 for Maui Nui. HVCB is working diligently to complete the contracting process with each CEP awardee.

The following CEP projects and events took place in May 2022:

- **Kaua'i:**
 - **Kaua'i Songwriters Music Festival** took place at the Hilton Garden Inn Kaua'i Wailua Bay on May 7, 2022. There was an estimated 100 attendees which were mostly residents.
 - **Kaua'i Museum Cultural Exhibit** is an ongoing program taking place throughout the year. The current exhibit— **The Art of Kapa** is now open to view by docent tour.
- **O'ahu:**
 - **Hawaiian Airlines May Day 2022, presented by The Hawaiian Islands** took place on May 1, 2022 at the Bishop Museum and also livestreamed online. The in-person event was limited to 100 attendees due to COVID-19 precautions and the livestream event reached a global audience. Virtual attendance data will be report in the project's final report.
 - **We Are Samoa Festival** took place at the Polynesian Cultural Center from May 4-12, 2022. There was an estimated 300-400 attendees which included a mix of residents and visitors.
- **Maui Nui:**
 - **Talk Story, Sew & Feast** in Makawao Town is an ongoing project that takes place every Thursday throughout the year. Average attendance is about 12 people, mainly residents.
 - **Maui Classical Music Festival** took place from May 10-22, 2022 at the Wananalua Congregational Church, Keawala'i Congregational Church in Mākena, and King Kekaulike Performing Arts Center. The five events had an estimated attendance of about 900 total attendees, mostly residents.
- **Hawai'i Island:**
 - **May Mele & Lei Month** took place from May 1-31, 2022 at the Volcano Art Center. There was an estimated 125 attendees on the first day of the program.
 - **Cacao Education & Culinary Exploration - Big Island Chocolate Festival 2022** took place from May 11-14, 2022 at the Original Hawaiian Chocolate Factory & Waikoloa Beach Marriott Resort. Attendance was a mix of residents and visitors and had an estimated 30 attendees at each event offered.
 - **61st Hawaiian International Billfish Tournament** (July 30, 2022 event date). Organizers announced on May 6, 2022 that the tournament has been postponed due to post

pandemic issues including uncertainty/restrictions around travel logistics and with rapidly rising costs in all areas of tournament expenses.

- **Statewide:**
 - **Hawai'i FoundHer Experience Tour** took place on May 21, 2022 in Waialua, O'ahu. An estimated 20 attendees of mainly visitors participated in the tour.
 - **Make Music Hawai'i 2022 – Curating Multiple Music Events Statewide** is an ongoing project that takes place throughout the state. The event evaluated took place on May 21st at the Royal Hawaiian Center. There was an estimated 300 attendees which included a mix of residents and visitors.

IFEA-International Festivals & Events Association

HTA in partnership with the International Festivals & Events Association (IFEA) will be providing a virtual version of the 'Growing Success' series, with a week of free, lunch hour courses, presented by leading industry experts. This year virtual workshops took place on May 16 – 20. These workshops covered various topics for festivals and events in a post-pandemic world. Topics that were covered:

- The Post-Pandemic World of Festivals & Events
- RE-IMAGINE Everything: Finding Ways to Improve All Aspects of Your Event
- Revisiting Sponsorship in A Changed and Changing World
- Revisiting (or Creating) Your Business Plan
- Business Sustainability: Meeting the New Challenges and Strengthening the Future

The workshops had over 133 Festival & Event professionals registered.

Hospitality Industry Updates (County)

HTA recognized the need to connect with stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

No meetings were held in the month of May. In discussions with the four mayors, it was determined that these meetings would become quarterly. The next scheduled series of meetings will be in July.

Communication and Outreach

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- News Release: HTA Ramps Up Visitor Education Efforts in Preparation for the Summer (May 25)
- DBEDT News Release: Total Visitor Spending and Arrivals in April 2022 (May 26)

NEWS BUREAU

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

- KITV, Marisa Yamane: Ilihia Gionson (IG) interview on summer travel forecast, Golden Week and other HTA updates (May 2)
- Business Matters Radio Show, Amanda Martin: John De Fries (JDF) interview on tourism recovery, Maui DMAP and Mālama Ku‘u Home (May 3)
- Hawai‘i Public Radio, Casey Harlow: IG interview on the upcoming summer travel season (May 10)
- Honolulu Star-Advertiser, Nina Wu: Drafted IG statement on Lē‘ahi – Diamond Head State Monument – reservation system (May 12)
- ProSiebenSat1 Media, Saskia Langer (Germany): Coordinating JDF taped interview on destination management for June
- Hothouse Solutions, Michele Bigley: JDF and KK interview on pivot to regenerative tourism, sustainable change and Mālama Hawai‘i (May 16), and Ulalia Woodside interview (May 17)
- Aloha Spirit Radio Show, Amanda Martin: JDF interview on regenerative tourism (May 17)
- Spotlight Hawai‘i, Yunji de Nies: JDF interview on the summer travel season, end of the Legislative session and state trip to Japan on the return of travel (May 23)
- Hawai‘i Public Radio, Casey Harlow: Kalani Ka‘anā‘anā interview on airport messaging campaign (May 26)
- Assisted with the following media relations:
 - KHON, Chelsea Yee: Provided daily passenger counts and monthly visitor statistics in response to her inquiry about visitors from Japan during Golden Week.

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin
 - Drafted and edited copy, created layout and distributed May 2022 HTA e-Bulletin in English.
- USTA National Travel and Tourism Week (NTTW)
 - Distributed social posts and graphics during the week of May 1-7.
- Japan Airlines
 - Provided quote for Japan Airlines’ news release on August JAL and Zipair flights, upcoming web campaign on Hawai‘i, and Mālama Hawai‘i efforts. (May 4)
- Destination Management Action Plans (DMAPs)
 - Distributed e-blast and social post for Hawai‘i Island DMAP Phase 1 Report. (May 12)
 - Distributed e-blast and social post for Maui DMAP Phase 1 Report. (May 24)
 - Distributed e-blast and social post for Moloka‘i DMAP Phase 1 Report. (May 27)
 - Met with Caroline Anderson (CA), Kaua‘i Visitors Bureau and Anthology digital team to discuss content for DMAP microsite. (May 5)
 - Met with CA, IG and the Island Chapters to discuss prototype and content needs for DMAP microsite. (May 13)
- International Festivals & Events Association (IFEA) Growing Success Workshops

- Drafted and distributed e-blast and social post encouraging the public to attend. (May 16)
- Pākōlea Pop-Up Shop
 - Drafted and distributed e-blast and social post for the event. (May 24)
- O‘ahu Industry Update with Board of Water Supply
 - Created an infographic to inform the visitor industry on O‘ahu about the webinar and to attend.
 - Met with K. Pahinui to discuss summer travel messaging and how HTA can amplify Board of Water Supply’s educational efforts. (May 20)
- IPW
 - Pitched and secured opportunity for HTA to present Hawai‘i as a case study for destination management and regenerative tourism through FINN Partners’ IPW sponsorship on the eTourism Summit main stage during IPW. Drafted presentation brief and provided IG’s bio and headshot to IPW.
 - Coordinated 16 one-on-one appointments for June 7 and 8 and compiled briefing book. Vetting additional media requests and appointments being confirmed by Noelani Schilling-Wheeler.
 - Uploaded “New Online Reservation System at Iconic Diamond Head State Monument to Manage Tourism Impacts” news release to the IPW Press Room/Online Marketplace. (May 9)
 - Uploaded “What’s New in the Hawaiian Islands” news release to the IPW Press Room/Online Marketplace. (May 16)
 - Uploaded “Sizzlin’ News from the Island of Hawai‘i” news release to the IPW Press Room/Online Marketplace. (May 31)
 - Discussed ongoing IPW planning and media outreach with Noelani Schilling-Wheeler.

CRISIS/ISSUES MANAGEMENT

- Discussed new case of Legionnaires’ on O‘ahu with HTA and drafted messaging while more details were gathered from the Department of Health.

HTA’S SOCIAL MEDIA

- Managed social media calendar, drafted, and scheduled posts on HTA’s Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
 - Kaua‘i Songwriters Festival
 - We are Samoa Festival
 - Mele and Lei Month at the Volcano Art Center
 - Maui Classical Music Festival
 - He Inoa No Kaumuali‘i & Mo‘okū‘auhau o ka Lāhui
 - Hawai‘i Adaptive Surfing Championships

- Featured 2022 Kūkulu Ola program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
 - Maunawila Heiau Cultural & Ecological Preservation & Education Program

Facebook

- Number of followers: 18,897 (+9.7%)
- Engagement rate: 0.4%
- Number of engagements: 4,208 (-40.5%)
- Posts: 43

Instagram

- Number of followers: 7,096 (+58.9%)
- Engagement rate: 0.1%
- Number of engagements: 931 (+339.2%)
- Posts: 42

Twitter

- Number of followers: 40,035 (+7.3%)
- Engagement rate: 1.8%
- Number of engagements: 710 (+418.2%)
- Posts: 42

Linktree

- Views: 42
- Clicks: 25
- Clickthrough rate (CTR): 59.52%

INTERNAL COMMUNICATIONS

- Drafted news release, "Hawai'i 2050 Sustainability Plan: Charting a Course of the Decade of Action (2020-2030) Receives National Merit Award from the American Planning Association.
- Reviewed and provided edits to Hawai'i Convention Center's news release on launch of AT&T's 5G Cellular Network.
- Reached out to Island Chapter Destination Managers for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.

Safety and Security

Visitor Assistance Program (VAP)

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program.

During the month of May:

- Maui County's program handled 9 cases and helped 19 visitors (year-to-date: 48 cases/ 75 visitors). This included visitors primarily from the U.S. West markets and Canada. The industry assisted with \$7,800 of in-kind contributions (year-to-date: \$25,200).
- Hawai'i County's program handled 27 cases and provided assistance to 74 visitors (year-to-date: 94 cases/ 254 visitors). This included visitors primarily from the U.S. West and Oceania markets. The industry assisted with \$5,388 of in-kind contributions (year-to-date: \$22,125). \$105 was received in donations (year-to-date: \$1,069).
- Kaua'i County's program handled 6 cases and provided assistance to 17 visitors (year-to-date: 30 cases/ 69 visitors). This included visitors from U.S. West/East market. VASK ED attended the NPST Recognition Day held at the Kaua'i Police Department Headquarters. VASK ED produced a 30 second Volunteer and Business Contributor Recruitment Ad. VASK received \$4,100 of in-kind contributions (year-to-date: \$22,425).
- City and County of Honolulu's program handled 51 cases and helped 107 visitors (year-to-date: 245 cases/ 574 visitors). This included visitors primarily from the U.S. West market and Australia. The industry assisted with \$8,952.50 of in-kind contributions (year-to-date: \$57,842) and \$5.00 in donations (year-to-date \$3,455).

Future Workforce

LEI Program

The last program event took place in April. Nothing new to report for May.

Current Workforce

Workforce Needs Assessment

HTA has commissioned Anthology Research to conduct an assessment of the current and future workforce needs of Hawai'i's visitor industry and related sectors. This initiative, funded with FY20 budget, is a part of HTA's 2020–2025 Strategic Plan, supporting our Community pillar to build a resilient visitor industry workforce and community. The survey fielding is currently ongoing with final reports due to HTA in August.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

International MMA Border/Entry Restrictions

- Japan: Ministry of Foreign Affairs of Japan lowered the COVID-19-related travel warning to LEVEL 1 “Traveling Carefully” to 36 countries and regions, including USA. Also, the government increased its daily new entry capacity to 20,000 starting on June 1. As of June 12, 80.7% of the population are fully vaccinated and 60.1% have received one booster shot.
- Korea: From May 23, rapid antigen test (RAT) results conducted within 24 hours of entry into Korea will be accepted. This rule applies to the U.S., Canada, New Zealand, and countries in Europe that are currently implementing RATs. Korea recorded 86.8% vaccination rate and 64.9% booster rate as of May 31.
- Canada: 81.7% of total population are fully vaccinated with 48.6% received at least one additional dose. Currently all fully vaccinated travellers have to use the ArriveCAN system to register their proof of vaccination and they get randomly tested at the arrival airport. The Prime Minister announced that these measures will be in place at least until June 30.
- Oceania: All passengers arriving by air into Australia should complete the Digital Passenger Declaration (DPD). You can start a DPD seven days before your flight, but you must submit it before you depart for Australia. Passengers who do not complete a DPD before departing may face unnecessary delays on arrival in Australia. New Zealand’s borders are reopening in stages throughout 2022. All travelers to New Zealand by air must complete and submit a New Zealand traveler declaration (NZTD) and receive a Traveler Pass before departure.
- China: As of May 31, 2022, more than 89% of the Chinese population had been fully vaccinated, according to the National Health Commission. Shanghai authorities recently announced that they will take major steps from June 1 toward reopening China’s largest city that has set back the national economy and largely confined millions of people to their homes.

U.S. Domestic Market Conditions

Domestic air travel is expected to represent 85.5% of total arrivals to Hawai‘i in 2022 as conditions continue to strengthen despite increased cost. In addition, the Biden administration recently announced the lifting of the pre-departure testing requirement for inbound air travelers to the United States. U.S. Travel Association expects this to bring an additional 5.4 million international visitors to the U.S. and \$9 billion in travel spending.

MMA RFP / Contract Status

- USA MMA Leisure: HTA’s contract for the USA MMA will end on June 29, 2022 with no additional options to extend. A new RFP for USA Brand Marketing and Management (with added scope for

global support services) was issued on April 15 with proposals due on May 17. HTA remains in the procurement process for contract execution.

- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in “Green” phase except China that is still under restricted activities and budgets.

Other Branding Projects

Cruise

HTA staff worked with Access Cruise to monitor the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, cruise representatives and industry partners.

Pono Travel Education Program (DMAP Action Item)

Beginning April 18 airports across Hawai‘i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama‘āina - reminding us of our kuleana to Hawai‘i, the land, culture and each other while here. At the end of June, HTA will take over the current contract which is with HTUSA. There will be an increase in messaging placements and frequency to meet the uptick in travel during the Summer period and an inclusion of Ocean Safety video messages.

Market Allocation Platform (MAP)

HTA staff worked with Tourism Economics for a market allocation platform to apply economics to destination marketing decisions. The MAP provides an analytical framework for a destination to comparably gauge market potential, market costs, and market risks for each of its main sources of visitors. This allows marketing decisions to be driven by facts using comparable measurements of true market potential. The platform was delivered to HTA in May.

Campaign Effectiveness Studies for USA and Japan Markets

An RFP for the Campaign Effectiveness Studies for USA and Japan Markets was issued on April 5. HTA has awarded the contract to SMARinsights. Currently, staff is in the process of executing the contract.

Sports Programs

RFP 22-06 2022 Sports Program

RFP 22-06 was published, seeking proposals for sports programs that take place in calendar year 2022. Due to the high number of proposals that were submitted and deemed non-compliant, HTA Leadership has decided to cancel this particular procurement and reissue at a date in the future to be determined.

Other Sports Initiatives

- Met with representatives from Southern Methodist University to discuss their interest in potential partnership avenues.
- Met with representatives from the Sacramento Kings to discuss possible future partnerships and potential for preseason games to be held in Hawai‘i.
- Evaluated opportunity for advertising placement at the 2022 US Open Tennis Tournament

Collaborations and Communications

- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

Brand Team Events/Meetings - May

Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
5/1/22	May Day Celebration	CEO/CBO	OVB
5/2/22	United Airlines 75 th Anniversary Events	CBO	Industry Stakeholders
5/4/22	JTB Arrival of Passengers meeting	CBO/BMs	DOT
5/9/22	LPGA-USGA Girls Golf Hawai'i Chapter Discussion	CBO/BMs	HVCB/LPGA/ Industry Stakeholders
5/10/22-5/13/22	Gov. Ige's Japan Delegation Trip	CEO/CBO	Gov. Ige, First Lady, Speaker Saiki, Mrs. Saiki, HTJ, DBEDT Director McCartney
5/16/22	Adara Platform Meeting	CBO	Charles Mi
5/16/22	Heard Museum Surfing Exhibit 2023	CBO	Dan Hagerty
5/16/22	Media Interview Regenerative Tourism	CBO	Michele Digley
5/16/22	Topic briefing about FESTPAC	CBO	Elise Amemiya
5/16/22	FESTPAC commission meeting at East West Center	CBO	Commission members
5/17/22	Meeting with Ken Berger	CBO	Ken Berger
5/18/22	IATSE Local 665 to Discuss Oahu DMAP Implementation	CBO, CEO, CAO, PAO, Director of Planning	Tuiaana Scanlan, Dan'l Cook, Carlos Cota, Shawn Christiansen
5/20/22	Oahu Industry Update	CBO, CEO, CAO, PAO, Director of Planning	Ernest Lau, Board of Water Supply Board Members
5/27/22	7-11 Japan Delegation Meeting	CBO	7-11 Japan Delegation

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

Below is an update on activities undertaken to support the implementation of the various DMAPs.

- The Director of Planning (DOP) participated as a facilitator at the Native Hawaiian Hospitality Association's recording on the subject of regenerative tourism and destination management on May 24. The panel consisted of Dr. Pauline Sheldon and Dr. Jerry Agrusa of the University of Hawai'i, School of Travel Industry Management. The recording will be posted to NaHHA's website.
- DOP has been in discussions with AMG and the island chapters to develop a framework to showcase the activities of each DMAP via a microsite built as an extension of HTA's website. Work is expected to commence next month.

Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on May 6.
- Staff has been working with the County and Maui Visitors & Convention Bureau for the next Moloka'i DMAP Task Force meeting.

O'ahu DMAP:

- O'ahu's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on May 6.
- DOP and the HTA's Public Affairs Officer coordinated an O'ahu Industry Update on May 20 to share information on the HTA's visitor education campaign, DLNR's Diamond Head State Monument Reservation System and provided Board of Water Supply's Chief Engineer, Ernie Lau, an opportunity to share how the industry can help to conserve water during this critical time headed into summer.

Kaua'i DMAP:

- Kaua'i's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on May 4.
- HTA is entering into an agreement with the County of Kaua'i for a mobility hub study in East Kaua'i. This addresses two sub-actions of the Kaua'i DMAP: Action E.1 - foster and promote diverse mobility choices so that visitors may elect alternatives to renting cars for their entire stay" and Action E.2 - continuously examine the movement of visitors around the island, including popular visitor attractions and beach destinations, and encourage the development of public-private shuttle systems from the airport and in major Visitor Destination Areas (VDAs). The HTA is leveraging its funds with the County to partner to conduct a study that will aid in the

development of a mobility hub plan to address how visitors move around the island. The purpose of this study is to enable more efficient transportation modes, mitigate congestion through Wailua and Kapa'a and promote a transportation mode shift as to how visitors and residents travel throughout Kaua'i.

Hawai'i DMAP:

- Hawai'i Island's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on May 5.
- Island of Hawai'i Visitors Bureau is working with the County and County Council on Waipi'o Valley issues. This is one of the DMAP hotspots. The Director of Planning has been attending the Waipi'o Valley Steering Committee meetings (organized by IHVB) on May 20.
- The HTA is entering into an agreement with County of Hawai'i to address two anchor actions in Hawai'i Island DMAP: Action C - support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina; Action D - Connect with community networks and part with community based organizations to collaboratively identify sites, identify limits of acceptable change, and implement stewardship plans to protect and preserve our natural resources. These services also will help to mitigate impact at two of the DMAP hotspots -- Keaukaha and Pohoiki. The HTA is leveraging its funds with the County to partner in a pilot stewardship program at Keaukaha (Hawaii Island Resilience Corp Pilot Project) and funding of a Community Tourism Collaborative in Pohoiki -- with the goal of conducting trainings/workshops/events to ultimately produce a Pohoiki Stewardship Plan. It is anticipated that the contract will be in place at the end of June.

2. EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant

- HTA's DOP continues to work on drafting the Grant Administration Plan for the EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant in addition to preparing the powerpoint presentation for the Budget, Finance and Convention Center Standing Committee meeting in May.

3. Program Evaluation

- Staff drafted a contract with PlayFly LLC (the winning bidder) for the 2022-2023 Festivals & Events Evaluation project. It is anticipated that a contract will be in place by the end of June.
- A Request for Quote (No. 22-13) was issued on May 11 for program evaluation and development of a monitoring system. Bids were due on May 25, 2022. The winning bid was SMS Research. It is anticipated that a contract will be in place by the end of June.

4. *Planning Tools and Assessments*

- A Request for Quote (No. 22-09) was issued on May 6 for the creation of infographics as it relates to HTA's strategic plans, DMAPs and resident sentiment survey. Bids were due on May 24, 2022. The winning bid was Fisheries Immersed Sciences Hawaii, Inc. (FISH). It is anticipated that a contract will be in place by the end of June.

VII. TOURISM RESEARCH

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

TRB issued the April 2022 monthly visitor statistics on May 26, 2022, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for June through August 2022 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the April 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the April 2022 Hawai'i Hotel Performance Report on May 19, 2022. The report and related April 2022 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the April 2022 Hawai'i Vacation Rental Performance Report on May 25, 2022. The report and related April 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRB published the May 2022 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provides travel planning trends, attitudes, and demographics. This report utilizes data from YouGov's Brand Index and is posted on the Other Research page of the HTA website.

TRB continued publishing both the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available. These reports utilize data from YouGov's Brand Index and are posted on the Other Research page of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data from travel agencies for US, Japan, Canada, Korea, and Australia from Global Agency Pro. These reports are posted on the Other Research page of the HTA website.

TRB continued to work with the State Attorney General's office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

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

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

VIII. ARPA UPDATE

Following is an update on activity related to the American Rescue Plan Act (ARPA) funds that were provided to HTA during the 2021 Legislative Session.

Our team continues to engage with our Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we regularly meet and discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$48.3 million, all of which has been approved through May 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there were two (2) contracts executed during the month of June 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22004	Playfly, LLC	Evaluation of Selected 2022 and 2023 Festival & Events Evaluation	\$299,394.00	\$299,394.00	6/4/2022	12/31/2023
22020	SMS Research & Marketing Services, Inc	Program Evaluation and Monitoring	\$78,190.69	\$78,190.69	6/6/2022	11/30/2022

APPENDICES

Hawai'i Tourism United States

2022 MONTHLY MARKET ACTIVITY REPORT – May

MARKET INTELLIGENCE

Economy

- Real GDP will return to growth in the second quarter as trade, inventories and government spending become less of a drag. But growth is moderating as the economy transitions from a breakneck-fast recovery in the second half of 2020 and 2021 to a slower expansion in 2022, according to Comerica Economic Research.
- Persistent inflation, supply chain constraints, the continuing pandemic and war in Ukraine signal a significant slowdown in global GDP growth this year but not a worldwide recession, according to Morgan Stanley.
- The Conference Board Consumer Confidence Index declined slightly in May, following a small increase in April. The Index now stands at 106.4 (1985=100), down from 108.6 in April (after an upward revision).
 - The Present Situation Index based on consumers' assessment of current business and labor market conditions declined to 149.6 from 152.9 last month.
 - The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions declined to 77.5 from 79.0.
 - "Consumer confidence dipped slightly in May, after rising modestly in April," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "The decline in the Present Situation Index was driven solely by a perceived softening in labor market conditions. By contrast, views of current business conditions—which tend to move ahead of trends in jobs—improved. Overall, the Present Situation Index remains at strong levels, suggesting growth did not contract further in Q2. That said, with the Expectations Index weakening further, consumers also do not foresee the economy picking up steam in the months ahead. They do expect labor market conditions to remain relatively strong, which should continue to support confidence in the short run."

Outbound Travel Market

- *Wholesale Partner* – Overall leisure booking volume is at record levels. Hawai'i is mirroring 2019 pace and in some situations exceeds it. Price is still top of mind but not a deterrent for closer in bookings, however it is starting to become a factor for winter 2022-23.
- *Airline Wholesaler* – Hawai'i business continues to remain strong but has leveled out. Bookings across all leisure destinations, except for Asia, continue to increase. Inflation and gasoline prices continue to have little impact on spending.

Competitive Environment

- *Anguilla*. Anguilla announced that it has ended the use of its online entry portal for travelers entering the country. Anguilla's Ministry of Health updated the guidelines for entry protocols effective June 1, in accordance with its evolving COVID-19 Exit Strategy. All travelers over the age of five are required to show proof of a COVID-19 vaccination as well as a valid, negative COVID-19 test. Tests can be a PCR or NAAT test administered within three days of arrival or a rapid antigen test that must be taken no more than two days before arrival. Anguilla is a vaccination-only destination for adult visitors. Those travelers who are unvaccinated can request a medical exemption permitting entry into Anguilla at visitanguilla@gov.ai using the subject heading "Request for COVID-19 Vaccination Exemption." Those granted an exemption will be required to quarantine

for five days. Travelers cannot use self-administered/home testing kits (including video proctored) or antibody tests.

- *Canada.* Canada has extended its pandemic-related entry requirements through at least June 30, according to an announcement by the country's Public Health Agency. All travelers are still required to use the ArriveCAN app to submit their travel information, including method of entry, proof of vaccination and more. Fully vaccinated travelers no longer need to submit a pre-entry COVID-19 test to enter, but they may be randomly selected upon entry for testing. There is currently no indication of when the current requirements will be lifted.
- *Barbados.* On the island of Barbados, government officials dropped a three-day quarantine period for unvaccinated visitors who test negative at the airport upon arrival. All unvaccinated travelers must show proof of a negative COVID-19 test taken within three days before arrival. Vaccinated travelers no longer have to take a coronavirus test before visiting Barbados.

Consumer Trends

- Global Consumer Trends Health and Nutrition 2022 – ADM:
 - *Nourishment for the Whole Self.* Consumers are seeking nutrition via nutrient-dense, delicious, whole foods to support holistic health, with an increased focus on mental health and emotional well-being. Consumers connect what they eat to how they feel, mentally and physically, and are looking for empowering, accessible and proactive solutions tailored to their own unique tastes, diets and other health goals.
 - *Plant-Based Lifestyles.* Plant-based eating has become mainstream as consumers look to inherently functional and wholesome plant-forward nutrition to support healthy and environmentally friendlier lifestyles. Consumers embrace innovations that deliver on taste and texture expectations, with rising standards for clean processing and real ingredients.
 - *Humanization of Pets.* Pets are increasingly being treated as family members, especially as people recently spent more time at home bonding with their pets and identifying their unique needs. Challenged by changing lifestyles and a return to work, pet parents wish to proactively support their pet's physical and mental well-being and are increasingly expecting high quality ingredients and tailored functional benefits in the food they provide.

Travel Trends

- *Travelers' COVID-19 Fears are Mixed.* According to the latest Destination Analysts tracking study of American travelers, Americans are splintering again on COVID. Although a larger proportion of Americans feel optimistic about how the COVID situation will progress in the next month (+32.3%), a growing proportion now feel it will worsen (up +25.3% from +21.5% last month). More also feel that the virus is impacting their ability to have meaningful travel experiences (up +5 points in the last month to +38.2%).

Airlift

- HTA Airline Seat Capacity Outlook for June 2022-August 2022 was updated on May 31. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease -5.0 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as COVID-19 evolves. A decrease in flights is expected from U.S. West (-2.6%) as well as a decrease from the U.S. East (-20.7%). The situation is being monitored and the forecast adjusted accordingly.

MARKET ACTIVITY UPDATE

Consumer Direct

- Mālama Hawai'i Brand Campaign
 - HTUSA continues to build on the Mālama Hawai'i visitor education campaign by reaching out to potential visitors with messages about the importance of respecting local communities and our relationship to our home when they visit. Working in collaboration with HTA, HTUSA continues to actively reach visitors with Mālama Hawai'i messaging to tread more mindfully and more respectfully. This is the next step of a transformative path forward for Hawai'i tourism - the Journey from Respectful to Regenerative Travel.
- Consumer Paid Media
 - A national flight of paid digital media continued in May to reach the Mindful Hawai'i Target Traveler (MHTT) audience and to share the leisure brand campaign messaging – Mālama Hawai'i – with four Mālama videos distributed on vetted paid digital and paid social media.
 - Advanced Television/OTT media partners include Amazon, Hulu, Roku, to distribute Mālama videos in 30-second length versions.
 - Digital media partners include BuzzFeed, Complex, Condé Nast Traveler, Matador, Travel + Leisure, omd programmatic, Adtheorent, Engine and Viant to distribute Mālama Hawai'i videos in 15-second and 30-second length versions (optimized for video completion metrics).
 - In May, paid social posts included a Lei Day feature, island spotlights for O'ahu and island of Hawai'i and a voluntourism experience.

Paid Digital Campaign May – Estimated Impressions

PARTNERS	Impressions
AdTheorent	1,618,712
BuzzFeed	1,747,036
Complex	729,755
Condé Nast	1,902,834
Engine	2,582,841
Matador	840,678
Programmatic	1,612,096
Search	100,000
Travel + Leisure	886,641
Viant	1,818,053
Facebook	21,312,850
Instagram	5,532,136
YouTube	16,397,579
Pinterest	3,787,085
Total	57,081,211

Paid Digital Campaign April – Actual Impressions

PARTNERS	Impressions
AdTheorent	2,748,643

BuzzFeed	2,050,867
Complex	760,362
Condé Nast	2,034,696
Engine	2,489,523
Matador	484,950
Programmatic	2,040,233
Search	178,031
Travel + Leisure	946,958
Viant	1,473,825
Facebook	7,193,821
Instagram	3,543,598
YouTube	8,820,632
Pinterest	6,467,154
Total	41,233,293

- Kuleana Campaign
 - HTUSA continued a flight of paid media for the Kuleana Campaign (Mar. 17-June 29) to share a series of videos with visitors conveying educational messages on ocean safety, culture, ocean conservation, land safety, astute renting and marine wildlife protection. Local paid media is distributing messaging to them once they've arrived in Hawai'i via airport media with digital and static units strategically placed for arrivals at Daniel K. Inouye International Airport, as well as at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO). Messaging continues to reach them in their travel journey - on shuttles, in-room hotels, as well as on social media and mobile devices as they're navigating around the islands via geo-targeting and geo-fencing technologies when visiting tourist points of interest.

- Consumer Direct Email Program
 - HTUSA
 - The consumer newsletter, delivered on May 10 to over 180,000 consumers, focused on ideas and tips for first-time visitors, including participating in a Mālama Hawai'i or voluntourism program, buying from local artisans and seeking authentic cultural experiences. Additionally, the Bishop Museum exhibit "The Healer Stones of Kapaemahu" was featured in a smaller article.
 - OVB
 - Distributed Native Hawaiian culture-themed newsletter to a database of 111,610 on May 17.

- Hawai'i Paid Media
 - In May, HTUSA continued with Waze statewide and island specific banners and Kuleana travel tips videos.

Hawai'i Paid Digital Campaign May – Estimated Impressions

PARTNERS	Impressions
Facebook	6,513,331

Instagram	6,707,210
YouTube	5,820,809
Waze	527,533
Total	19,568,883

Hawai'i Paid Digital Campaign April – Actual Impressions

PARTNERS	Impressions
Facebook	1,359,003
Instagram	1,811,290
YouTube	1,432,775
Waze	516,705
Total	5,119,773

Travel Trade

- Paid Trade Media
 - The Travel Trade paid campaign continued in May with a flight of paid digital media that shares the Mālama Hawai'i brand messaging with travel advisors and invites them to become certified Hawai'i Destination Specialists. Paid endemic media partners include Northstar and TravAlliance, and paid social media partners Facebook and Instagram.
 - Total estimated digital impressions - May: 4,415,500
- Trade Direct Email Program
 - E-xpressly for Travel Professionals (EXTP) monthly e-newsletter was distributed via MailPound and Northstar travel agent database on May 19 to a reach of approximately 70,000 travel advisors throughout the U.S.
 - OVB distributed a Native Hawaiian culture-themed e-newsletter to Northstar's database of 41,071 travel advisors on May 17.
- Summary of HTUSA Travel Trade Activity
 - For the month of May there were 11 travel trade training activities, five trade shows and 80 one-on-one appointments, allowing for sales and educational sessions for 636 travel advisor participants. There were no meetings with industry partners this month.
 - Central fielded all inquiries received from travel advisors across the U.S. via agents.gohawaii.com and inquiries forwarded from info@gohawaii.com from travel advisors.
 - Travel agent agents.gohawaii.com website update: There were 907 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, with 1,060 new registrants signed up for access to online resources, up 24 percent year over year. The overall travel agent database numbers are at 128,520 profile records, which includes 95,083 active U.S. travel advisor email contacts.
- Travel Trade Training Activities

	Airline	Wholesaler/TA/TO/OTA	Other	Total
HTUSA	10	96	-	96
KVB	-	2	-	2
OVB	-	2	-	2
MVCB	-	5	-	5

IHVB	-	4	2	6
------	---	---	---	---

Summary of travel trade calls by category

- Airline
 - HTUSA met with five U.S. network carriers in May regarding market specific capacity and marketing updates, and to reinforce the new reservation policy for Diamond Head State Monument. A selection of network carriers forewarned of temporary suspensions as well as some service changes for the summer.
- Wholesaler/TA/TO/OTA
 - HTUSA
 - Global Travel Marketplace West was held May 2-4 in Tucson, AZ, drawing hand-selected advisors that met strict qualifications including a minimum of \$800,000 in annual sales and supplier references. HTUSA conducted 40 one-on-one appointments with vetted advisors sharing destination updates and information on Mālama Hawai'i and resources for travel advisors.
 - HTUSA was a sponsor of the Romance Travel Forum held in the Dominican Republic from May 9-12 drawing 125 qualified travel advisor attendees. Sponsorship included a one-hour destination presentation, 40 one-on-one appointments, general sessions and networking events.
 - HTUSA conducted a webinar exclusively for Travel Leaders Network on May 13 for 85 travel advisor attendees.
 - HTUSA completed four educational events for travel advisors in Bellevue, WA, Sacramento, Fremont and Newport Beach, CA, the week of May 16-19. A total of 156 advisors attended the in-person events which included an in-depth, afternoon Hawaiian Cultural Workshop featuring Hawai'i cultural expert Hi'ilani Shibata, and a Hawai'i supplier trade show with up to 18 supplier partners, including: ALG Vacations, Aqua-Aston Hospitality, Castle Hospitality Group, Courtyard by Marriott O'ahu North Shore, Courtyard King Kamehameha Kona Beach Hotel, Grand Naniloa Resort - a Doubletree by Hilton, Hawaiian Hotels & Resorts, Kā'anapali Beach Hotel, Maui Ocean Center, Mauna Lani, Auberge Resorts Collection, Outrigger Hotels & Resorts, Pleasant Holidays, Residence Inn by Marriott Kapolei, Sheraton Kaua'i Coconut Beach, Surfjack Hotel & Swim Club, The Umauma Experience and Timbers Kaua'i. The evening session featured destination updates on the Hawaiian Islands by Central and Island Chapter representatives, along with an interview with special guest speaker and Mālama Hawai'i ambassador, Rick Barboza with Hui Kū Maoli Ola discussing sustainable farming and native Hawaiian plants. In addition, suppliers delivered product presentations. *Hula kahiko* and *'auana* performances showcased Hawai'i's unique culture, with *oli* and Hawaiian music performed by Kumu Hula Kona Garcia, accompanied by two dancers. The event was recorded and will be distributed to travel advisors and posted on agents.gohawaii.com for on-demand viewing.
 - KHM held an educational event on May 18 for 41 travel advisors. HTUSA conducted a 45-minute virtual destination presentation for all attendees.
 - Signature hosted a Hawai'i webinar with HTUSA and Villas of Distinction on May 23 reaching 58 travel advisors.
 - HTUSA held the third webinar in a series for Virtuoso Travel advisors on May 24 drawing 21 attendees. The session highlighted outdoor and voluntourism opportunities throughout the Hawaiian Islands. The webinar was recorded and is available for on-demand viewing on the Virtuoso Travel Academy.

- HTUSA was a guest speaker on “This Week with Avoya” and highlighted Hawai‘i’s destination management strategy, Mālama Hawai‘i and island updates reaching 50 travel advisors.
- Signature Travel Network held their regional educational event in Newark, NJ, on May 25. The event format included a destination presentation to 100 advisors and a supplier trade show.
- o Kaua‘i Visitors Bureau (KVB)
 - Supported HTUSA U.S. West Educational Blitz, May 16-19.
 - Mailpound webinar on May 23 highlighting Mālama Kaua‘i; 77 attendees.
- o O‘ahu Visitors Bureau (OVB)
 - “Enriching Family Travel” partner coop Mailpound webinar, May 11 (56 advisors).
 - “O‘ahu 101” and “What’s New Destination Updates” VAX VacationAccess (largest online distribution platform for leisure travel agents) webinar in partnership with Waikīkī Beach Marriott on May 25 for 102 attendees.
- o Maui Visitors and Convention Bureau (MVCB)
 - Meeting with Steve Spurlock, President of the Pacific Northwest ‘Ohana.
 - Meeting with Jollene Schuermann, Products Manager with Costco Travel.
 - Provided support for Pleasant Holidays FAM - The Journey Travel.
 - Assisted Elise Hartman – Travel at the Sea with activities suggestions.
 - Assisted Poppy Waye – Manase Travel Studio.
- o Island of Hawai‘i Visitors Bureau (IHVB)
 - AM/FM Travel / Bend, OR; May 12 (10 advisors), educational webinar.
 - Carefree Travel / Phoenix, AZ (12 advisors), educational webinar.
 - Auberge FAMs (12 total advisors / 2 programs). Destination training, cultural activities.
- Other
 - o HTUSA – No news to report.
 - o KVB – No news to report.
 - o OVB – No news to report.
 - o MVCB – No news to report.
 - o IHVB – On-island meetings (2) with Hawai‘i Island hoteliers for island updates and Fall 2022 activity schedule.

Public Relations

- Month-end impressions and publicity values for articles that included Hawai‘i – April results

Impressions and Publicity Values for April

APRIL	Impressions	Publicity Values
Print	58,183,474	\$26,876,148
Online	47,690,428,243	\$16,411,371
Broadcast	264,485,053	\$13,518,679
Total	48,013,096,770	\$56,806,198

- HTUSA
 - o The HTUSA PR team drafted and disseminated a press release announcing the promotion of Kainoa Daines to Senior Director of Brand at HTUSA on May 25. The release showcases Kainoa’s background, previous experience and expanded role in his new position.

- As a result of individual press trips and ongoing media relationships, the HTUSA PR team had several notable stories published that align with HTA's guiding principle, Mālama Ku'ū Home. HTUSA hosted freelance writer Malik Peay while traveling for a luxury sustainable travel piece in Essence Magazine Online. The story titled, "At This Hawaii Resort, You Can Enjoy Luxe Accommodations While Giving Back To The Island Of O'ahu" features partners 'Alohilani Resort and Gunstock Ranch's Planter's Experience (Mālama Hawai'i). As a way to encourage travelers to go beyond the beaches and explore Hawai'i's unique culture and art scene, the team assisted writer Casey Hatfield-Chiotti with her story "Dive Into Hawaii's Arts and Culture Scene" in the May issue of Marin Living Magazine. Through a built relationship, the team assisted writer Rachel Ng with positioning guidance on her story titled, "Hawaiian Foodways Are Vanishing. Chef Brian Hirata Won't Let That Happen" in Bon Appétit. The story calls attention to Hawai'i's fragility when it comes to food security but also shines a spotlight on Chef Hirata, who is striving to educate on use and conservation of indigenous ingredients in Hawai'i.
- Media coverage highlights:
 - "Touring Hawaii by Train Is an Unexpected and Fun Way To See the Rainbow State" – Noelle Alejandra Salmi – Matador Network – May 11
 - "Hawaiian Foodways Are Vanishing. Chef Brian Hirata Won't Let That Happen" – Rachel Ng – Bon Appetit – May 19
 - "Dive Into Hawaii's Arts and Culture Scene" – Casey Hatfield-Chiotti – Marin Living Magazine – May 20
 - "Hawaii Travel: What's New for Tourists in the Hawaiian Islands" – Rich Tomaselli – TravelPulse – May 22
 - "Liquid Aloha: Hawaii's 14 best lobby lounges and bars" – Ben Davidson – East Bay Times – May 23
 - "The 9 Unwritten Rules of Surfing in Waikiki" – Haley Greene – Fodor's Travel – May 23
 - "50 Ultimate Things to Do in Hawaii" – Laurie Lyons-Makaimoku – Fodor's Travels – May 23
 - "11 Fascinating Historical Sites in Hawaii That Go Beyond Pearl Harbor" – Tiare Tuuhia – Fodor's Travels – May 23
 - "E-Bike Bliss on Two Hawaiian Islands" – Tim Neville – The New York Times – May 23
 - "Do You Enjoy Visiting Hawaii? You Should Pay a Fee" – Kaila Yu – Fodor's Travels – May 24
 - "The Aloha Spirit Is Not a Free Pass to Act Like an A**" – Laurie Lyons-Makaimoku – Fodor's Travel – May 24
 - "How This Mainland City Became Known as Hawaii's 'Ninth Island'" – Christian Letourneau – Fodor's Travel – May 24
 - "The Ultimate Thrill-Seekers Guide to Hawaii" – Sunny Fitzgerald – Fodor's Travel – May 24
 - "You Know About the Wild West, but Have You Heard of Hawaii's Cowboys?" – Tiare Tuuhia – Fodor's Travel – May 25
 - "12 Hawaiian Hotels That Give Back to the Local Community" – Laurie Lyons-Makaimoku – Fodor's Travel – May 25
 - "The Best LGBTQ+ Friendly Spots in Hawaii, According to Hawaiians" – Marah Eakin – Fodor's Travel – May 25
 - "35 Ultimate Things to Do in Oahu, Hawaii" – Charlene Fang – Fodor's Travel – May 25
 - "Why First Birthdays in Hawaii Are a BIG Deal" – Quia Bethea – Fodor's Travel – May 26

- “26 Ultimate Things to Do in Maui” – Laurie Lyons-Makaimoku – Fodor’s Travel – May 26
- “How Did This Diner Chain Become One of the Most Iconic Spots in Hawaii?” – Quia Bethea – Fodor’s Travel – May 26
- “15 Asian-Inspired Restaurants That Celebrate the Diversity of Hawaii” – Rachel Ng – Fodor’s Travel – May 27
- “30 Ultimate Things to Do in Kauai” – Sunny Fitzgerald – Fodor’s Travel – May 27
- KVB
 - Kaua‘i was featured in:
 - “Islands of Enchantment – Kauai and Island of Hawaii” – Ben Davidson – Diablo – May 2022
 - Liaised with nine media highlighting destination management, Mālama Hawai‘i, mindful and sustainable travel.
 - Press Releases/Communications
 - In conjunction with True Club Solutions, distributed “Go Golf Kaua‘i Courses and Kaua‘i Community Featured on ‘Journey’s with Matt Ginella,’” news release to national golf media.
 - Drafted What’s Blooming on the Garden Island news release.
 - Drafted DMAP educational videos news release.
- OVB
 - O‘ahu was featured in:
 - “Touring Hawaii by Train Is an Unexpected and Fun Way To See the Rainbow State” –Noelle Alejandra Salmi – Matador Network – May 11
 - “Dive Into Hawaii’s Arts and Culture Scene” – Casey Hatfield-Chiotti – Marin Living Magazine – May 20
 - “Hawaii Travel: What’s New for Tourists in the Hawaiian Islands” – Rich Tomaselli – TravelPulse – May 22
 - “Liquid Aloha: Hawaii’s 14 best lobby lounges and bars” – Ben Davidson – East Bay Times – May 23
 - “The 9 Unwritten Rules of Surfing in Waikiki” – Haley Greene – Fodor’s Travels – May 23
 - “50 Ultimate Things to Do in Hawaii” – Laurie Lyons-Makaimoku – Fodor’s Travels – May 23
 - “11 Fascinating Historical Sites in Hawaii That Go Beyond Pearl Harbor” – Tiare Tuuhia – Fodor’s Travels – May 23
 - “E-Bike Bliss on Two Hawaiian Islands” – Tim Neville – The New York Times – May 23
 - “Do You Enjoy Visiting Hawaii? You Should Pay a Fee” – Kaila Yu – Fodor’s Travels – May 24
 - “The Aloha Spirit Is Not a Free Pass to Act Like an A**” – Laurie Lyons-Makaimoku – Fodor’s Travels – May 24
 - “The Ultimate Thrill-Seekers Guide to Hawaii” – Sunny Fitzgerald – Fodor’s Travels – May 24
 - “12 Hawaiian Hotels That Give Back to the Local Community” – Laurie Lyons-Makaimoku – Fodor’s Travels – May 25
 - “The Best LGBTQ+ Friendly Spots in Hawaii, According to Hawaiians” – Marah Eakin – Fodor’s Travels – May 25
 - “Duke’s Canoe House Is The Quintessential Hawaiian Restaurant” – Debbi Kickham – Forbes – May 25
 - “Waikiki Beach Marriott Offers The ‘Lei’ Of The Land” – Debbi Kickham – Forbes – May 30
 - Individual media visits:
 - Debbi Kickham, Forbes, O‘ahu, May 16-26

- Amber Gibson, Freelancer, O‘ahu, May 30-June 2
 - Liaised with six media
 - Press Releases/Communications:
 - For the upcoming Q2 News, Updates, and Aloha from O‘ahu media enewsletter, an email callout for submissions was sent to hotel and activity partners requesting information on new offerings to include in the release.
- MVCB
 - Maui, Moloka‘i, Lāna‘i was featured in:
 - “Liquid Aloha” – Ben Davidson – Mercury News – May 29
 - “Rotary Club Hosts Speaker from Maui Visitors Bureau” – Maui News – May 21
 - “Marvelous Maui – A Canadian Family Travel Tradition” – Kim Gray – ToqueandCanoe.com – May 19
 - “The Best Hiking Spots Across Hawaii, From Big Island to Oahu” – Andrew Davey – The Manual – May 3
 - “Maui No Ka Oi Podcast – Kimberly Flook/Lāhainā Restoration Foundation” – May 3
 - “Entertaining a Destination Wedding?” – Chad Navarro – The Best of Colorado Living/Colorado Expression – May 2
 - “The Weekender: A Guide to Maui, Hawaii” – Nicole Kliest – Coveteur – Apr. 28
 - Individual media visits:
 - Debbi Kickham – Forbes Magazine – May 28-June 1
 - Liaised with 20 media.
 - Press Releases/Communications
- IHVB
 - Island of Hawai‘i was featured in:
 - “Fairmont Orchid, A Majestic Resort on the Kohala Coast” – Jarone Ashkenazi – JustLuxe.com; Happy Euro Anime; and World Union – Apr. 28
 - “Meetings Today LIVE! Shares the Aloha in Hawai‘i” – Tyler Davidson – MeetingsToday.com and Meetings Today print – May 2
 - “Explore the Outdoors on the Island of Hawai‘i” – Jarone Ashkenazi – JustLuxe.com – May 5
 - “Reimagined Luxury on the Kohala Coast, Mauna Lani, Auberge Resorts Collection” – Jarone Ashkenazi – JustLuxe.com; Happy Euro Anime – May 13
 - Individual media visits – none to report for May.
 - Liaised with five media.
 - Press Releases/Communications – no news to report for May.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTUSA
 - HTUSA continued a DMAP paid media flight distributing Mālama Maunalua, 808 Cleanups, Hanalei Initiative organization messaging content with programmatic digital media and Hawai‘i News Now (HNN) sponsored homepage units.
 - HTUSA continued a Kuleana paid media flight distributing Hawai‘i Travel Tips content to visitors arriving at airports across the state with digital and static units strategically placed at Daniel K. Inouye International Airport and at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO) as well as distributed via in-room, shuttle, programmatic digital and HNN sponsored homepage units.
 - The HTUSA PR teams are continuing to help coordinate and execute multiple in-person and virtual meetings between Island Chapter destination managers and local Rotary and Lions Club

organizations to discuss DMAP progress and initiatives in their respective communities. To date, 20 meetings have been scheduled statewide and 11 have taken place.

- The HTUSA PR team continues to work with the Island Chapter teams to identify community partner organizations to spotlight in an ongoing editorial e-blast series that will highlight the work they've accomplished in their communities. The work done by these communities closely align with the Mālama Ku'u Home guiding principle put in place by HTA.
- In anticipation of the Diamond Head State Monument online reservation system at Lē'ahi, the HTUSA PR team distributed an HTA press release detailing the visitor requirements of the reservation system and its initial start date of May 12. Following the release, the team supported continental media by providing additional news bureau assistance, which resulted in multiple stories, including Bill Fink's The Points Guy article titled "Be warned: You may now need advance reservations for Hawaii activities."
- KVB
 - Reached out to and secured Rotary Club presentations for Patti Ornellas to share the Kaua'i DMAP and the progress made to date. Secured meeting with the Rotary Club of Hanalei on July 7.
 - Included Mālama Kaua'i in mainstage presentation at HTUSA U.S. West Educational Blitz; May 16-19.
 - Webinar with 77 travel advisors highlighting Mālama Kaua'i; May 23.
 - Social media posts included #mindfultravel, #malamakauai and #malamahawaii hashtags.
 - Attended the Līhū'e Airport Master Plan public meeting.
- OVB
 - Presented important information regarding hotspots, festivals and events, use of *'ōlelo Hawai'i*, buy local and sustainable/*pono* practices on an "O'ahu 101" webinar to Rotary Club Sherman Oaks on May 10 with eight attendees.
 - As of May 31, OVB's Destination Manager Catherine Orlans has attended five meetings with various O'ahu Rotary clubs: Rotary Club of Kapolei Sunset, Rotary Club of Kapolei, Rotary Club of West Pearl Harbor, Rotary Club of Waikīkī, Rotary Club of Wahiawā-Waialua. During these meetings, Rotary Club members were brought up to speed on DMAP initiatives in their respective communities. Invitations were extended to other Rotary and Lions clubs across O'ahu with several pending dates for meetings.
 - On May 26, OVB and HTA participated in Councilwoman Andria Tupola's Town Hall on tourism, where C. Orlans provided updates on DMAP progress and answered questions from participants.
 - Working to identify and interview relevant community organizations based on O'ahu to highlight their efforts and alignment with Mālama Ku'u Home values in the upcoming editorial feature series.
 - Shared reminders regarding the Lē'ahi (Diamond Head State Monument) reservation system throughout social platforms.
 - Promoted respectful travel tips on May 3, *'ōlelo no'ea*u on May 8, Helumoa place name on May 11 and North Shore traffic tips on May 31 via social media platforms.
- MVCB
 - Promoted Reef Safe Sunscreen awareness through Maui Nui social media platforms with weekly postings.
 - Promoted Mālama Hawai'i partners on Maui through social media platforms with weekly postings.
 - Mālama Lāna'i Restoration Day (May 7) – Grace Maeda, Associate Editor for Hawai'i Magazine participated in the trip.

- Planning MVCB Going Back to our Roots Press Trip, June 9-16, to Molokaʻi and Maui with four media, including Hawaiʻi Magazine, Fodor’s, Thrillist and San Diego Magazine promoting DMAP initiatives and Mālama Hawaiʻi program activities.
 - Collaborating with Save Honolua Coalition, Pacific Whale Foundation, Rotary Clubs, Hui O Ka Wai Ola, Hawaiian Hawksbill Conservation and Department of Environmental Management (County) on mineral-only sunscreen dispenser partnership with Raw Elements. Met with Raw Elements to begin dispenser headboard design. Met with Pūlama Lānaʻi to further receive official approval for installation and monitoring at Hulopoʻe beach.
 - Numerous revisions incorporated into the Expeditions ferry website, per guidance from the Lānaʻi Advisory Group. This website serves as a primary source of information about the island of Lānaʻi for day trip visitors from Lāhainā to Lānaʻi.
 - Met with Mālama Lānaʻi tri-partnership comprised of Pūlama Lānaʻi, Expeditions Ferry and Sail Trilogy to debrief after Mālama Lānaʻi Restoration Day on May 7; next Mālama Lānaʻi Restoration Day date identified as September 10, 2022.
 - Presented to four Rotary Clubs about the DMAP, including how tourism benefits the community.
 - Met with Surfrider Foundation and Kahana Falls to further the Rise Above Plastics program, which reduces single-use plastics in the visitor industry.
 - Met with Maui Nui Marine Resource Council to support their reef-friendly landscaping program at hotels; joining work group to further support.
 - Met with Mālama Maui Nui, Keālia Wetland and Maui Ocean Center about Mālama Hawaiʻi program.
 - Discussions with County and Lānaʻi Advisory Group to gather information and strategize hotspot management.
 - Met with Activities and Attractions Association of Hawaiʻi and private tour operator to gather information about land-based and ocean-based tour operators operating illegally and the permits that are required.
- IHVB
 - Travel advisor webinars introduced Mālama Hawaiʻi program resources and island opportunities. Sample itineraries provided included a Mālama Hawaiʻi activity within guest itineraries. Shared Pono Pledge initiative and connected travel advisors to HOST/NELHA partners for guest itinerary inclusion. Met with HOST/NELHA partners for May Travel Advisor Mālama Hawaiʻi FAM programs.
 - Included DMAP initiatives in social media posts.
 - Pitched Mālama Hawaiʻi, sense of place, stewardship, Pono Pledge, ‘Ulu Pono garden and other agritourism initiatives to Jarone Ashkenazi, freelance writer.
 - As requested, temporarily removed content on AlohaWaipio.com.

Initiatives to Promote Hawaiʻi Made Products

- HTUSA
 - The consumer and travel trade enewsletters both highlighted tips for first-time visitors to the islands, specifically calling out the act of buying local.
- KVB
 - Highlighted and suggested local eateries, shops and farmers markets to media looking to feature Hawaiʻi-made products.
 - Highlighted supporting Kauaʻi-made/locally-made products during webinar on May 23.
 - Promoted Kauaʻi-made products and Alakoko Store on social media channels including Facebook and Instagram. Included #supportlocalbusiness and #buylocal hashtags.
- OVB

- Promoted the Kuhikuhi website, three local farms and merchants in both the culture-themed consumer and travel advisor enewsletters that were distributed May 2 and 17.
- Promoted local activities, attractions, farmers markets and ocean-friendly restaurants to travel advisors during the VAX VacationAccess “O’ahu 101” webinar on May 25.
- Promoted farmers markets, Made in Hawai’i Festival, Kō Hana and utilized three local products as amenities for HTUSA U.S. West Educational Blitz trade show.
- Promoted local activities, attractions, farmers markets to media Debbie Kickham and Amber Gibson.
- Provided a list of local restaurants and local vendors on O’ahu to media Travel vloggers, Alisa and Jason Myatt (EECC Travels) in advance of their upcoming June visit.
- MVCB
 - Included promotion of local products in social media posts and media pitches.
- IHVB
 - Included promotion of local products in social media posts and media pitches.
 - Included details on Mauna Lani, Auberge Resorts Collection’s commitment to sourcing local ingredients at HāLani and CanoeHouse to freelancer to highlight resorts supporting local products.
 - Included list of local farmers markets, local eateries, artisan towns, agricultural-related tours in all travel advisor educational training. Introduced Mana Up program in travel advisor webinars.
 - Travel advisor FAM visited Kailua-Kona town for shopping at farmers market, local shops and eateries.
 - Introduction of Akatsuka Orchids, Kona Natural Soap, small town visits for shopping, farm and nursery tours.

Festivals & Events Promoted

- HTUSA
 - The consumer and travel trade enewsletters had a small section that promoted Bishop Museum’s upcoming “The Healers Stones of Kapaemahu” exhibit. Additionally, a small events calendar highlighted events such as the Hawai’i Kuauli Pacific & Asia Cultural Festival and Hawai’i Adaptive Surf Championships.
- KVB
 - Highlighted Kaua’i CEP programs and farmers markets in mainstage presentation to travel advisors during HTUSA U.S. West Educational Blitz on May 16-19 and webinar on May 23.
 - Highlighted festivals and events on What’s New distributed to travel advisors at the HTUSA U.S. West Educational Blitz, May 16-19.
 - Promoted CEP programs and other upcoming events on Kaua’i with national and local media.
 - Included CEP events in the “What’s Blooming on the Garden Island” news release draft.
 - Highlighted Kaua’i Museum’s Annual May Day Lei Contest on social media channels.
- OVB
 - Promoted 32 festivals and events in the culture-themed travel advisor enewsletter, May 2.
 - Promoted 29 festivals and events in the culture-themed consumer enewsletter, May 17.
 - Promoted Native Hawaiian signature festivals, Made in Hawai’i and Hawai’i Food & Wine festivals during the VAX VacationAccess “O’ahu 101” webinars on May 25.
 - Promoted Native Hawaiian signature festivals and Hawai’i Food & Wine Festival in presentations for HTUSA U.S. West Educational Blitz to the 156 attendees from May 16-19.
 - Promoted CEP programs We Are Samoa Festival on May 2, and Hawai’i Adaptive Surfing Championships on May 27 across social channels.
 - Provided information on PA’I Foundation’s King Kamehameha Celebration festival to media Travel vloggers, Alisa and Jason Myatt (EECC Travels) in advance of their upcoming June visit.
- MVCB

- Mālama Lānaʻi Restoration Day on May 7 promoted to local media and on social media platforms.
- Included round-up of upcoming events on social media platforms.
- IHVB
 - Included upcoming events in social media posts and media pitches (when appropriate).
 - Supported IRONMAN inquiry by arranging interview with editor of The Spectrum magazine.
 - Pitched Waimea’s Annual Christmas Twilight Parade to Cheryl Tsutsumi, freelance writer.
 - Travel partner presentations included on-going Hawaiʻi Island farmers markets, Kōkua Kailua Monthly Village Stroll, Queen Liliʻuokalani Canoe Race and Merrie Monarch Festival.

Voluntourism Programs Promoted

- HTUSA
 - The consumer enewsletter included the Mālama Hawaiʻi program and larger voluntourism initiative as a Top 5 for first-time visitors to the island.
 - Rachel Ng produced an Outside story titled "Hawaii Is Cleaning Its Beaches with a Renewable Resource: Tourists," that prominently features the Mālama Hawaiʻi program and its vision for regenerative tourism. The article also points to various hotel and volunteer program partners, including Sheraton Waikīkī, Mauna Kea Beach Hotel, The Pacific Whale Foundation and The Surfrider Foundation, among others.
- KVB
 - Shared the Mālama Hawaiʻi initiative and information about the Surfrider Foundation Kauaʻi Chapter with national media inquiring about a visit to Kauaʻi.
 - Provided information about voluntourism opportunities in mainstage presentation during the HTUSA U.S. West Educational Blitz, May 16-19, and in a webinar on May 23.
 - Provided information about Surfrider Foundation’s Ocean Friendly Visitor Program on What’s New distributed at the HTUSA U.S. West Educational Blitz, May 16-19.
- OVB
 - Promoted two voluntourism programs in both the culture-themed travel advisor and consumer enewsletters distributed May 2 and May 17.
 - Promoted five voluntourism programs in “Enriching Family” partner coop and VAX VacationAccess “O’ahu 101” webinars, May 11 and 25.
 - Promoted four voluntourism programs in presentations during the HTUSA U.S. West Educational Blitz to the 156 attendees from May 16-19.
 - Continued to share with media the Mālama Hawaiʻi initiative, including writers from TravelPulse and Condé Nast Traveler.
- MVCB
 - Included Maui No Ka Oi podcast interview with Lāhainā Restoration Foundation about Mālama Hawaiʻi program participation and Lāhainā Quest Keiki Programs on social media platforms.
 - Included Mālama Hawaiʻi programs including Leilani Farm Sanctuary, Moku Preserve, Pacific Whale Foundation and Mālama Maui Nui in weekly social media posts.
- IHVB
 - Included Mālama Kuʻu Home / Mālama Hawaiʻi messages in social media posts and media pitches (when appropriate).
 - Included Mālama Kuʻu Home / Mālama Hawaiʻi activity in visiting journalist’s itinerary.
 - Travel advisor FAM introduced a list of volunteer opportunities, participation in hotel reef talks, cultural advisor native garden presentations, promotion of Hawaiʻi Wildlife Center, Friends of Hawaiʻi Volcanoes National Park and beach cleanup programs.

OTHER

- None to report for May

“COMING ATTRACTIONS”

Because the HTUSA contract ends June 29, 2022, only coming attractions through June 29 are shown below.

	What	When	Where
HTUSA	Signature Travel Network Regional Forum	June 2	Fort Lauderdale, FL
	Female Leaders in Travel Conference	June 4-8	Baja, CA
	Signature Travel Network Regional Forum	June 9	Los Angeles, CA
	Travel Leaders Luxury Forum and EDGE Conference	June 11-15	Denver, CO
	Signature Travel Network Regional Forum	June 16	Chicago, IL
	Travel Agent Forum	June 20-23	Las Vegas, NV
	“Rock, Paper, Scissors: Travel” (New travel series on NBC LX)	June 20-27	Hawai‘i Island
	Cruise Planners Boot Camp	June 23-25	Las Vegas, NV
	Virtuoso Advisor/Client Webinar	June 28	Virtual
KVB	Travel Leaders EDGE Conference	June 12-15	Denver, CO
OVB	IPW	June 4-8	Orlando, FL
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	Mailpound Webinar: What's New On O‘ahu Destination Updates	June 21	Virtual
	HTUSA Texas Mission	June 27-29	Texas
MVCB	Going Back to the Roots Press Trip	June 10-26	Moloka‘i + Maui
	Homebased Trade Show	June 20-24	Las Vegas, NV
IHVB	IHVB Mālama FAM (travel advisors)	May 31-June 5	Hawai‘i Island
	IOH PR Colleagues Update	June 3	Hawai‘i Island
	Travel Advisor Fam / Mauna Lani Auberge	June 8	Hawai‘i Island
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	Q2 Consumer Opt-in Email	June 23	Virtual Electronic

Hawai'i Tourism Japan

2022 Monthly Market Activity Report – May

MARKET INTELLIGENCE

Economy

- According to the household survey for FY2021 released by the Ministry of Internal Affairs and Communications (MIC), the average monthly consumption expenditure of households with two or more members was 289,935 yen, up 1.6% from FY20 in real terms excluding the effect of price fluctuations.
- Nikkei NEEDS predicts GDP growth rate in 2022 will be 1.4%. Personal expense is expected to increase in first half of 2022. The consumer price index for April-June 2022 is likely to increase 1.94% YoY.

Outbound Travel Market

- Ministry of Foreign Affairs of Japan lowered the COVID-19-related travel warning to LEVEL 1 'Traveling carefully' in 36 countries and regions, including Hawai'i (U.S.). Japan eased the restriction for entry, travelers from Hawai'i don't have to take a PCR test. Japan increased its daily new entry capacity up to 20,000 since June 1 and will accept tourists from June 10.
- According to Japan National Tourism Organization (JNTO), the number of Japanese departures in April 2022 was 129,200, the number exceeded 100,000 for the first time since March 2020. The major factor is the Japanese government loosened the regulation resulted in recovery of tourism.

Consumer Trends

- Questionnaire on overseas travel: 44.9% of the responded that they would like to visit Hawai'i and 38.8% would like to travel to Taiwan when the travel resumes. Regarding the question on when they would like to travel abroad, most responded that they would like to travel as soon as they can followed by spring and summer in 2023. As for the timing of resumption of overseas travel, many answered on when the quarantine will be eliminated and when all conditions such as presenting proof of vaccination will be abolished.
- Oversea travel slowly recovering in summer: Survey was conducted by Reiwa Travel from May 22 to 25 to 1,055 participants and asked the question "Will you go on an overseas trip this summer?" 18.2% of the respondents said they were planning to travel abroad, and 45.3% of the respondents were considering.
- More than 60% of women in their 20s and 30s want to go on a trip this summer: Survey was conducted to single women in their 20s and 30s nationwide. 40% of the respondents answered that they increased their opportunities to go out compared to last year. Additionally, 60% of respondents want to go out, especially on a trip. They also wished to visit location that's less crowded and risk of infection could be reduced.
- Popular news release theme: In a survey of 272 companies that distributed releases via Kyodo News PR Wire, it was in the environmental, CSR, and social contribution activities categories that the article coverage rate was higher than in the survey five years ago. This result shows that by announcing highly social content with the announcement of strong marketing elements such as

new services, it can lead to improve the corporate brand recognition, and differentiate from similar services.

Travel Trends

- 60% of honeymooners decided to go on honeymoon trip: According to Expedia Japan Survey, three out of four respondents said they would like to go abroad if they feel safe from COVID-19. Top destination was Hokkaido, and Hawai'i was second. Couples who are getting married in near future, Hawai'i was the top destination at 45%. Following destinations are Guam/Saipan 20%, and New York 30%. Major wedding companies are ready to arrange the honeymoon trip, Watabe Wedding has opened their flagship branch at Omotesando. Takami will participate major Hawai'i consumer event "Aloha Yokohama" to showcase their Hawai'i Wedding Plan.
- With the relaxation of border measures in Japan and the reduction of the travel advisory level, each company is starting to sell Hawai'i travel products, and the exposure of Hawai'i is increasing. Japan Association of Travel Agents (JATA) will declare "Restarting Overseas Travel" on July 15 with 3 major initiatives: 1) street sampling 2) Newspaper Ads 3) Digital Marketing.

Airlift:

- There were total of 90 flights with 21,594 seats by four airlines (ANA, Hawaiian Airlines, JAL, and ZIPAIR) during the month of May. During the Golden Week, a total of 6,571 pax traveled to Hawai'i by air. Air seats number will significantly be increased for summer due to Japanese government loosening regulations.
- JAL has announced the resumption of Narita-Kona flights three times a week, and Nagoya-Honolulu flights twice a week operating from August. Only Hawai'i flights will be operated as international flights from Nagoya.
- Hawaiian Airlines has announced the resumption of Haneda-Honolulu from August 1.
- ANA will continue to operate Haneda route 4 flights a week and will increase to 5 flights a week from July 1. FLYING HONU will operate two times a week and daily from July 1.
- Hawaiian Airlines' 4 flights a week from Narita and 1 flight a week from Kansai will remain. HA announced the resumption of daily operation for Narita-Honolulu, Haneda-Honolulu, and Kansai-Honolulu starting from August 1.
- ZIPAIR's 3 flights from Narita will remain. From July 16th to August 31st, it will increase the number of flights to daily operations during the summer vacation.

Competitive Environment

- Guam has started "GoGo! Guam Campaign" from May commemorating the 55th anniversary of the visit of Japanese travelers. Guam lifted the regulation to wear masks indoor on May 3, and now travelers can enjoy Guam same as before pandemic. According to OTA, current bookings are mainly couples in their 20s and average travel period is 3 nights 4 days.
- Canada held real tradeshow Rendez-vous Canada in May 25 in Toronto. Total 557 suppliers and 351 buyers participated this event, and more than 48,000 business meeting was arranged. Participants from Japan was 31 pax. Canada has announced that they will shift to Regenerative

Tourism with KPIs just like as Hawai'i: per person expenditures, and travelers and local community satisfaction.

MARKET ACTIVITY UPDATE

- Digital advertising: Published Mālama Hawai'i concept video advertisement on YouTube, SNS, TV program distribution application Tver, and online TV platform Abema TV from May 9 to end of June. As of end of May, it has gained 6,694,928 impressions and 2,474,771 views. By distributing advertisement through popular online TV platforms such as Tver and AbemaTV, HTJ achieved a view through rate of 96% since advertisements can't be skipped on these platforms. Starting from mid-June, HTJ will publish Hawai'i is our home video advertisement with Japanese subtitle to diffuse the concept of Mālama Hawai'i and share the message of Hawai'i's people.
- Taxi signage advertising: Published Mālama Hawai'i concept video for one week from May 30 on 60,000 taxi signages which reached more than 1.6 million riders.
- Hawai'i is Our Home video distribution: HTJ added Japanese subtitle to the Hawai'i is Our Home video and posted on SNS platforms on April 30 and published Facebook advertisement for one week during May. The posts overall earned 243,123 impressions.
- SNS posting results: During the month of May, HTJ continued to post contents relating to Hawaiian culture, nature of Hawai'i and attractiveness as a travel destination and gained 3,967,917 impressions.

SNS	# of posts	Impressions	# of followers
Facebook	15	1,903,402	119,898
Instagram	31	1,475,455	174,990
Twitter	27	589,060	73,826

- Online forum: Online forum was conducted by Hokkaido's radio station's FM North Wave on May 21. HTJ Country Director shared Hawai'i's current state to 1,991 audience with the message of expectation of a full-scale recovery of tourism of Hawai'i by Japanese market.
- Hōkūle'a screening: HTJ conducted Japanese subtitled "Moananuiākea" documentary screening in Tokyo (May 21), and Nagoya (May 29) and 650 people watched the documentary. HTJ is increasing the number of messengers who support PVS activities for their Pacific voyage, which will lead to raise awareness of Hokule'a and PVS activities. Prior to the screening, HTJ shared the video message by PVS's Lehua Kamalu. Talk show was conducted in Tokyo by Mr. Dennis Chun, Ms. Kyoko Ikeda, and Vince Okada and online talk session by Ms. Saki Uchida at Nagoya, to share Hokule'a's mission, goals, and their stories during the voyage. At the Tokyo screening, two media interviews were set up. Featured articles will be published this summer. HTJ also sold official Hokule'a goods and collected donations, all was very well received. All sales and donations will be donated to PVS. .
- SNS advertisement for Hōkūle'a screening: To spread the message of PVS's mission and screening, HTJ published advertisement on SNS platforms targeting Tokyo and Nagoya area. 192,398 impressions were gained.

- HTJ endorsed events: In May, a total 10 Hawai'i events were held. HTJ collaborated 2 major Hawai'i events, Aloha Tokyo and JST Nagoya Festival. Both festivals were canceled due to COVID-19 in 2020 and 2021. HTJ booth theme is Mālama Hawai'i, to educate Japanese Hawai'i fans to be pono travelers. HTJ created Mālama Hawai'i banners and posters for the events and education movies (Mālama Hawai'i, Share the Aloha, Hawai'i Connections). There were a total 189,000 participated in Aloha Tokyo, and 85,000 in JST Nagoya Festival.
- Collaboration with companies: Beginning from June, Baskin Robbins will start selling 4 flavors with the Hawai'i theme at 1,800 stores nationally. Also, Seven Eleven Japan will be conducting Hawai'i Fair at 22,000 stores nationally. By officially endorsing the products, the exposure of Hawai'i will be increased, and HTJ aims to acquire new customer data.
- Aloha Program Instagram launch and May Day live: Launched Aloha Program Instagram and conducted Instagram live of the Lei Day Celebration. In commemoration of Mele Mei, a campaign was held for viewers to win a CD album by Jake Shimabukuro. A total of 760 people watched it, and by broadcasting live from Kapi'olani Park and sharing Hawai'i's situation and the atmosphere of the event, HTJ provided an opportunity to virtually participate in one of Hawai'i's major events and learn about Hawaiian culture. Within one month, the Instagram account acquired 874 followers.
- Aloha Program webinar: Conducted webinar with the theme of Hawaiian music to 98 participants. In addition, as a Hawai'i specialist benefit, HTJ will collaborate with the battleship Missouri and offer a special rate for children from June 1. HTJ hopes that children who will lead the next generation will learn about peace and there will be more opportunities to learn about the connection between Japan and Hawai'i and the history that must not be forgotten.
- E-newsletter distribution to Aloha Program members: HTJ distributed e-newsletter to 43,370 Aloha Program members. Information includes the Hokule'a screening, webinar information, Bishop Museum's online education program, and the latest introduction of the satellite group. Opening rate was 45%.
- Consumer E-newsletter distribution: HTJ distributed e-newsletter to 360,992 members on May 6. Information about Moananuiākea screening, May Day event, Diamond head reservation system, LOTTE's campaign, and HTJ's participating events were shared. Opening rate was 26.7%.
- Inquiry: There were 106 inquires in May. Most of the inquires related to what travelers need to prepare for the trip such as documentation, travel conditions under the age of 18 without vaccination, and about medical institutions that can perform tests for returning to Japan other than O'ahu.

Travel Trade

- Governor delegation visit: Governor led delegation trip from May 8 to 13 to be the first foreign destination post pandemic to meet in person with top Japan government officials, renewable energy organizations, businesses, and tourism stakeholders. The purpose of this delegation visit was 1) To meet Japan government officials to stress importance of Japan Hawai'i relationship as it pertains to U.S. Japan relations 2) To meet Japan business leaders and discuss further investments and commitment to Hawai'i 3) To exchange conversation with tourism stakeholders to recover tourism from Japan and promote Mālama Hawai'i marketing initiatives. As for tourism stakeholders' meetings, delegation members visited JATA, ANA, JTB, JAL, JCB credit card, and

HIS. All stakeholders have integrated the Mālama Hawai'i promotion throughout their owned media and communication channels to pre-educate Japanese travelers before coming to Hawai'i.

- Current travel agent situations: Following the relaxation of Japan's border measures and the reduction of the travel advisory level, major companies resumed package travel. Resumption of Hawai'i travel has been reflecting in media exposures positively. Pricing has rose prior to COVID-19, however, HIS, Raketan, and JALPAK started their summer sale with special price to recover Hawai'i travelers. All travel agents are eager to develop new tours related to Mālama Hawai'i. This is the best time to educate travel agents once again about the concept of Mālama Hawai'i, HTJ will have Mālama Hawai'i FAM tour and 'Ōlelo Hawai'i session at upcoming Japan Summit in June.
- Travel trade website enhancement: HTJ continues to focus on sharing the latest information and online education through industry site. In addition to Hawai'i visitor statistics and COVID-19 situation, topics relating to Mālama Hawai'i, information for small groups, educational materials, and efforts made by partners. It generated 12,483 PV and 5,895 UU in May.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
11	22	10	43

- Japan Summit: HTJ has been preparing for Japan Summit starting from June 5. HTJ distributed invitation to partners and travel agents and conducted information session. As of the end of May, 65 agents from 18 travel agency and 50 partners have confirmed their participation. HTJ will incorporate activities with the theme of Mālama Hawai'i during the summit and currently planning to conduct trade shows with local NPOs on June 8.
- Hawai'i Workshop: In conjunction with Hawai'i Promotion Committee Japan (HPCJ), Hawai'i workshop was held on May 24 both in person and on online. More than 25 companies and over 100 agents representatives participated in person and over 200 online.

Public Relations

- Media support: HTJ communicated and supported 73 medias during May. This is the highest number since 2019. Due to the influence of the Japanese government's relaxation of border measures, the exposure of Hawai'i has increased. Most of the feature about Hawai'i was about recovery of tourism on TV news programs. There were 8 interview requests and 7 b-roll access requests.
- Mālama Hawai'i media 100 project: HTJ is conducting the Marama Hawai'i Media 100 Project, which educates 100 media outlets about Mālama Hawai'i efforts and conveys the environmental and cultural protection that Hawai'i is aiming for. In May, HTJ pitched to 5 media outlet about goals and efforts toward the realization of a sustainable society in Hawai'i.
- News release: HTJ issued 2 news release and a media newsletter during May

Date	Details	# of distribution	# of coverage	Impression	AVE
5/18	Governor of Hawai'i's delegation visits Japan	675	35	154,960,844	\$122,100
5/25	Hokule'a documentary film screening held in Nagoya	104	24	671,237,875	\$81,400

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- Expedia and HTJ seminar was held for 60 travel agents. With the resumption of Hawai'i travel, HTJ shared the updates about Hawai'i, 4 pillars, regenerative tourism, and DMAP with each island's action plans to incorporate in their package products.
- HTJ added contents about Mālama i nā honu's activity to preserve marine animals and hotel stakeholders' initiatives on Mālama Hawai'i microsite.

Initiatives to Promote Hawai'i Made Products

- HTJ posted about Pākōlea Pop-Up Shop on Facebook with the message to encourage purchasing made in Hawai'i products on May 27. It reached 16,236 people.
- HTJ promoted made in Hawai'i products at events in Tokyo and Nagoya. Products such as coffee, diffuser, and candles were popular as they were able to smell and to taste Hawai'i.
- HTJ added 4 contents on allhawaii to share the story and trends of made in Hawai'i products.

Festivals & Events Promoted

- May Day 2022: HTJ posted prerecorded May Day 2022 special program on Facebook on May 7. It was played 3,580 times reaching 14,034 people. Also on May 1, HTJ conducted Instagram live from Bishop Museum and 28,294 people viewed reaching 60,340 people. Successfully discuss about Hawaiian culture and May Day which are unique to Hawai'i for the Japanese market.
- LPGA sustainability video: HTJ added Japanese subtitle to the LPGA's sustainability video and posted on SNS platforms. It reached to 23,445 people and was played 4,800 times.

Voluntourism Programs Promoted

- HTJ is arranging Mālama Hawai'i FAM tour at Japan Summit coming on June 5-8. To educate travel agents about the concept of Mālama Hawai'i, HTJ will showcase Papahāna Kūaola as one of Hawai'i's voluntourism activities and introduce multiple NPOs that provides volunteer opportunity. In May, HTJ completed pre-travel education by sharing the concept.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- While preparing for Japan Summit, HTJ communicated with island chapters and shared about the upcoming event and sent them the invitations.

"COMING ATTRACTIONS"

What	When	Where
Japan Summit	6/5-6/9	O'ahu
Moananuiākea movie showing	6/10	Yokohama
Bank of Hawaii x The Hyukugo Bank consumer seminar	6/16	Online
Kojo High school seminar	6/17	Online
Aloha Program Webinar	6/17	Online

ANA Akindo B2B Educational Seminar	6/24	Hybrid Online/Real
Fukuoka B2B & School Educational Seminar	6/24	Hybrid Online/Real
Hawaii Educational Center(HEC) Educational Seminar	6/25	Online
Moananuiākea movie showing	6/25	Chigasaki
Hawaii online Forum	6/29	Online
JTB B2B Educational Seminar	6/29	Hybrid Online/Real
Moananuiākea movie showing	7/18	Osaka
Moananuiākea movie showing	7/23-24	Tokyo
Moananuiākea movie showing	8/27	Fukuoka
Moananuiākea movie showing	9/3	Hiroshima
JATA Tourism Expo Japan	9/22-25	Tokyo
Moananuiākea movie showing	10/30	Sapporo

Hawai'i Tourism Canada

2022 Monthly Market Activity Report – May

MARKET INTELLIGENCE

Economy

- The Bank of Canada increased its target for the overnight rate to 1.5 per cent, with the bank rate at 1.75 per cent and the deposit rate at 1.5 per cent. This is the second consecutive time that the Bank of Canada has increased rates by 50 basis points. The last time this happened was more than two decades ago.
- Driven by higher prices for energy and food, CPI inflation reached 6.8 per cent in April, which was above the Bank's forecast. It is likely that inflation will move even higher in the near term before beginning to ease. The Bank also believes that the risk of elevated inflation becoming entrenched has risen.
- The Bank of Canada's credibility is on the line as inflation continues to surge. The Bank believes that based on experience, "maintaining a low and stable inflation environment" is the best way that monetary policy can promote the economic and financial well-being of Canadians. However, if through its primary policy tools, the Bank is not able to bring down inflation to at least its upper target limit of 3 per cent, then both businesses and consumers could start losing confidence in the Bank's ability to control inflation.
- The average value of the loonie in May was US \$0.79.

Outbound Travel Market

- The first quarter of 2022 saw more than 3.3 million Canadians return home from an overnight trip to the U.S. and other destinations. This was seven times the volume recorded in 2021, and 38 per cent of pre-pandemic activity. Transborder activity amounted to 48 per cent of pre-pandemic volume in March 2022 while overseas activity was at 46 per cent. The first five months of the winter travel season (Nov-Mar) saw Canadians make 5.3 million overnight trips to the U.S. and other destinations, versus just 824 thousand last winter and 13.4 million during the 2018-19 season.
- More than 1.8 million Canadians returned home from an overnight transborder trip during the first three months of 2022, nine times the volume recorded last year. Auto travel accounted for 41 per cent of trips during the period, compared to 45 per cent during the first quarter of 2019. The national ADR averaged CAD\$172 throughout the first quarter, a similar rate as in 2019 (\$171) but a 38 per cent jump compared to last year.
- The first five months of the winter travel season saw 2.9 million Canadians return from the U.S., compared to 353 thousand last year and 6.5 million pre-pandemic (-55%).

Competitive Environment

- Destinations in the Caribbean, Mexico, and Central America reported 972 thousand arrivals from Canada during the first quarter of 2022, almost 16 times the activity recorded last year but 1.5

million fewer visitors than in 2019. There were 1.56 million arrivals in the region throughout the first five months of the winter season compared to just 178 thousand last winter and 3.6 million in 2018-19 (-57%).

Consumer Trends

- After a boost last month, the Index of Consumer Confidence fell 11.7 points in May to settle at 88.1. Labor challenges and supply issues continue to impact affordability pushing up concerns about future finances. Only 14.8 per cent of survey respondents believe now is a good time to make a big purchase—the smallest share recorded since May 2020.

Travel Trends

- April 2022 saw 43 thousand Canadian arrivals into Hawai'i, 76% of the volume recorded in April 2019.
- Compared to 2019, direct arrivals to Hawai'i were down 13% in April while indirect arrivals were down 66%.
- January-April saw 137 thousand direct arrivals (-37%) and 13 thousand indirect arrivals (-74%).
- Almost 6 thousand VFR visits were recorded so far in 2022 compared to 8 thousand in 2019 (-30%). At the same time, trips for MC&IT and other business reached 46% of pre-pandemic activity. Business trips accounted for 3.9% of activity during the period.

Airlift

- Scheduled capacity so far in 2022 was almost 18 times the volume offered a year ago.
- Canadian carriers offered 254 thousand seats during the period, just 15 thousand fewer seats than in 2019 (-6%).
- Compared to 2019, Air Canada offered 12 thousand more seats (12%) while WestJet offered 28 thousand fewer seats (-17%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019.
- Following the suspension of almost all air service last winter, Air Canada and WestJet offered 360 thousand direct seats throughout the 2021-22 travel season (Nov-Apr) compared to 392 thousand in 2018-19 (-8%).

MARKET ACTIVITY UPDATE

Consumer Direct

- HTCAN continued its organic posting through its Canada dedicated channels on Instagram, Facebook and Twitter.

- HTCAN continued the digital campaign that constituted by paid social, online video/ATV/native was launched in March with Mālama Hawai'i content to encourage people to get involved in voluntourism activities when visiting Hawai'i.
- HTCAN designed the visuals for the Today's Bride campaign and is putting together talking points for the article that will be featured in the campaign.

Travel Trade

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
10	16	-	26

- This month's issue of the Baxter Media campaign featured KVB speaking to the Travel Courier editors about the new experiences on the island as well as how to mālama when visiting the state. KVB also spoke about kuleana and how visitors are more engaged with activities that represent the Hawaiian values.
- Travel Advisors are reporting an increase in bookings to the Hawaiian Islands. As the worst effects of the COVID-19 pandemic ebb, Canadian travelers are looking to reconnect, explore and revisit reliable favorite destinations. Travelers are requesting assistance from advisors to arrange customized trips, including flights, accommodations, tours, car rentals, and travel insurance. The islands of O'ahu and Maui are the most popular destinations according to advisors.

Public Relations

- HTCAN continued with proactive and reactive pitching with prior approvals from the HTA. Pitching themes include 2022 happenings, family, culinary and strong emphasis on voluntourism & Mālama Hawai'i program.
- HTCAN has been in regular conversation with media to ensure they are updated on all regulations and safety protocols.
- HTCAN are in discussion with the following journalists for visits to Hawai'i this year:
 - Natalie Preddie (on air travel expert and blogger) – interested in family and voluntourism angles. Looking at August dates.
 - Chloe Berge (freelance – Canadian Traveller) – Interested in voluntourism/sustainability angle. Possible Fall 2022 trip.
 - Maryam Siddiqi (freelance, former Globe & Mail travel editor)
 - Marie Poupart (Quebecor Media/Journal de Montreal)
- There are additional articles from Jim Byer's February trip to Maui featured in Vancouver Sun, Vancouver Province and syndicated in 4 other publications.
- HTCAN assisted influencer and TV show judge, Mijune Pak by sharing local contacts and recommendations and providing meal/activity voucher.

- HTCAN signed up as a TMAC member and registered to attend conference in June 2022. This is an opportunity to network with top tier journalists from across Canada. All appointments set.
- HTCAN set tentative early November dates for group media fam, with the theme of “Culinary & Culture”. There will be 4 media participants plus 1 HTCAN escort.
- Aloha Canada dates are set for October 18 to 20, 2022. This is a joint trade and media mission, covering 3 cities: Toronto, Vancouver and Montreal.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE.

DMAP Action Items Supported

- The HTCAN team continues to promote the Mālama Hawai‘i program and responsible and regenerative tourism.

Initiatives to Promote Hawai‘i Made Products

- The Travel Courier article featured Kaua‘i for shop local incentivizing travelers’ participation in things like kumu hula Leilani Rivera Low or the Alakoko store located in Līhu‘e.

Festivals & Events Promoted

- HTCAN promoted Anaina Hou Community Park starting a Local Grown Culinary Experience.

Voluntourism Programs Promoted

- HTCAN promoted Sheraton Kauai Coconut Beach’s Program: Receive the 5th night free when participating in a self-directed beach cleanup and help preserve our coastal and marine resources.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- Through May, HTCAN and the Island Chapters were on constant contact to finalize the details for the upcoming IPW participation.

“COMING ATTRACTIONS”

What	When	Where
IPW	June 6 to 8	Orlando, FL
TMAC	June 22 to 26	Yarmouth, NS
Organic Posting- Ongoing	Jan-Dec	Canada-wide
Cooperative campaigns	Fall	Canada-wide
Baxter travel trade media campaign	March to December	Canada-wide
Today’s Bride campaign	August to December	Canada-wide

Hawai'i Tourism Oceania 2022 Monthly Market Activity Report – May

MARKET INTELLIGENCE

Economy

The Federal Election was held in Australia on May 21. The Labor party, which promised to focus more on climate change, has won the majority of seats and formed a new government marking a new era for Australian politics after almost a decade under a Liberal-National Coalition government.

The Reserve Bank of Australia announced an increase of interest rate by 0.85% which is higher than anticipated and the sharp rise indicating that overall cost of living will go up this year.

The Travel industry in both Australia and New Zealand has been performing well with many retail chains announcing positive results in April & May. Many in fact are seeing revenue greater than the equivalent months in 2019 (pre-pandemic) proving confidence of consumer has returned.

Both the Australian and New Zealand exchange rates reached year lows against the USD during the month of May. However, by the month-end had started to climb back up, reaching AUD 0.72 / NZD 0.65

Outbound Travel Market

- Outbound travel continues to rebound
- A recent YouGov survey of Australian consumers commissioned by Virtuoso has revealed some key destinations which are on the list for travellers as border restrictions ease. The increased awareness of close-to-home holiday options through the pandemic is expected to continue, with many travellers expecting to take trips in Australia (77%) and/or NZ (63%). Virtuoso continues to see strong demand, in many cases driven by visiting friends and relatives (VFR) traffic. In terms of Asia, the poll found strong interest in travelling to Japan (56%) followed by Thailand (42%), Singapore (40%), Vietnam (29%), South Korea (29%) and Malaysia (26%). Virtuoso's figures also reflected the huge pressure travel agents are under to service enquiry at the moment, with current sales estimated at 120% of 2019 levels
- New Zealand is seeing the return of more international flights as the outbound travel demand increases. Airfares have increased markedly due to the high demand and lack of seat capacity.
- DBEDT stats reveal that April was the largest month of the year for Australian arrivals into Hawai'i. 80% higher than the arrivals in March. 1 in 4 choose to also include a Neighbor Island visit.

Competitive Environment

- Fiji is continuing a strong market presence in Oceania with direct flight resumption from Adelaide to Nadi. Tourism Fiji also hosted Fijian Tourism Expo (FTE), its first face-to-face exhibition since the pandemic. Running from 11-13 May at Denarau Island Convention Centre at the Sheraton Fiji Beach & Golf Resort. The event brings international trade, media and local tourism suppliers into one location to showcase the variety of tourism products.
- Tourism Australia hosted its largest event for two years, inviting more than 1,000 media and industry professionals – including tour operators and travel buyers to Australian Tourism Exchange (ATE) in Sydney from May15-18 and ATE online from May 24-26, 2022.

Consumer Trends

- Sustainable travel continues to be a trend and is becoming increasingly important to consumers

Travel Trends

- Our partners are reporting a change in booking lead times. Around 50% of consumers are booking very close to their departure date (within 4 weeks), while the other half are booking way in advance (6 months +). This indicates there is still uncertainty around booking and travelling.

Airlift

- No change in airlift for Australia
- New Zealand flights are still due to restart on 4 July (Hawaiian Airlines 4th and Air NZ 5th). July bookings are very strong.

MARKET ACTIVITY UPDATE

Consumer Direct

- MyHawaii – Our MyHawaii campaign is still live
 - Bookings to 27 April - 256+. Average length of stay – 8.3 days. Average guests per booking 2.4. 614 total passengers. Plus, an extra 100 bookings from soft launch late March.
 - The level of enquiry and interest (up 25% compared to 2019) in Hawai'i is very encouraging. Website visits up 13%, compared to 2019.
 - Conversion is a little slower as we are finding that there is a lot of enquiry during peak seasons. We have planned to launch a survey to customers who enquired to find out why they didn't book and to provide an incentive to encourage them to book.
 - Most enquiries come from NSW – 50%, VIC – 25% and QLD – 15%
 - Engagement in our press ads is also very encouraging with over 100 people clicking on the QR code in the Sunday Telegraph
 - Above open rates on EDMs and click through rates are consistent with industry average
- Trip Advisor – Our Trip Advisor brand campaign began 1 April.
 - This is a brand awareness campaign and we have focused on our three audience segments – family, couple and mindful travelers. We are awaiting the first month's results for this.
- Our monthly consumer newsletter was sent out to 53,117 consumers on May 26. It had an open rate of 8.6%, with a click rate of 0.9% and a click through rate of 10.7%.
- We continue to upload blogs to the website, which are promoted through our social channels and consumer eDMs.
- Facebook top performing posts
 - 'Month of Lei – Kaua'i,' with 244 total engagements, 63 reactions, 6 comments, 4 shares and 171 other post clicks.
 - 'Hula,' with 180 total engagements, 27 reactions, 1 comment, 1 share and 151 other post clicks.
 - 'UDG Competition Winner Announcement Post,' with 151 total engagements, 38 reactions, 10 comments, 1 share and 102 other post clicks.
- Instagram top performing posts

- o 'Month of Lei – Kaua'i,' with 186 total engagements, 180 likes, 2 comments and 4 saves.
- o 'Tao Valley,' with 189 engagements, 184 likes, 2 comments and 3 saves.
- o 'Diverse Climates,' with 112 total engagements, 111 likes and 1 save.

Travel Trade

Highlights from May

During May, Hawai'i Tourism Oceania worked with key trade partners in various market segments to celebrate the Month of Lei.

HTO kicked off the month sharing aloha and mālama by hosting a Month of Lei travel trade webinar with Island Chapters. The webinar focused on a cultural element, Mālama Hawai'i initiative and important updates from each island. HTO also took this opportunity to launch the Month of Lei Famil Incentive program with Hawaiian Airlines to promote multi-island travel and Mālama Hawai'i. The incentive program ran through the entire month and the winners from this program will be announced in June. The webinar was a success, it was attended by 140 travel advisors from Australia and New Zealand.

The following week, HTO attended the Virtuoso Forum in Adelaide during May 9-10. The conference was attended by 130 owners & managers of Virtuoso agencies across Australia & New Zealand. HTO shared destination updates including the Mālama Hawai'i initiative to all attendees on the opening day. HTO also co-hosted a Hawai'i themed lunch with Hawaiian Airlines. During a visit to Adelaide, HTO provided a destination training update with selected key agents from MTA Travel.

HTO wrapped up the Month of Lei in May by sharing aloha at Beyond Travel Expo, an event hosted by ACON (a non-profit organisation) & Planetdwellers Travel. This was HTO's effort to continue to promote the Hawaiian Islands among LGBTQIA+ community. Many travel suppliers attended to support this event such as Aurora Expeditions, Viva Holidays, Journey Beyond, West Hollywood Tourism, United Airlines, nib Travel Insurance, ACE Hotel Sydney, Arcadia Expeditions, Star Clipper cruises, Lindblad Expeditions and Finnair.

Travel Trade Calls Table

Airline	Wholesaler/TA/TO/OTA	Other	Total
5	11	9	25

Summary of travel trade calls by category

- Hawaiian Airlines
- Qantas Airways
- Air New Zealand
- Helloworld
- Flight Centre
- World Journeys
- Trip.com
- Webjet
- Outrigger Hotels & Resorts

- Hyatt Sales Forces
- Virtuoso
- NCL
- Travel Partners
- Room Res
- Aqua Aston
- 1000 Miles Travel
- Qantas Hotels
- MTA Travel
- Marriott Global Sales
- International Market Place
- Take3 for the Sea
- Duke Foundation
- Kailani Tours

Public Relations

Highlights from May

During May, Hawai'i Tourism Oceania worked with media across print, digital and broadcast platforms.

HTO is working with Travel Weekly and KarryOn for a monthly Aloha Friday feature in 2022. Both outlets published the articles throughout May. In NZ the partnership is with Travel Today.

A press release was sent to trade media to promote the month of lei virtual webinar. We also worked with LATTE Luxury news on the destination of the month feature that will be published throughout the month of June.

We travelled to O'ahu with the crew from Luxury Escapes TV who filmed at Outrigger Reef Resort, Turtle Bay Resort, Kualoa Ranch, North Shore Eco Tours and various other locations on O'ahu . The show will air in August or September this year.

Hawai'i Tourism Oceania continued the conversation with Hawaiian Airlines and the team at Getaway, Channel Nine's popular travel show for a broadcast trip in June to Oahu. We have all elements locked in and filming will commence from June 17 to 24.

HTO will be hosting a lunch along with Hawaiian Airlines and the Australian Society of Travel Writers in July. We are finalising the last few details for this exciting event.

In NZ HTO are organizing a press trip around the restart of flights between NZ and Hawai'i, on 4th July – with Hawaiian Airlines. Key trade and consumer media will be traveling, and the itinerary will include two mālama Hawai'i experiences.

We continued the conversation with 'We are Explorers' who we will be working with later in the year and started outreach to individual media regarding the Food and Wine Festival in October.

We have seen some great pieces of coverage come through from the media famil from Amanda Woods, Julie Miller and Katrina Loble with more to come over the next couple of months.

Mindfood Magazine will feature Hawaii in their next issue and Explore media published a fantastic guide for the Hawaiian Islands.

During May, Hawai'i Tourism Oceania assisted the following media:

- Jennifer Ennion
- Kristie Kellahan
- Caroline Gladstone
- Dee Dee Dunleavy
- Sue Wallace
- Angela Saurine
- Carrie Hutchinson

During May, Hawai'i Tourism Oceania had the following meetings:

- Allana May, Luxury Escapes
- Felicity Armstrong Channel Nine (Getaway)
- Heather Jeffrey, Hawaiian Airlines
- Henry Brydon, We are Explorers
- International Market Place Waikiki
- Tony Trovato, QF & FQ media
- Lisa Maroun, Market Magazine
- Janine Bourke, Mindfood Magazine
- Marriott Hawaii team
- Oahu Visitors Bureau
- Hawaiian Airlines team
- Susan Koehler (Courtyard by Marriott Oahu)
- Stuff.co.nz to discuss PR opportunities as well as the upcoming NZ press trip

Overall coverage for May – see KPI Excel sheet.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- Shared Ma'ema'e Toolkit with a range of journalists
- Cruise and Travel Magazine
 - Mālama Hawai'i
- Media Newsletter
 - Mālama Hawai'i

Initiatives to Promote Hawai'i Made Products

- Trip Advisor
 - Hāmākua Harvest Farmers Market

- Blogs
 - Five Ways to Holiday on Kaua'i - promotes local food and produce: Tasting Kaua'i Food Tours, Kōloa Rum Company, Tahiti Nui Mai Tai made with three types of Hawaiian spirits, shave ice at JoJo's Shave Ice
- Facebook
 - Aloha Market, Kaua'i
 - Waimea Farmers Market
 - Kaua'i Flower Crowns
- Instagram
 - Aloha Market, Kaua'i
 - Waimea Farmers Market
 - Kaua'i Flower Crowns
- Trade Newsletter
 - What's Good on O'ahu
 - O'ahu's Best Poke
 - O'ahu's Best Shrimp Trucks
 - O'ahu Farm Tour
 - What's good on Maui
 - Road to Hāna Banana Bread
 - Farmers Markets of Maui
 - Maui Food Trucks
 - Maui Gold Pineapples
 - What's Good on the island of Hawai'i
 - Kona Coffee
 - Eat Like a Local
 - Hawaiian Made Chocolate
 - What's good on Kaua'i
 - Shave Ice stands on Kaua'i
 - Kaua'i's local Farmers Markets
 - Eat like a local in Līhu'e
 - Lappert's Kaua'i
- Consumer Newsletter
 - Best places to eat local produce on each island – Mama's Fish House, Maui, Beach House, Kaua'i, Bar Maze, O'ahu, Merriman's, island of Hawai'i

Festivals & Events Promoted

- Media newsletter
 - World Whale Film Festival Maui
 - Merrie Monarch Festival
 - Beyond Monet Honolulu
 - Summer Horsemanship Camp Kaua'i
 - 2022 Kaua'i Poke Fest Kauai
 - King Kamehameha Celebration Floral Parade (105th Annual) Oahu

- Obon Dance & Festival – Lahaina Shingon Mission Maui
- T&C Surf Grom Contest (12th Annual)
- Hawai'i Kuauli Pacific & Asia Cultural Festival, Island of Hawaii
- Blogs
 - Five Ways to Holiday on Kaua'i
 - McMaster Slack Key Guitar and 'Ukulele concerts
- Facebook
 - Month of Lei
 - Lei Day x 2
 - Month of Lei 'Imiloa Astronomy Centre Festivities
 - Month of Lei Kaua'i Museum Lei Making Competition
 - Slack Key Guitar Festival and 'ukulele concerts in Kapa'a, Hanalei and Princeville
- Instagram
 - Month of Lei
 - Lei Day x 2
 - Month of Lei 'Imiloa Astronomy Centre Festivities
 - Month of Lei Kaua'i Museum Lei Making Competition
 - Slack Key Guitar Festival and 'ukulele concerts in Kapa'a, Hanalei and Princeville
- Trade newsletter
 - What's good on O'ahu
 - Lū'aus

Voluntourism Programs Promoted

- Trip Advisor campaign
 - Pacific Whale Foundation
 - Battleship Missouri Memorial
 - Kualoa Ranch
 - Gunstock Ranch
 - Paradise Helicopters
- Media newsletter
 - Hilton Garden Inn Kauai Wailua Bay partnered with Surfrider Foundation Kauai Chapter's Ocean Friendly Visitors Program
- Facebook
 - Mālama experiences across Hawaiian Islands
- Instagram
 - Mālama experiences across Hawaiian Islands
- Trade Newsletter
 - What's Good on O'ahu
 - Beach Clean Ups
 - Kualoa Ranch Malama ka Aina Tour

- o Gunstock Ranch Hawaiian Legacy Reforestation Initiative
- o Imperial Hawai'i Resort Voluntourism Initiatives
- o What's Good on Maui
 - o The Sewing Hui
 - o Lahaina Restoratino Foundation
 - o Na Mahiai o Ke'anae
 - o Hawai'i Land Trust
- o What's Good on the island of Hawai'i
 - o Waikoloa Dry Forest Initiative
 - o Hawai'i Wildflie Fund
 - o Hawai'i Environmental Restoration
 - o Amy B.H. Greenwell Ethnobotanical Garden
- o What's Good on Kaua'i
 - o Hawai'i Land Trust
 - o Surfrider Foundation

ISLAND CHAPTERS ENGAGEMENT UPDATE

- The Month of Lei HTO initiative included engagement and presentations by each of the IC partners during our Month of Lei travel trade webinar. The month also saw our regular zoom call with OVB to share market updates and discuss the Sea Cleaners initiative. The Island of Hawai'i also assisted with an NCL Trade opportunity.

“COMING ATTRACTIONS”

Coming Attractions Table

What	When	Where
The Travel Junction Co-op	August	Online
Luxury Escapes TV filming	June	
Getaway filming	June	
LATTE – destination of the month	June	
IPW	June	Orlando
Newcastle's Largest Travel Expo	June	Newcastle
Spencer Travel Expo	June	Sydney
NZ Inaugural Press Trip	July 4th	
Visit USA Expo	August	Brisbane, Melbourne & Sydney
Aloha Down Under	August	Sydney, Brisbane, Melbourne & Auckland

Hawai'i Tourism Korea

2022 Monthly Market Activity Report – May

MARKET INTELLIGENCE

Economy

- Exports from South Korea jumped by 21.3% year-on-year to the second-largest value on a record of \$61.52 billion in May 2022. The result followed an upwardly revised 12.9% gain a month earlier and beating market forecasts of 19.3%.
- In May, the South Korean currency exchange rate was 1,268.40 (KRW/USD), up from the previous month's 1,235.31 (KRW/USD).

Outbound Travel Market

- The number of outbound travelers from Korea in April amounted to 215,246, a 201.9% year-on-year increase.
- From May 23, rapid antigen test (RAT) results conducted within 24 hours of entry into Korea are accepted. Previously, only PCR negative confirmations performed within 48 hours upon entry were recognized. This rule applies to the U.S., Canada, New Zealand, and countries in Europe that are currently implementing RATs.
- From June 1, the number of tests for inbound travelers is reduced from three to two, and PCR test, which had needed to be done on the day of entry, is required now within three days after entering South Korea.
- From June 1, unvaccinated children under the age of 12 are exempted from quarantine. Previously, unvaccinated children were exempted from quarantine only when entering the country with their inoculated parents if they were under the age of six. But from June 1, this standard is extended to those under 12 years of age. Travel agencies welcomed the government's policy change and predicted that their travel product portfolios, which had been focused on couples' travel, could now extend to family travel.
- Demand for overseas travel has risen sharply since the government eased its COVID-19 quarantine measures for overseas travelers. As the age limit for unvaccinated children exempt from quarantine has been raised from under six to under 12, the demand for family travel has increased significantly.

Competitive Environment

- New Zealand re-opened its borders to vaccinated travelers from May 1. Access is allowed to tourists from visa-waiver countries, including South Korea.

Consumer Trends

- Trending restoration of daily life:
 - Multiplex cinema chain CJ CGV reported a nearly six-fold growth in movie theater ticket sales after the restriction on eating was lifted (April 25-May 8). Lotte Cinema also reported a 396% increase in in-store sales.

- The Integrated Performing Arts Network (KOPIS) reported that ticket sales from April 18 to May 14 totaled \$28 million after restrictions on the number of spectators in concert halls and on seat spacing were removed. This was an increase of about 33% from the \$21 million achieved in sales about a month before the lifting of social distancing.
- According to Interpark, ticket sales for concerts held in the second quarter of this year (April to June) jumped 267% from the same period last year.
- The number of performances also increased significantly. A total of 353 concerts were held in the second quarter of this year, up 43.5% from last year (246).

Travel Trends

- Demand for travel to nearby overseas resorts is increasing this summer. An analysis by travel platform Triple of international flight ticket search indicators during May 1-10 showed that resorts that can be reached by air within 4 to 5 hours, such as Guam, Da Nang, and Saipan, topped the popularity ranking.
 - The top cities in the search were: Bangkok (6 hours), Osaka (1 hour 40 minutes), Da Nang (5 hours) and Saipan (4 hours 30 minutes). The results indicate that due to high priced air tickets, because of the shortage of international flights, plus high fuel surcharges, a lot of people are seeking tickets that are more affordable and have short flight times.
 - The departure months with the most searches – July (23.4%), May (20.6%), August (19.8%), and June (19.1%) – accounted for 62.3% of search activity.
 - The searched travel period was an average of 5.2 days, almost matching the travel itineraries (average 5.1 days) for Guam, Saipan, and Southeast Asian resorts listed on Triple during the same pre-pandemic period in 2019.
- Travel agencies & airlines support infected travelers:
 - Hanjin Tour has implemented its Hanjin Care service to support travelers with a “confirmed” COVID-19 test result obtained during overseas travel. The service enables customers to enjoy their trip without the burden of being worried about the cost of isolation. In the case of a confirmed case, one free return trip change on Korean Air or Asiana Airlines will be offered, and up to \$150 (or 150 euros, depending on the region) will be made available for hotel accommodation per day. In addition, overseas travel insurance will cover up to US\$40 for meals per day, one PCR test, local care service, overseas medical expenses, and domestic inpatient medical expenses up to \$23,000.
 - Interpark’s Overseas Travel Safety Guarantee service supports a variety of local providers and stay costs necessary when a person is confirmed with COVID-19 while traveling abroad. These include PCR test costs, accommodation during the mandatory quarantine period, and provision of a local guide.
 - Air Seoul’s Branch Manager Care Service will provide convenience and direct management at the airline’s local branches until people return home safely if they become infected with COVID-19 while traveling abroad. If they test positive while abroad they can notify the airline through its website or mobile app. An in-person service will guide travelers through procedures and facilitate changes to their return itinerary. In addition, confirmed passengers can easily change their return itinerary without an additional fee. On the return flight, after completing quarantine, passengers can fly in a spacious Air Seoul Mint Zone seat for free.

Airlift

- Korean Air operated 5 weekly flights in May and will increase the frequency to daily flights in July.
- Hawaiian Airlines operated 4 weekly flights in May and will increase the frequency to 5 weekly flights during June and July.
- Asiana Airlines is operating 3 weekly flights and will increase frequency to 5 weekly in July.

MARKET ACTIVITY UPDATE

Consumer Direct

- Social Media Campaign: HTK uploaded social media content for the following initiatives in May. Also, a consumer quiz event was carried out from May 2-13 to celebrate Korean LPGA pro golfer Hyo Joo Kim's winning of the LPGA Lotte Championship. The quiz attracted over 8,000 views and 1,149 engagements. HTK selected 10 lucky winners to receive Hawai'i-themed golf balls. In June, HTK will continue to post content under the theme Made in Hawai'i, Festivals and Events, and Hawai'i Hotel & Resort Virtual Tour.
 - Festivals and Events: LPGA Lotte Open
 - Made in Hawai'i: Big Island Bees (Hawai'i Island) / Surfing Goat Dairy (Maui)
 - Hawai'i Hotel & Resort Virtual Tour: Kahala Hotel & Resort, Hilton Hawaiian Village, Courtyard by Marriott, King Kamehameha's Kona Beach Resort, Moana Surfrider, A Westin Resort & Spa
 - Mālama Hawai'i: Kualoa Ranch's Mālama 'Āina Tour
- Mālama Hawai'i & Kuleana Social Media Ad Campaign: The digital ad campaign will continue in June, promoting: HTA's official Kuleana and Mālama Hawai'i videos; 5 Hawai'i Travel Tips Videos (culture, ocean safety, ocean animals, ocean conservations, land safety) and Mālama Hawai'i videos (Hawai'i is our Home). In June, HTK will also include the video 'Aloha is for Everyone' in the ad campaign.
- Consumer Event "Dive into the real Hawai'i, travel with Kuleana": HTK participated in the "City Forestival" offline wellness event, held at Nodeul Island in Yeouido, Seoul on May 21-22.
 - At the Mālama Hawai'i-themed booth, HTA's official videos on Hawai'i Travel Tips and Mālama Hawai'i were played throughout the event on a big screen.
 - To educate consumers, HTK ran a quiz event based on topics such as Mālama Hawai'i, Hawai'i Travel Tips, Made in Hawai'i, and local festivals, etc. to introduce various aspects of the Hawaiian Islands. Participants included all age groups and HTK giveaways were distributed.
 - HTK installed a big mirror photo wall for an Instagram hashtag event conducted with the quiz event. Participants uploaded pictures in front of the photo wall with #MalamaHawaii and #Alohaeverywhere. There were 31 winners: first prize was a travel voucher to Hawai'i and Hawai'i Picnic Bag, while 2nd and 3rd place winners received Hawai'i Shopper Bags.
 - HTK had planned to purchase 500 Reef Safe sunscreen bottles from Little Hands Hawai'i as event giveaways to support Made in Hawai'i. But due to a customs' issue over the cosmetic item, we reverted to Mālama Hawai'i-themed stickers and phone accessories for giveaways.
 - HTK uploaded 10 stories on Instagram promoting the festival and video footage of the event taken is now shared on HTK's YouTube channel.
 - Total reach of the online press release regarding the event was over 10,640,000, with an equivalent ad value of \$89,500.
- B2C Newsletter: HTK is preparing its bi-monthly B2C newsletter to be released in June. It will feature airlift updates, new entry protocols, HTK co-op promotions, Hawai'i travel partner updates, upcoming festivals, Korean celebrities who visited Hawai'i and Mālama Hawai'i Campaign.

Travel Trade

- Busan trade partner meetings: HTK visited Busan to learn more about changes in the market over the past two years and to network with airlines and major travel agency partners.
 - Date: May 17
 - Meetings: KE Busan, OZ Busan, Hana tour Busan, Mode tour Busan

- Busan Roadshow: HTK hosted its first Busan Roadshow in two years to network with travel trade partners and position Hawai'i as a priority post-pandemic destination. HTK introduced its major campaigns for 2022, such as Mālama Hawai'i and Kuleana, and invited professional lecturer Dayoung Kim to introduce ESG trends and share insights on sustainable travel product development and sales to travel agencies.
 - Date: May 18
 - Participants: 45 travel industry partners in Busan area
- Mālama Hawai'i promotion with Hana Card:
 - Hana Card has selected Hawai'i as its first promoted destination to meet demand for overseas travel after the pandemic. It will provide customers with tips about shopping in Hawai'i, cashback when purchasing Hawaiian Airlines tickets, travel agency discounts, activity discounts, hotel discounts and additional benefits, and duty-free shop discounts. The meaning of Mālama Hawai'i and YouTube links to Mālama Hawai'i videos have been placed by HTK on the Hana Card promotion page. As a good example of Mālama Hawai'i, Gunstock Ranch's tree-planting activity has been featured.
 - HTK and Hana Card also prepared three fun quizzes to help Hana Card employees get a better understanding of Mālama Hawai'i.
- Regenerative tour product development, home-shopping: HTK supported Naeil Tour to develop a regenerative tour product and feature the Mālama Hawai'i video on a live commerce platform, Grip. Naeil Tour included hotels with sustainable initiatives in their tour products and highlighted details to help customers make a booking. The agent added Gunstock Ranch's horse riding and tree planting activity and Travel2Changes' yoga program at Cacao Farm to its product options.
 - Grip Live commerce view: 13,506
 - Number of people booked: 51
- Kuleana Campaign: HTK is working with the airline sector to identify optimal methods to distribute Hawai'i travel tips to visitors to the destination. HTK has discussed the need with KE, OZ, and HA. OZ has a technical issue and is looking for solutions. KE is checking travel agencies to assess their participation in the campaign.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
6	8	2	16

- HTK met OZ and discussed Kuleana campaign and CEO FAM recap.
- HTK met KE and discussed Made in Hawai'i promotion and future FAM opportunities.
- HTK met HA and discussed Kuleana campaign and future co-op opportunities.
- HTK met KE Busan, OZ Busan, Hana Tour Busan and Mode Tour Busan to discuss post-COVID Busan market situation.
- HTK met Lotte Tour, Doctor Travel, Naeil Tour, Yellow Balloon Tour, and Hanjin Tour to discuss sustainable tour product development, home-shopping, and promotions.
- M HTK met Prince Resort and Kāhala Resort to discuss Busan roadshow lucky draw prizes.

Public Relations

- Individual Press Trip in Partnership with HA: HTK has finalized the itinerary for sustainable travel publication Pitch by Magazine's individual press trip in June to develop in-depth content on Mālama Hawai'i. Various activities and places relevant to Mālama Hawai'i will be highlighted along with Hawai'i's nature, culture and history. The Hawai'i special edition coverage will focus on introducing

a sustainable way to travel in Hawai'i and feature O'ahu and Hawai'i Island. The resulting content will be utilized for future marketing programs as well as educational webinars and advertorials. The FAM itinerary includes:

- O'ahu: Four Seasons O'ahu (Farm to Table), Prince Waikīkī (Mālama Program), Kualoa Ranch, Polynesian Cultural Center, Travel2Change, and Ko Hāna Distillers.
 - Hawai'i Island: Mālama Hawai'i registered hotel partners (Mauna Kea Beach Hotel, The Westin Hāpuna Beach Resort), Hawaiian Legacy, and Manta Ray Advocates.
- Group Media FAM: HTK is preparing a sustainable wellness-themed group media FAM to Hawai'i for June 25-30. With international travel demand heating up, HTK will promote Hawai'i as a must-visit destination to relieve pandemic stress and pursue wellness and sustainability. The FAM will visit O'ahu and Maui in collaboration with Hawaiian Airlines which is undertaking a responsible travel initiative this year called Pono Travel Campaign. FAM participants will be editors (print and digital) from Elle, Vogue, and Cosmopolitan. The FAM itinerary includes:
 - O'ahu: wellness, Mālama Hawai'i and culture programs at Kāhala Hotel, Four Seasons O'ahu, Kualoa Ranch Mālama Hawai'i and horseback riding, Bishop Museum exhibition, and Travel2Change yoga activity.
 - Maui: Montage Kapalua Wellness program, connecting with mother nature at Haleakala National Park and tasting Made in Hawai'i chocolate at a cacao farm.
 - Hawai'i Inside Local Content Creation: HTK posted video episodes 3 and 4 of the Hawai'i Inside program on HTK's official YouTube channel. The videos introduce Lū'au at Sea Life Park and Kualoa Ranch's Mālama 'Āina tour to enhance understanding by travelers of Hawai'i culture and nature. The Lū'au video introduces Lei making, Hawaiian traditional cuisine, and Hawaiian Hula performances; the Mālama 'Āina tour showcases how traditional taro cultivation activity explains the meaning of Mālama.
 - Farm to Table Feature Article (Sustainable Travel): HTK generated a 6-page feature article in Bar & Dining, an influential Korean culinary lifestyle magazine, to highlight Farm to Table activity in Hawai'i. The article published in the June issue showcases sustainable restaurants, hotels, and Travel2Change's Mālama activities on Maui and O'ahu.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTK encouraged travel agencies to expose Mālama Hawai'i videos on their homepages and live commerce broadcasts.
- HTK included Pololū Valley Hike in the Individual Media FAM itinerary.
- HTK introduced to travel agencies in Busan about Mālama Hawai'i campaigns as an opportunity for visitors to connect with the Hawaiian islands on a deeper level through immersive experiences, and travel in a way that enriches their lives while giving back to the communities.
- HTK participated in the City Forestival and educated people with a quiz event. The quizzes included topics such as Mālama Hawai'i, Kuleana, Hawai'i Travel Tips, Hawai'i Food, Culture and Festivals.

- HTK continued promoting Mālama Hawai'i & Kuleana ad Campaign by exposing Mālama Hawai'i and Kuleana videos through social channels (Instagram/FB/YouTube).
- HTK helped Bar & Dining magazine to feature sustainable activities of industry partners along with Travel2Change's Mālama initiatives.
- Hawai'i Inside Program introduced Lū'au experience and Kualoa Ranch's Mālama Hawai'i activities.

Initiatives to Promote Hawai'i Made Products

- HTK helped Bar & Dining to introduce Farm to Bottle vendors of Hawai'i in its latest issue.
 - Ko Hāna Distillers
 - Maui Wine

Festivals & Events Promoted

- HTK promoted news about the LPGA Championship held in April and that HTA had become an official LPGA partner through an Instagram event.

Voluntourism Programs Promoted

- HTK helped Naeil Tour launch a product that included a tree planting activity at Gunstock Ranch.
- HTK helped Hana Card include a tree planting activity at Gunstock Ranch on its promotion page.
- HTK requested Brand USA's quarterly newsletter to feature Kualoa Ranch's Mālama 'Āina Tour.
- Kualoa Ranch's Mālama activity was introduced through HTK's social media channels (Instagram & Facebook)
- HTK helped Bar & Dining to introduce Travel2Change's Mālama Hawai'i programs in its June publication.
- The Hawai'i Inside program promoted Kualoa Ranch's Mālama 'Āina tour through its 4th video on HTK's YouTube Channel.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTK has finalized the itinerary with OVB and IHVB for an Individual Press Trip by Pitch by Magazine. The 2-pax editor and photographer team will visit the Hawaiian Islands on June 13-18.
- HTK is preparing a Sustainability and Wellness FAM with Vogue, Cosmopolitan, and Elle. It is in the final stages of building the itinerary with OVB and MVB.
- Bar & Dining, a Korean culinary lifestyle magazine, featured Hawai'i in a 'Next Travel' (Sustainable Travel) theme in the June issue. HTK contacted OVB and MVB to source high-quality images of 'Farm to Table' restaurants, sustainable hotels, and resorts.

“COMING ATTRACTIONS”

What	When	Where
Media print advertorial campaign	June-July	Korea
Group Media FAM	June	O’ahu and Maui
Individual Press Trip	June	O’ahu and Hawai’i Island
Partner education webinar	June	Online
Mālama Hawai’i & Kuelana social media Ad Campaign	June-July	Korea
Kuelana Campaign with airline/travel agents	July-September	Online/email
Made in Hawai’i campaign with KE	July	Online
Mālama Hawai’i brand co-op with SSG	August	Korea
Hawai’i Inside Video Creation	Ongoing	Hawai’i

Hawai'i Tourism China

Monthly Market Activity Report – May 2022

MARKET INTELLIGENCE

Economy

- Currency: May 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.66 vs. 6.62 April 2022 ME rate vs May 2021 ME rate of 6.37.
- China International Capital Corp estimated in May 2022 that the nation's second-quarter GDP growth could be only 1.2%, year on year, compared with 4.8% in the first quarter. And in late May, UBS chief China economist Wang Tao forecast 1.4% growth for the second quarter. However, with the 33-point relief package announced by Beijing in May – including the fast-tracking of infrastructure projects, loan extensions, tax breaks and rebates – Chinese Premier Li Keqiang vowed that these measures would help get the economy back on track.
- From January to April of 2022, China's retail sales of consumer goods totaled 13.8 trillion CNY, down 0.2% vs year on year 2021. Retail sales of consumer goods, excluding automobiles reached 12.5 trillion Chinese Yuan, up 0.8%. In April, retail sales of consumer goods totaled 2,948.3 billion CNY, down 11.1% vs year on year 2021. Among them, the retail sales of consumer goods excluding automobiles decreased by 8.4% to 2.691.6 trillion CNY.
- In May 2022, the Purchasing Manager Index (PMI) of China's manufacturing industry was 49.6%, which was lower than the threshold, but increased by 2.2% over the previous month. The overall prosperity level of the manufacturing industry has improved.
- Exports grew by 16.9% in May 2022 to US\$308B, compared with a year earlier, up from 3.9% growth in April 2022. Imports grew by 4.1% in May 2022 to US\$229B, compared with a year earlier, up from an unchanged reading in April 2022. Overall, China's trade total surplus was US\$78.76B in May 2022 vs. US\$51.12B in April 2022.
- As China's tier-one cities reopen following coronavirus lockdowns, state media says June 2022 is a 'key window' for bolstering economic-recovery efforts and ensuring future resilience. "As seen from data, a periodic bottom of the economy has been basically confirmed. June will be a key window to see economic recovery and resilience," the state-run China Securities Journal reported, citing data on crude steel production, power generation, logistics and passenger car sales. "Given the better pandemic-control situation, economic momentum and support of policy packages, economic growth is expected to rebound," it also said.

COVID-19 Updates

- Shanghai moves toward ending two-month COVID-19 lockdown. Shanghai authorities say they will take major steps from June 1st toward reopening China's largest city that has set back the national economy and largely confined millions of people to their homes.
- China eases blanket rule restricting group tours in Covid-affected areas. China's tourism authority eased a rule on the suspension of certain tourism trips in areas where Covid-19 cases are found.

This is part of the country's effort to make its virus response more targeted. "In principle, there shall not be 'one-size-fits-all' policy on the entire industry," the Ministry of Culture and Tourism wrote in the new guidelines.

- Along with the easing of recent COVID-19 resurgences, China's tourism industry is expected to see a rebound during the upcoming Dragon Boat Festival, with total trips across the country jumping at least 20%.
- China's reopening plans spark rally in consumer and travel stocks. Consumer stocks led gains in Chinese equities as Beijing and Shanghai further eased Covid-19 restrictions, prompting traders to snap up shares set to benefit from a gradual resumption of normal life. Travel and transportation shares also surged. Jinling Hotel Corp. gained by the 10% limit on the mainland as Guangzhou Baiyun International Airport Co. rose more than 6%. Trip.com Group Ltd. added more than 4% in Hong Kong.

Outbound Travel Market

- Chinese carriers to increase international flights after State Council's meeting. A source close to the Civil Aviation Administration of China (CAAC) told the Global Times that Air China is expected to add one weekly flight from New York to Beijing starting on June 5, followed by flights on June 12 and 19. The additional flights were confirmed by Air China customer service staff that under the current "Five One" policy, there are only two flights to the US. One is from Beijing to Los Angeles every Sunday, and the other is from Shenzhen to Los Angeles every Tuesday. The airline said that it will add one flight from Beijing to New York per week in the first three weeks of June.
- Hong Kong Airlines resuming flights to Seoul, Hanoi as travel restrictions relax. Mainland China and its two SARs Hong Kong and Macau might still be closed to the rest of the world, but that hasn't stopped some businesses from joining the rest of the world in embracing recovery. Hong Kong Airlines announced that it will resume flights to both South Korea and Vietnam for the first time in more than two years, with a single weekly flight to Seoul starting from June 5 and twice-weekly flights to Hanoi from June 6.

Competitive Environment

- The European Union has announced the lifting of all travel restrictions. The European Commission announced on May 17 that, from this month, all EU member states will no longer be able to force passengers to show nucleic acid tests, vaccination certificates and health registration before boarding flights.
- Effective June 1, 2022, the Japanese government has announced updated border measures for eligible travelers who are currently allowed to enter. There are three groups, Blue, Yellow, and Red, and based on which country/region the traveler enters from, along with vaccination status, the arrival testing and quarantine requirements differ. China belongs to the blue group which regardless of the vaccination status of the entrants/returnees, on-arrival test, home quarantine and other measures are not required.
- On May 11, New Zealand announced that it would bring forward the full opening of its borders from October to midnight on July 31.

- South Korea reinstated a visa-free entry policy on Jeju Island from June 1, allowing foreigners to enter the country visa-free through Jeju airport and Xiangyang Airport.
- The Australian Tourism Exchange 2022 (ATE22) was held offline in Sydney in May 2022. ATE is the first major industry event to welcome many international buyers back to Australia following the country's reopening in February. Buyers from China participated in the ATE online part of the fair from May 24 to 26. The event attracted nearly 190 premium buyers from greater China, including 70 from high-end custom travel agencies.
- Rendez-vous Canada (RVC), was held from May 24 to May 27, 2022 in Toronto, Ontario, Canada. Sixty-five Chinese buyers, travel agencies and travel media participated in RVC gathered online to discuss new perspectives and opportunities for tourism development in Canada.

Consumer and Travel Trends

- Trip.com recently shared that the curtailed travel radius or distance has paved way for more vacations and weekend tours. Since the pandemic has already lasted for two years or so, this travel segment has become consistent and new habits are firmly entrenched in China. The Chinese online travel company has worked with Redeam, a specialist in distribution strategy for the things to do sector.
- Employing international influencers to promote travel destinations is a tried and tested approach that has a real impact on people's holiday decisions. As the world emerges from Covid-19, we can expect a surge in celebrity endorsements as tourism offices scramble to sign up stars to front their campaigns. Research confirms the approach yields results. A Harvard Business School study showed that household names have a significant impact on people's holiday decisions. On average, sales increase by 4 per cent relative to competition. Home-grown celebrities with significant ties to the destination will be the most authentic and impactful.

Airlift

- China's ambassador to the United States Qin Gang says the number of flights between China and the United States will soon increase speaking at the Indiana Global Economic Summit on May 26, 2022.
- Skyscanner has integrated its search API with Chinese mobile phone developer Huawei so users can search for and compare flights in its Petal Search and Petal Maps apps. The collaboration is going live initially in Europe before being rolled out globally, offering same content, coverage, and pricing as native Skyscanner users.
- China's top state-owned airlines are on track to acquire double the number of homegrown planes in 2022 from last year, as the government bolsters support for its budding aviation sector even while travel demand continues to suffer from the coronavirus. The C919 is sized to compete with the Airbus A320 and the Boeing 737 with around 160 seats.

MARKET ACTIVITY UPDATE:

Consumer Direct

- HTC is continuing to build content into the WeChat B2C mini-program. Information from gohawaii.com and meethawaii.com will be translated and customized for Chinese consumption. The beta launch for the mini-program was in April 2022 and the final stages are expected to be completed, marketed, promoted and launched fully by end of Q3, 2022.
- In May 2022, HTC posted the following across its social media platforms via Weibo, WeChat Official Account, WeChat Video Channel, Doujin, Xiaohongshu:
 - Article about “Modern Yachting Made in Hawai‘i” – luxury yacht sailing. Introduced several packages of yacht travel in Hawai‘i, (include golf, parent-child family, SPA, wedding, surfing).
 - On Mother’s Day, the Kaua‘i Songwriters Music Festival and the three artists, Kealoha, Ken Emerson and Allan Thomas, who participated in the festival were introduced and their original music links were shared.
 - Article on Hawai‘i museums, discussion on the journey of the Polynesian people in canoes and how they came to Hawai‘i, introduced and provided brief history of ‘Imiloa Astronomy Center, Kaua‘i Museum, Bishop Museum, ‘Iolani Palace, and Hulihe‘e Palace.
 - Official Travel Tips, which outlines a list of COVID-19 protocols that travelers currently flying from outside the U.S. to Hawai‘i need to prepare before boarding.
 - Video targeted to the affluent travelers featured the Global Ocean Club and Hawai‘i Yachts official promotional video. Featured marine wildlife, waterfalls, sunset, beaches, etc.
 - Video featured Kaua‘i Museum and Mālama Kaua‘i, with introduction to indigenous and endemic plants as well as history of Kaua‘i’s royalty, to care for the land and people of Kaua‘i.
 - Video “Everyone Deserves Aloha” featured on Aloha, ‘Ohana, and relationship targeted the LGBT market.
- In May 2022, HTC collaborated with the U.S. Embassy Beijing for social media content celebrating Asian American, Native Hawaiian and Pacific Islander Heritage Month. From May 9 to May 19, the Hawaiian Islands were promoted, and 11 social media articles was posted on the US Embassy’s Weibo. With reposting from US Consulates across China, the content generated nearly 3.7 million views (not including the Shanghai account) and more than 15,000 engagements (repost, comments, likes) across China, and the number is still growing. The Hawai‘i Tourism China Weibo account was referenced @夏威夷旅游局 and designated hashtags #夏威夷 #Malama #关爱夏威夷 #MalamaHawaii were also referenced and back linked.

Travel Trade

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	3	2	7

- HTC conducted travel trade calls with airlines – ANA, Asiana Airlines to discuss future flight information and policy.

- HTC conducted travel trade calls with CTG Travel, American Travel and Tuniu to discuss demand for international travel.
- HTC conducted travel trade calls with ITB China to discuss Chinese outbound market and marketing and partnership opportunities at the ITB China Industry meet up.
- HTC conducted travel trade calls with Xingyi Music to discuss 'Ukulele Program for China tourism market.
- HTC conducted a training with local Chinese local ground operators on May 19, 2022 on O'ahu. The training focused on the 2022 BMMP for the Chinese market as well as education on HTA strategic initiatives and direction for Mālama Hawai'i and regenerative tourism. HTC also focused on providing additional resources to local Chinese ground operators, namely sensitive areas (promote/do not promote) and tips and information to pass onto their customers about awareness of local community and respect of the environment. HTC also provided them with QR codes to promote awareness of the Hawai'i B2C mini program for their customers as well as HTC's social media platforms to provide further information to their clients.
- HTC attended travel trade event for industry stakeholders conducted by DFS at the Halekulani Hotel on evening of May 24, 2022. During the event, Martin Mathews, DFS Managing Director for North America and Hawai'i, stated that the CEO, Benjamin Vouchet, would be coming directly to meet up with key industry executives at the airport and various in plans of reopening the DFS T Galleria in the Fall 2022, where the expectation is that international travel will start to fully recover.

Public Relations

- The April travel industry luncheon event was put on a public relations release and received positive feedback from industry executives from nationwide China. It was stated that the event showed a future promise and hope that international travel for Chinese will be restored. Follow up event to be planned for June 2022 in Shanghai.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

HTC will be working on specific social media content and education materials to incorporate into the quarterly online and offline travel trade training events in Beijing and Shanghai with each Island Chapter. HTC has spoken with island chapters for O'ahu, Hawai'i, Kaua'i. Maui Island Chapter was done via phone call and e-mail.

Initiatives to Promote Hawai'i Made Products

- HTC is working with DBEDT on best approaches to promote Hawai'i made products and those listed on DBEDT Made in Hawai'i portal. DBEDT has recommended to find willing and capable local vendors to participate and become successful test cases in marketing and selling to China.
- HTC has met with some local vendors (ABC Stores, Hawaiian King, Tiare, Greeters of Hawaii, Hawaiian Host) to discuss strategies to promote their products. HTC is planning a Hawai'i

marketplace open to all Hawai'i vendors to place their products on Border X, a Chinese platform that provides customers in China to buy USA products and have it delivered to them.

- HTC will be incorporating Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa products (coffee, macadamia nuts, chocolate macadamia nuts and chocolate pineapples) into gift goodie bags in HTC booth at the US Embassy Beijing China Earth Day event to develop the brands to Chinese consumers. This event has been delayed due to current pandemic measures in Beijing and will be rescheduled to a future date.
- HTC will also be providing and introducing Hawaiian King Candies and Island Princess product samples to local ground operators handling Chinese to build brand recognition and word of mouth recommendations to their friends, family and relatives (ongoing).
- HTC will be developing Hawai'i goodie baskets for the U.S. Embassy – Beijing roadshows in Beijing and Chengdu, featuring Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa for brand recognition and word of mouth marketing. Event dates TBC (delayed in interim due to covid limitations). Internal poll is being undertaken with the potential participants, including Hawai'i Tourism China, on whether to have a live streaming event for B2C and a virtual conference for B2B.

Festivals & Events Promoted

- HTC is working and developing content for promotion of local festivals and events with specific emphasis on events listed on the Community Enrichment Program (CEP). Follow up postings will be done leading up to the various events.
- The Kaua'i Songwriters Music Festival was promoted across Hawai'i Tourism China's social media platforms and the three artists, Kealoha, Ken Emerson and Allan Thomas, who participated in the festival were introduced and their original music links were shared.
- HTC continued discussions with the Outrigger Duke Kahanamoku Foundation to discuss promotion of Duke's OceanFest, Waikiki's Premier Ocean Sports Festival, as well as creation of unique and customized itineraries for future affluent Chinese travelers. Discussed these unique experience packages and opportunities further with the local ground operator training conducted in May 2022.

Voluntourism Programs Promoted

- HTC is working and developing content for promotion and awareness of voluntourism programs as listed on gohawaii.com site through the Mālama Hawai'i Program.
- The programs will be featured on the WeChat mini-program, and has launched in its beta-version in April 2022. Content and additional features will continue to be incorporated into the mini-program.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTC has met with O'ahu, Hawai'i, Maui and Kaua'i island chapters to coordinate and support DMAP activities. HTC has worked with island chapters with regards to setup of meetings with key Chinese agencies in preparation for island chapter attendance at the IPW event in Orlando, Florida.

COMING ATTRACTIONS

What	When	Where
DMAP Initiatives – promotion of local CEP events, Hawai'i made products, voluntourism	Ongoing	Digital
WeChat Mini-Program content build	Ongoing	Digital
Digital Content Development for Social Media Channels	Ongoing	Multiple Islands
US Embassy Earth Day Event	TBC (delayed)	Beijing
Online Training with Tuniu	TBC (delayed)	Online
Live Webinar Training to CTG Travel	June 23	Online
Travel Trade luncheon event	June / July	Shanghai
US Embassy – Beijing Travel and Tourism Roadshow	July 16	Beijing
US Embassy – Chengdu Travel and Tourism Roadshow	July 23	Chengdu
ITB China Industry Meetup	September 21	Shanghai
ITB China Industry Meetup	September 14-28	Online
Consumer and Travel Trade luncheon and activity event	September	Shanghai



Global MCI Status Report – May 2022

OVERVIEW

According to the U.S. Travel’s Travel Recovery Insights Dashboard, more than 65 percent of meeting planners do not expect business meetings to reach 2019 levels until 2023. Nevertheless, many event organizers are planning in-person events in Q2-Q3 2022 and remain optimistic about attendance levels. International attendance remains low especially from Asia due to continued restrictions in individual countries. Latin America markets show high levels of travel intent – of those surveyed, more than 71 percent in Brazil and 86 percent in Mexico intend to travel to the U.S. in the next two years. As international visitors start to travel again, 86 percent plan to spend more on international travel.

North America

In the May 2022 *State of the American Traveler* published by Destination Analysts, 60.6 percent of American travelers are still prioritizing leisure travel. Only 36.5 percent of American travelers expect business travel to return to pre-pandemic levels as 64.7 percent believe virtual meetings will replace in person meetings. In the next three months, we will see business travelers on the road and about one third of all travelers will be business travelers. As we go into summer, American travelers show strong excitement for travel.

Asia/Oceania

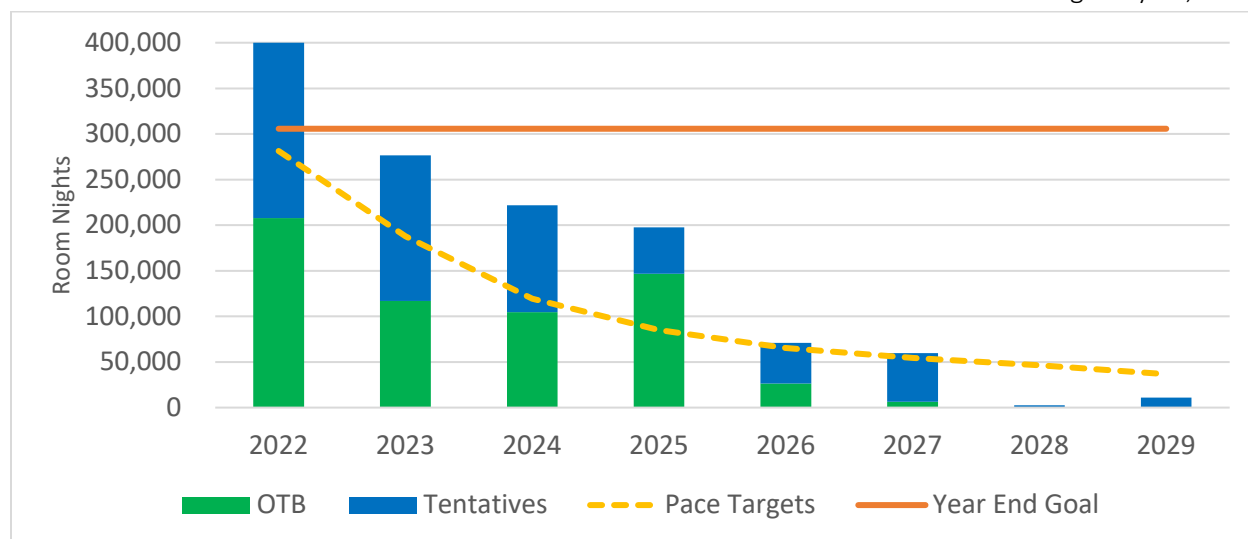
Starting June 10, Japan will welcome foreign leisure travelers only on tour packages according to Times Union. Currently, as of June 1, Japan will allow 20,000 visitors a day. According to Visit Korea, flight schedules will increase from June forward. New Zealand and Australia remain open as they continue to welcome back tourism.

CONSUMPTION

The following FuturePace Reports show the number of events and room nights on the books for each year 2022-2029 against a 3-Year Average Year-End Goal.

Table 1: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Period Ending: May 31, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	207,918	281,304	(73,386)	-26%	97,774	218,520	305,692
2023	116,776	187,882	(71,106)	-38%	188,916	159,896	305,692
2024	104,628	119,435	(14,807)	-12%	201,064	117,111	305,692
2025	146,814	84,985	61,830	73%	158,878	50,625	305,692
2026	26,287	65,301	(39,014)	-60%	279,405	44,567	305,692
2027	6,508	54,302	(47,794)	-88%	299,184	53,290	305,692
2028	0	46,474	(46,474)	-100%	305,692	2,650	305,692
2029	0	36,643	(36,643)	-100%	305,692	10,977	305,692

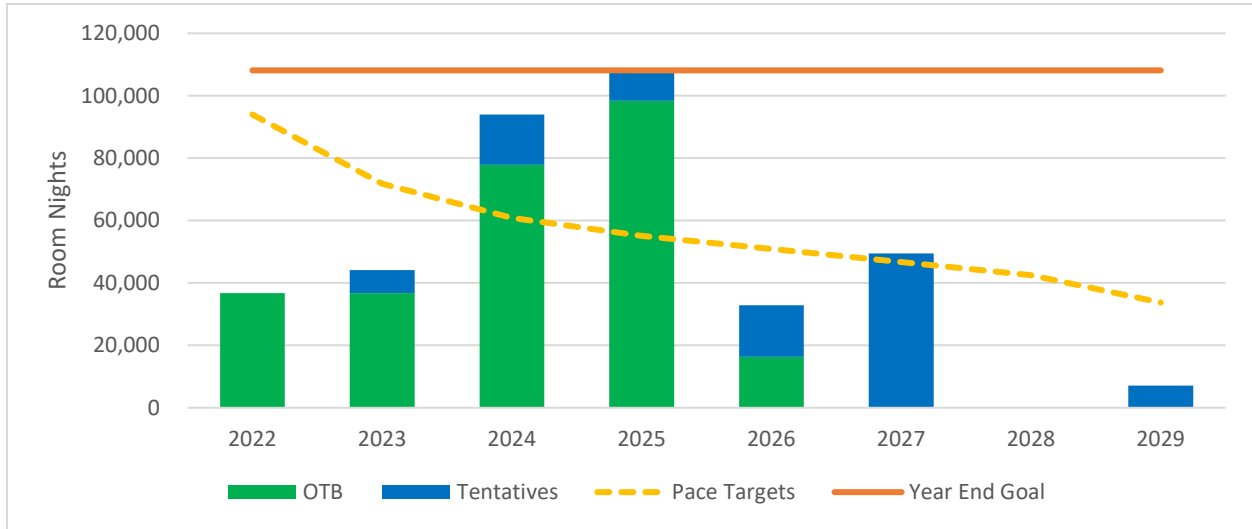
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	176	357	(181)	-51%	242	381	418
2023	60	137	(77)	-56%	358	236	418
2024	27	55	(28)	-51%	391	92	418
2025	23	27	(4)	-16%	395	33	418
2026	6	14	(8)	-57%	412	17	418
2027	2	8	(6)	-76%	416	3	418
2028	0	5	(5)	-100%	418	1	418
2029	0	3	(3)	-100%	418	2	418

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: May 31, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	36,718	93,970	(57,252)	-61%	71,405	0	108,123
2023	36,743	71,864	(35,121)	-49%	71,380	7,395	108,123
2024	77,837	60,870	16,967	28%	30,286	16,110	108,123
2025	98,382	55,143	43,240	78%	9,741	9,459	108,123
2026	16,310	50,883	(34,573)	-68%	91,813	16,545	108,123
2027	0	46,682	(46,682)	-100%	108,123	49,410	108,123
2028	0	42,506	(42,506)	-100%	108,123	0	108,123
2029	0	33,721	(33,721)	-100%	108,123	7,097	108,123

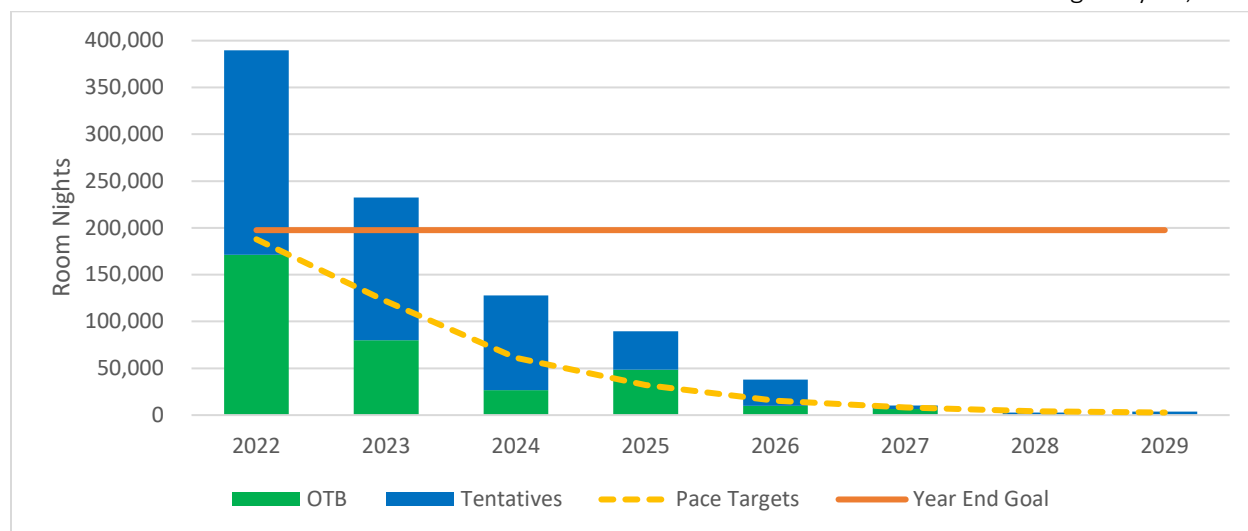
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	9	24	(15)	-62%	21	0	30
2023	7	10	(3)	-30%	23	2	30
2024	8	7	1	15%	22	3	30
2025	6	6	0	6%	24	3	30
2026	1	5	(4)	-78%	29	2	30
2027	0	4	(4)	-100%	30	2	30
2028	0	3	(3)	-100%	30	0	30
2029	0	2	(2)	-100%	30	1	30

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 3: FuturePace Report: Single Property 8-year Pace (U.S. only)

Period Ending: May 31, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	171,200	187,797	(16,597)	-9%	26,369	218,520	197,569
2023	80,033	121,754	(41,721)	-34%	117,536	152,501	197,569
2024	26,791	61,285	(34,494)	-56%	170,778	101,001	197,569
2025	48,432	31,966	16,466	52%	149,137	41,166	197,569
2026	9,977	15,415	(5,438)	-35%	187,592	28,022	197,569
2027	6,508	8,273	(1,765)	-21%	191,061	3,880	197,569
2028	0	3,979	(3,979)	-100%	197,569	2,650	197,569
2029	0	2,737	(2,737)	-100%	197,569	3,880	197,569

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	167	334	(167)	-50%	221	381	388
2023	53	127	(74)	-58%	335	234	388
2024	19	48	(29)	-60%	369	89	388
2025	17	21	(4)	-20%	371	30	388
2026	5	9	(4)	-46%	383	15	388
2027	2	5	(3)	-57%	386	1	388
2028	0	2	(2)	-100%	388	1	388
2029	0	1	(1)	-100%	388	1	388

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Glossary of FuturePace Report Terms

Cancelled: The status of a Lead for an event that was once in a Booked or Definite status but now will no longer occur.

Definite: The status of a Lead indicating the event is booked or confirmed. To qualify or count as Definite, the Lead snapshot must show the 'Booked' status type within the selected date range. In addition, the Lead cannot show in a Lost or Cancelled status during the report time frame.

LTB: An acronym for "Left to Book," this term reflects the number of room nights that still need to be booked to reach the Year-End Goal(s).

OTB: An acronym for "On the Books," this designation refers to a confirmed or definite booking.

Pace Target: A performance goal based on the percentage of your Year-End Goal that should be booked as of the report's run date, for a certain month, quarter or year. The Pace Target reflects the total number of room nights or events that should be booked as of the report's run date.

Tentatives: Business or Leads that have yet to move to a booked or Definite status. In other words, Tentatives are Leads in an unbooked or Lead status in the arrival month/year. For the Long-Term Pace report, Tentatives reflect the current count, as of the report's run date, for the years displayed on the report.

Variance: In the Long-Term Pace report, Variance reflects the OTB (or Cancelled or Tentative) figure minus the Pace Target, as of the report's run date. Positive numbers indicate performance is also positive; negative numbers suggest booking deficiencies.

Variance %: The Variance Percentage, or percentage of variance, reflects the Variance divided by the Pace Target, multiplied by 100 and then expressed as a percentage. Positive percentages indicate performance is also positive; negative numbers suggest booking deficiencies.

Year-End Goal: The Long-Term Pace report includes a 3-Year Average Year-End Goal to establish a benchmark for the years displayed on the report.

SALES PRODUCTION (in the month for any year)

**Table 4: Global MCI Sales Production
May 2022**

Room Nights	2022 Actual Month	2019	Variance to 2019	2022 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Citywide								
Definite	16,310	934	1646%	29,170	19,290	51%	65,000	45%
Tentative	10,620	12,075	-12%	36,835	90,565	-59%	200,000	18%
Single Property								
Definite	19,313	7,084	173%	41,625	57,940	-28%	135,000	31%
Tentative	39,571	81,690	-52%	211,709	326,104	-35%	530,000	40%

The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Sales Production vs. Goals Analysis

A third Citywide meeting took place in May. This successful execution shows the synergy of our hotel community, Hawai'i Convention Center and Meet Hawai'i team ensuring that this scientific meeting group will stay in Hawai'i for future meetings. This meeting had over 4,000 attendees and had a very successful citywide event and signals the passing of citywide customers' COVID concerns about holding large events in our destination.

The team booked a citywide medical/healthcare convention for the 2026 need year. The citywide team continues to put priority on filling those need years while also booking farther out dates. The single property team booked five meetings representing more than 19,000 room nights. Year to date definite citywide room nights are outpacing 2019 production and year to date single property definite room night production is slightly behind 2019 production. Month to date citywide tentative room nights are pacing closely with 2019. The Meet Hawai'i sales team was active in May doing joint single property and citywide in-person customer sales calls in the Midwest and East Coast with key Hawai'i hotel partners.

The Asia/Oceania sales team has been busy soliciting both single property and citywide opportunities. Japan and Oceania currently are showing the most interest in holding future MCI events in Hawai'i. Primary sales focus is Korea, Japan and Oceania and we are anticipating MCI opportunities from Taiwan as COVID-19 travel restrictions loosen.

Key Definites

Citywide

- Convention – a: medical, healthcare, February 2026 (16,310 room nights)

Single Property

- Convention – a: trade assns, July 2025 (9,679 room nights)
- Convention – confidential, February 2025 (3,617 room nights)
- Incentive – c: real estate, January 2023 (1,470 room nights)
- Convention – c: medical, pharm, January 2025 (1,300 room nights)

- Incentive – confidential, January 2023 (1,179 room nights)

Key Tentatives

Citywide

- Convention – a: medical, healthcare, November 2026 (8,320 room nights)
- Convention – a: energy, environment, September 2024 (2,300 room nights)

Single Property

- Convention – c: high tech, August 2024 (5,100 room nights)
- Convention – c: medical, pharm, January 2024 (3,265 room nights)
- Convention – c: sports, October 2022 (2,712 room nights)
- Convention – a: medical, healthcare, October 2025 (2,590 room nights)
- Convention – c: high tech, September 2023 (1,925 room nights)

Key Cancellations

- None to report for the month

Marketing Efforts

- Activity highlights include:
 - Sendsites Bid Book: Production continued a second, Citywide specific template.
 - Meeting Planner Guide: Production work and ad sales continued destination digital guide for meeting planners

Advertising Efforts

- None to report for the month

Public Relations Efforts

- Activity highlights include:
 - Drafted and distributed post-event news release with the Island of Hawai'i Visitors Bureau (IHVB) regarding Meetings Today LIVE! titled, "Meeting Planners Learn About Hawaiian Culture and Ocean Conservation on Hawai'i Island" on May 6. Reviewed images and pulled selects for distribution with the news release.
 - Regina Baraban, Prevue Meetings + Incentives – Pitched and secured interview with Senior Vice President, Chief MCI Sales Officer John Reyes to reiterate that Hawai'i is open for business, provide updates on Meet Hawai'i, and share information on Mālama Hawai'i CSR experiences. Confirmed with assigned reporter that Hawai'i will be part of the publication's cover story for the July/August issue, which will focus on F&B trends for meetings and incentives. Provided link to Barberstock online image library and assisting with email responses.
 - Wali Waters, Competitive Edge – Fielded interview request from producer of the Competitive Edge hosted by Montel Williams on choosing the best city for your meeting needs. Vetting opportunity and awaiting further show details.
 - Conducted audit of Meet Hawai'i online press kit and developing timeline for implementing updates.

- Participated in MCI O’ahu Update on May 19.
- Updated 2022 Editorial Calendar highlighting proactive pitching opportunities in MCI trade publications.
- Developed Meet Hawai’i LinkedIn content calendar. Drafted posts:
 - i. *Successful Meetings* F&B trend article
 - ii. Meetings Today LIVE! on Hawai’i Island
- Media coverage highlights:
 - “Meetings Today LIVE! Shares the Aloha in Hawai’i” – Meetings Today – May 2.
 - “Meetings Today LIVE! Hawai’i” – Meetings Today – May 2022.
 - “Hawai’i Tourism Authority Secures State Funding” – Honolulu Star-Advertiser – May 6.
 - “Editorial: Hawai’i Tourism Authority’s Gut-and-Replace Bill” – Honolulu Star-Advertiser – May 7.
 - “Coalition aims to bring crime reduction programs to Waikiki” – Honolulu Star-Advertiser – May 9.
 - “Twist Bioscience Announces Participation in SRC Panel at the 2022 MRS Spring Meeting and Exhibit” – Business Wire – May 10.
 - “As COVID cases soar in Hawai’i, mask rules return at some events” – Hawai’i News Now – May 13.
 - “GOP introduces candidates for 2022 election season at state convention” – Hawai’i News Now – May 15.
 - “Gathering reminders during spike in Hawai’i COVID cases” – KHON – May 17.
 - “Honolulu police identify suspect in fatal shooting at illegal game room” – Hawai’i News Now – May 19.
 - “On Politics: Republican Party in Hawai’i struggles to gain clout and the ability to change things here” – Honolulu Star-Advertiser – May 22.
 - “Hawai’i Travel: What’s New for Tourists in the Hawaiian Islands” – TravelPulse – May 22.
 - “Legislature denies Hawai’i Convention Center \$64 million needed for rooftop repairs” – Honolulu Star-Advertiser – May 23.
 - “Hawai’i Tourism Authority CEO John De Fries joins Spotlight Hawai’i” – Honolulu Star-Advertiser – May 23.
 - “Get a Big Dose of Inspiration with the Young Artists of Hawai’i Exhibition at the Hawai’i State Art Museum” – Honolulu Magazine – May 24.
 - “Health officials say lifted restrictions are not only driving up COVID cases, but also the flu” – Hawai’i News Now – May 25.
 - “Editorial: Convention Center needs roof repairs” – Honolulu Star-Advertiser – May 25.
 - “What a medical residency in Hawai’i is really like, and other topics” – Pacific Business News – May 27.
 - “Letters: Legislature acts foolishly on convention center” – Honolulu Star-Advertiser – May 27.

- Impressions and Publicity Values for Articles that included Hawai’i:

April <u>Impressions</u>	April <u>Publicity Values</u>
Print: 1,126,371	Print: \$108,376.75
Online: 317,974,989	Online: \$101,714.01
Broadcast: 791,080	Broadcast: \$55.80
Total: 319,892,440	Total: \$210,146.56

**Table 5: Island Distribution of Single Property Sales – Year-to-Date
May 2022**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Lead-to-Booking Conversion (Room Nights) Actual
O'ahu	157,174	10,484	22,278	14%
Kaua'i	73,181	1,179	1,179	2%
Maui County	145,000	3,673	10,494	7%
Hawai'i	108,324	3,977	7674	7%
Total	483,679	19,313	41,625	

*Tentative room nights do not match those in Table 5a for Single Property because many leads are distributed to more than one island.

'ELELE PROGRAM

Meetings and updates for the month from Deborah Zimmerman, 'Elele Program Director from New Millennium Meetings (NMM):

Support for Definite Meetings

Over the dates of May 8-13, 2022, a scientific society hosted their Spring meeting in the Hawai'i Convention Center. The 'Elele director organized two presentations on the exhibit floor highlighting the University of Hawai'i. The first spotlighted materials research in Hawai'i, and the second presentation was an overview of all research at UH Mānoa. She also participated in multiple entertainment opportunities with the customers. Materials research is a developing program at the University of Hawai'i, and the convention will be beneficial. 'Elele Director is working with UH faculty on a support letter for the 2026 Spring Meeting bid.

In support of the medical meeting, the 'Elele Director worked with Director of Client Services, Senior Director of Midwest sales and Executive Director of the Medical Association to plan for the June 2022 pre-promotion in Chicago.

LOST BUSINESS

Table 6a: Citywide Lost Business May 2022

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Convention (19028)	C: Business Services, Consulting	4,000	750	12/09/2024 - 12/16/2024	Initially, Hawai'i only	Client no longer considering Hawai'i.
Convention (19890)	A: Scientific	3,663	3,600	05/11/2023 - 05/17/2023	Boston, Chicago, Orlando, Seattle & Washington	Requirements changed.
Convention (20325)	C: Insurance	9,975	4,000	06/22/2026 - 06/24/2026	Orlando, FL	Program lost to Orlando, FL.

Table 6b: Single Property High Profile Lost Business May 2022

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Convention (20105)	C: Medical, Pharm	4,535	900	01/19/2024 - 01/27/2024	Southern California, Nevada, Texas, Florida, Georgia & Louisiana	Group cancelled. Client withdrew RFP to redesign it.
Convention (19855)	C: Medical, Pharm	2,587	500	01/10/2022 - 01/14/2022	Initially, Hawai'i only	Group cancelled
Convention (20460)	Confidential	2,569	800	11/03/2025 - 11/09/2025	Austin, Dallas & Philadelphia	Client no longer considering Hawai'i.
Convention (20461)	Confidential	2,569	800	11/01/2027 - 11/07/2027	Austin, Dallas & Philadelphia	Client no longer considering Hawai'i.
Incentive (20017)	C: Medical, Pharm	2,162	590	04/25/2022 - 05/01/2022	Initially, Hawai'i only	Cancelled.
Incentive (19989)	C: High Tech	1,646	650	03/26/2023 - 03/30/2023	Initially, Hawai'i only	Program lost to Boca Raton.
Convention (20029)	C: Consumer Products	1,180	500	04/12/2023 - 04/16/2023	Initially, Hawai'i only	Postponed.
Meeting (20421)	C: Medical, Pharm	1,088	180	01/29/2024 - 02/02/2024	Initially, Hawai'i only	Program lost to Puerto Rico.
Incentive (20084)	C: Business Services, Consulting	882	320	02/03/2023 - 02/12/2023	Initially, Hawai'i only	Group cancelled.
Convention (19748)	C: Manufacturing, Distrib.	824	300	02/08/2023 - 02/11/2023	Initially, Hawai'i only	RFP Cancelled in Cvent.
Incentive (19914)	C: Food, restaurants	706	310	01/15/2023 - 01/19/2023	Riviera Maya, Grand Cayman & South Florida	Program lost to Ireland.
Meeting (20565)	C: Medical, Pharm	615	140	11/07/2022 - 11/11/2022	Miami, Los Angeles, Napa, Houston, Galveston	RFP Cancelled in Cvent.
Meeting (19409)	C: Energy, Environment	580	200	02/02/2022 - 02/04/2022	Grand Cayman	Program lost to Grand Cayman.
Incentive (20706)	C: Business Services, Consulting	539	175	03/20/2023 - 03/24/2023	Initially, Hawai'i only	Client no longer considering Hawai'i.
Incentive (20526)	C: Finance, Banking	519	350	02/23/2023 - 02/26/2023	Austin, San Antonio & Scottsdale	Program lost to Arizona.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events for the month:

- 2 Client promotional events
 - Material Research Society, Honolulu HI, May 11-13
 - Daiichi Sankyo Group, Honolulu, HI

- Educational events
 - None to report
- 3 Trade shows
 - Destination Celebration, Columbus, OH, May 4-5
- Sales blitzes
 - None to report
- 7 Major site visits and familiarization (FAM) tours with clients and potential clients
 - 5 site visits, O’ahu
 - 1 site, Maui
 - 1 site, Island of Hawai’i

FUTURE SALES AND MARKETING ACTIVITIES

Meet Hawai’i will participate in the following MCI events in the upcoming months:

June 2022		
June 5-8	Professional Convention Management Association (PCMA) Educon	Tradeshow
June 21-23	MPI WEC, San Francisco, CA	Tradeshow
June 22-24	2022 Financial & Insurance Conference Professionals (FICP) Education Forum, Pasadena, CA	Educational
July 2022		
July 31 - August 3	CEMA Summit, Nashville, TN	Educational
August 2022		
August 6-9	ASAE Annual Meeting, Nashville, TN	Educational
August 8- August 10	Connect Marketplace, Detroit, MI	Tradeshow
August 16- 17	Canadian Meetings Expo, Toronto, CA	Tradeshow
August 18- 19	Financial & Insurance Conference (FICP), Toronto, CA	Tradeshow
August 30- Sept 2	Maritz Global Events NEXT, Tampa, FL	Tradeshow

CONVENTION CENTER PERFORMANCE

Table 7: Convention Center Performance – April 2022 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	27%	20%	7%
Total Events	61	37	24
Total Attendance	84,463	35,223	49,240
Visitor Spending	\$32,190,902	\$32,190,902	\$0
Tax Revenue	\$3,766,336	\$3,766,336	\$0
Revenue per Attendee	\$34.19	\$90.67	-\$56.48

COMMENTS

During the month ended April 2022, the Hawai'i Convention Center (HCC) hosted 21 local events. Since the new year and no COVID restrictions in place since late March 2022, we have experienced an increase in number of events and attendance at events.

For the calendar year to date, the HCC has met or exceeded performance measures in all categories with the exception of Revenue per Attendee which has been diluted due to more actual attendees than budgeted for various events for the year to date including a sports event in January 2022 (3,500 budgeted attendees vs 9,575 actual attendees), the pickup of Spring Break sports event in March 2022 (6,631 attendees), the pickup of food event in March 2022 (5,000 attendees), anime event (4,000 budgeted attendees and 17,820 actualized) to name a few.

DEFINITIONS

- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** The total number of group room nights booked for the future. A group is defined as needing a minimum of 10 hotel rooms.
- **MCI and Non-MCI Bookings:** Both MCI and Non-MCI Bookings must primarily be off-shore bookings requiring attendees to stay in visitor accommodations. An MCI booking is an association or corporate meeting, convention or incentive program that requires meeting space. A Non-MCI booking requires off-site meeting space or no meeting space, or is public/consumer-facing like expos, sporting events, etc.
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HTUSA coordinated trade shows.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.
- **Lead-to-Booking Conversion:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Goal:** A level of achievement that has been determined through the goal setting process that includes industry stakeholders and the HTA board.
- **International Markets:** Current areas of focus for international groups. These markets are supported by contractors of HTA.
- **New to Hawai'i – New Business:** A group that has never met or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.
- **Repeat Business:** A group that has had a single property meeting in Hawai'i within the past five years or a citywide meeting in Hawai'i within the past 10 years.

- **Island Distribution:** The breakdown of room nights that have been booked on the neighboring islands. This includes Maui, Kaua'i, O'ahu and the Island of Hawai'i.
- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Need Period:** A future timeframe where the projections for room night demand are lower, therefore warranting specific sales strategies to attract business.
- **Lost Business:** A group where a lead has been generated due to client interest and Hawai'i was not chosen for the meeting or convention.
- **Total Events:** Total licensed events held at the Hawai'i Convention Center.
- **Total Attendance:** Total delegate attendees at licensed events at the Hawai'i Convention Center.
- **Visitor Spending:** State economic impact of offshore licensed events.
- **Tax Generation:** State tax generation of offshore licensed events.

7

Ho'okahua Hawaii Standing Committee Report and
Update

7a

Discussion, Recommendation, and Action on
HTA's Draft Fiscal Year 2023 Budget

Program Code	Budget Category	Program Title	ORIGINAL FY2023 - Draft Budget	CHANGE	CURRENT FY2023 - Draft Budget	Comments
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$ -	\$ 150,000.00	\$150,000	Feedback from staff's discussions with Board members included a desire to bring back funding for this program. Sourced from funds that became available by reducing amounts previously budgeted for HTA staff fringe benefits.
Subtotal	Hawaiian Culture			\$ 150,000.00		
731	Community	Community-Based Tourism - Oahu	\$ 250,000	\$ 60,000.00	\$310,000	Moved \$40,000 from CBT Oahu to CBT Maui County to fund additional support for Molokai DMAPs. Also increased funding for all CBT programs. See above explanation regarding sourcing funds from amounts previously budgeted for fringe.
732	Community	Community-Based Tourism - Maui County	\$ 250,000	\$ 140,000.00	\$390,000	
733	Community	Community-Based Tourism - Hawaii Island	\$ 150,000	\$ 100,000.00	\$250,000	
734	Community	Community-Based Tourism - Kauai	\$ 150,000	\$ 100,000.00	\$250,000	
Subtotal	Community			\$ 400,000.00		
322	Branding	Canada	\$ 750,000	\$ 50,000.00	\$800,000	Staff recommends reducing the proposed budget for the China MMA and increasing funding for Canada, Korea and Oceania MMAs.
324	Branding	Korea	\$ 500,000	\$ 130,000.00	\$630,000	
325	Branding	Oceania	\$ 750,000	\$ 200,000.00	\$950,000	
329	Branding	China	\$ 500,000	\$ (380,000.00)	\$120,000	
Subtotal	Branding			\$ -		
603	Safety and Security	Lifeguard Program	\$ -	\$ 200,000.00	\$200,000	Staff recommends restoring funding for this program as a result of discussions in our meetings with Board members. See above explanation regarding sourcing funds from amounts previously budgeted for fringe.
Subtotal	Safety and			\$ 200,000.00		
101	Administrative	Community-Industry Outreach & Public Relations Services	\$ 200,000	\$ 150,000.00	\$350,000	Staff recommends increasing funds to support messaging and other communications program needs. See above explanation regarding sourcing funds from amounts previously budgeted for fringe.
Subtotal	Administrative			\$ 150,000.00		
931	Payroll	State Employees Fringe	\$ 1,010,340	\$ (1,010,340.00)	\$0	Based on our discussions with B&F, we do not need to budget for fringe.
TBD-5	Payroll	State Employee Salaries - All	\$ 2,523,577	\$ 110,340.00	\$2,633,917	Additional funds required for payroll. See above explanation regarding sourcing funds from amounts previously budgeted for fringe.
Subtotal	Payroll			\$ (900,000.00)		
Total				\$0		

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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.	FY22 RFP Released 9/15/21 # 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 Hawaii County: 4 funded; \$267,000.00 O'ahu: 14 funded; \$705,000.00 Maui Nui: 5 funded; \$231,000.00 Kauai: 1 funded; \$25,000.00 Statewide: 7 funded; \$347,000.00	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 bridge Hawaiian community with the visitor industry.	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 as board of FY23 HCF to continue to administer	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)	YES	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.	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 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.	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.	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 Original method of procurement: Sole Source FY23: Exercise Option 4 To continue & complete Professional Congress Organizer, buildout of Hawaiian music & media microsite w/in gohawaii.com to extend our reach,	Maka Casson- Fisher
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	No in market activations have occurred in this calendar year. Several events are planned in Q3/Q4 2022.	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	The cultural practitioners for these in market activations are coordinate and organized by NaHHA on our behalf as part of their existing scope and contract.	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.	FY2019/2020 and the largest number of participants to date.	Increase visitor satisfaction maintain/increase # of entertainers supported through this program Decrease paper maps/pamphlets	Original procurement method for this current contract was a 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
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	Original procurement method for this current contract was a procurement exemption. Moving forward it will be a sole source to HIDOT-Airports. The program is administered by the VIP Program of HIDOT-Airports. Airports (MOA) - 7/1/21 - 9/30/22 (4 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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)	This program in CY22 will be administered by the vendor to be selected via IFB which is in process. The event will be a part of the schedule of the Hawai'i Tourism Conference tentatively scheduled for November 2022.	'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)	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.	FY22: CON 21026, CNHA Pop Up Mākeke Season 3 Estimated dollar value of marketing program including any media coverage: \$138,000.00 Hours of event coverage: 12 hours TV; 12 hours streaming Number of Orders: 4,503 Number of Units sold: 38,266 Number of visits to Popupmakeke.com: 465,668 (412,689 unique visitors) Customer Base Breakdown: Hawai'i: 78.2% Continent: 20.9% International: 0.4% FY22: CON18200S3 (in collaboration w/ DBEDT/CID/BDSD) 1) JPN Stream Brdcast - NaHHA partnered with (HARA) to sponsor Hōkū Nights. 2)Variety & Billboard/Artist Den This 4 episode series will iaair nationally. 3) HITI Concert Production in June 2022 4) HITI Concert Broadcast in later 2022.	Strengthen the Hawaii product and provide a medium to showcase its depth.	PO, RFP/Various	Kalani Kaanaana

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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>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 the Hawaiian culture/language and the visitor industry and other similar programs. Examples of programs that are being explored by staff include Awaiaulu, He Aupuni Palapala Phase 2, 'ŌiwiTV and 'Aha Pūnana Leo.</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).	<p>FY22 No past performance data is available as no funds were expended.</p>	<p>Economic Impact</p> <p>Media Value</p> <p>Exposure</p> <p>Highlight Host Culture</p> <p>Community Integration</p>	<p>Note: State provided \$1.5m in general funds. Work covered by NaHHA Scope of Work - 3A.1 - Provide logistical support to HTA for FestPAC Commission mtgs; to include planning, execution, and meeting management & support</p> <p>Contractor: Native Hawaiian Hospitality Association (NaHHA) CON18200 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, and FestPAC support</p>	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.	<p>Dues for AIANTA membership were paid.</p>	<p>Membership in these organizations allows HTA to foster deeper understanding of current issues, trends and other opportunities. This helps us better administer our programs.</p>	<p>Funds for CY2023 AIANTA & Native Hawaiian Chambers of Commerce</p>	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.	<p>Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021.</p>	<p>N/A</p>	<p>N/A</p>	Kalani Kaanaana

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$250,000	\$150,000	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.	FY21 performance data is not available. 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.	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.	This program will be restarted in FY23	Maka Casson-Fisher
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.	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,	FY23 See Ho'okipa Malihini Initiative	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 are 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. (see RAHCI and Kāhea Greetings Program - Harbors and Airports)	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,	FY23 RFP For this program, we're hoping to group together programs that provide a Hawaiian sense of place to our visitors in visitor locations/areas across the islands, this would include programs like Kāhea Greetings Program - Harbors and Airport, the original RAHCI program, etc.	Irina De La Torre
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 For Exmample Past Performance/Data, see previous festivals & events (including, but not limited to): - Merrie Monarch - Aloha Festivals - Prince Kuhio Festival - Prince Lot Hula Festival	Economic Impact Media Value Exposure Highlight Hawaiian Culture Community Integration	New RFP for FY23	Maka Casson-Fisher
Subtotal	Perpetuating Hawaiian Culture		\$12,684,982	\$5,750,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	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	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. increased # of community programs supported increased # of visitor participation etc.	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 FY23 HCF to continue to administer	Maka Casson-Fisher
406	Natural Resources	Visitor Impact Program	\$1,886,910	\$285,000	1	§201B-11(c)(2)	Yes	To support/partner with other state agencies and organizations to implement programs and projects, that mitigate visitor (footprint) impact on the Hawai'i environment.	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 Toursim Forum. FY21 FY20 FY19	To establish 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 to implement programs, projects, and solutions that mitigate visitor impacts. This forum would promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals.	FY23: Sole Source - Hawai'i Green Business Program - Government Entity HRS procurement exemption FY23: RFP for a Sustainable Toursim Forum	Irina De La Torre
407	Natural Resources	Sustainable Tourism Association of Hawai'i (Hawaii Ecotouism 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.	FY 22 STAH will been 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.	Continue and expand HEA's Sustainable Tourism Associaiton of Hawaii's (STAH): 1) Sustainable Tour Operator Certification Program; 2) Tour Operator/Tour Guide Training Program; 3) Educational Outreach/Partnership Development	This program is different from TBD-3	Irina De La Torre

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
416	Natural Resources	Wahi Pana Series	\$250,000	\$0	1	\$201B-7 \$201B-14	Yes	A continuation of Kulāiwi 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. 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 as Kulāiwi series was a new program in FY22.	positive/increased economic impact toward regenerative tourism Highlight host and local culture through authentic experience and bridge visitors to kama'āina Increased resident sentiment and trust toward tourism industry Collaboration with other state entities, including	This program was cancelled due to lack of staff capacity. It will not be moved forward in FY23.	'Iwalani Kūali'i Kaho'ohano hano
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.	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 programl staff are included in the Payroll area in FY23.	N/A
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	\$169,000	\$300,000	3	§201B-3 (a)(20); §201B-7 (a) (3)	O'ahu: G.4 Kaua'i: G.1, I.1 Maui: E.1, G.2 Hawai'i Island: D.4,D.8,G.1,G.3,H.1 Molokai: B.2,B.3,D.1 Lanai:I.2	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. FY23 RFP for Capacity Workshops	Irina De La Torre
731	Community	Community-Based Tourism - Oahu	\$1,693,796	\$310,000	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/oa-hu-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 implmenetation 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. RFP or HRS Governmental entity exemption	Caroline Anderson
732	Community	Community-Based Tourism - Maui County	\$1,070,000	\$390,000	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 implmenetation 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. RFP or HRS Governmental entity exemption	Caroline Anderson

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
733	Community	Community-Based Tourism - Hawaii Island	\$846,204	\$250,000	3	§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)	YES	Implementation of Hawai'i 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 Hawai'i Island DMAP actions, including Destination Manager position. Hawai'i 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. RFP or HRS Governmental entity exemption	Caroline Anderson
734	Community	Community-Based Tourism - Kauai	\$840,000	\$250,000	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 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. RFP or HRS Governmental entity exemption	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 FY23: a new RFP to be issued for FW program	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	<p>\$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)</p> <p>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.</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>	N/A this is a new project	<p>A list of local resources for industry partners</p> <p># of people visiting e-commerce site</p> <p># of increased purchases on e-commerce site/vendor</p> <p>#of views/impressions on social media</p> <p>Collaboration with other state entities, especially on Made in Hawai'i</p>	<p>We'll be issuing an RFP(s) for this program in FY23.</p> <p>Holoholo Stories (Toyota Hawai'i)</p> <p>https://www.bing.com/videos/search?q=holoholo+stories+toyota+hawaii&qpv=holoholo+stories+toyota+hawaii&FORM=VDR</p> <p>No current contract. This is a new project that will follow the structure of Kulāiwi Series from FY22.</p>	Dede Howa
Subtotal	Community		\$7,367,108	\$5,514,000								
4	Branding	Cruise Industry Consultant Services	\$100,000	\$100,000	4	201B-3(a)(10)	Yes	<p>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.</p>	<p>2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPD\$ 277,093 (+8.5%) Arrivals</p> <p>2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPD\$ 53,098 (-80.8%) Arrivals</p> <p>2021: Cruise No cruise ship activities in 2021.</p>	<p>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.</p>	<p>Contractor: Access Cruise, Inc. Contract Period: 11/16/20-9/30/23 with 2 one-year or 1 two-year options.</p>	Jadie Goo
010	Branding	HTUSA/HTJ Campaign Effectiveness Study	\$270,000	\$260,000	ALL	§201B-7(a)(8) (A) §201B-7(a)(8)(C)	No	<p>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.</p>	N/A	<p>Having a third party assessment to HTA funded major marketing campaigns in order to evaluate the return on investment.</p>	<p>RFP in process. Initial contract ending on 6/30/24 with 3 one-year options.</p> <p>CY2023 is the first year of the study with final reports due to HTA by June 2024.</p>	Jadie Goo

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	Last refresh was done in 2017.	'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 (Strategic Plan) and Hawai'i's brand.	N/A	'Iwalani Kūali'i Kaho'ohano hano
014	Branding	Pono Travel Education	\$400,000	\$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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
102	Branding	HTA Tourism Updates	\$231,000	\$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.	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 *** In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).	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
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: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 contractor will provide representation for each island, especially as it relates to the DMAPs, and work closely with HTA, its Global Marketing Teams and the numerous tourism industry partners to showcase each island's unique accommodations and activities. In the past, it's been the Island Chapters, which 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.	FY22 Contractor: Hawai'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 FY23 will go out for an RFP	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 Hawai'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 Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. HVCB's COVID-19 recovery plan continues to focus on welcoming visitors who want to mālama (take care of) Hawai'i during their visit. The Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way – to take the time to really know the island, form a deeper connection with Hawai'i's culture, travel mindfully and mālama Hawai'i.	2019: USA \$11.63B (+5.0%) Expenditures \$188.70 (+0.2%) PPPD\$ 6,871,839 (+7.9%) Arrivals 2020: USA Expenditures - NA PPPD\$ - NA 1,987,326 (-71%) Arrivals 2021: USA \$12.22B Expenditures \$199.70 PPPD\$ 6,465,360 (+225.3%) Arrivals 2022: USA (as of April 2022) \$4,076.5M (+121.4%) Expenditures \$228.90 PPPD\$ 2,463,763 Arrivals	Satisfactory execution of 2023 brand marketing plan, which encompasses the Destination Management Support Plan and Global support services Management Plan) as well as brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful visitors with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'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: Hawai'i Visitors & Convention Bureau Contract expiration date: 06/29/2022 A new RFP was issued in FY22 with initial contract ending on 12/31/2024 with one (1) two-year extension - in/around September 2024.	'Iwalani Kūali'i Kaho'ohano hano

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
322	Branding	Canada	\$800,000	\$800,000	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 Hawai'i, specifically the western provinces of British Columbia and Alberta. Canadian Snowbirds spend a great amount of time in Hawai'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 Hawai'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 Hawai'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 Hawai'i'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 Hawai'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
324	Branding	Korea	\$1,400,000	\$630,000	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
325	Branding	Oceania	\$1,900,000	\$950,000	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	\$120,000	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	Based on a review of current marketing conditions, reduced overall budget availability a determination was made to reduce our presence in the China market until market conditions improve. Staff are in the process of determining wind down costs of the existing contract and exploring a partnership with DBEDT to maintain a small presence in the market. Those plans will be taken to the BSCM and Full Board when ready.	Current Contractor: ITRAVLOCAL Limited Contract Period: 1/1/22 - 12/31/22 with no option. FY23 will need to be RFP and will be based on the outcomes of the planning being done by staff now.	Jadie Goo
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	FY22 Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022 FY23: This was include in RFP in 22-01	'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	Funds will support the efforts of HTA's Global Marketing Team in digital marketing and project management services for platforms and programs, including the intellectual property data bank/digital assets library, destination website development; destination app development, maintenance and hosting; social media content management and reporting in collaboration; as well as crisis communication.	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 FY23: This was include in RFP in 22-01	'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-	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 Destination Int'l.	Continue to receive market intelligence and training & networking opportunities	N/A	Kalani Ka'anā'anā & 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)	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.	Examples 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 program staff are included in the Payroll area in FY23.	N/A
Subtotal	Branding		\$52,153,162	\$36,133,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 2023 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events. Also included will be television and radio advertising.	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. Example prior events include the Maui Invitational, Hawaii Bowl, LPGA Lotte Championship.	FY23 will be the first to make awards from this BLI.	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: 7/1/22 - TBD Options available Method of Procurement: RFP	Ross Willkom
Subtotal	Sports		\$4,444,889	\$3,967,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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
603	Safety and Security	Lifeguard Program	\$200,000	\$200,000	3	§201B-3(21)	No	This program provided much needed support to the Junior Lifeguard program.	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.	This program provided much needed support to the Junior Lifeguard program.	Ongoing discussions are happening with island Jr. Lifeguard programs for our youth.	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 - DKI 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, Līhu'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 Līhu'e, Kaua'i: 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	\$800,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	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 Sole Source / Exemption	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								
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 Small purchase	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	RFP or HRS Governmental entity exemption	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. Small Purchase RFQ for FY23 dashboards	Caroline Anderson

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 Lāna'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. RFQ or HRS Exemption (Counties/Government entity and/or trainer/speaker)	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								
101	Administrative	Community-Industry Outreach & Public Relations Services	\$600,000	\$350,000	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
103	Administrative	Hawaiitourismauthori ty.org	\$100,000	\$75,000	ALL	\$201B-3 (a)(21)	YES	Ongoing design, support, maintenance, and hosting of the HTA's primary website.	<p>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.</p> <p>Currently, most people are visiting hawaiiauthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic.</p> <p>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).</p> <p>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).</p> <p>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).</p>	<p>Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages.</p> <p>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.</p>	<p>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), Swifttype (\$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.</p>	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.	<p>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 2020 Payments processed: 1884 2021 Payments processed: 950</p>	<p>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.</p> <p>FY23 procurements through Small Purchase and RFP.</p>	<p>Expenditures based on historical spend in this BLI.</p>	Keith Regan
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.	<p>Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32</p>	<p>Travel by admin team, including CEO, to support program efforts and meet with stakeholders.</p> <p>FY23 procurements will follow State travel procedures.</p>	<p>Travel budget increased due to anticipated increase in travel. In the prior year, travel budget was decreased due to COVID travel restrictions.</p>	Keith Regan
Subtotal	Administrative		\$2,851,104	\$1,143,700								
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.	<p>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.</p>	Keith Regan / Marc Togashi

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	Payroll	State Employees Fringe	\$1,191,493	\$0	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.	Keith Regan
TBD-5	Payroll	State Employee Salaries - All	\$0	\$2,633,917	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	\$2,633,917								
Total			\$88,699,767	\$60,000,000								

Note 1: HTA's FY23 budget will be sourced from an appropriation of the State's General Funds. General Funds are typically subject to a restriction imposed by the Governor and B&F. In FY22, other General Fund-funded departments were subject to a restriction that required B&F approval to release up to 7% of the Department's appropriation. HTA staff will work with B&F to minimize the impact of the FY23 restriction, whose percentage has not yet been determined.

Note 2: FY 2022 budget includes FY21 Board reso and TAT restart funds.

7b

Discussion, Recommendation, and Action on
the Economic Development Administration American
Rescue Plan Act Travel, Tourism, and Outdoor
Recreation Grant Assigned to the Hawaii Tourism
Authority



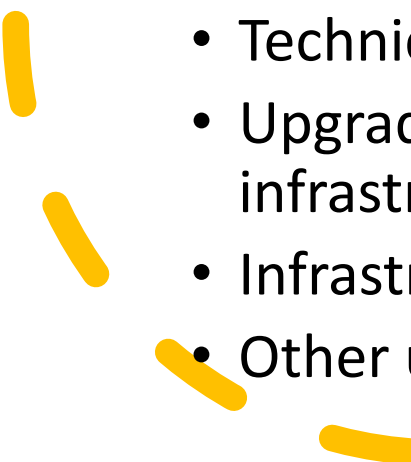
EDA ARPA Travel, Tourism & Outdoor Recreation Non- Competitive State Tourism Grant

Presentation to the Ho'okahua
Hawai'i Standing Committee
Meeting

June 23, 2022



EDA's American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Notice of Funding Opportunity (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
- 

EDA ARPA Travel, Tourism & Outdoor Recreation Non-Competitive Grant Timeline Overview – Key Dates

7/26/2021: EDA sends invitation for a State Tourism Grant under the American Rescue Plan Act to Governor Ige

8/2/2021: Governor sends EDA letter designating HTA to receive the EDA award

9/26/2021: HTA submits application to EDA of HTA and DLNR projects

12/9/2021: EDA approves HTA's application.

- “Because of the time-limited nature of American Rescue Plan Act funds, as noted above, time is of the essence in the implementation of the Authorized Scope of Work. If EDA determines that the Recipient is not implementing the grant at an acceptable pace, EDA may take appropriate actions to ensure that American Rescue Plan Act funds are used to benefit the travel, tourism, and outdoor recreation sectors to the maximum extent feasible.”

12/30/2021: HTA staff has kick off meeting with EDA. EDA informs HTA of Grant Administration Plan and forms requirement.

EDA funds must be utilized by **12/31/2026**.

- **All work must be completed by May 31, 2027** to allow for closeout and final distribution prior to September 30, 2027.

Semi-Annual Project Progress Reports and Financial Reports required:

- For periods ending **March 31 and September 30, and due no later than 1 month following end of the semi-annual period.**

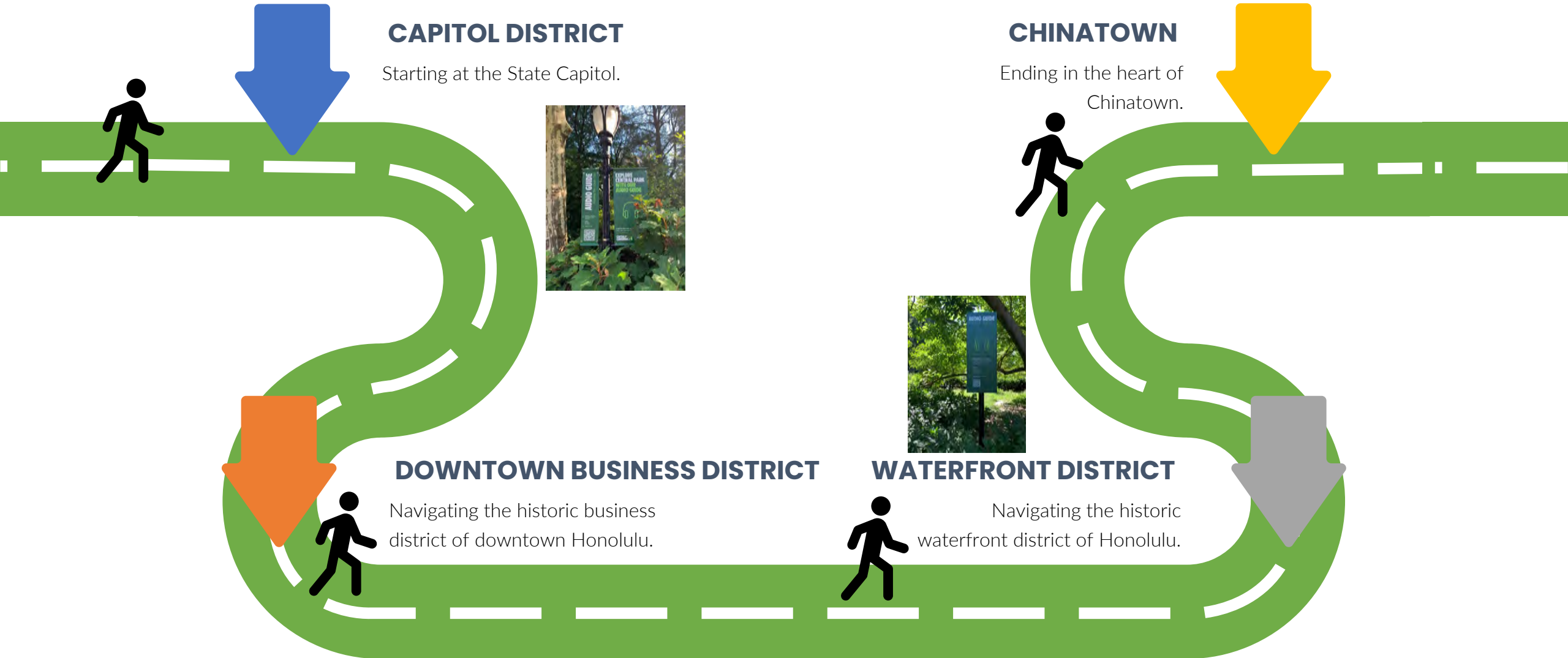
Final Project Progress Report and Final Financial Documents due 120 days after authorized award end date.



HTA Proposed Projects

Downtown Honolulu – Urban Trail


An Economic Revitalization Experience

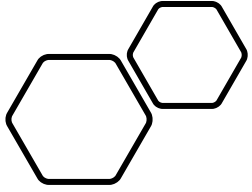


Budgeted Amount: \$750,000



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



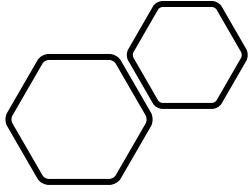
Stewardship/Management

Target Audience: Communities/Nonprofits that identify tourism as an economic driver for their community and seek to steward lands to mitigate visitation impact.



Tourism Product Development

Target Audience: Communities/Nonprofits that identify tourism as an economic driver for their community and seek to develop new and/or enhanced experiences and regenerative tourism strategies.



Community Tourism Collaborative

Inputs

- Interactive workshops, training, planning assistance, resources



Outcomes - Stewardships

- Prioritized action plan and/or project for stewardship/destination management



Outcomes – Tourism Product

- Creation of new or enhanced experiences for residents and visitors

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

DRAFT 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	5/5/2022
HTA draft Contract with DLNR. This is in alignment with state of Hawai'i Procurement	7/1//2022	7/15/2022
Issue Contract with DLNR.	7/18/2022	7/29/2022
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 – Brand Marketing Campaigns: (\$4,000,000)**
Development and implementation of a brand marketing campaign and cooperative marketing campaign 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 execute the Brand Marketing Campaign and Co-operative Marketing Campaign	06/01/2022	06/30/2022
Issue an RFP to identify a contractor to handle the Co-operative Marketing Campaign and award	6/15/2022	7/15/2022
Issue an RFP to identify a contractor to handle the Brand Marketing Campaign and award	07/01/2022	08/01/2022
Approve final Brand Marketing Campaign Plan	08/01/2022	8/15/2022
Design, plan and approve the Co-operative Marketing Campaign	7/01/2022	7/29/2022
Implement Brand Marketing Campaign	08/15/2022	03/31/2023
Implement Co-operative Marketing Campaign	10/2022	3/2023
Contractor(s) to submit Brand Marketing Campaign and Co-operative Marketing 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 Trails: (\$750,000)**
Planning and development of an “Urban Trail” to connect residents and visitors to vibrant towns such as Waikiki, Lahaina, Hilo, and Honolulu’s capitol district with downtown Honolulu, the waterfront, and Chinatown. These areas are rich in Hawai'i’s culture and history, provides for an enhanced 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 **RFPs** to implement this program.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop an RFP to find a contractor to handle the initial project	8/1/2022	08/31/2022
Issue an RFP to identify a contractor to handle the project and award	9/01/2022	9/29/2022
Work with contractor to move the project forward to completion	10/01/2022	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 to develop Visitor Experiences and Stewardship/Destination Management	5/1/2022	8/30/2022
Hold Community Tourism Collaborative Workshops	9/12/2022	12/1/2022
Issue RFP for Projects Relating to Visitor Experiences/Stewardship/Destination Management	1/2023	3/2023
Select awardees for Stewardship/Destination Management RFP	3/2023	4/2023
Draft and issue contracts for Visitor Experiences/Stewardship/Destination Management	4/2023	5/2023
Review and Approve Final Reports from Visitor Experiences/Stewardship/Destination Management Awardees	6/2024	8/2024

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.

9

Report and Update by the Branding Standing
Committee of their Meeting Held on June 15, 2022

9b

Discussion and Action on the Recommendation by
the Branding Standing Committee on Recommended
Changes to the HTA Fiscal Year 2023 Draft Budget

See Agenda Item 7a

**Presented to the Ho'okahua Hawaii and
Branding Standing Committees**

09c

Discussion, Recommendation, and Action on
the Economic Development Administration American
Rescue Plan Act Travel, Tourism, and Outdoor
Recreation Grant Assigned to the Hawaii Tourism
Authority

See Agenda Item 7b

**Presented to the Ho'okahua Hawaii and
Branding Standing Committees**

10

Report and Update by the Budget, Finance, and
Convention Center Standing Committee

10a

Discussion and Action on the Recommendation by
the Budget, Finance, and Convention Center's
May 2022 Financial Report and Update on the Hawaii
Convention Center's 6-Year CIP Plan as Presented at
the June 28, 2022 Meeting

	Previously Approved Budget		Reallocated Budget (Request)
Expenses:			
Local Sales & Marketing	-		968,300
Facility Operations:			
Revenue		13,041,400	
Expense - Non-F&B		(13,442,000)	
Expense - F&B		(5,006,300)	
Subtotal		<u>(5,406,900)</u>	5,406,900
Major Repairs & Maintenance (R&M)	9,995,655		2,970,455
HTA Allocation (Property Insurance, Studies, Payroll)	<u>1,004,345</u>		1,654,345
	<u>11,000,000</u>		<u>11,000,000</u>

Note 1: HB1147 of the 2022 Legislature appropriated a FY23 expenditure ceiling for the Convention Center of \$28.5M. If HB1147 is vetoed, the Convention Center will not have funds to sufficiently operate. Staff recommends using FY22 Convention Center ARPA funds, that have primarily been contracted with ASM to fund Major R&M at the Convention Center, to instead fund the Convention Center's FY23 operations. In a prior meeting, the HTA Board approved a FY 2022 Convention Center ARPA Funds budget of \$11M and staff has executed a supplemental contract with ASM as originally intended. If staff's recommendation to reallocate the budget is approved, staff will amend the contract to reflect an intention to use the funds for Convention Center's FY 2023 operations (i.e. a FY 2023 budget).

Note 2: Contract will shift from a payout basis of HTA reimbursing ASM for gross expenses to expenses net of revenues.

Hawai'i Convention Center



Update for
May 2022
For
(June 28, 2022 meeting)

Financial Update

	May FYTD Actual	FY 2022 Reforecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	17,577	17,577	31,181*	(13,604)	132,104
Facility Occupancy	28%	28%	20%	8%	32%
Facility Number of Events	195	213	100	113	238
Facility Gross Revenue	\$6,289,800	\$7,012,600	\$7,701,500	(\$688,900)	\$16,866,900
Facility Gross Expenses	\$10,376,500	\$11,825,200	\$13,218,900	\$1,393,700	\$17,649,200
Facility Net Loss	(\$4,086,700)	(\$4,812,600)	(\$5,517,400)	\$704,800	(\$782,300)
Local S&M Gross Expenses	(\$441,100)	(\$510,400)	(\$533,000)	\$22,600	(\$5,315,000)
HCC Net Loss	(\$4,527,800)	(\$5,323,000)	(\$6,050,400)	\$727,400	(\$6,097,300)

Definite Citywides May 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
05/06/22	05/13/22	MRS Spring Meeting 2022	4,378	\$26,579,965	\$3,109,856
Total			17,217	\$58,770,868	\$6,876,191

ROI-May 2022-FYTD

HCC Revenue + State Revenue + Tax Revenue
= \$65.9M

HCC Expense + HVCB MCI Expense = \$15.7M

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

Recent Events @ Hawai'i Convention Center

- Monet: The Immersive Experience (June 13-July 31), 100,000 forecast attendees (**ongoing**)
- The Joy of Sake (June 24), 1,000 attendees
- Hawaii's Active Senior Expo 2022 (June 25-26), 11,000 attendees

FREE ADMISSION!

HAWAII'S 1ST ANNUAL
ACTIVE SENIOR
EXPO 2022

Servicing and Educating Families and their Kupunas™

Saturday, June 25 & Sunday, June 26, 2022

8:30am – 4pm • Hawaii Convention Center



Upcoming Local/Citywide Events

- Pacific Rim Championship 2022, (July 1-3), 1,600 attendees (CW/Sports)
- Goldschmidt Conference 2022, (July 10-15), 2,500 attendees (CW)



Tournament & Poly Fest (July 21-23), 6,000

GOLDSCHMIDT[®]
Hawai'i 2022



Definite Citywide Bookings for Remainder CY2022

Start Date	End Date	Event Name	Forecast Attendance	EEI Value	Tax Generation
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			9,400	\$53,867,598	\$6,920,633

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	06/06/22	06/10/22	SOH DOT Hawaiian Cultural Training	350
6	06/11/22	06/11/22	World Wide Dreambuilders Regional Rally	1,300
7	06/11/22	06/11/22	HMSA Kaimana Awards & Scholarship Luncheon	85
8	06/13/22	07/31/22	Monet: The Immersive Experience	100,000
9	06/14/22	06/15/22	AVID 2022	1,000
10	06/17/22	06/17/22	Honolulu Board of REALTORS General Membership Meeting	700
11	06/18/22	06/18/22	Jacinta and Jewel's Wedding	250
12	06/23/22	06/23/22	TKC 3RD STAGE AWARD TRIP	430
13	06/23/22	06/23/22	Dr. Richard Kelley - Celebration of Life	300
14	06/24/22	06/24/22	The Joy of Sake	1,000
15	06/24/22	06/25/22	Papa 'Ahu'ula	20
16	06/25/22	06/26/22	Hawaii's Active Senior Expo 2022	11,000
17	06/26/22	06/26/22	Na Kupuna Nights	400
18	06/28/22	06/30/22	2022 EWC International Media and EWC/EWCA International Conference	400

Cont...

Definite Local Bookings for next 3 months

		July 2022		
	Start Date	End Date	Description	Forecast Attendance
1	07/09/22	07/09/22	PFA Hawaii	425
2	07/09/22	07/09/22	Celebration of Life - Aunty Betty Jenkins	300
3	07/09/22	07/09/22	Leaders Forum	0
4	07/17/22	07/25/22	Hawaii Youth Symphony's Pacific Music Institute	250
5	07/19/22	07/19/22	2022 Educational Leadership Institute Conference	1,200
6	07/20/22	07/20/22	Tsuruda Organizational Open	350
7	07/20/22	07/20/22	Yadao Organizational Open	250
8	07/21/22	07/23/22	5-0 Volleyball Tournament & Poly Fest	6,000
9	07/21/22	07/24/22	American Youth Soccer Organization Section 7 Expo	200
10	07/23/22	07/23/22	Ma'ohi Nui - 20th Anniversary	2,500
11	07/25/22	07/26/22	Driver Education Classes	200
12	07/26/22	07/27/22	Hawaii State Judiciary Bar Exams	250
13	07/28/22	07/28/22	Merrill Lynch - Beyond Monet Reception	100
14	07/28/22	07/28/22	Hawaii Innovation Cloud Summit	200
15	07/30/22	07/30/22	Mrs. Philippines World	300
16	07/31/22	07/31/22	Na Kupuna Nights	400

Cont...

Definite Local Bookings for next 3 months

	August 2022			
	Start Date	End Date	Description	Forecast Attendance
1	08/03/22	08/03/22	Self Mastery – Playing to Win with Matt De La Cruz	450
2	08/04/22	08/05/22	Indo-Pacific Maritime Security Exchange	300
3	08/06/22	08/06/22	USAV Member Management Meeting	60
4	08/06/22	08/06/22	Tonga High School 75th Anniversary Ball	500
5	08/08/22	04/14/23	Conservation and Resources Enforcement Academy Program	50
6	08/10/22	08/10/22	Second Look Meeting	1,400
7	08/12/22	08/12/22	Lopez/Lee Wedding	150
8	08/12/22	08/13/22	Office on Language Access - Basic Orientation Workshop	100
9	08/13/22	08/13/22	Hawaii Home Buyers & Remodeling Expo 2022	1,000
10	08/13/22	08/13/22	HPH Summer Student Research Program - Scientific Presentation	100
11	08/17/22	08/17/22	2022 RNDC USA Holiday Tradeshow	900
12	08/19/22	08/20/22	2022 HSTA Summer Leadership Conference	400
13	08/20/22	08/20/22	Hawaii Stars Presents - After the Point	1,500
14	08/20/22	08/20/22	2nd Annual Hawaii Elite Basketball Showcase	500
15	08/25/22	08/26/22	Storm Water Quality Workshops	400
16	08/26/22	08/27/22	Collegiate Volleyball Tournament	500
17	08/27/22	09/01/22	International Society of Neurochemistry-APSN 2022 Meeting	400
18	08/27/22	08/27/22	NALC Branch 860 Retirement Party	220
19	08/31/22	09/15/22	US National Sake Appraisal	50

Repair and Maintenance Projects Update

Theatre #310 – New Carpet

BEFORE: Original carpet worn, backing separating from fibers, caused folds on surface and created safety hazard.



AFTER: Installed new carpet tiles on main level, provides flexibility in replacement and maintenance.



Theatre #310 – New Carpet



Theatre #310 – New Carpet



Rooftop Terrace Planter Upgrade



Rooftop Terrace Planter Upgrade





Mahalo Nui Loa

Tentative

Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
08/03/22	08/07/22	ANG Regional Yellow Ribbon Event	400
08/22/22	09/02/22	NAVFAC Pacific Meeting	160
08/27/22	08/27/22	Na Kupuna Nights	400
08/27/22	08/27/22	Destiny MMA	1,000
09/25/22	09/25/22	Na Kupuna Nights	400

Financial Update

	May FYTD Actual	FY 2022 Reforecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	17,577	17,577	31,181*	(13,604)	132,104
Facility Occupancy	28%	28%	20%	8%	32%
Facility Number of Events	195	213	100	113	238
Facility Gross Revenue	\$6,289,800	\$7,012,600	\$7,701,500	(\$688,900)	\$16,866,900
Facility Gross Expenses	\$10,376,500	\$11,825,200	\$13,218,900	\$1,393,700	\$17,649,200
Facility Net Loss	(\$4,086,700)	(\$4,812,600)	(\$5,517,400)	\$704,800	(\$782,300)
Local S&M Gross Expenses	(\$441,100)	(\$510,400)	(\$533,000)	\$22,600	(\$5,315,000)
HCC Net Loss	(\$4,527,800)	(\$5,323,000)	(\$6,050,400)	\$727,400	(\$6,097,300)
HVCB MCI Expenses**	(\$4,904,200)	(\$5,350,500)	(\$5,350,500)	\$0	\$0
HCC Net Loss + HVCB MCI	(\$9,432,000)	(\$10,673,500)	(\$11,400,900)	\$727,400	(\$6,097,300)

Hawai'i Convention Center

- Impact to HCC in FY22, cancellations and lost revenue impact
 - 2 associations - \$238k in lost revenue, 30,806 lost room nights
 - 3 city-wide corporate event - \$373k in lost revenue, 3,830 lost room nights (Best Western moved to 2023, 7,110 room nights)
 - 32 local events - \$1.65M in lost revenue
- Positive note, business on the books in remainder of FY22 (thru June 30, 2022)
 - 35 Definite events
 - 1 First Option event

As of March 25th, all restrictions lifted (staff mask mandate in place until April 1st)

10b

Discussion and Action on the Recommendation by
the Budget, Finance, and Convention Center
Standing Committee on Recommended Changes to
the HTA Fiscal Year 2023 Draft Budget

**Includes Changes to FY2023 Budget Worksheet as Presented to
the Budget, Finance, and Convention Center Standing
Committee Meeting on July 28, 2022**

Program Code	Budget Category	Program Title	ORIGINAL FY2023 - Draft Budget	CHANGE	CURRENT FY2023 - Draft Budget	PROPOSED CHANGE	PROPOSED FY2023 - Draft Budget	Comments
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$ -	\$ 150,000	\$ 150,000	\$ (150,000)	\$ -	Feedback from staff's discussions with Board members included a desire to bring back funding for this program. Sourced from funds that became available by reducing amounts previously budgeted for HTA staff fringe benefits. 6/28/2022 Update: Reduced to add back fringe benefits.
Subtotal	Hawaiian Culture			\$ 150,000		\$ (150,000)		
731	Community	Community-Based Tourism - Oahu	\$ 250,000	\$ 60,000	\$ 310,000	\$ (100,000)	\$ 210,000	Moved \$40,000 from CBT Oahu to CBT Maui County to fund additional support for Molokai DMAs. Also increased funding for all CBT programs. See above explanation regarding sourcing funds from amounts previously budgeted for fringe. 6/28/2022 Update: Reduced to add back fringe benefits.
732	Community	Community-Based Tourism - Maui County	\$ 250,000	\$ 140,000	\$ 390,000	\$ (100,000)	\$ 290,000	
733	Community	Community-Based Tourism - Hawaii Island	\$ 150,000	\$ 100,000	\$ 250,000	\$ (100,000)	\$ 150,000	
734	Community	Community-Based Tourism - Kauai	\$ 150,000	\$ 100,000	\$ 250,000	\$ (100,000)	\$ 150,000	
Subtotal	Community			\$ 400,000		\$ (400,000)		
322	Branding	Canada	\$ 750,000	\$ 50,000	\$ 800,000	\$ -	\$ 800,000	Staff recommends reducing the proposed budget for the China MMA and increasing funding for Canada, Korea and Oceania MMAs. 6/29/2022 Update: BFCC recommends reducing Japan MMA budget by \$500,000 and moving to Marketing Opportunity Fund.
323	Branding	Japan	\$ 6,500,000	\$ -	\$ 6,500,000	\$ (500,000)	\$ 6,000,000	
324	Branding	Korea	\$ 500,000	\$ 130,000	\$ 630,000	\$ -	\$ 630,000	
325	Branding	Oceania	\$ 750,000	\$ 200,000	\$ 950,000	\$ -	\$ 950,000	
329	Branding	China	\$ 500,000	\$ (380,000)	\$ 120,000	\$ -	\$ 120,000	
380	Branding	Marketing Opportunity Fund	\$ -	\$ -	\$ -	\$ 500,000	\$ 500,000	
Subtotal	Branding			\$ -		\$ -		
603	Safety and Security	Lifeguard Program	\$ -	\$ 200,000	\$ 200,000	\$ (200,000)	\$ -	Staff recommends restoring funding for this program as a result of discussions in our meetings with Board members. See above explanation regarding sourcing funds from amounts previously budgeted for fringe. 6/28/2022 Update: Reduced to add back fringe benefits.
Subtotal	Safety and Security			\$ 200,000		\$ (200,000)		
101	Administrative	Community-Industry Outreach & Public Relations Services	\$ 200,000	\$ 150,000	\$ 350,000	\$ (150,000)	\$ 200,000	Staff recommends increasing funds to support messaging and other communications program needs. See above explanation regarding sourcing funds from amounts previously budgeted for fringe. 6/28/2022 Update: Reduced to add back fringe benefits.
103	Administrative	HawaiiTourismAuthority.org	\$ 75,000	\$ -	\$ 75,000	\$ (25,000)	\$ 50,000	6/28/2022 Update: Reduced to add back fringe benefits.
901	Administrative	General and Administrative	\$ 648,700	\$ -	\$ 648,700	\$ (315,000)	\$ 333,700	6/28/2022 Update: Reduced to add back fringe benefits.
Subtotal	Administrative			\$ 150,000		\$ (490,000)		
919	Governance and Organization-Wide	Governance - Gen Board/Others	\$ 221,800	\$ -	\$ 221,800	\$ (48,882)	\$ 172,918	6/28/2022 Update: Reduced to add back fringe benefits.
Subtotal	Governance and Organization-			\$ -		\$ (48,882)		
931	Payroll	State Employees Fringe	\$ 1,010,340	\$ (1,010,340)	\$ -	\$ 1,355,973	\$ 1,355,973	Based on our discussions with B&F, we do not need to budget for fringe. 6/28/2022 Update: Add back fringe.
TBD-5	Payroll	State Employee Salaries - All	\$ 2,523,577	\$ 110,340	\$ 2,633,917	\$ (67,091)	\$ 2,566,826	Additional funds required for payroll. See above explanation regarding sourcing funds from amounts previously budgeted for fringe. 6/28/2022 Update: Reduced to add back fringe benefits.
Subtotal	Payroll			\$ (900,000)		\$ 1,288,882		
Total				\$ -		\$ -		

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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.	FY22 RFP Released 9/15/21 # 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 Hawaii County: 4 funded; \$267,000.00 O'ahu: 14 funded; \$705,000.00 Maui Nui: 5 funded; \$231,000.00 Kauai: 1 funded; \$25,000.00 Statewide: 7 funded; \$347,000.00	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 bridge Hawaiian community with the visitor industry.	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 as board of FY23 HCF to continue to administer	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)	YES	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.	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 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.	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.	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 Original method of procurement: Sole Source FY23: Exercise Option 4 To continue & complete Professional Congress Organizer, buildout of Hawaiian music & media microsite w/in gohawaii.com to extend our reach,	Maka Casson- Fisher
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	No in market activations have occurred in this calendar year. Several events are planned in Q3/Q4 2022.	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	The cultural practitioners for these in market activations are coordinate and organized by NaHHA on our behalf as part of their existing scope and contract.	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.	FY2019/2020 and the largest number of participants to date.	Increase visitor satisfaction maintain/increase # of entertainers supported through this program Decrease paper maps/pamphlets	Original procurement method for this current contract was a 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
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	Original procurement method for this current contract was a procurement exemption. Moving forward it will be a sole source to HIDOT-Airports. The program is administered by the VIP Program of HIDOT-Airports. Airports (MOA) - 7/1/21 - 9/30/22 (4 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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)	This program in CY22 will be administered by the vendor to be selected via IFB which is in process. The event will be a part of the schedule of the Hawai'i Tourism Conference tentatively scheduled for November 2022.	'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)	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.	FY22: CON 21026, CNHA Pop Up Mākeke Season 3 Estimated dollar value of marketing program including any media coverage: \$138,000.00 Hours of event coverage: 12 hours TV; 12 hours streaming Number of Orders: 4,503 Number of Units sold: 38,266 Number of visits to Popupmakeke.com: 465,668 (412,689 unique visitors) Customer Base Breakdown: Hawai'i: 78.2% Continent: 20.9% International: 0.4% FY22: CON18200S3 (in collaboration w/ DBEDT/CID/BDSD) 1) JPN Stream Brdcast - NaHHA partnered with (HARA) to sponsor Hōkū Nights. 2)Variety & Billboard/Artist Den This 4 episode series will iaair nationally. 3) HITI Concert Production in June 2022 4) HITI Concert Broadcast in later 2022.	Strengthen the Hawaii product and provide a medium to showcase its depth.	PO, RFP/Various	Kalani Kaanaana

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	FY22: He Aupuni Palapala data: End of Phase I - Total number of pages inventoried 56,760 '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: 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.	Increase # of impressions on Social Media platforms during Mahina 'Ōlelo Hawai'i/overall Increase # of followers on Social Media platforms during Mahina 'Ōlelo Hawai'i/overall Completed # of scanned/updated pages on Papakilo database # of Hawaiian words added to Ulukau.org Increase # of translators/resources for translation for formal documents Formalized Ho'okipa Ceremony for tourism Industry and # of industry partners trained	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 the Hawaiian culture/language and the visitor industry and other similar programs. Examples of programs that are being explored by staff include Awaiaulu, He Aupuni Palapala Phase 2, 'ŌiwiTV and 'Aha Pūnana Leo.	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	Note: State provided \$1.5m in general funds. Work covered by NaHHA Scope of Work - 3A.1 - Provide logistical support to HTA for FestPAC Commission mtgs; to include planning, execution, and meeting management & support Contractor: Native Hawaiian Hospitality Association (NaHHA) CON18200 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 Original method of procurement: Sole Source FY23: Exercise Option 4 To continue & complete Professional Congress Organizer, buildout of Hawaiian music & media microsite w/in gohawaii.com to extend our reach, and FestPAC 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.	Membership in these organizations allows HTA to foster deeper understanding of current issues, trends and other opportunities. This helps us better administer our programs.	Funds for CY2023 AIANTA & Native Hawaiian Chambers of Commerce	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.	N/A	N/A	Kalani Kaanaana

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$250,000	\$150,000	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.	FY21 performance data is not available. 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.	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.	This program will be restarted in FY23	Maka Casson-Fisher
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.	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,	FY23 See Ho'okipa Malihini Initiative	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 are 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. (see RAHCI and Kāhea Greetings Program - Harbors and Airports)	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,	FY23 RFP For this program, we're hoping to group togetherprograms that provide a Hawaiian sense of place to our visitors in visitor locations/areas across the islands, this would include programs like Kāhea Greetings Program - Harbors and Airport, the original RAHCI program, etc.	Irina De La Torre
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 For Exmample Past Performance/Data, see previous festivals & events (including, but not limited to): - Merrie Monarch - Aloha Festivals - Prince Kuhio Festival - Prince Lot Hula Festival	Economic Impact Media Value Exposure Highlight Hawaiian Culture Community Integration	New RFP for FY23	Maka Casson-Fisher
Subtotal	Perpetuating Hawaiian Culture		\$12,684,982	\$5,750,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	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	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. increased # of community programs supported increased # of visitor participation etc.	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 FY23 HCF to continue to administer	Maka Casson-Fisher
406	Natural Resources	Visitor Impact Program	\$1,886,910	\$285,000	1	§201B-11(c)(2)	Yes	To support/partner with other state agencies and organizations to implement programs and projects, that mitigate visitor (footprint) impact on the Hawai'i environment.	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 Toursim Forum. FY21 FY20 FY19	To establish 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 to implement programs, projects, and solutions that mitigate visitor impacts. This forum would promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals.	FY23: Sole Source - Hawai'i Green Business Program - Government Entity HRS procurement exemption FY23: RFP for a Sustainable Toursim Forum	Irina De La Torre
407	Natural Resources	Sustainable Tourism Association of Hawai'i (Hawaii Ecotouism 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.	FY 22 STAH will been 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.	Continue and expand HEA's Sustainable Tourism Associaiton of Hawaii's (STAH): 1) Sustainable Tour Operator Certification Program; 2) Tour Operator/Tour Guide Training Program; 3) Educational Outreach/Partnership Development	This program is different from TBD-3	Irina De La Torre

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
416	Natural Resources	Wahi Pana Series	\$250,000	\$0	1	§201B-7 §201B-14	Yes	A continuation of Kulāiwi 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. 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 as Kulāiwi series was a new program in FY22.	positive/increased economic impact toward regenerative tourism Highlight host and local culture through authentic experience and bridge visitors to kama'āina Increased resident sentiment and trust toward tourism industry Collaboration with other state entities, including	This program was cancelled due to lack of staff capacity. It will not be moved forward in FY23.	'Iwalani Kūali'i Kaho'ohano hano
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.	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 programl staff are included in the Payroll area in FY23.	N/A
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	\$169,000	\$300,000	3	§201B-3 (a)(20); §201B-7 (a) (3)	O'ahu: G.4 Kaua'i: G.1, I.1 Maui: E.1, G.2 Hawai'i Island: D.4,D.8,G.1,G.3,H.1 Molokai: B.2,B.3,D.1 Lanai:I.2	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. FY23 RFP for Capacity Workshops	Irina De La Torre
731	Community	Community-Based Tourism - Oahu	\$1,693,796	\$310,000	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/oa-hu-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 implmenetation 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. RFP or HRS Governmental entity exemption	Caroline Anderson
732	Community	Community-Based Tourism - Maui County	\$1,070,000	\$390,000	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 implmenetation 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. RFP or HRS Governmental entity exemption	Caroline Anderson

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
733	Community	Community-Based Tourism - Hawaii Island	\$846,204	\$250,000	3	§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)	YES	Implementation of Hawai'i 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 Hawai'i Island DMAP actions, including Destination Manager position. Hawai'i 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. RFP or HRS Governmental entity exemption	Caroline Anderson
734	Community	Community-Based Tourism - Kauai	\$840,000	\$250,000	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 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. RFP or HRS Governmental entity exemption	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 FY23: a new RFP to be issued for FW program	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	<p>\$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)</p> <p>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.</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>	N/A this is a new project	<p>A list of local resources for industry partners</p> <p># of people visiting e-commerce site</p> <p># of increased purchases on e-commerce site/vendor</p> <p>#of views/impressions on social media</p> <p>Collaboration with other state entities, especially on Made in Hawai'i</p>	<p>We'll be issuing an RFP(s) for this program in FY23.</p> <p>Holoholo Stories (Toyota Hawai'i)</p> <p>https://www.bing.com/videos/search?q=hohoholo+stories+toyota+hawaii&qpv=holoholo+stories+toyota+hawaii&FORM=VDR</p> <p>No current contract. This is a new project that will follow the structure of Kulāiwi Series from FY22.</p>	Dede Howa
Subtotal	Community		\$7,367,108	\$5,514,000								
4	Branding	Cruise Industry Consultant Services	\$100,000	\$100,000	4	201B-3(a)(10)	Yes	<p>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.</p>	<p>2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPD\$ 277,093 (+8.5%) Arrivals</p> <p>2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPD\$ 53,098 (-80.8%) Arrivals</p> <p>2021: Cruise No cruise ship activities in 2021.</p>	<p>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.</p>	<p>Contractor: Access Cruise, Inc. Contract Period: 11/16/20-9/30/23 with 2 one-year or 1 two-year options.</p>	Jadie Goo
010	Branding	HTUSA/HTJ Campaign Effectiveness Study	\$270,000	\$260,000	ALL	§201B-7(a)(8) (A) §201B-7(a)(8)(C)	No	<p>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.</p>	N/A	<p>Having a third party assessment to HTA funded major marketing campaigns in order to evaluate the return on investment.</p>	<p>RFP in process. Initial contract ending on 6/30/24 with 3 one-year options.</p> <p>CY2023 is the first year of the study with final reports due to HTA by June 2024.</p>	Jadie Goo

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	Last refresh was done in 2017.	'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 (Strategic Plan) and Hawai'i's brand.	N/A	'Iwalani Kūali'i Kaho'ohano hano
014	Branding	Pono Travel Education	\$400,000	\$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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
102	Branding	HTA Tourism Updates	\$231,000	\$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.	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 *** In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).	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
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: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 contractor will provide representation for each island, especially as it relates to the DMAPs, and work closely with HTA, its Global Marketing Teams and the numerous tourism industry partners to showcase each island's unique accommodations and activities. In the past, it's been the Island Chapters, which 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.	FY22 Contractor: Hawaii Visitors & Convention Bureau (Island Chapter Support Services) CON 21030 (Sole Source) Start date: 12/24/2021 End date: 12/31/2022 No contract options FY23 will go out for an RFP	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 Hawai'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 Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. HVCB's COVID-19 recovery plan continues to focus on welcoming visitors who want to mālama (take care of) Hawai'i during their visit. The Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way – to take the time to really know the island, form a deeper connection with Hawai'i's culture, travel mindfully and mālama Hawai'i.	2019: USA \$11.63B (+5.0%) Expenditures \$188.70 (+0.2%) PPPD\$ 6,871,839 (+7.9%) Arrivals 2020: USA Expenditures - NA PPPD\$ - NA 1,987,326 (-71%) Arrivals 2021: USA \$12.22B Expenditures \$199.70 PPPD\$ 6,465,360 (+225.3%) Arrivals 2022: USA (as of April 2022) \$4,076.5M (+121.4%) Expenditures \$228.90 PPPD\$ 2,463,763 Arrivals	Satisfactory execution of 2023 brand marketing plan, which encompasses the Destination Management Support Plan and Global support services Management Plan) as well as brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful visitors with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'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 Visitors & Convention Bureau Contract expiration date: 06/29/2022 A new RFP was issued in FY22 with initial contract ending on 12/31/2024 with one (1) two-year extension - in/around September 2024.	'Iwalani Kūali'i Kaho'ohano hano

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
322	Branding	Canada	\$800,000	\$800,000	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 Hawai'i, specifically the western provinces of British Columbia and Alberta. Canadian Snowbirds spend a great amount of time in Hawai'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 Hawai'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 Hawai'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 Hawai'i'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 Hawai'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
324	Branding	Korea	\$1,400,000	\$630,000	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
325	Branding	Oceania	\$1,900,000	\$950,000	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	\$120,000	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	Based on a review of current marketing conditions, reduced overall budget availability a determination was made to reduce our presence in the China market until market conditions improve. Staff are in the process of determining wind down costs of the existing contract and exploring a partnership with DBEDT to maintain a small presence in the market. Those plans will be taken to the BSCM and Full Board when ready.	Current Contractor: ITRAVLOCAL Limited Contract Period: 1/1/22 - 12/31/22 with no option. FY23 will need to be RFP and will be based on the outcomes of the planning being done by staff now.	Jadie Goo
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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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.	FY22 Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022 FY23: This was include in RFP in 22-01	'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	Funds will support the efforts of HTA's Global Marketing Team in digital marketing and project management services for platforms and programs, including the intellectual property data bank/digital assets library, destination website development; destination app development, maintenance and hosting; social media content management and reporting in collaboration; as well as crisis communication.	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 FY23: This was include in RFP in 22-01	'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-	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 Destination Int'l.	Continue to receive market intelligence and training & networking opportunities	N/A	Kalani Ka'anā'anā & 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)	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.	Examples 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 program staff are included in the Payroll area in FY23.	N/A
Subtotal	Branding		\$52,153,162	\$36,133,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 2023 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events. Also included will be television and radio advertising.	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. Example prior events include the Maui Invitational, Hawaii Bowl, LPGA Lotte Championship.	FY23 will be the first to make awards from this BLI.	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: 7/1/22 - TBD Options available Method of Procurement: RFP	Ross Willkom
Subtotal	Sports		\$4,444,889	\$3,967,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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
603	Safety and Security	Lifeguard Program	\$200,000	\$200,000	3	§201B-3(21)	No	This program provided much needed support to the Junior Lifeguard program.	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.	This program provided much needed support to the Junior Lifeguard program.	Ongoing discussions are happening with island Jr. Lifeguard programs for our youth.	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 - DK I 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, Līhu'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 Līhu'e, Kaua'i: 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	\$800,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	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 Sole Source / Exemption	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								
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 Small purchase	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	RFP or HRS Governmental entity exemption	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. Small Purchase RFQ for FY23 dashboards	Caroline Anderson

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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 Lāna'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. RFQ or HRS Exemption (Counties/Government entity and/or trainor/speaker)	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								
101	Administrative	Community-Industry Outreach & Public Relations Services	\$600,000	\$350,000	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

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
103	Administrative	Hawaiitourismauthori ty.org	\$100,000	\$75,000	ALL	\$201B-3 (a)(21)	YES	Ongoing design, support, maintenance, and hosting of the HTA's primary website.	<p>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.</p> <p>Currently, most people are visiting hawaiiauthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic.</p> <p>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).</p> <p>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).</p> <p>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).</p>	<p>Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages.</p> <p>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.</p>	<p>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), Swifttype (\$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.</p>	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.	<p>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 2020 Payments processed: 1884 2021 Payments processed: 950</p>	<p>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.</p> <p>FY23 procurements through Small Purchase and RFP.</p>	<p>Expenditures based on historical spend in this BLI.</p>	Keith Regan
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.	<p>Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32</p>	<p>Travel by admin team, including CEO, to support program efforts and meet with stakeholders.</p> <p>FY23 procurements will follow State travel procedures.</p>	<p>Travel budget increased due to anticipated increase in travel. In the prior year, travel budget was decreased due to COVID travel restrictions.</p>	Keith Regan
Subtotal	Administrative		\$2,851,104	\$1,143,700								
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.	<p>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.</p>	Keith Regan / Marc Togashi

Program Code	Budget Category	Program Title	FY2022 Budget (a/o May 31, 2022; see Note 2)	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
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	Payroll	State Employees Fringe	\$1,191,493	\$0	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.	Keith Regan
TBD-5	Payroll	State Employee Salaries - All	\$0	\$2,633,917	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	\$2,633,917								
Total			\$88,699,767	\$60,000,000								

Note 1: HTA's FY23 budget will be sourced from an appropriation of the State's General Funds. General Funds are typically subject to a restriction imposed by the Governor and B&F. In FY22, other General Fund-funded departments were subject to a restriction that required B&F approval to release up to 7% of the Department's appropriation. HTA staff will work with B&F to minimize the impact of the FY23 restriction, whose percentage has not yet been determined.

Note 2: FY 2022 budget includes FY21 Board reso and TAT restart funds.

10c.1

HCC Local Sales and Facility Budget FY2023
Presentation

Hawai'i Convention Center



FY 2023 Local Sales & Marketing Budget

(BFCC Mtg June 28, 2022)

FY 2023 Local Sales & Marketing

Expenses	FY 2023 Budget		FY 2022 Budget		Variance	CY 2020 Actual	CY 2020 Original Budget
Salaries & Benefits	58%	\$557,300	71%	\$379,500	\$177,800	\$357,800	\$707,200
Promotions, Advertising & Marketing	29%	\$282,600	10%	\$51,200	\$231,400	\$69,100	\$207,800
Maintenance Agreements	8%	\$83,800	13%	\$68,200	\$15,600	\$69,100	\$66,200
General & Administrative	2%	\$19,800	2%	\$22,500	(\$2,700)	\$5,100	\$23,300
Other	<u>3%</u>	<u>\$24,800</u>	<u>1%</u>	<u>\$11,600</u>	<u>\$13,200</u>	<u>(\$800)</u>	<u>\$8,000</u>
Total	100%	\$968,300	100%	\$533,000	\$435,300	\$500,300	\$1,012,500

Hawai'i Convention Center



*FY 2023
Facility
Budget*

FY 2022 Facility Budget

Budget Summary	FY 2023 Budget	FY 2022 Budget	Variance	CY 2020 Actual	CY 2019 Actual
Number of Events	200	100	100	55	238
Gross Revenue	\$13,041,400	\$7,701,500	\$5,339,900	\$7,785,800	\$16,866,900
Gross Expenses	<u>\$18,448,300</u>	<u>\$13,218,900</u>	<u>\$5,229,400</u>	<u>\$9,934,000</u>	<u>\$17,649,200</u>
Net Loss	(\$5,406,900)	(\$5,517,400)	\$110,500	(\$2,148,200)	(\$782,300)

Facility Revenue

Revenue	FY 2023 Budget	FY 2022 Budget	Variance	CY 2020 Actual	CY 2019 Actual
Rent	\$3,076,000	\$2,093,800	\$982,200	\$2,786,600	\$2,692,100
Food & Beverage	\$7,849,500	\$3,291,100	\$4,558,400	\$2,507,400	\$11,059,000
Event	\$2,050,400	\$2,299,600	(\$249,200)	\$2,407,700	\$2,880,100
Other	<u>\$65,500</u>	<u>\$17,000</u>	<u>\$48,500</u>	<u>\$84,000</u>	<u>\$235,700</u>
Total Revenue	\$13,041,400	\$7,701,500	\$5,339,900	\$7,785,700	\$16,866,900

Facility Expenses

Expenses	FY 2023 Budget	FY 2022 Budget	Variance	CY 2020 Actual	CY 2019 Actual
Salaries & Benefits, OPS	\$5,959,300	\$5,001,300	\$958,000	\$4,231,100	\$5,034,300
Contracted Labor, OPS	\$1,924,800	\$1,645,700	\$279,100	\$578,100	\$1,806,400
F&B Direct & Indirect	\$5,006,300	\$2,532,500	\$2,473,800	\$1,973,500	\$6,750,100
Utilities	\$2,611,900	\$1,894,700	\$717,200	\$1,811,300	\$2,575,900
R&M, OPS Supplies	\$1,685,200	\$1,319,000	\$366,200	\$912,900	\$1,027,700
Other (Mgmt Fee; Insurance, G&A, Fixed Assets)	<u>\$1,260,800</u>	<u>\$825,700</u>	<u>\$435,100</u>	<u>\$427,100</u>	<u>\$454,800</u>
Total Expenses	\$18,448,300	\$13,218,900	\$5,229,400	\$9,934,000	\$17,649,200

Breakdown of Salaries and Wages Increase YOY

1. Wage adjustments: Increase 34 hourly employees (housekeeping, landscaping, facilities and security) to market rates
2. Increase in facility staffing to service events

Year	FTE's Budgeted	FTE's Actual at EOY
FY 2023	87	TBD
FY 2022	78	63
CY 2021	55	52
CY 2020	90/25	55
CY 2019	86	78

3. 4% **cost of living adjustment**, no adjustments since April 2019, below 8.6% inflationary rate
4. Reinstiate **performance-based compensation, at 50% reduction of pre-COVID %'s**
 - %'s range from 2.5% to 10%

FY 2023 Budget Recap

Revenue:			
TAT Revenue		11,000,000	
		11,000,000	
Expenses:			
Local Sales & Marketing		968,300	
Facility Operations:			
Revenue	13,041,400		
Expense - Non-F&B	(13,442,000)		
Expense - F&B	(5,006,300)		
Subtotal	(5,406,900)	5,406,900	
Major Repairs & Maintenance		3,974,800	
HTA Allocation (Property Insurance, Studies)		650,000	
		11,000,000	

Note: Contract will shift from a payout basis of HTA reimbursing ASM for gross expenses to expenses net of revenues.

Hawai'i Convention Center



*FY 2023
Major R&M*

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	\$ 251,158	\$ 8,189,126	\$ 10,191,320					\$ 18,631,604
007	Kitchen Hood Control Panel and Fire Suppression	\$ 1,102,366	\$ 36,284	\$ 557,944	\$ 508,138					\$ 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	\$ 18,586	\$ 30,000	\$ 4,315,284					\$ 4,363,870
	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	\$ 1,558,783	\$ 439,558						\$ 1,998,341
017	Trellis Replacement	\$ 5,000,000	\$ 4,147,239	\$ 852,761						\$ 5,000,000
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 380,655	\$ -	\$ -	\$ 380,655					\$ 380,655
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)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
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, Temporary 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
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -				\$ 200,000	\$ 200,000	\$ 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	\$ 154,000					\$ 170,000
	GRAND TOTAL	\$ 136,003,087	\$ 6,560,358	\$ 16,787,468	\$ 95,421,697	\$ 5,228,892	\$ 6,409,671	\$ 2,095,000	\$ 2,800,000	\$ 135,303,086

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*
- *Air Wall Repairs; \$380,655, Qtr end Dec 2022*

- *TOTAL: \$9,995,655*

Major Repairs & Maintenance

Current and Priority Projects

- **CUMMING managed projects**

- Building Envelope Repairs – Kalakaua Kitchen Wall, 3rd fl Planters, Exterior Building Painting; \$18.7M, FY22
- Kitchen Fire Suppression System, \$684k, FY22
- Kitchen Hood Control Panels Replacement; \$390k, FY22
- Slate Tile Repairs; \$2.2M, FY22
- Chiller Replacement; \$4.4M, FY23
- F&B Refrigerator Replacement; \$320k, FY25

- **New PM/CM managed projects**

- Rooftop Terrace Deck Temporary Repair, \$15M, FY22
- Ballroom Gutter, Foyer Transom Glass and Soffit Repair and Upgrade, \$10.6M, FY23
- Ballroom Roof Repairs, \$3.2M, FY23
- House Sound Audio System Upgrade, \$1.4M, FY23
- Main Kitchen Dishwasher Replacement, \$300k, FY23

- **New PM/CM managed projects (cont.)**

- Parapet Roof Repairs, \$3M, FY23
- LED Lighting and Control System Upgrade, \$1.9M, FY24
- Lobby Water Feature, \$1.1M, FY24
- Ala Wai Waterfall Repair, \$1.1M, FY24
- Exterior Planter Repair, \$4M, FY24
- Children’s Courtyard Repair, \$250k, FY24
- Replace Air Handler Unit 9 and 10, \$300k, FY25
- Kahakai/Atkinson Drywell Rehabilitation, \$250k, FY26
- Fire Sprinkler Line Refurbishment, \$370k, FY26
- Boardroom Upgrade, \$1M, FY26
- Escalator and Elevator Refurbishment, \$1.6M, FY26
- Main Kitchen Flooring Replacement, \$2M, FY27

Major Repairs & Maintenance

Current and Priority Projects

- ***HCC managed projects***

- *Exterior Security Camera System; \$150k, FY22*
- *Chill Water Pipe Re-insulation; \$250k, FY22*
- *Air Wall Repairs; \$400k, FY22*
- *Ballroom and Meeting Room Wallpaper Replacement; \$450k, FY23*
- *Water Intrusion Remediation; \$400k, FY23*
- *Forklift Replacement; \$25k, FY23*
- *Roll-up Door Replacement; \$225k, FY24*
- *Elevator #2 Upgrade; \$250k, FY24*

- *Ice Machine Replacement; \$500k, FY24*
- *IT Network Upgrades; \$125k, FY24*
- *Ride-on Sweeper Replacement; \$55k, FY24*
- *Theatre 310 and 320 Furnishing and Seating Upgrade; \$1.25M, FY25*
- *F&B China and Equipment Upgrade; \$3.5M, FY25*
- *Electrical Harmonics Testing and Repair; \$100k, FY26*
- *PBX System Replacement; \$200k, FY26*

Repair & Maintenance Projects In Process

Issued Request for Qualifications (RFQ) and Request for Proposals (RFP):

- **Construction Management Project Management Services for HCC construction projects**
 - *Target award end July 2022*
- **Exterior Security Camera System, \$150,000**
 - *Target award August 2022*
- **Kitchen Fire Suppression System Replacement, \$684,000**
 - *Target award end July 2022*
- **Kitchen Hood Control Panels Replacement, \$390,000**
 - *Target award end July 2022*

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*
- *Trellis Renovation - \$4.65M, completed 2022*



Mahalo Nui Loa

FY 2023 HCC Budget Summary

	FY 2023 Budget	FY 2022 Budget	Variance	CY 2020 Actual	CY 2019 Actual
Definite Room Nights	22,985	31,181*	?	0	132,104
Facility Occupancy	29%	20%	9%		32%
Facility # of Events	200	100	100	55	238
Facility Gross Revenue	\$13,041,400	\$7,701,500	\$5,339,900	\$7,785,700	\$16,866,900
Facility Gross Expenses	\$18,448,300	\$13,218,900	\$5,229,400	\$9,824,600	\$17,649,200
Facility Net Loss	(\$5,406,900)	(\$5,517,400)	\$110,500	(\$2,038,900)	(\$782,300)
Local S&M Gross Expenses	(\$968,300)	(\$533,000)	(\$435,300)	(\$500,000)	(\$5,315,000)
HCC Net Loss	(\$6,375,200)	(\$6,050,400)	(\$324,800)	(\$2,538,900)	(\$6,097,300)

10c.2

HCC Local Sales & Marketing Budget FY2023



1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel (808) 943-3500
kelepa'i fax (808) 943-3599
kahua pa'a web hawaii-convention.com

ASM
HAWAII' I CONVENTION CENTER
LOCAL SALES & MARKETING BUDGET
FY23

June 20, 2022

Hawai'i Convention Center
Local Sales and Marketing Budget
FY23
06.20.22

Two years post the start of the pandemic, the Hawaii Convention Center (HCC) is excited to be working on events with no restrictions since March 26, 2022. Since January 2022 we have been experiencing the momentum of the return of events to the HCC. During the fiscal year ending June 30, 2023 (FY23), we are budgeting for 200 events, including 12 offshore citywide and 188 local, which equates to close to pre-pandemic levels. The 12 offshore events include associations, corporate and sporting citywide events. The return of the Japanese international market remains missing in the FY23 budget.

Local sales include small local meetings, banquets, concerts, festivals, tradeshow and sporting events. Historically local events have generated approximately \$7 million in revenue, or 42% of normal year (pre-pandemic) gross revenues. Post pandemic, the short-term local market will be key to restoring operations and revenue growth at HCC until we see the return of increased offshore citywide and international markets. We will work collaboratively with the Hawai'i Tourism Authority and its partners to assist us in marketing to the local market.

Our FY23 budget is \$968,300 which is \$435,300 (82%) more than the FY22 reforecast and budget of 533,000. The year over year increase in the budget is primarily due to the following:

1. Salaries, Wages and Benefits, \$177,800 increase.
 - a. Addition two FTEs
 - i. Contracting Manager whose primary responsibility will be to assist the local sales managers and HVCB Meetings, Conventions and Incentives team drafting license agreements, contract execution, space changes freeing up sellers time to sell.
 - ii. Administrative Assistant to assist the entire local sales team.
 - b. After going more than three years without any pay increases, we have included a 4% cost of living increase.
 - c. After going more than three years without any bonuses, we have reinstated bonuses for Managers and up at a 50% reduction of prior percentages.
2. Marketing, \$206,400 increase. HCC will be creating 3 special event promotions (Holiday Concert, Mother's Day, and Hawaiian Music Festival) and seeking \$50,000 to market/start-up these events which are expected to generate an overall positive event return on investment and involve the local community.

3. Maintenance Agreements, \$15,600 increase. Due to ASM Global Insights, customer engagement survey tool and Microsoft license fees.
4. Meetings & Conventions, \$12,700 increase. Travel to ASAE, IAEE and PCMA as requested by and to support HVCB.

HAWAII CONVENTION CENTER
LOCAL SALES & MARKETING
JULY 1, 2022 TO JUNE 30, 2023
Lead Income Statement

Budget

Operating Expenses	
Employee Salaries and Wages	443,100
Benefits	114,200
Net Employee Wages and Benefits	<u>557,300</u>
Marketing	257,600
Advertising	25,000
Maintenance Agreements	83,800
General and Administrative	19,800
Meetings & Conventions	18,700
Utilities	3,600
Other	2,500
Marketing Flexibility Fund	-
Total Operating Expenses	<u>968,300</u>

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail \$ 355,700	\$ 355,700
70006	Wages-Nonexempt	See Facility Salary Detail \$ 50,000	\$ 50,000
70008	OT-Nonexempt	See Facility Salary Detail \$ 900	\$ 900
70205	Bonus-Performance	See Facility Salary Detail \$ 36,500	\$ 36,500
71005	Payroll Taxes	See Facility Salary Detail \$ 38,900	\$ 38,900
71105	Benefits	See Facility Salary Detail \$ 56,900	\$ 56,900
71205	401 (k)	See Facility Salary Detail \$ 8,400	\$ 8,400
71505	Workers Compensation	See Facility Salary Detail \$ 10,000	\$ 10,000
73010	Professional Fees-Legal	Contract Related Legal Fees \$ 1,200	\$ 1,200
73050	Payroll Fees	ADP Payroll Processing (ASM) \$ 1,100 Workday (ASM) \$ 1,500	\$ 2,600
73055	Meals & Entertainment	\$500/mo \$ 6,000	\$ 6,000
73060	Meetings & Conventions	IAVM-July \$ 2,000 ASAE-Aug \$ 3,300 IAEE-Dec \$ 3,300 PCMA-Jan \$ 4,100	\$ 12,700
73065	Dues & Subscriptions	Exec Women Intl (1) \$ 300 HI Japanese Chamber Of Commerce \$ 400 IAEE \$ 900 Local Memberships (TN & HE) \$ 300	\$ 1,900
73095	Rental Office Equipment	Toshiba Copier Lease & Usage @ \$250/month \$ 3,000	\$ 3,000
73100	Office Supplies	Office Supplies \$ 1,000	\$ 1,000
73105	Printing & Stationary	Posters/Signage \$ 3,000 Business Cards \$ 2,000 Keyboard Calendar \$ 800 Other \$ 1,000	\$ 6,800
73125	Photography	Carbon Offset Sizzle video \$ 5,000 Event Photography (5 events @ \$600/fee) \$ 3,000 Food Photography \$ 2,000 Headshots for staff \$ 1,000 Shutterstock - stock photos \$ 300 Other \$ 2,300	\$ 13,600
73130	Advertising & Marketing	Local Advertising & Marketing \$ 25,000	\$ 25,000

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73140	Web Development & Maintenance	MeetHawaii.com (HCC portion of website) \$ 12,000 HCC Microsite - Asian \$ 3,800 HCC Microsite - Event Calendar \$ 300 Holiday e-Card \$ 2,550 DropBox Business \$ 900 Sketch-Up license \$ 600 Adobe Software \$ 630 SSL Wildcard Certificate \$ 400 HCC Blog Site Domain Renewal \$ 400 Flipbook Software \$25/mo \$ 300 ZOOM Pro license \$ 300 Vimeo subscription \$ 100 Blog Spam Blocker-Akismet @ \$10/mo \$ 120	\$ 22,400
73215	Promotional	Sponsorships May Day \$ 2,500 Na Hoku Gala \$ 2,500 Joy of Sake \$ 1,000 Hawaii Food & Wine Festival \$ 10,000 Chopsticks & Wine Festival \$ 2,500 Amenities @ \$175/mo \$ 2,100 Carbon Offset Promotion \$ 2,000 Client Mahalo/New Business Reception \$ 25,000 New Business Promos-Holiday Concert, 12/22 \$ 50,000 New Business Promos-Mother's Day, 5/23 \$ 50,000 New Business Promos-Hawaiian Music Festival, 9/23 \$ 50,000	\$ 197,600
73275	Computer Expense	Computer Exepenses \$ 1,000	\$ 1,000
73295	Employee Training	USI Training \$ 2,000 Litmos On-line Training (ASM) \$ 300	\$ 2,300
75105	Maintenance Agreements	Concept 3D On-line map hosting fee \$ 36,000 Concept 3D Panoramic hosting fee \$ 1,500 USI Software License, Hosting, Maintenance and Packages \$ 30,700 ASM Global Insights \$ 7,800 Regional Corporate Marketing Support \$ 4,700 Microsoft License (ASM) @\$625/user, 5 users \$ 3,100	\$ 83,800
78205	Telephone	Cell / iPad Service, AT&T @ \$300/mo \$ 3,600	\$ 3,600
79005	Community Relations	Limtiaco @ \$2,000/mo \$ 24,000	\$ 24,000
79905	Miscellaneous Expenses	Miscellaneous Expenses \$ 1,500	\$ 1,500
90090	FF & E Expense	FF & E \$ 1,000	\$ 1,000
	550	JULY 1, 2022 TO JUNE 30, 2023	\$ 968,300

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023
 Lead Income Statement - Comparison

	Budget	One Year Prior FY 2022 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)	One Year Prior FY 2022 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
Employee Salaries and Wages	443,100	269,064	174,036	65%	295,900	147,200	50%
Benefits	114,200	77,339	36,861	48%	83,600	30,600	37%
Net Employee Wages and Benefits	557,300	346,403	210,897	61%	379,500	177,800	47%
Marketing	257,600	55,226	202,374	366%	51,200	206,400	403%
Advertising	25,000	28,719	(3,719)	-13%	-	25,000	0%
Maintenance Agreements	83,800	67,800	16,000	24%	68,200	15,600	23%
General & Administrative	19,800	25,949	(6,149)	-24%	22,500	(2,700)	-12%
Meetings & Conventions	18,700	3,430	15,270	445%	6,000	12,700	212%
Utilities	3,600	3,806	(206)	-5%	3,600	-	0%
Other	2,500	1,667	833	50%	2,000	500	25%
Total Operating Expenses	968,300	533,000	435,300	82%	533,000	435,300	82%

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023
 Lead Income Statement - Comparison

	Budget	Three Years Prior CY 2020 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Four Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
Employee Salaries and Wages	443,100	270,487	172,613	64%	1,399,583	(956,483)	-68.34%
Benefits	114,200	87,279	26,921	31%	405,418	(291,218)	-71.83%
Net Employee Wages and Benefits	557,300	357,766	199,534	56%	1,805,001	(1,247,701)	-69.12%
Marketing	257,600	66,085	191,515	290%	918,984	(661,384)	-71.97%
Advertising	25,000	3,047	21,953	720%	306,890	(281,890)	-91.85%
Maintenance Agreements	83,800	69,107	14,693	21%	73,559	10,241	13.92%
General & Administrative	19,800	5,110	14,690	287%	70,429	(50,629)	-71.89%
Meetings & Conventions	18,700	(4,824)	23,524	-488%	563,755	(545,055)	-96.68%
Utilities	3,600	3,970	(370)	-9%	7,047	(3,447)	-48.91%
Other	2,500	-	2,500	0%	7,608	(5,108)	-67.14%
Total Operating Expenses	968,300	500,261	468,039	94%	5,251,866	(4,283,566)	-81.56%

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 355,700
70006	Wages-Nonexempt	\$ 50,000
70008	OT-Nonexempt	\$ 900
70205	Bonus-Performance	\$ 36,500
71005	Payroll Taxes	\$ 38,900
71105	Benefits	\$ 56,900
71205	401 (k)	\$ 8,400
71505	Workers Compensation	\$ 10,000
71705	Vacation Expense	\$ -
73010	Professional Fees-Legal	\$ 1,200
73015	Professional Fees-Other	\$ -
73050	Payroll Fees	\$ 2,600
73055	Meals & Entertainment	\$ 6,000
73060	Meetings & Conventions	\$ 12,700
73065	Dues & Subscriptions	\$ 1,900
73070	Postage	\$ -
73095	Rental Office Equipment	\$ 3,000
73100	Office Supplies	\$ 1,000
73105	Printing & Stationary	\$ 6,800
73125	Photography	\$ 13,600
73130	Advertising & Marketing	\$ 25,000
73140	Web Development & Maintenance	\$ 22,400
73215	Promotional	\$ 197,600
73220	Attendance Promotion	\$ -
73255	Sales & Use Tax	\$ -
73275	Computer Expense	\$ 1,000
75105	Maintenance Agreements	\$ 83,800
78205	Telephone	\$ 3,600
79005	Community Relations	\$ 24,000
79905	Miscellaneous Expenses	\$ 1,500
90090	FF & E Expense	\$ 1,000

Total	\$ 968,300
-------	------------

One Year Prior FY 2022 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
255,064	100,636	39%
-	50,000	-
-	900	-
14,000	22,500	161%
18,236	20,664	113%
32,463	24,437	75%
4,996	3,404	68%
10,080	(80)	-1%
11,564	(11,564)	-100%
100	1,100	1100%
963	(963)	-100%
355	2,245	632%
277	5,723	2066%
3,153	9,547	303%
703	1,197	170%
-	-	-
1,870	1,130	60%
197	803	408%
17,356	(10,556)	-61%
3,189	10,411	326%
28,719	(3,719)	-13%
9,237	13,163	143%
30,236	167,364	554%
-	-	-
3,405	(3,405)	-100%
1,000	-	-
67,800	16,000	24%
3,806	(206)	-5%
12,564	11,436	91%
-	1,500	-
1,667	(667)	-40%

\$ 533,000	\$ 435,300	82%
------------	------------	-----

One Year Prior FY 2022 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
269,900	85,800	32%
-	50,000	-
-	900	-
26,000	10,500	40%
28,400	10,500	37%
40,500	16,400	40%
8,100	300	4%
6,600	3,400	52%
-	-	-
1,200	-	-
-	-	-
1,100	1,500	136%
2,500	3,500	140%
3,500	9,200	263%
1,600	300	19%
-	-	-
3,000	-	-
1,000	-	-
13,600	(6,800)	-50%
8,700	4,900	56%
-	25,000	-
22,200	200	1%
7,100	190,500	2683%
-	-	-
-	-	-
1,000	-	-
68,200	15,600	23%
3,600	-	-
13,200	10,800	82%
1,000	500	50%
1,000	-	-

\$ 533,000	\$ 435,300	82%
------------	------------	-----

HAWAII CONVENTION CENTER
 LOCAL SALES & MARKETING
 JULY 1, 2022 TO JUNE 30, 2023

Acct#	Account Title	Budget	Three Years Prior CY 2020 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 355,700	265,890	89,810	34%
70006	Wages-Nonexempt	\$ 50,000	4,106	45,894	1118%
70008	OT-Nonexempt	\$ 900	18	882	4900%
70205	Bonus-Performance	\$ 36,500	473	36,027	7617%
71005	Payroll Taxes	\$ 38,900	12,482	26,418	212%
71105	Benefits	\$ 56,900	45,524	11,376	25%
71205	401 (k)	\$ 8,400	6,900	1,500	22%
71505	Workers Compensation	\$ 10,000	9,813	187	2%
71705	Vacation Expense	\$ -	12,560	(12,560)	-100%
73010	Professional Fees-Legal	\$ 1,200	209	991	474%
73015	Professional Fees-Other	\$ -	18	(18)	-100%
73050	Payroll Fees	\$ 2,600	765	1,835	240%
73055	Meals & Entertainment	\$ 6,000	326	5,674	1740%
73060	Meetings & Conventions	\$ 12,700	(5,150)	17,850	-347%
73065	Dues & Subscriptions	\$ 1,900	(32)	1,932	-6038%
73070	Postage	\$ -	17	(17)	-100%
73095	Rental Office Equipment	\$ 3,000	3,000	-	-
73100	Office Supplies	\$ 1,000	41	959	2339%
73105	Printing & Stationary	\$ 6,800	237	6,563	2769%
73125	Photography	\$ 13,600	18,877	(5,277)	-28%
73130	Advertising & Marketing	\$ 25,000	3,047	21,953	720%
73140	Web Development & Maintenance	\$ 22,400	31,909	(9,509)	-30%
73215	Promotional	\$ 197,600	(927)	198,527	-21416%
73220	Attendance Promotion	\$ -	(528)	528	-100%
73255	Sales & Use Tax	\$ -	855	(855)	-100%
73275	Computer Expense	\$ 1,000	-	1,000	-
75105	Maintenance Agreements	\$ 83,800	69,107	14,693	21%
78205	Telephone	\$ 3,600	3,970	(370)	-9%
79005	Community Relations	\$ 24,000	16,754	7,246	43%
79905	Miscellaneous Expenses	\$ 1,500	-	1,500	-
90090	FF & E Expense	\$ 1,000	-	1,000	-
Total		\$ 968,300	\$ 500,261	\$ 468,039	94%

Four Years Prior CY 2019	Variance More / (Less)	Percentage Change Increase (Decrease)
1,094,619	(738,919)	-68%
228,991	(178,991)	-78%
2,908	(2,008)	-69%
73,065	(36,565)	-50%
135,629	(96,729)	-71%
153,799	(96,899)	-63%
27,077	(18,677)	-69%
12,813	(2,813)	-22%
76,100	(76,100)	-100%
-	1,200	-
1,130	(1,130)	-100%
4,455	(1,855)	-42%
7,112	(1,112)	-16%
556,643	(543,943)	-98%
13,949	(12,049)	-86%
1,209	(1,209)	-100%
2,400	600	25%
906	94	10%
20,651	(13,851)	-67%
28,411	(14,811)	-52%
306,890	(281,890)	-92%
91,905	(69,505)	-76%
628,032	(430,432)	-69%
54,444	(54,444)	-100%
16,255	(16,255)	-100%
2,902	(1,902)	-66%
73,559	10,241	14%
7,047	(3,447)	-49%
50,576	(26,576)	-53%
7,608	(6,108)	-80%
-	1,000	-
\$ 5,251,866	\$ (4,283,566)	-82%

10c.3

HCC Facility Budget FY2023

ASM
HAWAI'I CONVENTION CENTER
FACILITY BUDGET
FY23

June 20, 2022

Two years post the start of the pandemic, the Hawaii Convention Center (HCC) is excited to be working on events with no restrictions since March 26, 2022.

Net Loss

Since the start of 2022 we have been experiencing the momentum of the return of local events to HCC, but it will take time to reach pre-pandemic financial results due to softer sales from all other markets during the pandemic. The fiscal year ending June 30, 2023 (FY23) will be a transitional year with no international events in FY23. Pre-pandemic the international market brought in approximately \$2M in gross revenues. The budgeted total net loss for FY23 amounts to \$5.4M which is \$594k more than the FY22 reforecast and \$111k less than FY22 budget.

Revenue

During FY23 we are budgeting for 200 events, including 12 offshore citywide and 188 local events, which equates to close to pre-pandemic levels. The 12 offshore citywide events include associations, corporate and sporting events and amounts to \$3.8M in gross revenues and represents 30% of total FY23 gross revenues.

Local sales include small local meetings, banquets, concerts, festivals, tradeshow, and sporting events. Post pandemic, the short-term local market will be key to restoring operations and revenue growth at HCC until we see the return of increased offshore citywide and international events. Historically local events have generated approximately \$7 million in revenue, or 42% of normal year (pre-pandemic) gross revenues. The 188 local events budgeted in FY23 amounts to \$8.9M in gross revenues which now represents 69% of total gross revenues. We anticipate an increase in local events due to the lack of citywide events we normally have on the calendar. This allows our local sales team to book more short-term business by having more available dates to select from.

The return of the high revenue yielding Japanese international market remains missing in the FY23 budget. We currently have no tentative events on the books during this period with this market slowly reopening.

Total gross revenues for FY23 is \$13M compared to the FY22 reforecast of \$7M and the FY22 budget of \$7.7M.

Expenses

Total operating expenses amounts to \$12.4M in FY23 compared to the FY22 reforecast of \$8.8M and the FY22 budget of \$8.6M.

The increase in the FY23 budget vs FY22 reforecast is primarily due to the following:

1. Salaries, Wages & Benefits, a net \$1.8M increase compared to FY22 reforecast and \$1.9M compared to the FY22 budget. As business increases to close to pre-pandemic levels it is

necessary to restore positions to service events while maintaining increased sanitation standards.

- a. FTE count increases by 9.55 to 87.35 in FY23 budget from 77.80 in FY22 budget for new positions, see Salaries detail schedule. As we have done historically, we will only move to hire new staff as warranted by business needs.
 - b. Pay adjustments to market levels for 34 hourly Utility Cleaners, Landscapers and Security Officers, positions that often remain vacant because we are unable to pay a competitive wage. This situation only worsens by incurring overtime pay, paying more for contract labor to fill the vacant positions and dealing with operational issues of training and retraining revolving contract labor.
 - c. After going three years without any pay raises since 2019 we have included a cost of living adjustment of 4% which is still less than the current year inflationary rate of 8.6%
 - d. After going three years without any bonuses, we have reinstated bonuses for Managers and up at a 50% reduction of pre-COVID bonus percentages.
2. Contracted Services, a \$474k increase compared to FY22 reforecast and \$186k increase compared to the FY22 budget.
 - a. Rates increases expected ranging from 3 – 12% based upon market research and soon to be issued Request for Proposal (RFP). RFP last issued in 2014.
 - b. Directly commensurate with the increase in business.
 3. Repairs & Maintenance (R&M), a \$269k increase compared to FY22 reforecast and \$252k increase compared to the FY22 budget.
 - a. Fire alarm system repairs including a tamper value relocation and duct removal, \$20k.
 - b. Generator, Main Air Compressor and Boiler maintenance new services, \$13k
 - c. State internal audit expected for escalator/elevators, \$67k and Liftnet elevator software, \$6k.
 - d. Security camera/access control maintenance software, \$60k.
 - e. Upgrades to Cloud for USI, event management system, \$6k.
 - f. Upgrade to Clouse for reader boards, \$30k.
 - g. Overall product and labor price increases
 4. Supplies, a \$171k increase compared to FY22 reforecast and \$103k increase compared to the FY22 budget.
 - a. \$71k for necessary HVAC filters
 - b. Directly commensurate with the increase in business.
 - c. Overall product price increases.
 5. Utilities, a \$342k increase compared to FY22 reforecast and \$717k increase compared to the FY22 budget. The increase is directly commensurate with the increase in business and increase in rates due to increased price of oil and war in Ukraine.
-

6. Other, a \$113k compared to FY22 reforecast and \$105k increase compared to the FY22 budget. The \$105k increase is curating services for 3 museum cases we plan to change out and enhance in FY23.
7. Management fees, a \$144k increase compared to FY22 reforecast and \$10k increase compared to the FY22 budget. HCC is not expecting to make certain performance incentive goals during FY22.
8. F&B Overhead, a \$584k increase compared to FY22 reforecast and \$469k increase compared to the FY22 budget.
 - a. FTE count increases by 1. 12 in FY23 budget compared to 11 in FY22 budget. As we have done historically, we will only move to hire new staff as warranted by business needs.
 - b. Also, directly commensurate with the increase in business.
9. Fixed Asset Purchases, a \$233k increase compared to FY22 reforecast and \$200k increase compared to the FY22 budget to cover increased needs due to aging, leaking facility and unexpected emergency repairs.

Beyond FY23

Beyond FY23 we do expect our financial picture to improve due to the increased number of citywide events in 2024 and 2025 coupled with the return of the international market.

Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: May 31, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	36,718	93,970	(57,252)	-61%	71,405	0	108,123
2023	36,743	71,864	(35,121)	-49%	71,380	7,395	108,123
2024	77,837	60,870	16,967	28%	30,285	16,110	108,123
2025	98,382	55,143	43,240	78%	9,741	9,459	108,123
2026	16,310	50,883	(34,573)	-68%	91,813	16,545	108,123
2027	0	46,582	(46,582)	-100%	108,123	49,410	108,123
2028	0	42,506	(42,506)	-100%	108,123	0	108,123
2029	0	33,721	(33,721)	-100%	108,123	7,097	108,123

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	9	24	(15)	-62%	21	0	30
2023	7	10	(3)	-30%	23	2	30
2024	8	7	1	15%	22	3	30
2025	6	6	0	6%	24	3	30
2026	1	5	(4)	-78%	29	2	30
2027	0	4	(4)	-100%	30	2	30
2028	0	3	(3)	-100%	30	0	30
2029	0	2	(2)	-100%	30	1	30

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 Lead Income Statement

	Budget
Event Income	
Direct Event Income	
Rental Income	3,076,000
Service Income	725,600
Service Expenses	<u>(2,218,600)</u>
Total Direct Event Income	<u>1,583,000</u>
Ancillary Income	
Gross F&B Revenue	7,849,500
Direct F&B Expenses	<u>(3,328,600)</u>
Gross Parking	1,007,000
Parking Expense	<u>(144,100)</u>
Electrical Service	88,800
A/V Service	152,400
Rigging Service	<u>76,600</u>
Total Ancillary Income	<u>5,701,601</u>
Total Event Income	<u>7,284,600</u>
Other Income	
Net Parking	7,000
Interest	6,000
Miscellaneous Income	<u>52,500</u>
Total Other Income	<u>65,500</u>
Adjusted Gross Income	<u>7,350,100</u>
Operating Expenses	
Employee Salaries and Wages	4,478,200
Benefits	1,481,100
Less: Event Labor Allocations	<u>(745,425)</u>
Net Employee Wages and Benefits	5,213,875
Contracted Services	1,780,700
General and Administrative Operations	124,400
Repair & Maintenance	1,100,400
Supplies	460,400
Insurance	171,000
Utilities	2,611,900
Other	122,400
Management Fees	456,800
F&B Overhead Expense	1,677,700
Less: Expenses Allocated	<u>(1,473,175)</u>
Total Operating Expenses	<u>12,447,200</u>
Net Income (Loss) From Operations	<u>(5,097,100)</u>
Other Income (Expenses)	<u>(9,800)</u>
Net Income (Loss) After Other Income (Expenses)	<u>(5,106,900)</u>
Fixed Asset Purchases	<u>(300,000)</u>
Net Income (Loss) after Fixed Asset Purchases	<u>(5,406,900)</u>
Gross Building Revenues	5,191,900
Gross Building Expenses	<u>13,442,000</u>
Building Net Income (Loss)	<u>(8,250,100)</u>
Gross F&B Revenues	7,849,500
Gross F&B Expenses	<u>5,006,300</u>
F&B Net Income (Loss)	<u>2,843,200</u>
Facility Net Cash Flow	<u>(5,406,900)</u>
Total Gross Revenues	13,041,400
Total Gross Expenses	<u>18,448,300</u>
Total Facility Net Cash Flow	<u>(5,406,900)</u>

HAWAII CONVENTION CENTER
JULY 1, 2022 TO JUNE 30, 2023

Lead Income Statement - Comparison

	Prior Year				Prior Year		
	Total	FY 2022 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)	FY 2022 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
Event Income							
Direct Event Income							
Rental Income	3,076,000	2,347,501	728,499	31%	2,093,800	982,200	47%
Service Income	725,600	1,190,276	(464,676)	-39%	1,826,700	(1,101,100)	-60%
Service Expenses	(2,218,600)	(1,686,267)	(532,333)	32%	(3,114,300)	(895,700)	29%
Total Direct Event Income	1,583,000	1,851,510	(268,511)	-15%	806,200	776,800	96%
Ancillary Income							
Gross F&B Revenue	7,849,500	2,284,464	5,565,036	244%	3,291,100	4,558,400	139%
Direct F&B Expenses	(3,328,600)	(1,109,420)	(2,219,180)	200%	(1,324,100)	2,004,500	-151%
Gross Parking	1,007,000	820,260	186,740	23%	326,600	680,400	208%
Parking Expense	(144,100)	(107,326)	(36,774)	34%	(51,000)	93,100	-183%
Electrical Service	88,800	36,253	52,547	145%	47,600	41,200	87%
A/V Service	152,400	132,840	19,560	15%	87,200	65,200	75%
Internet Service	-	-	-	0%	-	-	0%
Rigging Service	76,600	122,900	(46,300)	-38%	11,500	65,100	566%
Event Security Service	-	-	-	0%	-	-	0%
Event First Aid Service	-	-	-	0%	-	-	0%
Total Ancillary Income	5,701,601	2,179,971	3,521,630	162%	2,388,900	3,312,701	139%
Total Event Income	7,284,600	4,031,481	3,253,118	81%	3,195,100	4,089,500	128%
Other Income							
Parking, Non-Event	7,000	6,348	652	10%	-	7,000	0%
Interest	6,000	6,523	(523)	-8%	12,000	(6,000)	-50%
Miscellaneous Income	52,500	65,215	(12,715)	-19%	5,000	47,500	950%
Total Other Income	65,500	78,086	(12,586)	-16%	17,000	48,500	285%
Adjusted Gross Income	7,350,100	4,109,567	3,240,532	79%	3,212,100	4,138,000	129%
Operating Expenses							
Facility Salaries & Wages	4,478,200	2,969,431	1,508,769	51%	3,668,210	809,990	22%
Benefits	1,481,100	1,149,720	331,380	29%	1,333,100	148,000	11%
Less: Event Labor Allocations	(745,425)	(728,043)	(17,382)	2%	(1,747,185)	1,001,760	-57%
Net Employee Wages & Benefit	5,213,875	3,391,108	1,822,767	54%	3,254,125	1,959,750	60%
Contracted Services	1,780,700	1,306,803	473,897	36%	1,594,691	186,009	12%
General & Administrative	200,800	121,001	79,799	66%	140,100	60,700	43%
Operations	124,400	106,339	18,061	17%	113,400	11,000	10%
Repair & Maintenance	1,100,400	831,042	269,358	32%	848,400	252,000	30%
Supplies	460,400	289,015	171,385	59%	357,200	103,200	29%
Insurance	171,000	143,837	27,163	19%	112,000	59,000	53%
Utilities	2,611,900	2,269,643	342,257	15%	1,894,700	717,200	38%
Other	122,400	9,169	113,231	1235%	16,600	105,800	637%
Management Fees	456,800	313,040	143,760	46%	447,200	9,600	2%
F&B Overhead Expense	1,677,700	1,093,608	584,092	53%	1,208,400	469,300	39%
Less: Expenses Allocated	(1,473,175)	(1,062,155)	(411,020)	39%	(1,367,116)	(106,059)	8%
Total Operating Expenses	12,447,200	8,812,450	3,634,750	41%	8,619,700	3,827,500	44%
Net Income (Loss) From Operations	(5,097,100)	(4,702,883)	394,217	-8%	(5,407,600)	(310,500)	6%
Other Income (Expenses)	(9,800)	(42,992)	(33,192)	77%	(9,800)	-	0%
Net Income After Other Income (E)	(5,106,900)	(4,745,875)	361,025	-8%	(5,417,400)	(310,500)	6%
Fixed Asset Purchases	(300,000)	(66,728)	233,272	350%	(100,000)	200,000	200%
Net Income (Loss) after Fixed Asse	(5,406,900)	(4,812,603)	594,297	-12%	(5,517,400)	(110,500)	-2%
Gross Building Revenues							
Gross Building Revenues	5,191,900	4,728,116	463,784	10%	4,410,400	781,500	18%
Gross Building Expenses	13,442,000	9,622,155	3,819,845	40%	10,686,400	2,755,600	26%
Building Net Income (Loss)	(8,250,100)	(4,894,039)	3,356,062	69%	(6,276,000)	1,974,101	31%
Gross F&B Revenues							
Gross F&B Revenues	7,849,500	2,284,464	5,565,036	244%	3,291,100	4,558,400	139%
Gross F&B Expenses	5,006,300	2,203,028	2,803,272	127%	2,532,500	2,473,800	98%
F&B Net Income (Loss)	2,843,200	81,436	2,761,764	3391%	758,600	2,084,600	275%
Facility Net Cash Flow	(5,406,900)	(4,812,603)	594,297	-12%	(5,517,400)	(110,500)	2%
Total Gross Revenues							
Total Gross Revenues	13,041,400	7,012,580	6,028,820	86%	7,701,500	5,339,900	69%
Total Gross Expenses	18,448,300	11,825,183	6,623,117	56%	13,218,900	5,229,400	40%
Total Facility Net Cash Flow	(5,406,900)	(4,812,603)	594,297	-12%	(5,517,400)	(110,500)	2%

HAWAII CONVENTION CENTER
JULY 1, 2022 TO JUNE 30, 2023

Lead Income Statement - Comparison

	Two Years Prior CY 2020				Three Years CY 2019		
	Total	Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
Event Income							
Direct Event Income							
Rental Income	3,076,000	2,786,559	289,441	10%	2,692,054	383,946	14.26%
Service Income	725,600	2,030,006	(1,304,406)	-64%	1,420,608	(695,008)	-48.92%
Service Expenses	(2,218,600)	(2,037,625)	180,975	-9%	(2,128,704)	89,896	-4.22%
Total Direct Event Income	1,583,000	2,778,940	(1,195,940)	-43%	1,983,958	(400,958)	-20.21%
Ancillary Income							
Gross F&B Revenue	7,849,500	2,507,398	5,342,102	213%	11,058,969	(3,209,469)	-29.02%
Direct F&B Expenses	(3,328,600)	(1,030,342)	2,298,258	-223%	(4,905,194)	(1,576,595)	32.14%
Gross Parking	1,007,000	274,148	732,852	267%	961,409	45,591	4.74%
Parking Expense	(144,100)	(24,144)	119,956	-497%	(119,533)	24,567	-20.55%
Electrical Service	88,800	33,001	55,799	169%	135,825	(47,025)	-34.62%
A/V Service	152,400	47,895	104,505	218%	274,229	(121,829)	-44.43%
Internet Service	-	-	-	0%	26,220	(26,220)	-100.00%
Rigging Service	76,600	22,502	54,098	240%	61,849	14,751	23.85%
Event Security Service	-	-	-	0%	-	-	0.00%
Event First Aid Service	-	-	-	0%	-	-	0.00%
Total Ancillary Income	5,701,601	1,830,458	3,871,143	211%	7,493,774	(1,792,174)	-23.92%
Total Event Income	7,284,600	4,609,398	2,675,202	58%	9,477,732	(2,193,132)	-23.14%
Other Income							
Parking, Non-Event	7,000	11,978	(4,978)	-42%	52,575	(45,575)	-86.69%
Interest	6,000	35,247	(29,247)	-83%	140,611	(134,611)	-95.73%
Miscellaneous Income	52,500	37,005	15,495	42%	42,505	9,995	23.51%
Total Other Income	65,500	84,230	(18,730)	-22%	235,691	(170,191)	-72.21%
Adjusted Gross Income	7,350,100	4,693,628	2,656,472	57%	9,713,423	(2,363,323)	-24.33%
Operating Expenses							
Facility Salaries & Wages	4,478,200	2,965,815	1,512,385	51%	3,697,789	780,411	21.10%
Benefits	1,481,100	1,265,253	215,847	17%	1,336,487	144,613	10.82%
Less: Event Labor Allocations	(745,425)	(1,660,071)	914,646	-55%	(690,059)	(55,366)	8.02%
Net Employee Wages & Benefit	5,213,875	2,570,997	2,642,878	103%	4,344,217	869,658	20.02%
Contracted Services	1,780,700	552,967	1,227,733	222%	1,686,906	93,794	5.56%
General & Administrative	200,800	120,951	79,849	66%	217,046	(16,246)	-7.49%
Operations	124,400	104,482	19,918	19%	95,476	28,924	30.29%
Repair & Maintenance	1,100,400	576,829	523,571	91%	638,316	462,084	72.39%
Supplies	460,400	231,551	228,849	99%	293,929	166,471	56.64%
Insurance	171,000	52,001	118,999	229%	(635)	171,635	-27029.13%
Utilities	2,611,900	1,811,326	800,574	44%	2,575,900	36,000	1.40%
Other	122,400	1,400	121,000	8643%	15,605	106,795	684.36%
Management Fees	456,800	218,800	238,000	109%	290,400	166,400	57.30%
F&B Overhead Expense	1,677,700	943,120	734,580	78%	1,844,879	(167,179)	-9.06%
Less: Expenses Allocated	(1,473,175)	(401,221)	(1,071,954)	267%	(1,521,926)	48,751	-3.20%
Total Operating Expenses	12,447,200	6,783,203	5,663,997	84%	10,480,113	1,967,087	18.77%
Net Income (Loss) From Operations:	(5,097,100)	(2,089,575)	3,007,525	-144%	(766,690)	4,330,410	-564.82%
Other Income (Expenses)	(9,800)	(1,174)	8,626	-735%	(18,120)	(8,320)	45.92%
Net Income After Other Income (E)	(5,106,900)	(2,090,749)	3,016,151	-144%	(784,810)	4,322,090	-550.72%
Fixed Asset Purchases	(300,000)	(57,474)	242,526	422%	(47,068)	252,932	537.38%
Net Income (Loss) after Fixed Asse	(5,406,900)	(2,148,223)	3,258,677	-152%	(831,878)	4,575,022	-549.96%
Gross Building Revenues							
Gross Building Revenues	5,191,900	5,278,341	(86,441)	-2%	5,807,885	(615,985)	-10.61%
Gross Building Expenses	13,442,000	7,960,500	5,481,500	69%	10,948,659	2,493,341	22.77%
Building Net Income (Loss)	(8,250,100)	(2,682,159)	5,567,942	208%	(5,140,774)	3,109,327	60.48%
Gross F&B Revenues							
Gross F&B Revenues	7,849,500	2,507,398	5,342,102	213%	11,058,969	(3,209,469)	-29.02%
Gross F&B Expenses	5,006,300	1,973,462	3,032,838	154%	6,750,073	(1,743,773)	-25.83%
F&B Net Income (Loss)	2,843,200	533,936	2,309,264	432%	4,308,896	(1,465,696)	-34.02%
Facility Net Cash Flow	(5,406,900)	(2,148,223)	3,258,677	-152%	(831,878)	4,575,022	-549.96%
Total Gross Revenues							
Total Gross Revenues	13,041,400	7,785,739	5,255,661	68%	16,866,854	(3,825,454)	-22.68%
Total Gross Expenses	18,448,300	9,933,962	8,514,338	86%	17,698,732	749,568	4.24%
Total Facility Net Cash Flow	(5,406,900)	(2,148,223)	3,258,677	-152%	(831,878)	4,575,022	-549.96%

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 Net Cash Flow

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Gross Facility Revenues	\$ 1,006,970	\$ 329,260	\$ 445,217	\$ 470,552	\$ 397,053	\$ 326,488	\$ 248,413	\$ 319,418	\$ 481,456	\$ 641,166	\$ 318,784	\$ 207,125	\$ 5,191,900
Gross F&B Revenues	\$ 947,733	\$ 440,268	\$ 278,955	\$ 1,147,375	\$ 803,075	\$ 481,655	\$ 1,212,015	\$ 417,920	\$ 390,868	\$ 920,210	\$ 556,165	\$ 253,261	\$ 7,849,500
Total Gross Revenues	\$ 1,954,703	\$ 769,528	\$ 724,172	\$ 1,617,927	\$ 1,200,128	\$ 808,143	\$ 1,460,428	\$ 737,338	\$ 872,324	\$ 1,561,376	\$ 874,949	\$ 460,386	\$ 13,041,400
Total Gross Revenues Calendar Y-T-D)	\$ 1,954,703	\$ 2,724,230	\$ 3,448,402	\$ 5,066,329	\$ 6,266,456	\$ 7,074,599	\$ 8,535,027	\$ 9,272,365	\$ 10,144,689	\$ 11,706,065	\$ 12,581,014	\$ 13,041,400	
Gross Facility Expenditures	\$ 1,182,843	\$ 1,017,813	\$ 1,065,700	\$ 1,077,829	\$ 1,106,372	\$ 1,010,705	\$ 1,048,802	\$ 954,395	\$ 1,078,005	\$ 1,151,435	\$ 1,037,556	\$ 1,410,547	\$ 13,142,000
Gross F&B Expenditures	\$ 556,370	\$ 315,231	\$ 238,136	\$ 634,209	\$ 481,679	\$ 336,229	\$ 702,400	\$ 306,808	\$ 296,139	\$ 532,773	\$ 370,069	\$ 236,256	\$ 5,006,300
Fixed Asset Purchases	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 300,000
Total Gross Expenditures	\$ 1,764,213	\$ 1,358,045	\$ 1,328,836	\$ 1,737,037	\$ 1,613,051	\$ 1,371,934	\$ 1,776,201	\$ 1,286,203	\$ 1,399,144	\$ 1,709,208	\$ 1,432,625	\$ 1,671,803	\$ 18,448,300
Working Capital	\$ -										0		\$ -
Total Reimbursement to be Received From State (Monthly)	\$ 1,764,213	\$ 1,358,045	\$ 1,328,836	\$ 1,737,037	\$ 1,613,051	\$ 1,371,934	\$ 1,776,201	\$ 1,286,203	\$ 1,399,144	\$ 1,709,208	\$ 1,432,625	\$ 1,671,803	\$ 18,448,300
Total Reimbursement to be Received From State (Calendar Y-T-D)	\$ 1,764,213	\$ 3,122,257	\$ 4,451,093	\$ 6,188,131	\$ 7,801,182	\$ 9,173,115	\$ 10,949,317	\$ 12,235,520	\$ 13,634,663	\$ 15,343,872	\$ 16,776,497	\$ 18,448,300	
Total Net Cash Flow (Monthly)	\$ 190,490	\$ (588,517)	\$ (604,664)	\$ (119,111)	\$ (412,923)	\$ (563,791)	\$ (315,773)	\$ (548,865)	\$ (526,820)	\$ (147,832)	\$ (557,676)	\$ (1,211,418)	\$ (5,406,900)
Total Net Cash Flow (Calendar Y-T-D)	\$ 190,490	\$ (398,027)	\$ (1,002,691)	\$ (1,121,802)	\$ (1,534,725)	\$ (2,098,516)	\$ (2,414,290)	\$ (2,963,155)	\$ (3,489,974)	\$ (3,637,807)	\$ (4,195,482)	\$ (5,406,900)	

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 HTA Cash Flow

	July	August	September	October	November	December	January	February	March	April	May	June	Total
Gross Facility Expenditures	\$ 1,182,843	\$ 1,017,813	\$ 1,065,700	\$ 1,077,829	\$ 1,106,372	\$ 1,010,705	\$ 1,048,802	\$ 954,395	\$ 1,078,005	\$ 1,151,435	\$ 1,037,556	\$ 1,410,547	\$ 13,142,000
Gross F&B Expenditures	\$ 556,370	\$ 315,231	\$ 238,136	\$ 634,209	\$ 481,679	\$ 336,229	\$ 702,400	\$ 306,808	\$ 296,139	\$ 532,773	\$ 370,069	\$ 236,256	\$ 5,006,300
Total Gross Expenditures	\$ 1,739,213	\$ 1,333,045	\$ 1,303,836	\$ 1,712,037	\$ 1,588,051	\$ 1,346,934	\$ 1,751,201	\$ 1,261,203	\$ 1,374,144	\$ 1,684,208	\$ 1,407,625	\$ 1,646,804	\$ 18,148,300
Facility Fixed Asset Purchases	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 300,000
Total Expenditures	\$ 1,764,213	\$ 1,358,045	\$ 1,328,836	\$ 1,737,037	\$ 1,613,051	\$ 1,371,934	\$ 1,776,201	\$ 1,286,203	\$ 1,399,144	\$ 1,709,208	\$ 1,432,625	\$ 1,671,804	\$ 18,448,300
Working Capital	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Net Cash Flow Monthly	\$ 1,764,213	\$ 1,358,045	\$ 1,328,836	\$ 1,737,037	\$ 1,613,051	\$ 1,371,934	\$ 1,776,201	\$ 1,286,203	\$ 1,399,144	\$ 1,709,208	\$ 1,432,625	\$ 1,671,804	\$ 18,448,300
Year to Date	\$ 1,764,213	\$ 3,122,257	\$ 4,451,093	\$ 6,188,131	\$ 7,801,182	\$ 9,173,115	\$ 10,949,317	\$ 12,235,520	\$ 13,634,663	\$ 15,343,872	\$ 16,776,497	\$ 18,448,300	

Event Name	Event #	Attendance	31005	31090	32007	32013	32015	32020	32028	32030	32034	32045	32049	32050	32100	32125	32140	32150	Total Service Income	
			Rent Income	Rent Discount-HCC	Net Rental Income	Labor Billed	Security Billed	Security OC Billed	Changeover Setup Billed	Police/Fire Billed	First Aid Billed	Cleaning Billed	Equipment Rental Billed	Other Production Billed	Utilities Billed	Insurance Billed	Telephone Billed	Business Center Revenue		Other Services Billed
Goldschmidt Conference	37251	2,500	380,205	(380,205)	-	-	28,000	2,000	-	3,600	4,461	5,000	-	6,000	-	-	500	-	49,561	
Monet	37891	60,000	1,051,875	(867,375)	184,500	500	-	-	-	-	300	600	-	5,000	-	-	-	-	6,400	
Hawai'i Youth Symphony	36646	250	44,065	-	44,065	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Summer Bash	36694	2,500	26,870	(10,552)	16,318	-	-	-	-	490	-	1,600	-	600	-	-	-	-	2,690	
Mrs. Philippines World	38108	300	2,290	-	2,290	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pacific Rim Championships	37635	1,200	102,255	(52,255)	50,000	5,000	-	6,500	-	1,800	-	3,800	-	6,500	-	-	-	-	23,600	
Annual Native Hawaiian Conventior	38109	1,000	62,075	(31,038)	31,038	-	-	4,500	-	2,100	-	-	-	-	-	-	-	-	6,600	
Educational Leadership Institute	38066	1,000	30,930	(15,465)	15,465	-	-	650	-	600	-	1,100	-	200	-	-	1,300	-	3,850	
5-0 Volleyball Tournament	36694	1,200	75,250	(45,312)	29,938	7,200	-	3,200	-	2,160	-	-	-	-	-	-	-	-	12,560	
Hawai'i State Judiciary Bar Exams	37388	250	35,510	(17,755)	17,755	-	-	-	-	-	-	400	-	2,600	-	-	-	-	3,000	
Na Kupuna Nights	38078	400	10,530	(9,030)	1,500	-	-	-	-	-	-	100	-	100	275	-	-	-	475	
PSI Seminars	37851	100	5,920	-	5,920	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Hawaii Home Buyers & Remodeling	36480	1,000	8,510	-	8,510	-	-	350	-	360	1,800	700	-	-	-	-	-	-	3,210	
Aloha Region Friendship Tournamei	38123	800	70,000	(35,000)	35,000	2,200	-	1,690	-	1,300	-	1,650	-	-	-	-	-	-	6,840	
Na Hoku Hanohano Awards	35690	1,000	-	-	-	-	-	780	-	400	-	4,000	-	-	-	-	-	-	5,180	
Conservation & Resources Enforcen	38170	50	14,385	(7,193)	7,193	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175	
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Total July		74,150	1,950,670	(1,486,179)	464,491	14,900	-	45,670	2,000	-	12,810	6,561	19,850	-	21,400	550	-	1,800	-	125,541
Second Look Meeting	37846	1,400	13,935	-	13,935	500	-	700	-	350	-	300	-	-	-	-	-	-	1,850	
HPH Summer Student	37486	100	3,340	-	3,340	-	-	-	-	-	-	300	-	-	-	-	-	-	300	
RNDC USA Holiday Tradeshow	37896	900	15,970	(7,985)	7,985	800	-	780	-	-	300	5,000	-	400	-	-	-	-	7,280	
Storm Quality Workshops	37722	400	11,140	(5,570)	5,570	-	-	3,900	-	-	-	600	-	-	-	-	-	-	4,500	
Indo-Pacific Maritime Security Exch	38056	300	9,850	-	9,850	-	-	-	-	-	-	300	-	-	-	-	-	-	300	
Office on Language Access	38141	100	2,660	(1,330)	1,330	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Lopez/Lee Wedding	38036	150	5,000	(2,500)	2,500	-	-	-	-	-	-	300	-	-	-	-	-	-	300	
Fire Fighter Recruit Test	38146	750	11,065	(5,533)	5,533	-	200	-	-	300	-	-	-	-	-	-	-	-	500	
Comic Con Honolulu	37568	8,000	129,370	(12,937)	116,433	-	-	9,300	-	2,160	1,800	3,500	-	3,400	-	-	-	-	20,160	
College Tournaments Hawaii - Volle	38016	500	33,990	(25,493)	8,498	1,200	-	1,040	-	960	-	1,500	-	-	-	-	-	-	4,700	
Na Kupuna Nights	38079	400	10,530	(9,030)	1,500	-	-	-	-	-	-	100	-	100	275	-	-	-	475	
Intl Society of Neurochemistry	38116	400	85,670	(75,670)	10,000	500	-	-	-	-	4,461	2,000	-	-	-	250	-	-	7,211	
Conservation & Resources Enforcen	38170	50	21,235	(10,618)	10,618	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175	
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Total August		14,050	383,755	(171,665)	212,091	3,000	200	15,720	-	-	3,770	6,561	14,800	-	4,300	550	250	-	-	49,151
Hula Halau O Kamuela 20th Annivei	37622	1,200	19,845	(14,845)	5,000	-	-	-	-	-	125	2,000	-	-	-	-	-	-	2,125	
Worldwide Dreambuilders Rally	38044	1,300	11,065	-	11,065	500	-	700	-	350	350	300	-	-	-	-	-	-	2,200	
Aloha Festivals - Float Building	38088	200	66,780	(51,780)	15,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Hawai'i World Class Wedding Expo	37680	3,150	10,990	(2,748)	8,242	-	-	-	-	-	600	-	-	-	-	-	-	-	600	
Jurassic Adventure	37260	5,000	36,900	-	36,900	200	200	-	-	-	125	1,200	-	3,000	-	-	-	-	4,725	
Miss American Scholar Competition	37598	500	3,155	-	3,155	-	-	-	-	-	-	300	-	-	-	-	-	-	300	
Hawaii Agriculture Conference	37612	400	9,530	(4,765)	4,765	3,800	-	400	-	-	-	4,300	-	-	-	-	-	-	8,500	
US National Sake Appraisal	38143	50	3,800	-	3,800	-	-	-	-	-	150	225	-	-	-	-	-	-	375	
Okinawan Festival	35781	50,000	150,000	(40,000)	110,000	8,000	-	4,550	-	3,300	4,461	11,000	-	-	-	250	-	-	31,561	
Professional Community Day Sessio	38172	150	2,000	(1,000)	1,000	-	-	-	-	-	-	50	-	-	-	-	-	-	50	
Young At Heart Expo 2022	36324	4,000	34,000	(12,000)	22,000	-	900	-	-	1,200	4,461	1,300	-	200	-	-	-	-	8,061	
Hawaii Health Workforce Summit	38142	400	7,540	(3,770)	3,770	-	-	-	-	-	-	400	-	-	-	-	-	-	400	
Na Kupuna Nights	38080	400	10,530	(9,030)	1,500	-	-	-	-	-	-	100	-	100	275	-	-	-	475	
Conservation & Resources Enforcen	38170	50	20,550	(10,275)	10,275	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175	
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	-	-	-	-	-	500	
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200	
Total September		67,900	446,685	(180,213)	266,472	12,500	1,100	5,250	400	-	4,850	10,272	22,975	-	3,700	550	250	-	-	61,847

Event Name	Event #	Attendance	Event Allocation by Month																	
			31005	31090	32007	32013	32015	32020	32028	32030	32034	32045	32049	32050	32100	32125	32140	32150		
			Rent Income	Rent Discourt- HCC	Net Rental Income	Labor Billed	Security Billed	Security OC Billed	Changeover Setup Billed	Police/Fire Billed	First Aid Billed	Cleaning Billed	Equipment Rental Billed	Other Production Billed	Utilities Billed	Insurance Billed	Telephone Billed	Business Center Revenue	Other Services Billed	Total Service Income
Stars of Oceania	38028	300	10,550	(5,275)	5,275	-	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Global Breadfruit Summit	38030	300	2,500	(1,250)	1,250	-	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Applied Superconductivity Conferen	33676	1,800	322,035	(167,995)	154,040	1,000	-	2,000	-	-	3,600	4,461	5,000	-	6,000	-	-	500	-	22,561
Universal Show Queen Pageant	38054	1,000	16,860	(2,750)	14,110	500	-	780	1,000	450	300	125	4,000	-	1,800	-	-	-	-	8,955
Schools of the Future Conference	37576	1,500	83,590	(41,795)	41,795	-	-	3,250	600	-	1,200	250	-	-	-	-	-	-	-	5,300
Honolulu Board Of Realtors 100th A	37842	1,000	23,375	-	23,375	-	-	390	-	-	360	-	700	-	-	-	-	-	-	1,450
Water Resilience in Hawaii	38120	200	3,820	(1,910)	1,910	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
United Nations World Habitat Day	38006	800	15,000	(7,500)	7,500	-	-	-	-	-	-	-	800	-	-	-	-	-	-	800
Gay Bowl XXI Closing Reception	37200	800	10,530	-	10,530	2,500	-	325	-	-	-	-	300	-	-	-	-	-	-	3,625
Professional Community Day - Sessi	38173	150	2,000	(1,000)	1,000	-	-	1,000	-	-	300	-	50	-	-	-	-	-	-	50
Unspecified	00000	500	50,000	(25,000)	25,000	1,200	-	1,040	-	-	960	-	1,500	-	-	-	-	-	-	4,700
Na Kupuna Nights - Malio Concert	38082	400	10,530	(9,030)	1,500	-	-	-	-	-	-	-	100	-	-	275	-	-	-	475
Conservation & Resources Enforcen	38170	50	21,235	(10,618)	10,618	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University of Phoenix Graduation	00000	1,000	16,200	(8,100)	8,100	-	1,900	1,560	-	-	280	-	3,800	-	600	-	-	300	-	8,440
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	300	10,000	(5,000)	5,000	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Total October		11,500	663,225	(319,723)	343,503	5,200	1,900	9,345	1,600	450	7,000	4,836	19,750		9,100	550		800		60,531
American Medical Assn	26577	3,500	472,215	(472,215)	-	1,000	-	-	7,300	-	-	4,461	6,300	-	-	-	2,000	500	-	21,561
PBX-22	37813	2,000	25,575	-	25,575	-	2,400	4,000	-	-	720	1,800	1,900	-	-	-	-	100	-	10,920
Shawn Ray Hawaiian Classic	38023	1,000	11,065	-	11,065	-	300	-	-	200	-	-	2,300	-	-	-	-	-	-	2,800
HMSA Annual Meeting	37810	1,000	3,505	-	3,505	-	-	-	-	-	-	-	700	-	300	-	-	-	-	1,000
TRY Group 2022	37858	100	10,600	-	10,600	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	1,000	70,000	(35,000)	35,000	2,200	-	1,690	-	-	1,300	-	1,650	-	-	-	-	-	-	6,840
Hawaii Food & Wine Festival	37900	500	25,565	-	25,565	9,500	-	1,300	-	-	240	1,300	4,200	-	4,000	-	-	-	-	20,540
Coin Show Expo	37334	1,000	7,395	-	7,395	-	-	-	-	-	1,050	-	2,700	-	600	-	-	-	-	4,350
Governor's Emergency Education R	38132	400	10,000	(5,000)	5,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Miss Hawaii Teen USA & Miss Hawa	38104	1,000	25,030	-	25,030	-	-	325	-	-	300	125	4,800	-	1,800	-	-	-	-	7,350
Aloha Region Thanksgiving Tourna	38124	500	50,000	(25,000)	25,000	1,200	-	1,040	-	-	960	-	1,500	-	-	-	-	-	-	4,700
College Hoops 2022	34540	1,000	50,985	(38,239)	12,746	-	-	-	-	-	1,120	-	-	-	-	-	-	-	-	1,120
Conservation & Resources Enforcen	38170	50	15,755	(7,878)	7,878	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	275	-	-	-	-	775
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Total November		14,050	832,690	(610,831)	221,859	13,900	2,700	8,355	7,300	200	5,690	7,686	27,950		6,700	275	2,000	600		83,356
Central Pacific Bank Holiday Party	37840	1,000	16,740	-	16,740	1,000	200	300	-	-	420	-	1,000	-	-	-	-	-	-	2,920
Honolulu Board Of Realtors General	37606	1,200	23,685	(11,340)	12,345	-	-	440	-	-	420	-	700	-	-	-	-	-	-	1,560
Honolulu Marathon Expo	21642	20,000	38,690	(19,345)	19,345	-	1,300	1,170	400	-	1,260	1,800	250	-	-	-	-	-	-	6,180
JROTC Military Ball	37335	1,000	15,000	(7,500)	7,500	2,500	-	325	-	-	300	-	300	-	200	-	-	-	-	3,625
College Hoops 2022	34541	1,000	50,985	(38,239)	12,746	-	-	600	-	-	-	-	-	-	-	-	-	-	-	600
MabuHI Pacific Expo & Summit	37997	10,000	59,955	29,978	89,933	-	-	1,040	-	-	960	4,461	300	-	600	-	-	-	-	7,361
Aloha Region Christmas Festival	38125	500	50,000	(25,000)	25,000	1,200	-	1,040	-	-	960	-	1,500	-	-	-	-	-	-	4,700
Conservation & Resources Enforcen	38170	50	20,210	(10,105)	10,105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Holiday Concert with Na Leo (HCC E	38098	500	-	-	-	-	-	1,560	-	-	700	750	-	-	-	-	-	-	-	3,010
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	400	-	-	-	-	900
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Total December		36,250	330,265	(109,051)	221,214	4,700	1,500	6,475	400		5,020	7,011	5,650		1,200					31,956

License LOC
 Pending 1st Option
 Definite

Event Name	Event #	Attendance	31005	31090	32007	32013	32015	32020	32028	32030	32034	32045	32049	32050	32100	32125	32140	32150	Total Service Income
			Rent Income	Rent Discount- HCC	Net Rental Income	Labor Billed	Security Billed	Security OC Billed	Changeover Setup Billed	Police/Fire Billed	First Aid Billed	Cleaning Billed	Equipment Rental Billed	Other Production Billed	Utilities Billed	Insurance Billed	Telephone Billed	Business Center Revenue	
Hawaii Dental Assn	36672	3,000	34,780	-	34,780	-	-	2,145	200	-	1,800	300	-	-	-	-	250	-	4,695
The IAFOR International Conferenc	37909	180	12,060	-	12,060	-	-	-	-	-	-	300	-	-	275	-	-	-	575
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	-	-	275	-	-	-	275
Navy Exchange Pearl Harbor Holida	38140	500	4,015	-	4,015	500	-	-	-	700	-	-	-	-	-	-	-	-	1,200
Unspecified	00000	200	10,000	(5,000)	5,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Community Day - Sessi	38174	150	2,100	(1,050)	1,050	-	-	-	-	-	-	50	-	-	-	-	-	-	50
Conservation & Resources Enforcen	38170	50	20,880	(10,440)	10,440	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zendes	38216	3,000	500,000	(500,000)	-	1,000	-	7,800	6,000	1,800	2,100	7,000	-	-	-	1,000	-	-	26,700
EssilorLuxottica-North America Sale	38122	1,500	200,000	(200,000)	-	500	-	7,800	2,000	1,800	2,100	2,500	-	-	-	500	-	-	17,200
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Total January	9,680	838,835	(743,990)	94,845	2,000	-	17,745	8,200	3,600	4,900	1,800	11,050	-	400	825	1,500	250	-	52,270
Pacific Water Conference	37603	800	58,520	-	58,520	200	-	4,420	300	-	900	900	-	-	-	-	-	-	6,720
AAU Volleyball Hawai'i Grand Prix	33417	2,500	160,065	(95,065)	65,000	-	9,200	6,825	-	2,700	-	1,000	-	-	-	-	-	-	19,725
Hawai'i State Judiciary Bar Exams	37554	250	33,790	(16,895)	16,895	-	-	-	-	-	-	-	-	1,600	-	-	-	-	1,600
HPD Promotional Exams	38154	800	56,450	(28,225)	28,225	-	200	-	-	300	-	-	-	-	-	-	-	-	500
Conservation & Resources Enforcen	38170	50	16,560	(8,280)	8,280	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	200	-	-	-	-	-	-	200
Total February	6,000	420,385	(195,965)	224,420	200	9,400	11,245	300	-	3,000	900	3,900	-	2,000	275	-	-	-	31,220
Hawaiian Island Ministries	32939	4,500	104,070	(26,017)	78,053	300	-	5,000	-	-	125	5,000	-	-	-	-	-	-	10,425
Varsity Spirit Championships	34358	1,677	54,160	(40,620)	13,540	-	-	-	-	720	-	13,000	-	-	-	-	-	-	13,720
Woman's Expo 2023	36658	8,000	20,000	(10,000)	10,000	-	-	1,040	-	960	1,800	300	-	600	-	-	-	-	4,700
Hickam FCU	37169	1,000	6,000	(800)	5,200	700	-	-	150	360	-	300	-	-	-	-	-	-	1,510
Honolulu Festival	23504	15,000	170,000	(56,000)	114,000	-	-	13,000	-	800	1,080	18,000	-	8,300	-	-	50	-	42,730
Spring Break Madness	36683	1,000	44,520	(22,260)	22,260	1,800	-	2,535	-	1,200	-	1,650	-	-	-	-	-	-	7,185
Conservation & Resources Enforcen	38170	50	20,160	(10,080)	10,080	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	400	275	-	-	-	1,175
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	500	-	-	-	-	-	-	500
Unspecified	00000	300	20,000	(10,000)	10,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	5,000	(2,500)	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	5,000	(2,500)	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total March	33,027	518,910	(215,777)	303,133	2,800	-	21,575	150	800	4,320	3,425	39,750	-	9,300	275	-	50	-	82,445

CHANGE 33000 SERIES TO POSITIVE NUMBER ON BUDGET INPUT (EVENT ALLOC) WORKSHEET

Event Name	Event #	Attendance	33007		33013		33014		33015		33016		33028		33030		33034		33035		33052		33075		33080		33100	
			Facility Wages	Facility P/R taxes benefits	Security Wages	Security P/R taxes benefits	Contracted Security Labor	Event Security Wages	Contracted Facility Labor	Police/Fire Expense	First Aid Expense	Janitorial Wages	Contracted Janitorial Labor	Allocated Utilities Expense	Engineering Wages	IT Wages	Insurance Expense	Total Service Expenses	Direct Event Income									
Goldschmidt Conference	37251	2,500	(2,000)	(590)	(3,500)	(1,080)	(560)	(19,385)	(8,699)	(2,000)	(20,828)	(1,875)	(800)	(1,400)	-	(65,817)	(16,256)											
Monet	37891	60,000	(1,500)	(450)	(5,000)	(1,500)	(2,240)	-	(2,956)	(5,000)	(9,006)	(1,250)	(1,200)	-	(30,102)	160,798												
Hawai'i Youth Symphony	36646	250	(300)	(90)	(400)	(120)	-	-	(872)	(300)	(3,797)	-	(500)	-	(6,379)	37,686												
Summer Bash	36694	2,500	(500)	(150)	(500)	(130)	(560)	-	(2,616)	(500)	(5,150)	(150)	(300)	-	(10,981)	8,027												
Mrs. Philippines World	38108	300	(300)	(90)	(1,300)	(390)	-	-	(545)	(300)	(2,060)	-	(100)	-	(5,085)	(2,795)												
Pacific Rim Championships	37635	1,200	(2,500)	(750)	(2,000)	(600)	(2,016)	(4,500)	(11,663)	(800)	(7,531)	(1,625)	(1,000)	-	(36,545)	37,055												
Annual Native Hawaiian Conventio	38109	1,000	(500)	(150)	(600)	(180)	(336)	(3,115)	(2,289)	(600)	(2,381)	-	(300)	-	(12,271)	25,366												
Educational Leadership Institute	38066	1,000	(300)	(90)	(700)	(210)	(560)	(450)	(3,924)	(350)	(2,511)	(50)	(300)	-	(9,965)	9,350												
5-0 Volleyball Tournament	36694	1,200	(1,500)	(450)	(900)	(270)	(3,024)	(2,215)	(6,540)	(800)	(7,531)	-	(1,200)	-	(26,303)	16,195												
Hawai'i State Judiciary Bar Exams	37388	250	(250)	(75)	(100)	(30)	-	-	(654)	(700)	(247)	(650)	(300)	-	(3,006)	17,749												
Na Kupuna Nights	38078	400	(800)	(240)	(100)	(30)	(896)	-	(273)	(500)	(247)	(25)	(800)	-	(4,161)	(2,186)												
PSI Seminars	37851	100	(200)	(60)	(100)	(30)	(672)	-	(262)	(200)	(1,030)	(90)	(200)	-	(2,844)	3,076												
Hawaii Home Buyers & Remodeling	36480	1,000	(150)	(45)	(500)	(150)	(672)	(242)	(654)	(200)	(2,961)	-	(200)	-	(6,087)	5,633												
Aloha Region Friendship Tourname	38123	800	(1,000)	(300)	(1,500)	(450)	(2,016)	(1,170)	(3,815)	(800)	(7,531)	-	(800)	-	(20,509)	21,331												
Na Hoku Hanohano Awards	35690	1,000	(1,200)	(360)	(800)	(240)	(336)	(540)	(5,450)	(1,000)	(1,030)	-	(500)	-	(11,803)	(6,623)												
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	-	(1,145)	(100)	(824)	-	(100)	-	(2,689)	4,504												
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(1,030)	(100)	(200)	-	(5,775)	5,400												
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Total July	74,150	(14,400)	(4,310)	(19,700)	(5,920)	(14,896)	(31,618)	(59,223)	(11,082)	(15,350)	(77,344)	(5,815)	(9,200)	(1,400)	(500)	(270,758)	319,274											
Second Look Meeting	37846	1,400	(1,200)	(360)	(800)	(240)	(1,680)	(485)	(1,308)	-	(303)	(600)	(1,481)	(400)	-	(8,857)	6,928											
HPH Summer Student	37486	100	(500)	(150)	(1,000)	(300)	(336)	-	(4,578)	(500)	(1,481)	-	(200)	-	(9,045)	(5,405)												
RNDC USA Holiday Tradeshow	37896	900	(500)	(150)	(1,000)	(300)	(448)	(540)	(2,180)	(300)	(1,030)	(100)	(500)	-	(7,048)	8,217												
Storm Quality Workshops	37722	400	(500)	(150)	(1,500)	(450)	(1,344)	(2,700)	(4,687)	(600)	(1,481)	-	(300)	-	(13,712)	(3,642)												
Indo-Pacific Maritime Security Exch	38056	300	(500)	(150)	(500)	(150)	(336)	-	(2,725)	(600)	(1,545)	-	(300)	-	(6,806)	3,344												
Office on Language Access	38141	100	(200)	(60)	(200)	(60)	(672)	-	(523)	(200)	(1,030)	-	(200)	-	(3,145)	(1,815)												
Lopez/Lee Wedding	38036	150	(100)	(30)	(200)	(60)	(280)	-	(1,090)	(400)	(2,060)	-	(300)	-	(4,520)	(1,720)												
Fire Fighter Recruit Test	38146	750	(600)	(180)	(1,200)	(360)	-	-	(1,417)	(300)	(1,236)	-	(500)	-	(6,053)	(21)												
Comic Con Honolulu	37568	8,000	(1,200)	(360)	(2,500)	(750)	(3,808)	(6,438)	(7,194)	-	(1,872)	(3,000)	(8,561)	(1,150)	(800)	-	(37,634)	98,959										
College Tournaments Hawaii - Volle	38016	500	(1,000)	(300)	(1,200)	(360)	(1,680)	(720)	(3,052)	(500)	(7,531)	-	(700)	-	(17,875)	(4,678)												
Na Kupuna Nights	38079	400	(800)	(240)	(100)	(30)	(896)	-	(273)	(500)	(247)	(25)	(800)	-	(4,161)	(2,186)												
Intl Society of Neurochemistry	38116	400	(1,000)	(300)	(600)	(180)	(336)	-	(2,289)	(600)	(5,150)	(63)	(600)	(1,000)	-	(12,118)	5,094											
Conservation & Resources Enforcen	38170	50	(300)	(90)	(200)	(60)	-	-	(1,145)	(100)	(824)	-	(100)	-	(2,819)	7,799												
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(1,030)	(100)	(200)	-	(5,775)	5,400												
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Total August	14,050	(9,600)	(2,880)	(12,500)	(3,750)	(12,824)	(10,883)	(39,327)	(3,267)	(9,400)	(36,336)	(1,438)	(6,300)	(1,000)	(500)	(150,005)	111,236											
Hula Halau O Kamuela 20th Annive	37622	1,200	(500)	(150)	(350)	(105)	(448)	-	(2,834)	(400)	(2,884)	-	(300)	-	(7,971)	(846)												
Worldwide Dreambuilders Rally	38044	1,300	(1,000)	(300)	(800)	(240)	(1,680)	(485)	(1,308)	-	(303)	(600)	(2,884)	(400)	-	(10,000)	3,265											
Aloha Festivals - Float Building	38088	200	(500)	(150)	(800)	(240)	(336)	-	(1,090)	(300)	(2,060)	-	(500)	-	(5,976)	9,024												
Hawai'i World Class Wedding Expo	37680	3,150	(600)	(180)	(1,400)	(420)	(1,008)	-	(1,635)	(600)	(3,991)	(750)	(500)	-	(11,084)	(2,242)												
Jurassic Adventure	37260	5,000	(500)	(150)	(1,100)	(330)	(2,016)	-	(2,725)	(1,500)	(5,150)	(750)	(700)	-	(14,921)	26,704												
Miss American Scholar Competition	37598	500	(500)	(150)	(800)	(240)	(784)	-	(1,090)	(600)	(1,545)	-	(400)	-	(6,109)	(2,654)												
Hawaii Agriculture Conference	37612	400	(200)	(60)	(800)	(240)	(784)	-	(1,090)	(700)	(1,481)	-	(400)	-	(5,755)	7,510												
US National Sake Appraisal	38143	50	(600)	(180)	(50)	(15)	(112)	-	(1,570)	(100)	(1,545)	-	(100)	-	(4,272)	(97)												
Okinawan Festival	35781	50,000	(2,500)	(750)	(4,000)	(1,200)	(3,360)	(3,150)	(14,606)	(2,860)	(5,000)	(16,801)	(888)	(1,400)	-	(56,515)	85,046											
Professional Community Day Sessio	38172	150	(100)	(30)	(200)	(60)	(336)	-	(763)	(100)	(1,030)	-	(100)	-	(2,719)	(1,669)												
Young At Heart Expo 2022	36324	4,000	(1,000)	(300)	(150)	(45)	(4,704)	-	(654)	(1,500)	(6,180)	(425)	(900)	-	(16,898)	13,163												
Hawaii Health Workforce Summit	38142	400	(300)	(90)	(300)	(90)	(2,464)	-	(2,725)	(400)	(1,481)	-	(600)	-	(8,450)	(4,280)												
Na Kupuna Nights	38080	400	(800)	(240)	(100)	(30)	(896)	-	(273)	(500)	(247)	(25)	(800)	-	(4,161)	(2,186)												
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	-	(1,145)	(100)	(824)	-	(100)	-	(2,689)	7,587												
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(1,030)	(100)	(200)	-	(5,775)	5,400												
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(1,030)	-	(200)	-	(5,425)	5,075												
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(1,030)	-	(200)	-	(5,425)	(2,725)												
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	(400)	(824)	-	(200)	-	(5,219)	(2,519)												
Total September	67,900	(11,700)	(3,510)	(14,050)	(4,215)	(20,944)	(3,635)	(47,241)	(4,203)	(14,800)	(53,666)	(2,938)	(8,400)	-	(500)	(189,801)	138,518											

Event Name	Event #	Attendance	33007		33007		33013		33013		33014		33015		33016		33028		33030		33034		33035		33052		33075		33080		33100	
			Facility Wages	Facility P/R taxes benefits	Security Wages	Security P/R taxes benefits	Contracted Security Labor	Event Security Wages	Contracted Facility Labor	Police/Fire Expense	First Aid Expense	Janitorial Wages	Contracted Janitorial Labor	Allocated Utilities Expense	Engineering Wages	IT Wages	Insurance Expense	Total Service Expenses	Direct Event Income													
Stars of Oceania	38028	300	(300)	(90)	(300)	(90)	(2,464)	-	(2,725)	-	-	(400)	(2,060)	-	(600)	-	-	-	-	-	-	-	-	(600)	-	-	-	-	-	(9,029)	(3,254)	
Global Breadfruit Summit	38030	300	(300)	(90)	(300)	(90)	(2,464)	-	(2,725)	-	-	(400)	(1,442)	-	(600)	-	-	-	-	-	-	-	-	(600)	-	-	-	-	-	(8,411)	(6,661)	
Applied Superconductivity Conferen	33676	1,800	(1,500)	(450)	(1,500)	(450)	(560)	(1,385)	(8,371)	-	(3,120)	(2,000)	(14,803)	(1,875)	(800)	(1,200)	-	-	-	-	-	-	-	(800)	-	-	-	-	-	(38,014)	138,587	
Universal Show Queen Pageant	38054	1,000	(800)	(240)	(800)	(240)	(896)	(540)	(4,360)	(428)	(260)	(500)	(2,060)	(450)	(500)	-	-	-	-	-	-	-	-	(500)	-	-	-	-	-	(12,074)	10,992	
Schools of the Future Conference	37576	1,500	(1,000)	(300)	(1,000)	(300)	(1,904)	(2,250)	(3,090)	-	(1,040)	(500)	(3,090)	(750)	(400)	-	-	-	-	-	-	-	-	(400)	-	-	-	-	-	(17,548)	29,547	
Honolulu Board Of Realtors 100th A	37842	1,000	(300)	(90)	(700)	(210)	(784)	(270)	(1,417)	-	(312)	(500)	(1,030)	(225)	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(5,938)	18,887	
Water Resilience in Hawaii	38120	200	(500)	(150)	(500)	(150)	(336)	-	(2,725)	-	-	(600)	(515)	-	(300)	-	-	-	-	-	-	-	-	(300)	-	-	-	-	-	(5,776)	(3,566)	
United Nations World Habitat Day	38006	800	(800)	(240)	(1,000)	(300)	(672)	-	(1,962)	-	-	(600)	(4,120)	-	(400)	-	-	-	-	-	-	-	-	(400)	-	-	-	-	-	(10,094)	(1,794)	
Gay Bowl XXI Closing Reception	37200	800	(800)	(240)	(1,000)	(300)	(672)	(225)	(1,962)	-	(260)	(600)	(2,060)	(50)	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(8,369)	5,786	
Professional Community Day - Sessi	38173	150	(100)	(30)	(200)	(60)	(336)	-	(763)	-	-	(100)	(1,030)	-	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(2,719)	(1,669)	
Unspecified	00000	500	(800)	(240)	(1,000)	(300)	(1,680)	(720)	(3,052)	-	(832)	(500)	(4,000)	-	(700)	-	-	-	-	-	-	-	-	(700)	-	-	-	-	-	(13,824)	15,876	
Na Kupuna Nights - Malio Concert	38082	400	(800)	(240)	(100)	(30)	(896)	-	(273)	-	-	(500)	(247)	(25)	(800)	-	(250)	-	-	-	-	-	-	-	-	-	-	-	-	(4,161)	(2,186)	
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	-	(1,145)	-	-	(100)	(824)	-	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	-	(2,689)	7,929
University of Phoenix Graduation	00000	1,000	(2,500)	(750)	(250)	(75)	(1,568)	(1,080)	(4,898)	(243)	(1,500)	(1,545)	(150)	(600)	(100)	-	-	-	-	-	-	-	-	(600)	(100)	-	-	-	-	(15,259)	1,281	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	(100)	(200)	-	(250)	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,775)	5,400	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,425)	5,075	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,425)	(225)	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,425)	(2,725)	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Total October		11,500	(13,900)	(4,170)	(12,850)	(3,855)	(17,920)	(6,470)	(59,704)	(428)	(6,067)	(12,000)	(46,242)	(3,625)	(7,800)	(1,300)	(500)	(196,830)	207,204													
American Medical Assn	26577	3,500	(3,000)	(900)	(4,000)	(1,200)	(3,696)	-	(15,260)	-	-	(4,000)	(19,053)	(3,650)	(1,200)	(2,500)	-	-	-	-	-	-	-	(600)	(100)	-	-	-	-	(58,459)	(36,898)	
PBX-22	37813	2,000	(800)	(240)	(300)	(90)	(2,464)	(2,769)	(1,308)	(533)	(1,500)	(8,240)	(1,351)	(600)	-	-	-	-	-	-	-	-	-	(500)	-	-	-	-	-	(20,295)	16,200	
Shawn Ray Hawaiian Classic	38023	1,000	(800)	(240)	(600)	(180)	(560)	-	(1,308)	(190)	(500)	(1,030)	-	(500)	-	-	-	-	-	-	-	-	-	(500)	-	-	-	-	-	(6,408)	7,457	
HMSA Annual Meeting	37810	1,000	(400)	(120)	(700)	(210)	(672)	-	(2,071)	-	-	(200)	(2,266)	(75)	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(6,814)	(2,309)	
TRY Group 2022	37858	100	(400)	(120)	(300)	(90)	-	-	(1,635)	-	-	(200)	(3,605)	-	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(6,450)	4,150	
Unspecified	00000	1,000	(2,500)	(750)	(2,500)	(750)	(2,016)	(1,170)	(3,815)	-	(1,127)	(1,000)	(8,691)	-	(300)	-	-	-	-	-	-	-	-	(300)	-	-	-	-	-	(24,619)	17,221	
Hawaii Food & Wine Festival	37900	500	(900)	(270)	(900)	(270)	(1,120)	(900)	(4,360)	-	(208)	(800)	(5,150)	(1,000)	(2,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(17,878)	28,227	
Coin Show Expo	37334	1,000	(500)	(150)	(1,000)	(300)	(1,008)	-	(654)	-	-	(500)	(1,030)	(150)	(400)	-	-	-	-	-	-	-	-	(400)	-	-	-	-	-	(6,602)	5,143	
Governor's Emergency Education R	38132	400	(500)	(150)	(2,200)	(660)	(1,344)	-	(4,687)	-	-	(500)	(1,339)	-	(300)	-	-	-	-	-	-	-	-	(300)	-	-	-	-	-	(11,680)	(6,380)	
Miss Hawaii Teen USA & Miss Hawa	38104	1,000	(300)	(90)	(900)	(270)	(560)	(225)	(1,853)	-	(260)	(200)	(2,472)	(450)	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(7,780)	24,600	
Aloha Region Thanksgiving Tourna	38124	500	(1,500)	(450)	(2,000)	(600)	(1,680)	(720)	(3,052)	-	(832)	(500)	(7,531)	-	(700)	-	-	-	-	-	-	-	-	(700)	-	-	-	-	-	(19,565)	10,135	
College Hoops 2022	34540	1,000	(900)	(270)	(1,800)	(540)	(1,008)	-	(8,720)	-	(971)	(500)	(7,531)	-	(600)	-	-	-	-	-	-	-	-	(600)	-	-	-	-	-	(22,840)	(8,974)	
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	-	(1,145)	-	-	(100)	(1,030)	-	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(2,895)	4,983	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	(250)	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,675)	5,100	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,425)	5,075	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,219)	(2,519)	
Total November		14,050	(14,700)	(4,410)	(19,900)	(5,970)	(17,808)	(5,784)	(61,313)	(190)	(4,840)	(13,000)	(73,501)	(6,676)	(8,100)	(2,600)	(250)	(239,042)	66,173													
Central Pacific Bank Holiday Party	37840	1,000	(500)	(150)	(500)	(150)	(896)	(208)	(1,308)	-	(364)	(200)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	(200)	-	-	-	-	-	(5,506)	14,154	
Honolulu Board Of Realtors General	37606	1,200	(500)	(150)	(600)	(180)	(672)	(305)	(1,308)	-	(364)	(300)	(1,030)	(225)	(100)	-	-	-	-	-	-	-	-	(100)	-	-	-	-	-	(5,734)	8,171	
Honolulu Marathon Expo	21642	20,																														

CHANGE 33000 SERIES TO POSITIVE NUMBER ON BUDGET INPUT (EVENT ALLOC) WORKSHEET

Event Name	Event #	Attendance	33007		33013		33014		33015		33016		33028		33030		33034		33035		33052		33075		33080		33100	
			Facility Wages	Facility P/R taxes benefits	Security Wages	Security P/R taxes benefits	Contracted Security Labor	Event Security Wages	Contracted Facility Labor	Police/Fire Expense	First Aid Expense	Janitorial Wages	Contracted Janitorial Labor	Allocated Utilities Expense	Engineering Wages	IT Wages	Insurance Expense	Total Service Expenses	Direct Event Income									
Hawaii Dental Assn	36672	3,000	(1,200)	(360)	(3,600)	(1,080)	(2,464)	(1,485)	(5,450)	-	-	(2,000)	(6,180)	(4,500)	(600)	-	-	(28,919)	10,556									
The IAFOR International Conferenc	37909	180	(500)	(150)	(100)	(30)	-	(3,488)	-	-	(250)	(2,575)	-	(100)	-	(250)	(7,443)	5,192										
Unspecified	00000	300	(500)	(150)	(600)	(180)	(336)	-	(2,289)	-	-	(500)	(1,030)	(300)	-	(250)	(6,135)	4,140										
Navy Exchange Pearl Harbor Holida	38140	500	(500)	(150)	(500)	(150)	(1,232)	-	(2,861)	-	(607)	(300)	(2,060)	(100)	-	-	(8,460)	(3,245)										
Unspecified	00000	200	(500)	(150)	(600)	(180)	(336)	-	(2,289)	-	-	(500)	(1,030)	(300)	-	-	(5,885)	(885)										
Unspecified	00000	100	(500)	(150)	(600)	(180)	(336)	-	(2,289)	-	-	(500)	(824)	(300)	-	-	(5,679)	(3,179)										
Professional Community Day - Sessi	38174	150	(100)	(30)	(200)	(60)	(336)	-	(763)	-	-	(100)	(1,030)	(100)	-	-	(2,719)	(1,619)										
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	(1,145)	-	-	-	(100)	(1,030)	(100)	-	-	(2,895)	7,546										
Zendes	38216	3,000	(2,500)	(750)	(4,000)	(1,200)	(336)	(5,400)	(10,900)	(1,710)	(1,820)	(1,300)	(9,270)	(1,750)	(800)	(1,000)	(42,736)	(16,036)										
EssilorLuxottica-North America Sale	38122	1,500	(1,000)	(300)	(2,000)	(600)	(336)	(5,400)	(6,000)	(1,710)	(1,820)	(500)	(7,000)	(1,625)	(800)	-	(29,091)	(11,891)										
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	(100)	(200)	(250)	(5,775)	5,400										
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	(200)	-	-	(5,219)	(2,519)										
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	(200)	-	-	(5,219)	(2,519)										
Total January	9,680	(8,700)	(2,610)	(13,900)	(4,170)	(6,720)	(12,285)	(44,341)	(3,420)	(4,247)	(7,250)	(34,707)	(7,975)	(4,100)	(1,000)	(750)	(156,174)	(9,059)										
Pacific Water Conference	37603	800	(500)	(150)	(1,700)	(510)	(1,232)	(3,060)	(2,725)	-	-	(300)	(6,180)	(1,800)	(400)	-	(18,557)	46,683										
AAU Volleyball Hawai'i Grand Prix	33417	2,500	(2,000)	(600)	(2,000)	(600)	(2,016)	(4,725)	(8,829)	(2,340)	(1,500)	(2,575)	-	(1,000)	-	-	(28,185)	56,540										
Hawai'i State Judiciary Bar Exams	37554	250	(800)	(240)	(200)	(60)	-	(2,953)	-	-	(700)	(1,030)	(400)	(300)	-	-	(6,683)	11,812										
HPD Promotional Exams	38154	800	(600)	(180)	(1,000)	(300)	-	(1,417)	-	(260)	(300)	(2,060)	-	(500)	-	-	(6,617)	22,108										
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	(1,145)	-	-	(100)	(1,030)	(100)	-	-	-	(2,895)	5,386										
Unspecified	00000	300	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(824)	(100)	(200)	(250)	-	(5,699)	5,476										
Unspecified	00000	300	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,555)	4,945										
Unspecified	00000	300	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,555)	4,645										
Unspecified	00000	300	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(9,270)	(200)	-	-	-	(13,795)	(3,595)										
Unspecified	00000	200	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,555)	(2,855)										
Unspecified	00000	100	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,555)	(2,855)										
Unspecified	00000	100	(500)	(150)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,555)	(2,855)										
Total February	6,000	(7,600)	(2,280)	(8,600)	(2,580)	(5,600)	(7,785)	(33,091)	(2,600)	(5,700)	(28,119)	(2,300)	(3,700)	-	(250)	(110,205)	145,435											
Hawaiian Island Ministries	32939	4,500	(1,000)	(300)	(3,000)	(900)	(2,800)	(3,462)	(8,175)	-	-	(2,000)	(8,240)	(300)	(600)	-	(30,777)	57,701										
Varsity Spirit Championships	34358	1,677	(500)	(150)	(1,500)	(450)	(560)	-	(2,616)	(624)	(600)	(5,150)	-	(200)	-	-	(12,350)	14,910										
Woman's Expo 2023	36658	8,000	(1,000)	(300)	(3,000)	(900)	(3,920)	(720)	(4,316)	(832)	(2,000)	(15,450)	(270)	(600)	-	-	(33,308)	(18,608)										
Hickam FCU	37169	1,000	(400)	(120)	(500)	(150)	(560)	-	(1,090)	(312)	(500)	(1,751)	-	(100)	-	-	(5,483)	1,227										
Honolulu Festival	23504	15,000	(1,500)	(450)	(3,500)	(1,050)	(2,016)	(9,000)	(11,990)	(760)	(936)	(3,000)	(10,300)	(2,600)	(800)	-	(47,902)	108,828										
Spring Break Madness	36683	1,000	(1,500)	(450)	(1,500)	(450)	(2,800)	(1,755)	(4,796)	(1,040)	(800)	(8,240)	-	(1,000)	-	-	(24,331)	5,114										
Conservation & Resources Enforcen	38170	50	(200)	(60)	(200)	(60)	-	(1,145)	-	-	(100)	(824)	(100)	-	-	-	(2,689)	7,392										
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(100)	(200)	(250)	-	(5,775)	5,400										
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,425)	5,075										
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,425)	5,075										
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,425)	5,075										
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,425)	(2,925)										
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(1,030)	(200)	-	-	-	(5,425)	(2,925)										
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(824)	(200)	-	-	-	(5,219)	(2,719)										
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	(2,289)	(400)	-	(400)	(824)	(200)	-	-	-	(5,219)	(2,719)										
Total March	33,027	(9,300)	(2,790)	(17,200)	(5,160)	(15,344)	(14,937)	(52,440)	(760)	(3,744)	(12,200)	(57,783)	(3,270)	(5,000)	-	(250)	(200,177)	185,401										

Event Name	Event #	Attendance	33007		33007		33013		33013		33014		33015		33016		33028		33030		33034		33035		33052		33075		33080		33100		Total Service Expenses	Direct Event Income
			Facility Wages	Facility P/R taxes benefits	Security Wages	Security P/R taxes benefits	Contracted Security Labor	Event Security Wages	Contracted Facility Labor	Police/Fire Expense	First Aid Expense	Janitorial Wages	Contracted Janitorial Labor	Allocated Utilities Expense	Engineering Wages	IT Wages	Insurance Expense																	
American Roentgen Ray Society	37648	2,500	(1,800)	(540)	(4,000)	(1,200)	(2,912)	-	(5,014)	-	(2,860)	(2,500)	(9,270)	(650)	(800)	(1,400)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(32,946)	(24,596)		
Preventing Trauma, Violence	37581	700	(500)	(150)	(800)	(240)	(1,344)	(346)	(2,398)	-	-	(1,600)	(4,326)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(11,904)	11,013		
Hapalua Marathon	29116	5,000	(1,000)	(300)	(2,000)	(600)	(896)	-	(1,079)	-	(433)	(600)	(4,120)	-	(500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(11,528)	7,820		
First Hawaiian International Auto S	32945	45,000	(500)	(150)	(2,300)	(690)	(2,464)	(2,250)	(8,066)	(1,900)	(1,612)	(1,100)	(18,861)	(12,750)	(600)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(53,243)	102,567		
Aloha Region Regionals	37225	750	(1,500)	(450)	(1,500)	(450)	(1,500)	(1,170)	(3,741)	-	(1,127)	(700)	(7,531)	-	(1,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(21,185)	20,718		
Professional Community Day - Sessi	38175	150	(100)	(30)	(200)	(60)	(336)	-	(763)	-	-	(100)	(1,030)	-	(100)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(2,719)	(1,619)		
Chopsticks and Wine	37872	1,000	(500)	(150)	(1,400)	(420)	(672)	(495)	(1,308)	-	(208)	(600)	(3,090)	(225)	(500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(9,568)	16,272		
Hawai'i District Championships	38165	1,000	(1,500)	(450)	(2,000)	(600)	(3,920)	(2,025)	(6,714)	-	(650)	(700)	(7,531)	-	(1,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(27,091)	(5,716)		
Kawaii Kon	00000	4,000	(2,000)	(600)	(3,000)	(900)	(3,920)	(4,846)	(4,316)	-	(953)	(1,000)	(15,450)	(545)	(600)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(38,131)	59,719		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	(100)	(200)	-	-	-	-	-	-	-	-	-	-	-	(250)	-	-	(5,775)	5,400			
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	5,075		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	5,075		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	4,775		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	4,775		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	4,775		
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	4,775		
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	(2,725)		
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)		
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)		
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)		
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)		
Total April		62,700	(13,800)	(4,140)	(22,700)	(6,810)	(22,176)	(11,132)	(58,579)	(1,900)	(7,843)	(13,300)	(81,716)	(14,270)	(7,500)	(1,400)	(250)	(267,517)	203,251															
Intl Symposium on Radiopharmace	34986	500	(1,000)	(300)	(1,500)	(450)	(1,288)	(796)	(4,709)	-	-	(800)	(4,120)	-	(500)	(1,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(16,463)	(9,352)	
Shinnyo-En Hawai'i	28707	2,000	(300)	(90)	(1,200)	(360)	-	-	(3,924)	-	(607)	(1,400)	(2,060)	-	(300)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(10,241)	15,699	
May Day 2023	36771	1,600	(800)	(240)	(700)	(210)	(560)	(1,440)	(3,052)	-	(607)	(500)	(2,060)	-	(500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(10,669)	32,411	
Mothers Day Concert w/ Na Leo (HC	37563	500	(600)	(180)	(800)	(240)	(560)	(720)	(3,348)	-	-	(500)	(1,545)	-	(500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(8,993)	(7,953)	
Na Hōkū Hanohano Awards	35689	1,000	(1,200)	(360)	(800)	(240)	(336)	(540)	(5,450)	-	(347)	(1,000)	(1,545)	-	(500)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(12,318)	(7,138)	
Aloha Region Summer Volleyball	37767	1,000	(1,500)	(450)	(2,000)	(600)	(2,016)	(1,350)	(4,316)	(202)	(1,127)	(800)	(7,531)	-	(1,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(22,892)	20,408	
Jump Dance Convention	38045	1,500	(700)	(210)	(2,000)	(600)	(3,240)	(896)	(2,175)	-	(243)	(600)	(5,150)	-	(300)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(16,113)	15,292	
Myron B. Thompson Graduation	00000	400	(500)	(150)	(600)	(180)	(336)	-	(1,465)	-	-	(600)	(1,030)	-	(300)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,161)	(2,861)	
Hawaii Baptist Academy Graduation	00000	2,000	(800)	(240)	(800)	(240)	(1,120)	(415)	(1,962)	-	(260)	(600)	(2,060)	(200)	(300)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(8,997)	10,048	
Hawaii Technology Academy	00000	150	(500)	(150)	(500)	(150)	(336)	-	(959)	-	-	(500)	(1,545)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(4,840)	4,660	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	(100)	(200)	-	-	-	-	-	-	-	-	-	-	-	-	(250)	-	-	(5,775)	5,400		
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(1,030)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,425)	5,075	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	4,981	
Unspecified	00000	300	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	4,981	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	200	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)	
Unspecified	00000	100	(400)	(120)	(500)	(150)	(336)	-	(2,289)	-	-	(400)	(824)	-	(200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(5,219)	(2,519)	
Total May		12,850	(11,900)	(3,570)	(15,900)	(4,770)	(10,808)	(8,502)	(54,250)	(202)	(3,189)	(11,300)	(37,298)	(300)	(6,400)	(1,000)	(250)	(169,640)	84,036															
The Luau Volleyball	37398	3,000	(1,500)	(450)	(2,000)	(600)	(4,256)	(4,050)	(6,758)	-	(1,236)	(1,500)	(7,529)	(400)	(1,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(31,279)	17,291	
HPMG Professional Development D	38094	3,000	(1,000)	(300)	(600)	(180)	(336)	-	(1,090)	-	(607)	(600)	(6,180)	-	(300)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(11,193)	14,672
Hawai'i Hotel & Restaurant Show	35828	3,500	(1,500)																															

Event Name	Event #	Attendance	40810		40921		41805		41990		42060		42070		42205		42390		42605		42790	
			Self Parking Sales	Contracted Self Parking Labor	Net Parking	Contracted Electrical Sales	Electrical Concessionaire Share	Net Electrical	Gross Contracted A/V	Concessionaire Share	Net A/V	Gross Contracted Internet Sales	Internet Concessionaire Share	Net Internet	Gross Contracted Rigging Sales	Rigging Concessionaire Share	Net Rigging					
Stars of Oceania	38028	300	1,200	700	500	-	-	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-
Global Breadfruit Summit	38030	300	1,200	700	500	-	-	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-
Applied Superconductivity Conferen	33676	1,800	500	-	500	2,500	1,500	1,000	10,000	8,000	2,000	30,000	30,000	-	-	-	-	-	-	-	-	-
Universal Show Queen Pageant	38054	1,000	5,000	1,000	4,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Schools of the Future Conference	37576	1,500	14,000	2,000	12,000	5,000	3,000	2,000	5,000	4,000	1,000	5,000	5,000	5,000	5,000	-	-	-	-	-	-	-
Honolulu Board Of Realtors 100th A	37842	1,000	5,000	700	4,300	1,500	900	600	5,000	4,000	1,000	500	500	-	-	-	-	-	-	-	-	-
Water Resilience in Hawaii	38120	200	3,000	600	2,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United Nations World Habitat Day	38006	800	3,000	600	2,400	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-	-	-	-	-
Gay Bowl XXI Closing Reception	37200	800	3,000	600	2,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Community Day - Sessi	38173	150	1,000	-	1,000	-	-	-	500	400	100	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	500	3,600	300	3,300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Na Kupuna Nights - Malio Concert	38082	400	500	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University of Phoenix Graduation	00000	1,000	1,200	300	900	-	-	-	-	-	-	1,500	1,500	-	5,800	4,640	1,160	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	2,000	1,600	400	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total October		11,500	48,000	8,000	40,000	9,000	5,400	3,600	41,500	33,200	8,300	39,000	39,000	-	5,800	4,640	1,160					
American Medical Assn	26577	3,500	2,300	1,300	1,000	21,000	12,600	8,400	70,000	56,000	14,000	75,000	75,000	-	11,000	8,800	2,200	-	-	-	-	-
PBX-22	37813	2,000	7,000	800	6,200	9,000	5,400	3,600	10,000	8,000	2,000	1,200	1,200	-	-	-	-	-	-	-	-	-
Shawn Ray Hawaiian Classic	38023	1,000	5,000	1,000	4,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HMSA Annual Meeting	37810	1,000	5,000	800	4,200	-	-	-	-	-	-	-	-	-	7,000	5,600	1,400	-	-	-	-	-
TRY Group 2022	37858	100	500	-	500	-	-	-	2,000	1,600	400	5,000	5,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	1,000	7,200	3,300	3,900	-	-	-	500	400	100	-	-	-	-	-	-	-	-	-	-	-
Hawaii Food & Wine Festival	37900	500	4,800	700	4,100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coin Show Expo	37334	1,000	3,500	900	2,600	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Governor's Emergency Education R	38132	400	3,000	500	2,500	-	-	-	2,000	1,600	400	-	-	-	-	-	-	-	-	-	-	-
Miss Hawaii Teen USA & Miss Hawa	38104	1,000	4,000	600	3,400	-	-	-	1,500	1,200	300	-	-	-	-	-	-	-	-	-	-	-
Aloha Region Thanksgiving Tournar	38124	500	3,600	300	3,300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College Hoops 2022	34540	1,000	2,000	800	1,200	-	-	-	200	160	40	-	-	-	1,200	960	240	-	-	-	-	-
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	2,000	1,600	400	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total November		14,050	51,700	11,000	40,700	30,000	18,000	12,000	94,200	75,360	18,840	82,200	82,200	-	19,200	15,360	3,840					
Central Pacific Bank Holiday Party	37840	1,000	2,500	500	2,000	-	-	-	10,000	8,000	2,000	-	-	-	-	-	-	-	-	-	-	-
Honolulu Board Of Realtors General	37606	1,200	5,000	600	4,400	1,500	900	600	4,800	3,840	960	500	500	-	-	-	-	-	-	-	-	-
Honolulu Marathon Expo	21642	20,000	10,000	1,500	8,500	2,500	1,500	1,000	-	-	-	3,200	3,200	-	-	-	-	-	-	-	-	-
JROTC Military Ball	37335	1,000	3,000	600	2,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College Hoops 2022	34541	1,000	2,000	800	1,200	-	-	-	200	160	40	-	-	-	1,200	960	240	-	-	-	-	-
MabuHI Pacific Expo & Summit	37997	10,000	24,000	4,000	20,000	800	480	320	2,000	1,600	400	500	500	-	-	-	-	-	-	-	-	-
Aloha Region Christmas Festival	38125	500	3,600	300	3,300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Holiday Concert with Na Leo (HCC E	38098	500	6,000	1,000	5,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	500	-	500	-	-	-	2,000	1,600	400	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total December		36,250	59,900	9,300	50,600	4,800	2,880	1,920	29,000	23,200	5,800	6,200	6,200	-	1,200	960	240					

Event Name	Event #	Attendance	40810			40921			41805			41990			42060			42070			42205			42390			42605			42790		
			Self Parking Sales	Contracted Self Parking Labor	Net Parking	Contracted Electrical Sales	Electrical Concessionaire Share	Net Electrical	Gross Contracted A/V	Concessionaire Share	Net A/V	Gross Contracted A/V	Concessionaire Share	Net A/V	Gross Contracted Internet Sales	Internet Concessionaire Share	Net Internet	Gross Contracted Rigging Sales	Rigging Concessionaire Share	Net Rigging												
Hawaii Dental Assn	36672	3,000	13,500	2,000	11,500	30,000	18,000	12,000	12,000	9,600	2,400	4,000	4,000	4,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The IAFOR International Conferenc	37909	180	700	-	700	-	-	-	3,200	2,560	640	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Navy Exchange Pearl Harbor Holida	38140	500	2,500	500	2,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Professional Community Day - Sessi	38174	150	1,000	-	1,000	-	-	-	500	400	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Zendesk	38216	3,000	3,000	800	2,200	10,000	6,000	4,000	120,000	96,000	24,000	25,000	25,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
EssilorLuxottica-North America Sale	38122	1,500	2,000	600	1,400	10,000	6,000	4,000	100,000	80,000	20,000	20,000	20,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total January		9,680	26,500	3,900	22,600	50,000	30,000	20,000	246,700	197,360	49,340	50,000	50,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Pacific Water Conference	37603	800	15,000	1,500	13,500	12,000	7,200	4,800	3,000	2,400	600	1,200	1,200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
AAU Volleyball Hawai'i Grand Prix	33417	2,500	25,000	4,000	21,000	-	-	-	400	320	80	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Hawai'i State Judiciary Bar Exams	37554	250	1,800	450	1,350	-	-	-	200	160	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
HPD Promotional Exams	38154	800	3,000	500	2,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total February		6,000	49,600	6,450	43,150	12,000	7,200	4,800	19,600	15,680	3,920	3,200	3,200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Hawaiian Island Ministries	32939	4,500	15,000	2,500	12,500	2,000	1,200	800	11,000	8,800	2,200	500	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Varsity Spirit Championships	34358	1,677	3,000	1,200	1,800	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Woman's Expo 2023	36658	8,000	19,200	3,700	15,500	800	480	320	2,000	1,600	400	500	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Hickam FCU	37169	1,000	3,000	500	2,500	-	-	-	1,500	1,200	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Honolulu Festival	23504	15,000	21,000	4,000	17,000	3,500	2,100	1,400	11,000	8,800	2,200	-	-	-	-	24,000	19,200	4,800	-	-	-	-	-	-	-	-	-	-	-	-		
Spring Break Madness	36683	1,000	8,000	2,000	6,000	-	-	-	500	400	100	500	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Conservation & Resources Enforcen	38170	50	300	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total March		33,027	73,500	13,900	59,600	6,300	3,780	2,520	48,000	38,400	9,600	3,500	3,500	-	-	24,000	19,200	4,800	-	-	-	-	-	-	-	-	-	-	-	-		

License LOC
 Pending 1st Option
 Definite

Event Name	Event #	Attendance	40810			40921			41805			41990			42060			42070			42205			42390			42605			42790		
			Self Parking Sales	Contracted Self Parking Labor	Net Parking	Contracted Electrical Sales	Electrical Concessionaire Share	Net Electrical	Contracted A/V	Electrical Concessionaire Share	Net A/V	Gross Contracted A/V	Electrical Concessionaire Share	Net A/V	Gross Contracted Internet Sales	Internet Concessionaire Share	Net Internet	Gross Contracted Rigging Sales	Rigging Concessionaire Share	Net Rigging												
American Roentgen Ray Society	37648	2,500	2,000	1,500	500	3,500	2,100	1,400	60,000	48,000	12,000	105,000	105,000	-	-	-	-	-	-													
Preventing Trauma, Violence	37581	700	8,400	3,100	5,300	-	-	-	11,500	9,200	2,300	-	-	-	-	-	-	-														
Hapalua Marathon	29116	5,000	3,000	430	2,570	-	-	-	400	320	80	-	-	-	-	-	-	-														
First Hawaiian International Auto S	32945	45,000	60,000	3,000	57,000	85,000	51,000	34,000	4,000	3,200	800	-	-	-	-	-	-	-														
Aloha Region Regionals	37225	750	5,400	1,500	3,900	-	-	-	500	400	100	500	500	-	-	-	-	-														
Professional Community Day - Sessi	38175	150	1,000	-	1,000	-	-	-	500	400	100	-	-	-	-	-	-	-														
Chopsticks and Wine	37872	1,000	8,000	900	7,100	-	-	-	3,000	2,400	600	-	-	-	-	-	-	-														
Hawai'i District Championships	38165	1,000	3,600	300	3,300	-	-	-	200	160	40	-	-	-	-	-	-	-														
Kawaii Kon	00000	4,000	9,600	1,600	8,000	800	480	320	2,000	1,600	400	500	500	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-														
Unspecified	00000	300	500	-	500	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-														
Unspecified	00000	300	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	300	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Total April		62,700	108,000	12,330	95,670	89,300	53,580	35,720	106,100	84,880	21,220	108,000	108,000	-	-	-	-	-														
Intl Symposium on Radiopharmace	34986	500	1,000	900	100	-	-	-	10,000	8,000	2,000	-	-	-	-	-	-	-														
Shinnyo-En Hawai'i	28707	2,000	8,000	1,000	7,000	-	-	-	-	-	-	-	-	-	-	2,400	1,920	480														
May Day 2023	36771	1,600	5,000	800	4,200	-	-	-	-	-	-	-	-	-	-	15,000	12,000	3,000														
Mothers Day Concert w/ Na Leo (H)	37563	500	5,000	1,000	4,000	-	-	-	-	-	-	-	-	-	-	-	-	-														
Na Hökü Hanohano Awards	35689	1,000	4,800	300	4,500	-	-	-	-	-	-	-	-	-	-	5,000	4,000	1,000														
Aloha Region Summer Volleyball	37767	1,000	7,200	3,600	3,600	-	-	-	250	200	50	-	-	-	-	-	-	-														
Jump Dance Convention	38045	1,500	4,500	3,000	1,500	-	-	-	-	-	-	1,750	1,750	-	-	-	-	-														
Myron B. Thompson Graduation	00000	400	3,360	500	2,860	-	-	-	-	-	-	-	-	-	-	2,500	2,000	500														
Hawaii Baptist Academy Graduation	00000	2,000	2,000	500	1,500	-	-	-	-	-	-	-	-	-	-	2,500	2,000	500														
Hawaii Technology Academy	00000	150	1,280	280	1,000	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	400	320	80														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-														
Unspecified	00000	300	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	300	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Total May		12,850	48,640	11,880	36,760	-	-	-	27,250	21,800	5,450	2,750	2,750	-	-	27,800	22,240	5,560														
The Luau Volleyball	37398	3,000	14,400	3,400	11,000	-	-	-	250	200	50	2,550	2,550	-	-	-	-	-														
HPMG Professional Development D	38094	3,000	12,000	2,000	10,000	-	-	-	10,000	-	-	-	-	-	-	-	-	-														
Hawai'i Hotel & Restaurant Show	35828	3,500	18,000	3,000	15,000	2,500	1,500	1,000	2,500	2,000	500	2,000	2,000	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	1,000	1,000	-	-	-	-	-														
Unspecified	00000	300	1,000	-	1,000	-	-	-	5,000	4,000	1,000	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	200	500	-	500	-	-	-	1,000	800	200	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Unspecified	00000	100	500	-	500	-	-	-	-	-	-	-	-	-	-	-	-	-														
Total June		11,100	49,900	8,400	41,500	2,500	1,500	1,000	19,750	15,800	3,950	6,550	6,550	-	-	383,000	306,400	76,600														
Grand Total		353,257	1,007,000	144,100	862,900	222,000	133,200	88,800	762,000	609,600	152,400	350,000	350,000	-	-	383,000	306,400	76,600														

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 EXECUTIVE DEPARTMENT
 500

Acct#	Account Title		Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 372,200
70006	Wages-Nonexempt	See Facility Salary Detail	\$ 43,300
70008	OT-Nonexempt	See Facility Salary Detail	\$ 1,500
70205	Bonus-Performance	See Facility Salary Detail	\$ 24,800
71005	Payroll Taxes	See Facility Salary Detail	\$ 32,300
71105	Benefits	See Facility Salary Detail	\$ 41,600
71205	401 (k)	See Facility Salary Detail	\$ 12,500
71505	Workers Compensation	See Facility Salary Detail	\$ 10,200
73060	Meetings & Conventions	IAVM (TO)	\$ -
		Hawaii Tourism & Lodging Assn (TO)	\$ 500
		Miscellaneous	\$ 500
73065	Dues & Subscriptions	Waikiki Improvement Member	\$ 1,300
		HVCB Corporate Dues	\$ 1,500
		Chamber of Commerce	\$ 1,000
		PCMA	\$ 500
		ASAE	\$ 500
		Hawaii Lodging & Tourism Association	\$ 500
		Native Hawaiian Hospitality	\$ 300
		PBN	\$ 300
		IAAM	\$ 500
		IAVM	\$ 500
		MPI	\$ 400
		PATA	\$ 300
		SHRM Federal and State	\$ 300
		Venue Management	\$ 200
		AMEX (2)	\$ 200
		Other Trade Publications/Journals	\$ 100
73295	Employee Training	Employee Training-Continuing Education, Speakers, Training	\$ 5,000
		Litmos On-line Training (ASM)	\$ 3,900
73905	Miscellaneous G & A	Other Miscellaneous Expense	\$ 200
90090	FF & E Expense		\$ 400
	500	JULY 1, 2022 TO JUNE 30, 2023	\$ 557,300

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 EXECUTIVE DEPARTMENT
 500

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
70005	Salaries-Exempt	\$ 372,200	251,856	120,344	47.8%	323,300	48,900	15.1%	292,582	79,618	27.2%	180,864	191,336	105.8%
70006	Wages-Nonexempt	\$ 43,300	41,570	1,730	4.2%	42,900	400	0.9%	11,324	31,976	282.4%	39,458	3,842	9.7%
70008	OT-Nonexempt	\$ 1,500	4,824	(3,324)	-68.9%	-	1,500	-	6	1,494	24900.0%	15	1,485	9900.0%
70205	Bonus-Performance	\$ 24,800	-	24,800	-	-	24,800	-	(2,647)	27,447	-1036.9%	26,369	(1,569)	-6.0%
71005	Payroll Taxes	\$ 32,300	27,260	5,040	18.5%	29,600	2,700	9.1%	22,274	10,026	45.0%	17,034	15,266	89.6%
71105	Benefits	\$ 41,600	20,554	21,046	102.4%	42,100	(500)	-1.2%	29,061	12,539	43.1%	36,884	4,716	12.8%
71205	401 (k)	\$ 12,500	11,356	1,144	10.1%	11,000	1,500	13.6%	14,044	(1,544)	-11.0%	12,216	284	2.3%
71505	Workers Compensation	\$ 10,200	4,610	5,590	121.3%	9,000	1,200	13.3%	4,805	5,395	112.3%	1,664	8,536	513.0%
71705	Vacation Expense	\$ -	13,548	(13,548)	-100.0%	-	-	-	22,096	(22,096)	-100.0%	19,056	(19,056)	-100.0%
73055	Meals & Entertainment	\$ -	-	-	-	-	-	-	-	-	-	2,948	(2,948)	-100.0%
73060	Meetings & Conventions	\$ 1,000	1,000	-	-	2,000	(1,000)	-50.0%	1,356	(356)	-26.3%	15,377	(14,377)	-93.5%
73065	Dues & Subscriptions	\$ 8,400	8,400	-	-	8,400	-	-	5,208	3,192	61.3%	7,517	883	11.7%
73295	Employee Training	\$ 8,900	2,992	5,908	197.5%	5,000	3,900	78.0%	177	8,723	4928.2%	3,238	5,662	174.9%
73905	Miscellaneous G & A	\$ 200	100	100	100.0%	200	-	-	-	200	-	-	200	-
76145/6	COVID Expenses	\$ -	-	-	-	-	-	-	38	(38)	-100.0%	-	-	-
76140	Uniforms	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
90090	FF & E Expense	\$ 400	730	(330)	-45.2%	400	-	-	-	400	-	-	400	-
	Total	\$ 557,300	\$ 388,800	\$ 168,500	43.3%	\$ 473,900	\$ 83,400	17.6%	\$ 400,324	\$ 156,976	39.2%	\$ 362,640	\$ 194,660	53.7%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 FINANCE DEPARTMENT
 505

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail \$ 189,100	\$ 189,100
70205	Bonus-Performance	See Facility Salary Detail \$ 7,700	\$ 7,700
71005	Payroll Taxes	See Facility Salary Detail \$ 16,500	\$ 16,500
71105	Benefits	See Facility Salary Detail \$ 18,900	\$ 18,900
71205	401 (k)	See Facility Salary Detail \$ 5,700	\$ 5,700
71505	Workers Compensation	See Facility Salary Detail \$ 4,700	\$ 4,700
73050	Payroll Fees	ADP Payroll @ \$800/mo \$ 9,600 ADP Unemployment Cost Management \$1,000/yr \$ 1,200 ABIMM Timeclocks @ \$375/mo \$ 4,500 Affordable Care Act @ \$350/mo \$ 4,500 Workday \$ 25,800	\$ 45,600
73065	Dues & Subscriptions	CPA (NL) \$ 300 AMEX \$ 100	\$ 400
90090	FF & E Expense	\$ 400	\$ 400
505		JULY 1, 2022 TO JUNE 30, 2023	\$ 289,000

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 FINANCE DEPARTMENT
 505

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Rerecast	More / (Less)	Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
70005	Salaries-Exempt	\$ 189,100	192,277	(3,177)	-1.7%	181,800	7,300	4.0%	191,318	(2,218)	-1.2%	187,198	1,902	1.0%
70006	Wages-Nonexempt	\$ -	(2,390)	2,390	-100.0%	-	-	-	15,658	(15,658)	-100.0%	72,167	(72,167)	-100.0%
70008	OT-Nonexempt	\$ -	-	-	-	-	-	-	119	(119)	-100.0%	672	(672)	-100.0%
70205	Bonus-Performance	\$ 7,700	-	7,700	-	-	7,700	-	-	7,700	-	18,559	(10,859)	-58.5%
71005	Payroll Taxes	\$ 16,500	15,421	1,079	7.0%	16,300	200	1.2%	13,557	2,943	21.7%	21,087	(4,587)	-21.8%
71105	Benefits	\$ 18,900	16,762	2,138	12.8%	30,900	(12,000)	-38.8%	26,759	(7,859)	-29.4%	42,523	(23,623)	-55.6%
71205	401 (k)	\$ 5,700	5,613	87	1.5%	5,500	200	3.6%	6,905	(1,205)	-17.5%	8,092	(2,392)	-29.6%
71505	Workers Compensation	\$ 4,700	3,502	1,198	34.2%	4,500	200	4.4%	4,419	281	6.4%	2,656	2,044	77.0%
71705	Vacation Expense	\$ -	13,797	(13,797)	-100.0%	-	-	-	22,050	(22,050)	-100.0%	20,417	(20,417)	-100.0%
72410	Armored Car Service	\$ -	308	(308)	-100.0%	-	-	-	84	(84)	-100.0%	813	(813)	-100.0%
72905	Other Contracted Services	\$ -	-	-	-	-	-	-	1,362	(1,362)	-100.0%	6,197	(6,197)	-100.0%
73050	Payroll Fees	\$ 45,600	14,708	30,892	210.0%	19,300	26,300	136.3%	15,728	29,872	189.9%	14,221	31,379	220.7%
73060	Meetings & Conventions	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73065	Dues & Subscriptions	\$ 400	400	-	-	400	-	-	-	400	-	206	194	94.2%
73295	Employee Training	\$ -	-	-	-	-	-	-	-	-	-	23	(23)	-100.0%
73905	Miscellaneous G & A	\$ -	-	-	-	-	-	-	-	-	-	16	(16)	-100.0%
76140	Uniforms	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
79020	Expenses Prior to AEG Contract	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
90090	FF & E Expense	\$ 400	402	(2)	-0.5%	400	-	-	-	400	-	993	(593)	-59.7%
	Total	\$ 289,000	\$ 260,800	\$ 28,200	10.8%	\$ 259,100	\$ 29,900	11.5%	\$ 297,959	\$ (8,959)	-3.0%	\$ 395,840	\$ (106,840)	-27.0%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 389,900
70025	Janitorial-Exempt	See Facility Salary Detail	\$ 108,400
70026	Janitorial-Nonexempt	See Facility Salary Detail	\$ 320,800
70027	Janitorial-Overtime	See Facility Salary Detail	\$ 5,200
70035	Maintenance-Exempt	See Facility Salary Detail	\$ 171,600
70036	Maintenance-Nonexempt	See Facility Salary Detail	\$ 400,900
70037	Maintenance-OT	See Facility Salary Detail	\$ 3,600
70050	Landscaping-Exempt	See Facility Salary Detail	\$ 58,000
70051	Landscaping-Nonexempt	See Facility Salary Detail	\$ 157,300
70080	Security-Exempt	See Facility Salary Detail	\$ 385,400
70081	Security-Nonexempt	See Facility Salary Detail	\$ 780,300
		See Facility Salary Detail - Event Security OC	\$ 123,700
70091	IT/Telcom-Exempt	See Facility Salary Detail	\$ 194,500
70205	Bonus-Performance	See Facility Salary Detail	\$ 35,300
71005	Payroll Taxes	See Facility Salary Detail	\$ 278,900
71105	Benefits	See Facility Salary Detail	\$ 580,300
71205	401 (k)	See Facility Salary Detail	\$ 46,100
71505	Workers Compensation	See Facility Salary Detail	\$ 76,000
		Reserve for WC Claims (3) Prior to ASM, \$11k/month	\$ 132,000
72005	Contracted Security	Contracted Security Labor for Events	\$ 169,300
72025	Contracted Cleaning Labor-Event	Contracted Cleaning Labor for Events	\$ 607,500
72026	Contracted Cleaning Labor-HCC	Contracted Labor Cleaning for Special Projects-Bldg	\$ 27,300
72027	Contracted Bldg Cleaning Svc	Glass Cleaning, HBM (3x yr)	\$ 17,000
		Lobby Steel Tree Cleaning & Interior Glass, HBM annually	\$ 17,000
		Pressure Wash, HBM selective exterior areas	\$ 6,000
72905	Other Contracted Services	Contracted Parking Labor for Events	\$ 144,100
		Pest Control Services (\$1,100/mo)	\$ 13,200
		Other pest services (ferel animal trapping)	\$ 1,000
		Envision Mitel Phone Switch (main phone system)	\$ 2,000
		Utility Bill Management, Cass @ \$50/mo + \$4.50 processing	\$ 700
		ASM Allocation for Services (IT, Payroll, Encore)	\$ 131,200

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73060	Meetings & Conventions	IAVM (MT & MFK) \$ 4,000 Landscaping Industry Council of HI Conference (MI) \$ 200	\$ 4,200
73065	Dues & Subscriptions	Intl Assn of Venue Mgrs-June (MT & MFK) \$ 1,000 HI Hotel Visitor Industry Security Assn-Dec (MF) \$ 150 Landscape Industry Council of HI - Jan (MI) \$ 50 Nat'l Assn Landscape Prof PLANET - Dec (MI), e/o yr \$ 200 HLTA - Housekeeping Council - (IV, CL) \$ 150 HLTA - Engineering Council (GC) \$ 150 Electrician's License, (MD, JB), e/3rd yr \$ 612 Miscellaneous \$ 188	\$ 2,500
73275	Computer Expense	Network Cabling, Jacks, Switches \$ 1,000 Battery Back-ups \$ 2,000 Network Switches \$ 2,000 New computers; end of life replacement \$ 10,000 Liftnet Upgrade - new server \$ 2,000 Reader Board Repairs \$ 1,000 Miscellaneous \$ 2,000	\$ 20,000
73295	Employee Training	Forklift, Boomlift, Scissors Lift \$ - --Fork lift, 10 pax @ \$157.50 \$ 1,600 --Scissors lift, 15 pax @ \$247.50 \$ 3,720 --Boom Lift, 15 pax @ \$247.50 \$ 3,750 Reachmaster Lift FS121, \$1500/session, 7 pax \$ 1,500 Fall Protection - Competent User, 4 pax \$ 4,200 Building Operator Certification, Engin 1 pax \$ 1,600 Refrigeration Training, Engin 1 pax \$ 1,500 Fall Protection - End User, 16 pax \$ 2,730 Respirator Fit Test/Medical - 1 pax \$ 200 CPR, First Aid, AED, \$35/pax, 5 pax \$ 200 Security - Active Shooter Training \$ 1,000	\$ 22,000
73905	Miscellaneous G & A	Miscellaneous @ \$150 mthly \$ 1,200 Business Center - retail product inventory \$ 1,500	\$ 2,700
74005	Trash Removal-Green Waste	Trash Removal-Green Waste@ \$333 mthly \$ 4,000	\$ 4,000
74010	Trash Removal	Trash Removal @ \$5,000 mthly \$ 60,000	\$ 60,000
74030	Water Feature	Water Feature Supplies @ \$250 mthly \$ 3,000	\$ 3,000

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
74035	Landscaping	Coconut Tree Trimming-3x/yr Mar, July, Oct \$ 9,900 Other Tree Trimming \$ 16,000 Removal plumeria trees - I-level \$ 10,000 Plant Rotation \$ 3,000 Landscaping equipment repairs, \$250/mo \$ 3,000	\$ 41,900
74055	Equipment Rental	Parking Ticket Dispenser, \$550/mo \$ 6,600 Miscellaenous \$ 1,000	\$ 7,600
74105	Vehicle Maintenance	Vehicle Maintenance \$ 2,400	\$ 2,400
75005	Gen Bldg Repairs & Maintenance	General Building Repairs @ \$8,000/mo \$ 90,000 Fire Alarm Maintenance & Testing \$ 72,000 Fire Alam System Repairs \$ 25,000 Fire Extinguisher Testing, annually \$ 4,500 Fire Sprinkler Pump Inspection, annually \$ 2,000 Fire Sprinkler IT Server Room Halon, annually \$ 600 Wet Sprinkler Testing, annual \$ 1,600 LEED - Air Quality Test, annual \$ 5,000 Generator maintenance; 2x year \$ 8,500 Main Air Compressor maintenance, annual \$ 3,000 Boiler maintenance, quarterly \$430/qtr \$ 1,700	\$ 213,900
75065	Telecom Equipment and Supplies	Equipment replacement \$ 5,000 Telephone Repars and Supplies \$ 2,000	\$ 7,000
75070	Elevator Escalator	Elevator/Escalator Maintenance @ \$25,715/mo; \$26,744/mo \$ 314,800 Repairs @ \$5,000/mo \$ 60,000 Wheelchair lift, #320, PM and repairs, annual \$ 1,000 Liftnet Upgrade - TKE labor, \$5500 \$ 5,500 TKE expense to assist with State Internal Audit \$ 67,000 Inspection Fees - St of HI, annual \$ 4,900	\$ 453,200
75095	HVAC Systems	York International HVAC @ \$5,754/mo \$ 70,800 Repairs @ \$4,000/mo \$ 48,000 Replacement Parts @ \$2,500/mo \$ 30,000	\$ 148,800
75100	Machinery & Equipment	Machinery & Equipment Repair, \$2,000/mo \$ 24,000 Hskp Ride-on Machine maintenance, annual \$ 500 Reachmaster Inspection \$ 5,000 Reachmaster Repair \$ 15,000	\$ 44,500

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
75105	Maintenance Agreements	Question Pro, survey, annual \$ 12,000 Postage \$ 700 Firewall-software/maintenance (PaloAlto) \$ 2,500 Abila Cloud License \$ 8,200 MIP Accounting License \$ 6,700 Microix Accounting License \$ 2,100 USI Software License (Ungerboeck) - License, Hosting, Maint \$ 32,000 Blade Server, Smart Array, Blade Server-MA,hardware support \$ 2,000 Reader Board License (4 Winds) \$ 11,000 Engineering Maint Tracking software (Altum) \$ 5,100 Microsoft License (ASM) @\$625/user \$ 43,800 Go To Meeting \$ 1,500 RFP Software \$ 5,000 AutoCAD \$ 500 Nitro PDF \$ 700 Floorplan Program License (Sketch-up) \$ 1,700 Security Camera/Access Control maintenance, \$5,000/mo \$ 60,000 Upgrade to Cloud: USI cost \$ 6,000 Upgrade to Cloud: 4 Winds cost \$ 30,000 House Sound (HI Sound System) \$ 1,500	\$ 233,000
76005	General Building Supplies	General Building @ \$2,000 mthly \$ 24,000 Trash Can Covers \$ 2,500 Restroom Caddies \$ 4,000	\$ 30,500
76030	Bulbs & Lamps	Bulbs & Lamps @ \$2,400 mthly \$ 28,800	\$ 28,800
76040	Electrical	Electrical @ \$1,800 mthly \$ 21,600	\$ 21,600
76045	Fuel Propane	Fuel Propane @ \$400 mthly \$ 4,800	\$ 4,800
76065	Plumbing	Plumbing @ \$2,600 mthly \$ 31,200 Large diameter pipe replacement @ \$333/mo \$ 4,000 Water valve replacement @ \$500/mo \$ 6,000	\$ 41,200
76070	Building Chemicals	Chemicals @ \$1,500 mthly \$ 18,000	\$ 18,000
76075	Small Tools	Small Tools @ \$50 mthly \$ 600	\$ 600
76080	First Aid	First Aid @ \$50 mthly \$ 600 AED replacements; pads, batteries \$ 300	\$ 900
76090	HVAC Supplies	HVAC Filters @ \$200 mthly \$ 2,400 MERV 13 filters \$ 27,800 MERV 15 bag \$ 36,100 TRISORB filters \$ 43,500	\$ 109,800

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
76110	Paint	Paint @ \$300 mthly \$ 3,600	\$ 3,600
76115	Janitorial Supplies	Janitorial @ \$7,900 mthly \$ 94,800	\$ 94,800
76140	Uniforms	Replacement @ \$450 mthly \$ 5,400	\$ 5,400
76150	Security	Security @ \$400 mthly \$ 4,800	\$ 4,800
76155	Signage	Signage @ \$750 mthly \$ 9,000	\$ 9,000
76160	Landscaping Supplies	Landscaping Supplies, \$825 mthly \$ 9,900	\$ 9,900
76165	Parking Supplies	Parking Supplies @ \$200 mthly \$ 2,400 Parking Tickets \$ 2,600	\$ 5,000
81025	Allocated Janitorial-Event	\$ (130,400)	\$ (130,400)
81035	Allocated Maintenance-Event	\$ (74,900)	\$ (74,900)
81080	Allocated Security-Event	\$ (233,100)	\$ (233,100)
81082	Allocated Security-Event OC	\$ (123,700)	\$ (123,700)
81090	Allocated IT/Telcom-Event	\$ (9,700)	\$ (9,700)
81405	Allocated Contract Svc Janitorial	\$ (607,500)	\$ (607,500)
81605	Allocated Contract Security	\$ (169,300)	\$ (169,300)
90090	FF & E Expense	\$ 8,000	\$ 8,000
510		JULY 1, 2022 TO JUNE 30, 2023	\$ 5,703,300

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Rerecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
70005	Salaries-Exempt	\$ 389,900	182,251	207,649	113.9%	272,000	117,900	43.3%	186,667	203,233	108.9%	180,104	209,796	116.5%
70006	Wages-Nonexempt	\$ -	-	-	-	-	-	-	-	-	-	31,970	(31,970)	-100.0%
70008	OT-Nonexempt	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
70025	Janitorial-Exempt	\$ 108,400	97,523	10,877	11.2%	100,200	8,200	8.2%	50,912	57,488	112.9%	45,848	62,552	136.4%
70026	Janitorial-Nonexempt	\$ 320,800	193,966	126,834	65.4%	228,000	92,800	40.7%	208,440	112,360	53.9%	193,374	127,426	65.9%
70027	Janitorial-Overtime	\$ 5,200	2,332	2,868	123.0%	3,700	1,500	40.5%	2,741	2,459	89.7%	3,522	1,678	47.6%
70035	Maintenance-Exempt	\$ 171,600	162,135	9,465	5.8%	165,000	6,600	4.0%	147,157	24,443	16.6%	147,797	23,803	16.1%
70036	Maintenance-Nonexempt	\$ 400,900	295,118	105,782	35.8%	394,800	6,100	1.5%	283,519	117,381	41.4%	545,274	(144,374)	-26.5%
70037	Maintenance-OT	\$ 3,600	1,460	2,140	146.6%	3,600	-	-	760	2,840	373.7%	9,715	(6,115)	-62.9%
70050	Landscaping-Exempt	\$ 58,000	50,668	7,332	14.5%	51,700	6,300	12.2%	49,627	8,373	16.9%	49,923	8,077	16.2%
70051	Landscaping-Nonexempt	\$ 157,300	59,336	97,964	165.1%	102,800	54,500	53.0%	45,882	111,418	242.8%	91,322	65,978	72.2%
70052	Landscaping-OT	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
70080	Security-Exempt	\$ 385,400	350,154	35,246	10.1%	370,600	14,800	4.0%	350,039	35,361	10.1%	331,850	53,550	16.1%
70081	Security-Nonexempt	\$ 904,000	551,784	352,216	63.8%	795,010	108,990	13.7%	625,541	278,459	44.5%	606,661	297,339	49.0%
70082	Security-OT	\$ -	47,332	(47,332)	-100.0%	-	-	-	9,126	(9,126)	-100.0%	16,106	(16,106)	-100.0%
70091	IT/Telcom-Exempt	\$ 194,500	185,805	8,695	4.7%	187,000	7,500	4.0%	183,852	10,648	5.8%	181,512	12,988	7.2%
70092	IT/Telcom-Nonexempt	\$ -	-	-	-	-	-	-	-	-	-	3,686	(3,686)	-100.0%
70093	IT/Telcom-OT	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
70205	Bonus-Performance	\$ 35,300	-	35,300	-	-	35,300	-	(1)	35,301	-3530100.0%	58,769	(23,469)	-39.9%
71005	Payroll Taxes	\$ 278,900	207,231	71,669	34.6%	262,000	16,900	6.5%	178,188	100,712	56.5%	213,517	65,383	30.6%
71105	Benefits	\$ 580,300	415,555	164,745	39.6%	563,700	16,600	2.9%	413,921	166,379	40.2%	465,791	114,509	24.6%
71205	401 (k)	\$ 46,100	41,824	4,276	10.2%	39,800	6,300	15.8%	40,638	5,462	13.4%	36,200	9,900	27.3%
71505	Workers Compensation	\$ 208,000	187,934	20,066	10.7%	140,600	67,400	47.9%	179,418	28,582	15.9%	88,540	119,460	134.9%
71705	Vacation Expense	\$ -	93,104	(93,104)	-100.0%	-	-	-	140,913	(140,913)	-100.0%	143,019	(143,019)	-100.0%
72005	Contracted Security	\$ 169,300	374,632	(205,332)	-54.8%	59,600	109,700	184.1%	33,268	136,032	408.9%	142,941	26,359	18.4%
72025	Contracted Cleaning Labor-Event	\$ 607,500	376,851	230,649	61.2%	194,000	413,500	213.1%	110,631	496,869	449.1%	542,791	64,709	11.9%
72026	Contracted Cleaning Labor-HCC	\$ 27,300	7,894	19,406	245.8%	33,000	(5,700)	-17.3%	10,794	16,506	152.9%	37,210	(9,910)	-26.6%
72027	Contracted Bldg Cleaning Svc	\$ 40,000	22,100	17,900	81.0%	34,700	5,300	15.3%	8,280	31,720	383.1%	16,024	23,976	149.6%
72205	Contracted Landscaping	\$ -	9,257	(9,257)	-100.0%	-	-	-	-	-	-	-	-	-
72905	Other Contracted Services	\$ 299,100	213,589	85,511	40.0%	826,700	(527,600)	-63.8%	233,844	65,256	27.9%	288,948	10,152	3.5%
73045	Mileage	\$ -	-	-	-	-	-	-	-	-	-	67	(67)	-100.0%
73055	Meals & Entertainment	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73060	Meetings & Conventions	\$ 4,200	-	4,200	-	300	3,900	1300.0%	223	3,977	1783.4%	5,001	(801)	-16.0%
73065	Dues & Subscriptions	\$ 2,500	1,476	1,024	69.4%	1,800	700	38.9%	1,523	977	64.1%	864	1,636	189.4%
73230	Licenses & Fees	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73275	Computer Expense	\$ 20,000	1,993	18,007	903.5%	12,000	8,000	66.7%	6,075	13,925	229.2%	5,709	14,291	250.3%
73295	Employee Training	\$ 22,000	2,707	19,293	712.7%	6,000	16,000	266.7%	10,987	11,013	100.2%	5,962	16,038	269.0%
73905	Miscellaneous G & A	\$ 2,700	500	2,200	440.0%	1,700	1,000	58.8%	40	2,660	6650.0%	305	2,395	785.2%
74005	Trash Removal-Green Waste	\$ 4,000	4,130	(130)	-3.1%	3,600	400	11.1%	3,298	702	21.3%	8,210	(4,210)	-51.3%
74010	Trash Removal	\$ 60,000	54,412	5,588	10.3%	60,000	-	-	64,954	(4,954)	-7.6%	67,849	(7,849)	-11.6%
74030	Water Feature	\$ 3,000	1,977	1,023	51.7%	3,000	-	-	3,730	(730)	-19.6%	2,627	373	14.2%
74035	Landscaping	\$ 41,900	30,880	11,020	35.7%	32,900	9,000	27.4%	27,745	14,155	51.0%	4,729	37,171	786.0%
74055	Equipment Rental	\$ 7,600	500	7,100	1420.0%	6,000	1,600	26.7%	-	7,600	-	524	7,076	1350.4%
74060	Small Equipment	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
74105	Vehicle Maintenance	\$ 2,400	4,166	(1,766)	-42.4%	2,400	-	-	452	1,948	431.0%	186	2,214	1190.3%
74905	Miscellaneous Operating Exp	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
75005	Gen Bldg Repairs & Maintenance	\$ 213,900	185,862	28,038	15.1%	185,900	28,000	15.1%	149,291	64,609	43.3%	115,412	98,488	85.3%
75065	Telcom Equipment and Supplies	\$ 7,000	3,415	3,585	105.0%	5,500	1,500	27.3%	1,998	5,002	250.4%	3,225	3,775	117.1%
75070	Elevator Escalator	\$ 453,200	377,527	75,673	20.0%	378,100	75,100	19.9%	226,001	227,199	100.5%	320,087	133,113	41.6%
75095	HVAC Systems	\$ 148,800	170,045	(21,245)	-12.5%	127,800	21,000	16.4%	75,674	73,126	96.6%	87,612	61,188	69.8%
75100	Machinery & Equipment	\$ 44,500	6,936	37,564	541.6%	32,000	12,500	39.1%	27,652	16,848	60.9%	25,962	18,538	71.4%
75105	Maintenance Agreements	\$ 233,000	123,611	109,389	88.5%	119,100	113,900	95.6%	96,213	136,787	142.2%	86,018	146,982	170.9%
76005	General Building Supplies	\$ 30,500	23,212	7,288	31.4%	24,000	6,500	27.1%	7,927	22,573	284.8%	41,789	(11,289)	-27.0%
76030	Bulbs & Lamps	\$ 28,800	20,336	8,464	41.6%	28,800	-	-	8,703	20,097	230.9%	12,987	15,813	121.8%
76040	Electrical	\$ 21,600	13,426	8,174	60.9%	14,400	7,200	50.0%	1,978	19,622	992.0%	5,427	16,173	298.0%
76045	Fuel Propane	\$ 4,800	4,210	590	14.0%	4,800	-	-	6,762	(1,962)	-29.0%	10,425	(5,625)	-54.0%
76145/6	COVID Expenses	\$ -	11,873	(11,873)	-100.0%	10,000	(10,000)	-100.0%	41,003	(41,003)	-100.0%	-	-	-
76065	Plumbing	\$ 41,200	33,536	7,664	22.9%	31,200	10,000	32.1%	13,306	27,894	209.6%	16,111	25,089	155.7%
76070	Building Chemicals	\$ 18,000	12,072	5,928	49.1%	13,200	4,800	36.4%	14,055	3,945	28.1%	11,984	6,016	50.2%
76075	Small Tools	\$ 600	506	94	18.6%	600	-	-	745	(145)	-19.5%	119	481	404.2%
76080	First Aid	\$ 900	614	286	46.6%	900	-	-	369	531	143.9%	1,493	(593)	-39.7%
76090	HVAC Supplies	\$ 109,800	18,000	91,800	510.0%	39,000	70,800	181.5%	45,600	64,200	140.8%	19,612	90,188	459.9%
76110	Paint	\$ 3,600	1,380	2,220	160.9%	3,600	-	-	(172)	3,772	-2193.0%	2,815	785	27.9%

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OPERATIONS DEPARTMENT
 510

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
76115	Janitorial Supplies	\$ 94,800	48,875	45,925	94.0%	84,000	10,800	12.9%	52,985	41,815	78.9%	66,367	28,433	42.8%
76120	Janitorial Chemicals	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
76135	Laundry	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
76140	Uniforms	\$ 5,400	2,576	2,824	109.6%	9,800	(4,400)	-44.9%	1,808	3,592	198.7%	11,637	(6,237)	-53.6%
76150	Security	\$ 4,800	4,815	(15)	-0.3%	4,800	-	-	2,500	2,300	92.0%	3,702	1,098	29.7%
76155	Signage	\$ 9,000	3,000	6,000	200.0%	9,000	-	-	-	9,000	-	9,349	(349)	-3.7%
76160	Landscaping Supplies	\$ 9,900	7,197	2,703	37.6%	8,400	1,500	17.9%	1,968	7,932	403.0%	11,207	(1,307)	-11.7%
76165	Parking Supplies	\$ 5,000	3,031	1,969	65.0%	5,000	-	-	2,856	2,144	75.1%	3,254	1,746	53.7%
79020	Expenses Prior to AEG Contract	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
79905	Miscellaneous Expenses	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
81025	Allocated Janitorial-Event	\$ (130,400)	(120,928)	(9,472)	7.8%	(232,000)	101,600	-43.8%	(180,391)	49,991	-27.7%	(80,020)	(50,380)	63.0%
81030	Allocated Electricians-Event	\$ -	-	-	-	-	-	-	(25,256)	25,256	-100.0%	(23,347)	23,347	-100.0%
81035	Allocated Maintenance-Event	\$ (74,900)	(83,219)	8,319	-10.0%	(171,300)	96,400	-56.3%	(42,948)	(31,952)	74.4%	(33,206)	(41,694)	125.6%
81040	Allocated Trash Removal	\$ -	(12,825)	12,825	-100.0%	-	-	-	(3,150)	3,150	-100.0%	(12,150)	12,150	-100.0%
81080	Allocated Security-Event	\$ (233,100)	(378,885)	145,785	-38.5%	(942,100)	709,000	-75.3%	(1,039,358)	806,258	-77.6%	(327,187)	94,087	-28.8%
81082	Allocated Security-Event OC	\$ (123,700)	(65,869)	(57,831)	87.8%	(112,310)	(11,390)	10.1%	(76,195)	(47,505)	62.3%	(102,052)	(21,648)	21.2%
81090	Allocated IT/Telcom-Event	\$ (9,700)	(19,608)	9,908	-50.5%	(59,800)	50,100	-83.8%	(169,700)	160,000	-94.3%	(461)	(9,239)	2004.1%
81190	Allocated Contract Police/Fire/First Aid	\$ (6,900)	(6,734)	(166)	2.5%	-	(6,900)	-	(2,732)	(4,168)	152.6%	(23,403)	16,503	-70.5%
81195	Allocated Contracted Parking	\$ -	-	-	-	-	-	-	(24,144)	24,144	-100.0%	(119,533)	119,533	-100.0%
81405	Allocated Contract Svc Janitorial	\$ (607,500)	(379,939)	(227,561)	59.9%	(194,000)	(413,500)	213.1%	(109,420)	(498,080)	455.2%	(524,078)	(83,422)	15.9%
81505	Allocated Insurance	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
81605	Allocated Contract Security	\$ (169,300)	(178,485)	9,185	-5.1%	(59,600)	(109,700)	184.1%	(25,073)	(144,227)	575.2%	(134,629)	(34,671)	25.8%
81905	Allocated Other Expenses	\$ -	(176,325)	176,325	-100.0%	(626,400)	626,400	-100.0%	(66,486)	66,486	-100.0%	-	-	-
90090	FF & E Expense	\$ 8,000	6,986	1,014	14.5%	8,000	-	-	1,174	6,826	581.4%	17,127	(9,127)	-53.3%
Total		\$ 5,703,300	\$ 3,892,800	\$ 1,810,500	46.5%	\$ 3,708,600	\$ 1,994,700	53.8%	\$ 2,628,727	\$ 3,074,573	117.0%	\$ 4,078,102	\$ 1,625,198	39.9%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 EVENT MANAGEMENT DEPARTMENT
 520

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 399,000
70006	Wages-Nonexempt	See Facility Salary Detail	\$ 51,900
70008	OT-Nonexempt	See Facility Salary Detail	\$ 1,800
70085	Facility-Exempt	See Facility Salary Detail	\$ 62,400
70086	Facility-Nonexempt	See Facility Salary Detail	\$ 172,000
70087	Facility-OT	See Facility Salary Detail	\$ 3,000
70205	Bonus-Performance	See Facility Salary Detail	\$ 14,600
71005	Payroll Taxes	See Facility Salary Detail	\$ 61,900
71105	Benefits	See Facility Salary Detail	\$ 130,200
71205	401 (k)	See Facility Salary Detail	\$ 16,400
71505	Workers Compensation	See Facility Salary Detail	\$ 16,900
72405	Contracted Facility Set-Up	Contracted Set-Up Labor for Events	\$ 577,400
72905	Other Contracted Services	Contracted Event First Aid for Events	\$ 58,100
		Contracted Labor - Projects	\$ 2,000
73060	Meetings & Conventions	IAVM (SP)	\$ 2,000
73065	Dues & Subscriptions	PCMA (SP)	\$ 500
		IAVM (SP)	\$ 500
73105	Printing & Stationary	Miscellaneous Event Related	\$ 200
73905	Miscellaneous G & A	Client Mahalo (Leis, Flowers, Cookies, etc.) @ \$350/mo	\$ 4,200
74055	Equipment Rental	Event Related Equipment Rental	\$ 500
		Linen Rental	\$ 5,000
76015	Gen Building Supplies Facility	Water Bottles, 40 bottles/wk	\$ 12,200
		Boothline Tape	\$ 1,000
		Cone Cups	\$ 1,000
		Misc Event Related	\$ 7,000
76135	Laundry	Laundry Cleaning: Table Skirts/Linen	\$ 50,000
76140	Uniforms	HCC Uniforms	\$ 500
81085	Allocated Facility-Event		\$ (172,500)
81190	Allocated Contract Police/Fire/First Aid		\$ (58,100)
81305	Allocated Contract Svc Facilities		\$ (577,400)
90090	FF & E Expense		\$ 1,000
	520	JULY 1, 2022 TO JUNE 30, 2023	\$ 845,200

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 EVENT MANAGEMENT DEPARTMENT
 520

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)		CY 2020 Actual	More / (Less)		Change Increase (Decrease)	Prior CY 2019 Actual
70005	Salaries-Exempt	\$ 399,000	257,411	141,589	55.0%	269,700	129,300	47.9%	181,787	217,213	119.5%	433,218	(34,218)	-7.9%
70006	Wages-Nonexempt	\$ 51,900	27,132	24,768	91.3%	-	51,900	-	14,482	37,418	258.4%	28,815	23,085	80.1%
70008	OT-Nonexempt	\$ 1,800	396	1,404	354.5%	-	1,800	-	1,764	36	2.0%	973	827	85.0%
70085	Facility-Exempt	\$ 62,400	58,272	4,128	7.1%	60,000	2,400	4.0%	51,673	10,727	20.8%	31,115	31,285	100.5%
70086	Facility-Nonexempt	\$ 172,000	43,456	128,544	295.8%	116,100	55,900	48.1%	65,002	106,998	164.6%	137,568	34,432	25.0%
70087	Facility-OT	\$ 3,000	4,064	(1,064)	-26.2%	-	3,000	-	1,867	1,133	60.7%	19,298	(16,298)	-84.5%
70205	Bonus-Performance	\$ 14,600	-	14,600	-	-	14,600	-	(3,382)	17,982	-531.7%	24,067	(9,467)	-39.3%
71005	Payroll Taxes	\$ 61,900	33,749	28,151	83.4%	41,900	20,000	47.7%	25,566	36,334	142.1%	54,763	7,137	13.0%
71105	Benefits	\$ 130,200	88,174	42,026	47.7%	112,800	17,400	15.4%	78,327	51,873	66.2%	96,459	33,741	35.0%
71205	401 (k)	\$ 16,400	10,904	5,496	50.4%	12,400	4,000	32.3%	8,846	7,554	85.4%	14,810	1,590	10.7%
71505	Workers Compensation	\$ 16,900	10,236	6,664	65.1%	11,000	5,900	53.6%	11,437	5,463	47.8%	7,593	9,307	122.6%
71705	Vacation Expense	\$ -	15,775	(15,775)	-100.0%	-	-	-	22,029	(22,029)	-100.0%	34,166	(34,166)	-100.0%
72405	Contracted Facility Set-Up	\$ 577,400	201,349	376,051	186.8%	426,691	150,709	35.3%	128,880	448,520	348.0%	562,344	15,056	2.7%
72905	Other Contracted Services	\$ 60,100	33,103	26,997	81.6%	20,000	40,100	200.5%	25,824	34,276	132.7%	89,638	(29,538)	-33.0%
73055	Meals & Entertainment	\$ -	-	-	-	-	-	-	-	-	-	64	(64)	-100.0%
73060	Meetings & Conventions	\$ 2,000	500	1,500	300.0%	500	1,500	300.0%	-	2,000	-	-	2,000	-
73065	Dues & Subscriptions	\$ 1,000	1,000	-	-	1,000	-	-	495	505	102.0%	553	447	80.8%
73105	Printing & Stationary	\$ 200	200	-	-	200	-	-	-	200	-	-	200	-
73295	Employee Training	\$ -	-	-	-	-	-	-	-	-	-	4,108	(4,108)	-100.0%
73905	Miscellaneous G & A	\$ 4,200	1,000	3,200	320.0%	1,000	3,200	320.0%	330	3,870	1172.7%	2,069	2,131	103.0%
74055	Equipment Rental	\$ 5,500	5,500	-	-	5,500	-	-	4,303	1,197	27.8%	11,351	(5,851)	-51.5%
76015	Gen Building Supplies Facility	\$ 21,200	14,674	6,526	44.5%	10,200	11,000	107.8%	16,573	4,627	27.9%	46,283	(25,083)	-54.2%
76145/6	COVID Expenses	\$ -	5,000	(5,000)	-100.0%	5,000	(5,000)	-100.0%	993	(993)	-100.0%	-	-	-
76135	Laundry	\$ 50,000	16,666	33,334	200.0%	50,000	-	-	6,156	43,844	712.2%	19,100	30,900	161.8%
76140	Uniforms	\$ 500	500	-	-	500	-	-	296	204	68.9%	268	232	86.6%
79020	Expenses Prior to AEG Contract	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
81085	Allocated Facility-Event	\$ (172,500)	(135,695)	(36,805)	27.1%	(228,600)	56,100	-24.5%	(123,073)	(49,427)	40.2%	(111,636)	(60,864)	54.5%
81190	Allocated Contract Police/Fire/First Aid	\$ (58,100)	(29,496)	(28,604)	97.0%	(18,000)	(40,100)	222.8%	(18,573)	(39,527)	212.8%	(79,425)	21,325	-26.8%
81305	Allocated Contract Svc Facilities	\$ (577,400)	(200,595)	(376,805)	187.8%	(426,691)	(150,709)	35.3%	(117,964)	(459,436)	389.5%	(545,073)	(32,327)	5.9%
81905	Allocated Other Expenses	\$ -	-	-	-	-	-	-	(135)	135	-100.0%	(3,583)	3,583	-100.0%
90090	FF & E Expense	\$ 1,000	4,225	(3,225)	-76.3%	1,000	-	-	-	1,000	-	-	1,000	-
Total		\$ 845,200	\$ 467,500	\$ 377,700	80.8%	\$ 472,200	\$ 373,000	79.0%	\$ 383,503	\$ 461,697	120.4%	\$ 878,906	\$ (33,706)	-3.8%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OVERHEAD DEPARTMENT
 555

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73010	Professional Fees-Legal	Employee Related \$ 2,500 Contract Related \$ 2,500	\$ 5,000
73015	Professional Fees-Other	Help Wanted Ads \$ 1,000 Pre-employment Testing \$ 1,000 Contract Legal Advertisement @ \$300 qtrly \$ 1,200	\$ 3,200
73035	Bank Service Charges	Bank Service Charges less Earnings Credit \$ 12,000	\$ 12,000
73065	Dues & Subscriptions	Star Advertiser \$ 400	\$ 400
73070	Postage	Postage Meter Refill \$ 1,500	\$ 1,500
73095	Rental Office Equipment	Postage Meter Rental @ \$500/qtr \$ 2,000 Toshiba Copier Usage contract @ \$5,000 annual \$ 5,000	\$ 7,000
73100	Office Supplies	Office Supplies @ \$350/mo \$ 4,200	\$ 4,200
73105	Printing & Stationary	Business Cards \$ 1,000 HCC letterhead/envelopes/labels \$ 1,000 Miscellaneous Printing @ Kinko's \$ 500	\$ 2,500
73190	Coporate Travel	Corporate Visit \$ 2,000	\$ 2,000
73215	Promotional	Pre and Post Cons, Citywides \$ 2,200 Tastings \$3,000 (1) \$ 3,000	\$ 5,200
73230	Licenses & Fees	HCC Filing Fees \$ 400 Business Registration \$ 400 Assembly Permit, HFD - Nov \$ 400 HEER Tier II Report, annual \$ 200 Auto Registration \$ 1,000 GBAC Re-certification, annual \$ 2,000 SESAC \$ 2,500	\$ 6,900
73255	Sales & Use Tax	Use Tax @ \$650 mthly \$ 7,800	\$ 7,800
73265	Credit Card Discounts	Credit Card Service Charges @ \$1,200/mo \$ 14,400	\$ 14,400
73290	Employee Relations	Miscellaneous Employee \$ 5,000	\$ 5,000
73905	Miscellaneous G & A	Floral Arrangement for Boardroom/Reception \$ 200 Miscellaneous \$ 200	\$ 400

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OVERHEAD DEPARTMENT
 555

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
77040	Insurance	General Liability \$ 154,000 Employer Practice Liability \$ 9,100 Auto-ASM \$ 3,100 Auto-St of HI \$ 300 Event Insurance \$ 4,500	\$ 171,000
78005	Electricity	Electricity \$ 2,216,900	\$ 2,216,900
78012	Cable TV Services	Cable, Spectrum \$ 2,600	\$ 2,600
78105	Gas & Fuel	Gas Company @ \$3,500 mthly \$ 42,000	\$ 42,000
78205	Telephone	Cell/iPad Service, AT&T @ \$1700/mo \$ 20,400 Cell, Verizon @ \$100/mo \$ 1,200 Wavecomm Svc, Hawn Telcom @ \$1,000/mo \$ 12,000 LD Charges, Hawn Telcom @ \$1,000/mo \$ 12,000 Centrex/HATS, Hawn Telcom @ \$400/mo \$ 4,800	\$ 50,400
78305	Water & Sewage	Water @ \$9,000 mthly \$ 108,000 Sewer @ \$16,000 mthly \$ 192,000	\$ 300,000
79005	Community Relations	Museum Cases, 3 exhibits @ \$35,000/each \$ 105,000	\$ 110,000
79020	Expenses Prior to AEG Contract	Collection Agency \$ 2,400	\$ 2,400
79905	Miscellaneous Expenses	\$ 10,000	\$ 10,000
80010	Incentive Fee	Performance Incentives \$ 228,400	\$ 228,400
80205	Management Fee Client	Base Fee \$ 228,400	\$ 228,400
81090	Allocated IT/Telcom-Event	Telephone Allocated \$ (1,125)	\$ (1,125)
81205	Allocated Utilities	Utilities Allocated \$ (49,475)	\$ (49,475)
81505	Allocated Insurance	Event Related Insurance Allocations \$ (4,500)	\$ (4,500)
555		JULY 1, 2022 TO JUNE 30, 2023	\$ 3,384,500

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OVERHEAD DEPARTMENT
 555

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
73010	Professional Fees-Legal	\$ 5,000	5,009	(9)	-0.2%	5,000	-	-	6,540	(1,540)	-23.5%	4,197	803	19.1%
73015	Professional Fees-Other	\$ 3,200	13,199	(9,999)	-75.8%	13,200	(10,000)	-75.8%	2,645	555	21.0%	44,808	(41,608)	-92.9%
73035	Bank Service Charges	\$ 12,000	10,256	1,744	17.0%	10,800	1,200	11.1%	10,170	1,830	18.0%	4,722	7,278	154.1%
73065	Dues & Subscriptions	\$ 400	400	-	-	400	-	-	89	311	349.4%	735	(335)	-45.6%
73070	Postage	\$ 1,500	1,555	(55)	-3.5%	1,000	500	50.0%	122	1,378	1129.5%	1,888	(388)	-20.6%
73095	Rental Office Equipment	\$ 7,000	6,457	543	8.4%	6,500	500	7.7%	13,489	(6,489)	-48.1%	24,536	(17,536)	-71.5%
73100	Office Supplies	\$ 4,200	2,992	1,208	40.4%	6,000	(1,800)	-30.0%	3,232	968	30.0%	9,298	(5,098)	-54.8%
73105	Printing & Stationary	\$ 2,500	2,500	-	-	2,500	-	-	179	2,321	1296.6%	1,334	1,166	87.4%
73190	Coporate Travel	\$ 2,000	1,000	1,000	100.0%	1,000	1,000	100.0%	1,542	458	29.7%	2,879	(879)	-30.5%
73215	Promotional	\$ 5,200	5,200	-	-	5,200	-	-	-	5,200	-	-	5,200	-
73230	Licenses & Fees	\$ 6,900	4,700	2,200	46.8%	4,700	2,200	46.8%	3,710	3,190	86.0%	3,724	3,176	85.3%
73255	Sales & Use Tax	\$ 7,800	7,800	-	-	7,800	-	-	4,363	3,437	78.8%	14,522	(6,722)	-46.3%
73265	Credit Card Discounts	\$ 14,400	14,645	(245)	-1.7%	10,800	3,600	33.3%	9,982	4,418	44.3%	24,522	(10,122)	-41.3%
73290	Employee Relations	\$ 5,000	5,819	(819)	-14.1%	5,000	-	-	8,452	(3,452)	-40.8%	23,370	(18,370)	-78.6%
73295	Employee Training	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73905	Miscellaneous G & A	\$ 400	4,653	(4,253)	-91.4%	400	-	-	14,294	(13,894)	-97.2%	(11,737)	12,137	-103.4%
77040	Insurance	\$ 171,000	142,190	28,810	20.3%	112,000	59,000	52.7%	52,001	118,999	228.8%	(635)	171,635	-27029.1%
78005	Electricity	\$ 2,216,900	1,880,738	336,162	17.9%	1,556,100	660,800	42.5%	1,488,952	727,948	48.9%	2,180,361	36,539	1.7%
78012	Cable TV Services	\$ 2,600	2,640	(40)	-1.5%	2,600	-	-	2,610	(10)	-0.4%	2,485	115	4.6%
78105	Gas & Fuel	\$ 42,000	25,726	16,274	63.3%	30,000	12,000	40.0%	19,830	22,170	111.8%	59,360	(17,360)	-29.2%
78205	Telephone	\$ 50,400	39,743	10,657	26.8%	40,800	9,600	23.5%	41,130	9,270	22.5%	44,335	6,065	13.7%
78305	Water & Sewage	\$ 300,000	266,279	33,721	12.7%	265,200	34,800	13.1%	258,804	41,196	15.9%	289,359	10,641	3.7%
79005	Community Relations	\$ 110,000	5,000	105,000	2100.0%	5,000	105,000	2100.0%	-	110,000	-	13,005	96,995	745.8%
79020	Expenses Prior to AEG Contract	\$ 2,400	9,106	(6,706)	-73.6%	1,600	800	50.0%	1,400	1,000	71.4%	2,600	(200)	-7.7%
79905	Miscellaneous Expenses	\$ 10,000	3,329	6,671	200.4%	10,000	-	-	-	10,000	-	-	10,000	-
80010	Incentive Fee	\$ 228,400	89,440	138,960	155.4%	223,600	4,800	2.1%	-	228,400	-	158,400	70,000	44.2%
80205	Management Fee Client	\$ 228,400	223,600	4,800	2.1%	223,600	4,800	2.1%	218,800	9,600	4.4%	132,000	96,400	73.0%
81090	Allocated IT/Telcom-Event	\$ (1,125)	(500)	(625)	125.0%	(1,075)	(50)	4.7%	-	(1,125)	-	-	(1,125)	-
81205	Allocated Utilities	\$ (49,475)	(44,971)	(4,504)	10.0%	(42,425)	(7,050)	16.6%	(35,755)	(13,720)	38.4%	(88,147)	38,672	-43.9%
81505	Allocated Insurance	\$ (4,500)	(2,510)	(1,990)	79.3%	-	(4,500)	-	(939)	(3,561)	379.2%	(4,055)	(445)	11.0%
81905	Allocated Other Expenses	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
90090	FF & E Expense	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
Total		\$ 3,384,500	\$ 2,725,995	\$ 658,505	24.2%	\$ 2,507,300	\$ 877,200	35.0%	\$ 2,130,744	\$ 1,253,756	58.8%	\$ 2,937,866	\$ 446,634	15.2%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OTHER INCOME
 300

Account Title	Itemized Amounts / Descriptions	Budget
Parking Sales-Daily	Dark day parking \$ 4,000	\$ 4,000
Parking Sales-Parking Cards	Contractor Employee Parking @ \$3,000/annually \$ 3,000	\$ 3,000
Interest Income	Bank Earned Interest @ \$500 mthly \$ 6,000	\$ 6,000
Vending Machine Commissions	Vending Commission @ \$500/mthly \$ 6,000	\$ 6,000
Massage Chair Commissions	Massage Chair Commission @ \$50/mthly \$ 600	\$ 600
ATM Commissions	ATM Commission @ \$25/mthly \$ 300	\$ 300
Rent-Other	DBEDT Office Lease @ \$2,800/mo \$ 33,600	\$ 33,600
Miscellaneous Income	Miscellaneous \$ 12,000	\$ 12,000
300	JULY 1, 2022 TO JUNE 30, 2023	\$ 65,500

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 OTHER INCOME
 300

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
60005	Parking Sales-Daily	\$ 4,000	3,168	832	26.3%	-	4,000	-	161	3,839	2384.5%	3,728	272	7.3%
60015	Parking Sales-Parking Cards	\$ 3,000	2,820	180	6.4%	-	3,000	-	6,150	(3,150)	-51.2%	21,460	(18,460)	-86.0%
60020	Parking Sales-HTA	\$ -	-	-	-	-	-	-	1,950	(1,950)	-100.0%	6,175	(6,175)	-100.0%
60025	Parking Sales-Employee	\$ -	-	-	-	-	-	-	3,717	(3,717)	-100.0%	21,212	(21,212)	-100.0%
60615	Advertising Income-Display Rack	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
62005	Interest Income	\$ 6,000	6,904	(904)	-13.1%	12,000	(6,000)	-50.0%	35,247	(29,247)	-83.0%	140,611	(134,611)	-95.7%
62010	Vending Machine Commissions	\$ 6,000	4,988	1,012	20.3%	-	6,000	-	3,413	2,587	75.8%	11,168	(5,168)	-46.3%
62012	Massage Chair Commissions	\$ 600	610	(10)	-1.6%	-	600	-	468	132	28.2%	3,098	(2,498)	-80.6%
62015	Telephone Commissions	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
62017	ATM Commissions	\$ 300	367	(67)	-18.3%	-	300	-	1,743	(1,443)	-82.8%	5,526	(5,226)	-94.6%
62020	Recycling Income	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
62022	Rent-Other	\$ 33,600	29,650	3,950	13.3%	-	33,600	-	24,000	9,600	40.0%	-	33,600	-
62024	Miscellaneous Income	\$ 12,000	24,393	(12,393)	-50.8%	5,000	7,000	140.0%	7,381	4,619	62.6%	22,713	(10,713)	-47.2%
Total		\$ 65,500	\$ 72,900	\$ (7,400)	-10.2%	\$ 17,000	\$ 48,500	285.3%	\$ 84,230	\$ (18,730)	-22.2%	\$ 235,691	\$ (170,191)	-72.2%

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 F&B ALLOCATION

Licensed LOC
 Pending 1st Option
 Definite 2nd Option

23.0%
 40290

Event Name	Event #	Attendance	40010	40015	40030	40210	40215	40230	40235	Catering Service Charge	Total Revenue
			Concessions Food Sales	Concessions Bar NA Bev Sales	Concessions Bar Alcohol Sales	Catering Food Sales	Catering Bar NA Beverage Sales	Catering Bar Alcohol Sales	Catering Other Sales		
Goldschmidt Conference	37251	2,500	-	-	-	325,000	10,000	15,000	-	80,500	430,500
Monet	37891	60,000	70,000	20,000	30,000	-	-	-	-	-	120,000
Hawai'i Youth Symphony	36646	250	-	-	-	-	-	-	-	-	-
Summer Bash	36694	2,500	10,000	5,000	-	-	-	-	-	-	15,000
Mrs. Philippines World	38108	300	-	500	1,500	-	-	-	-	-	2,000
Pacific Rim Championships	37635	1,200	24,000	6,000	-	-	-	-	-	-	30,000
Annual Native Hawaiian Convention	38109	1,000	-	-	-	70,000	-	-	27,000	-	97,000
Educational Leadership Institute	38066	1,000	-	-	-	80,000	5,600	-	-	19,688	105,288
5-0 Volleyball Tournament	36694	1,200	15,000	5,000	-	-	-	-	-	-	20,000
Hawai'i State Judiciary Bar Exams	37388	250	-	-	-	3,000	-	-	-	690	3,690
Na Kupuna Nights	38078	400	-	-	1,000	2,000	1,000	-	-	690	4,690
PSI Seminars	37851	100	-	-	-	-	-	-	-	-	-
Hawaii Home Buyers & Remodeling Expo 2022	36480	1,000	-	-	-	-	-	-	-	-	-
Aloha Region Friendship Tournament	38123	800	12,000	4,000	-	-	-	-	-	-	16,000
Na Hoku Hanohano Awards	35690	1,000	-	700	10,000	5,500	-	-	-	1,265	17,465
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	35,000	-	-	-	8,050	43,050
Unspecified	00000	200	-	-	-	25,000	-	-	-	5,750	30,750
Unspecified	00000	100	-	-	-	10,000	-	-	-	2,300	12,300
Total July		74,150	131,000	41,200	42,500	555,500	16,600	15,000	27,000	118,933	947,733
Second Look Meeting	37846	1,400	-	-	-	-	-	-	-	-	-
HPH Summer Student	37486	100	-	-	-	2,000	-	-	-	460	2,460
RNDC USA Holiday Tradeshow	37896	900	-	-	-	25,000	-	-	6,000	5,750	36,750
Storm Quality Workshops	37722	400	-	-	-	50,000	5,000	-	-	12,650	67,650
Indo-Pacific Maritime Security Exchange	38056	300	6,000	6,000	-	-	-	-	-	-	12,000
Office on Language Access	38141	100	-	-	-	-	-	-	-	-	-
Lopez/Lee Wedding	38036	150	-	-	1,000	6,000	800	800	-	1,748	10,348
Fire Fighter Recruit Test	38146	750	-	-	-	-	-	-	-	-	-
Comic Con Honolulu	37568	8,000	15,000	5,000	5,000	-	-	-	-	-	25,000
College Tournaments Hawaii - Volleyball	38016	500	9,000	3,000	-	-	-	-	-	-	12,000
Na Kupuna Nights	38079	400	-	-	1,000	2,000	1,000	-	-	690	4,690
Intl Society of Neurochemistry	38116	400	-	-	-	129,000	10,000	10,000	-	34,270	183,270
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	35,000	-	-	-	8,050	43,050
Unspecified	00000	200	-	-	-	25,000	-	-	-	5,750	30,750
Unspecified	00000	100	-	-	-	10,000	-	-	-	2,300	12,300
Total August		14,050	30,000	14,000	7,000	284,000	16,800	10,800	6,000	71,668	440,268
Hula Halau O Kamuela 20th Anniversary	37622	1,200	-	500	15,000	40,000	5,000	-	-	10,350	70,850
Worldwide Dreambuilders Rally	38044	1,300	-	-	-	-	-	-	-	-	-
Aloha Festivals - Float Building	38088	200	-	-	-	-	-	-	-	-	-
Hawai'i World Class Wedding Expo	37680	3,150	-	-	-	-	-	-	-	-	-
Jurassic Adventure	37260	5,000	4,000	2,000	-	-	-	-	-	-	6,000
Miss American Scholar Competition	37598	500	-	-	-	8,000	-	-	-	-	8,000
Hawaii Agriculture Conference	37612	400	10,000	2,000	2,500	5,000	500	-	-	1,265	21,265
US National Sake Appraisal	38143	50	-	-	-	-	-	-	-	-	-
Okinawan Festival	35781	50,000	-	-	10,000	-	-	-	25,000	-	35,000
Professional Community Day Session 1	38172	150	-	-	-	-	-	-	-	-	-
Young At Heart Expo 2022	36324	4,000	2,000	2,000	-	-	-	-	-	-	4,000
Hawaii Health Workforce Summit	38142	400	-	-	-	-	-	-	-	-	-
Na Kupuna Nights	38080	400	-	-	1,000	2,000	1,000	-	-	690	4,690
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	35,000	-	-	-	8,050	43,050
Unspecified	00000	300	-	-	-	35,000	-	-	-	8,050	43,050
Unspecified	00000	200	-	-	-	25,000	-	-	-	5,750	30,750
Unspecified	00000	100	-	-	-	10,000	-	-	-	2,300	12,300
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Total September		67,900	16,000	6,500	36,500	152,000	6,500	-	25,000	36,455	278,955

Event Name	Event #	Attendance	F&B Allocation								Catering Service Charge	Total Revenue
			40010 Concessions Food Sales	40015 Concessions Bar NA Bev Sales	40030 Concessions Bar Alcohol Sales	40210 Catering Food Sales	40215 Catering Bar NA Beverage Sales	40230 Catering Bar Alcohol Sales	40235 Catering Other Sales	23.0% 40290		
Stars of Oceania	38028	300	-	-	-	9,000	-	-	-	-	2,070	11,070
Global Breadfruit Summit	38030	300	-	-	-	9,000	-	-	-	-	2,070	11,070
Applied Superconductivity Conference	33676	1,800	-	-	-	375,000	30,000	20,000	-	-	97,750	522,750
Universal Show Queen Pageant	38054	1,000	5,000	2,000	15,000	-	-	-	-	-	-	22,000
Schools of the Future Conference	37576	1,500	-	-	-	131,000	34,000	3,000	1,500	-	38,640	208,140
Honolulu Board Of Realtors 100th Anniversary	37842	1,000	-	-	8,000	60,000	2,000	-	600	-	14,260	84,860
Water Resilience in Hawaii	38120	200	-	-	-	6,000	-	-	-	-	1,380	7,380
United Nations World Habitat Day	38006	800	-	-	-	27,000	-	-	-	-	6,210	33,210
Gay Bowl XXI Closing Reception	37200	800	-	1,500	15,000	44,000	2,500	-	-	-	10,695	73,695
Professional Community Day - Session 2	38173	150	-	-	-	4,500	-	-	-	-	1,035	5,535
Unspecified	00000	500	-	-	-	-	-	-	-	-	-	-
Na Kupuna Nights - Malio Concert	38082	400	-	-	1,000	2,000	1,000	-	-	-	690	4,690
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-
University of Phoenix Graduation	00000	1,000	-	-	-	2,500	-	-	-	-	575	3,075
Unspecified	00000	300	-	-	-	35,000	-	-	-	-	8,050	43,050
Unspecified	00000	300	-	-	-	35,000	-	-	-	-	8,050	43,050
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	-	-	-	25,000	-	-	-	-	5,750	30,750
Unspecified	00000	200	-	-	-	25,000	-	-	-	-	5,750	30,750
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	10,000	-	-	-	-	2,300	12,300
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Total October		11,500	5,000	3,500	39,000	800,000	69,500	23,000	2,100	205,275	1,147,375	
American Medical Assn	26577	3,500	5,000	3,500	-	325,000	12,000	1,000	3,500	-	77,740	427,740
PBX-22	37813	2,000	-	-	1,000	70,000	2,500	-	-	-	16,675	90,175
Shawn Ray Hawaiian Classic	38023	1,000	3,000	2,000	2,000	-	-	-	-	-	-	7,000
HMSA Annual Meeting	37810	1,000	-	-	-	16,500	-	-	-	-	3,795	20,295
TRY Group 2022	37858	100	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	1,000	18,000	4,500	-	-	-	-	-	-	-	22,500
Hawaii Food & Wine Festival	37900	500	-	-	-	-	-	-	60,000	-	-	60,000
Coin Show Expo	37334	1,000	-	-	-	-	500	-	-	-	115	615
Governor's Emergency Education Relief Fund SI	38132	400	-	-	-	5,000	-	-	-	-	1,150	6,150
Miss Hawaii Teen USA & Miss Hawaii USA 2023	38104	1,000	-	-	-	-	-	-	-	-	-	-
Aloha Region Thanksgiving Tournament	38124	500	16,000	4,000	-	-	-	-	-	-	-	20,000
College Hoops 2022	34540	1,000	800	200	-	-	-	-	-	-	-	1,000
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	40,000	-	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	-	9,200	49,200
Unspecified	00000	200	-	-	-	20,000	-	-	-	-	4,600	24,600
Unspecified	00000	100	-	-	-	10,000	-	-	-	-	2,300	12,300
Unspecified	00000	100	-	-	-	10,000	-	-	-	-	2,300	12,300
Total November		14,050	42,800	14,200	3,000	536,500	15,000	1,000	63,500	127,075	803,075	
Central Pacific Bank Holiday Party	37840	1,000	-	-	-	60,000	1,000	5,000	-	-	15,180	81,180
Honolulu Board Of Realtors General	37606	1,200	-	-	-	72,000	2,500	-	-	-	17,135	91,635
Honolulu Marathon Expo	21642	20,000	5,000	2,500	-	-	-	-	-	-	-	7,500
JROTC Military Ball	37335	1,000	-	-	-	50,000	5,000	-	-	-	12,650	67,650
College Hoops 2022	34541	1,000	800	200	-	-	-	-	-	-	-	1,000
MabuHI Pacific Expo & Summit	37997	10,000	-	-	-	-	-	-	-	-	-	-
Aloha Region Christmas Festival	38125	500	16,000	4,000	-	-	-	-	-	-	-	20,000
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-
Holiday Concert with Na Leo (HCC Event)	38098	500	10,000	2,500	12,000	3,000	-	-	-	-	690	28,190
Unspecified	00000	300	-	-	-	50,000	-	-	-	-	11,500	61,500
Unspecified	00000	300	-	-	-	50,000	-	-	-	-	11,500	61,500
Unspecified	00000	200	-	-	-	30,000	-	-	-	-	6,900	36,900
Unspecified	00000	100	-	-	-	10,000	-	-	-	-	2,300	12,300
Unspecified	00000	100	-	-	-	10,000	-	-	-	-	2,300	12,300
Total December		36,250	31,800	9,200	12,000	335,000	8,500	5,000	-	80,155	481,655	

Event Name	Event #	Attendance	23.0% 40290									
			40010	40015	40030	40210	40215	40230	40235	40290	Total Revenue	
			Concessions Food Sales	Concessions Bar NA Bev Sales	Concessions Bar Alcohol Sales	Catering Food Sales	Catering Bar NA Beverage Sales	Catering Bar Alcohol Sales	Catering Other Sales	Catering Service Charge		
Hawaii Dental Assn	36672	3,000	5,000	1,000	-	-	-	-	-	-	6,000	
The IAFOR International Conference on Educat	37909	180	-	-	-	10,000	500	-	-	2,415	12,915	
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	
Navy Exchange Pearl Harbor Holiday Party	38140	500	-	-	-	25,000	2,500	2,500	-	6,900	36,900	
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	
Professional Community Day - Session 3	38174	150	-	-	-	-	-	-	-	-	-	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	
Zendeski	38216	3,000	-	-	-	500,000	50,000	25,000	-	132,250	707,250	
EssilorLuxottica-North America Sales Conferen	38122	1,500	-	-	-	250,000	25,000	10,000	-	65,550	350,550	
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	200	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	
Total January		9,680	5,000	1,000	-	865,000	78,000	37,500	-	225,515	1,212,015	
Pacific Water Conference	37603	800	-	-	-	167,000	3,500	10,500	700	41,630	223,330	
AAU Volleyball Hawai'i Grand Prix	33417	2,500	25,000	6,000	-	-	-	-	-	-	31,000	
Hawai'i State Judiciary Bar Exams	37554	250	-	-	-	3,000	-	-	-	690	3,690	
HPD Promotional Exams	38154	800	-	-	-	-	-	-	-	-	-	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	300	-	-	-	20,000	-	-	-	4,600	24,600	
Unspecified	00000	300	-	-	-	20,000	-	-	-	4,600	24,600	
Unspecified	00000	200	-	-	-	10,000	-	-	-	2,300	12,300	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	
Total February		6,000	25,000	6,000	-	300,000	3,500	10,500	700	72,220	417,920	
Hawaiian Island Ministries	32939	4,500	16,000	5,000	-	-	-	-	-	-	21,000	
Varsity Spirit Championships	34358	1,677	6,000	2,000	-	-	-	-	-	-	8,000	
Woman's Expo 2023	36658	8,000	3,000	800	800	3,000	-	-	-	690	8,290	
Hickam FCU	37169	1,000	-	-	3,000	70,000	2,000	-	-	16,560	91,560	
Honolulu Festival	23504	15,000	9,000	2,500	1,000	5,000	1,600	-	-	1,518	20,618	
Spring Break Madness	36683	1,000	16,000	4,000	-	-	-	-	-	-	20,000	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200	
Unspecified	00000	300	-	-	-	30,000	-	-	-	6,900	36,900	
Unspecified	00000	300	-	-	-	30,000	-	-	-	6,900	36,900	
Unspecified	00000	200	-	-	-	20,000	-	-	-	4,600	24,600	
Unspecified	00000	200	-	-	-	20,000	-	-	-	4,600	24,600	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	
Total March		33,027	50,000	14,300	4,800	258,000	3,600	-	-	60,168	390,868	

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 F&B ALLOCATION

Licensed LOC
 Pending 1st Option
 Definite 2nd Option

23.0%
 40290

Event Name	Event #	Attendance	40010 Concessions Food Sales	40015 Concessions Bar NA Bev Sales	40030 Concessions Bar Alcohol Sales	40210 Catering Food Sales	40215 Catering Bar NA Beverage Sales	40230 Catering Bar Alcohol Sales	40235 Catering Other Sales	40290 Catering Service Charge	Total Revenue
American Roentgen Ray Society	37648	2,500	2,000	-	-	358,000	-	-	200	82,340	442,540
Preventing Trauma, Violence	37581	700	-	-	-	75,000	15,000	-	-	20,700	110,700
Hapalua Marathon	29116	5,000	-	-	-	-	-	-	-	-	-
First Hawaiian International Auto Show	32945	45,000	8,000	4,000	-	5,000	-	2,000	-	1,610	20,610
Aloha Region Regionals	37225	750	18,000	4,500	-	-	-	-	-	-	22,500
Professional Community Day - Session 4	38175	150	-	-	-	-	-	-	-	-	-
Chopsticks and Wine	37872	1,000	-	-	-	2,000	-	-	30,000	460	32,460
Hawai'i District Championships	38165	1,000	16,000	4,000	-	-	-	-	-	-	20,000
Kawaii Kon	00000	4,000	30,000	5,000	15,000	-	-	-	-	-	50,000
Unspecified	00000	300	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	30,000	-	-	-	6,900	36,900
Unspecified	00000	300	-	-	-	30,000	-	-	-	6,900	36,900
Unspecified	00000	300	-	-	-	20,000	-	-	-	4,600	24,600
Unspecified	00000	200	-	-	-	20,000	-	-	-	4,600	24,600
Unspecified	00000	200	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Total April		62,700	74,000	17,500	15,000	620,000	15,000	2,000	30,200	146,510	920,210
Intl Symposium on Radiopharmaceutical Scien	34986	500	-	-	-	110,000	10,000	7,000	-	29,210	156,210
Shinnyo-En Hawai'i	28707	2,000	-	-	-	-	-	-	-	-	-
May Day 2023	36771	1,600	12,000	2,000	6,000	25,000	-	-	-	5,750	50,750
Mothers Day Concert w/ Na Leo (HCC Event)	37563	500	-	1,000	5,000	50,000	3,000	-	-	12,190	71,190
Na Hōkū Hanohano Awards	35689	1,000	-	700	10,000	5,500	-	-	-	1,265	17,465
Aloha Region Summer Volleyball	37767	1,000	16,000	4,000	-	-	-	-	-	-	20,000
Jump Dance Convention	38045	1,500	10,000	3,000	-	-	-	-	-	-	13,000
Myron B. Thompson Graduation	00000	400	-	-	-	-	-	-	-	-	-
Hawaii Baptist Academy Graduation	00000	2,000	-	-	-	-	-	-	-	-	-
Hawaii Technology Academy	00000	150	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	-	-	-	25,000	-	-	-	5,750	30,750
Unspecified	00000	200	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Total May		12,850	38,000	10,700	21,000	375,500	13,000	7,000	-	90,965	556,165
The Luau Volleyball	37398	3,000	16,000	4,000	-	-	-	-	-	-	20,000
HPMG Professional Development Day	38094	3,000	-	-	-	8,000	2,000	-	-	2,300	12,300
Hawai'i Hotel & Restaurant Show	35828	3,500	2,400	500	2,500	5,000	-	-	300	1,150	11,850
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	40,000	-	-	-	9,200	49,200
Unspecified	00000	300	-	-	-	30,000	-	-	-	6,900	36,900
Unspecified	00000	200	-	-	-	30,000	-	-	-	6,900	36,900
Unspecified	00000	200	-	-	-	20,000	-	-	-	4,600	24,600
Unspecified	00000	100	-	-	-	10,000	-	-	-	2,311	12,311
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-
Total June		11,100	18,400	4,500	2,500	183,000	2,000	-	300	42,561	253,261
Grand Total		353,257	467,000	142,600	183,300	5,264,500	248,000	111,800	154,800	1,277,500	7,849,500

Event Name	Event #	Attendance	23.0%			17.0%		17.0%		17.0%		23.5%	
			COS- Concessions Food	COS- Concessions Bar NA Bev	COS- Concessions Alcohol	COS-Catering Food	COS-Catering Bar NA Bev	COS-Catering Alcohol	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income	
Stars of Oceania	38028	300	-	-	-	2,070	-	-	2,070	9,000	2,601	6,399	
Global Breadfruit Summit	38030	300	-	-	-	2,070	-	-	2,070	9,000	2,601	6,399	
Applied Superconductivity Conference	33676	1,800	-	-	-	86,250	5,100	3,400	94,750	428,000	122,846	305,154	
Universal Show Queen Pageant	38054	1,000	1,150	340	2,550	-	-	-	4,040	17,960	5,170	12,790	
Schools of the Future Conference	37576	1,500	-	-	-	30,130	5,780	510	36,420	171,720	48,913	122,807	
Honolulu Board Of Realtors 100th Anniversary	37842	1,000	-	-	1,360	13,800	340	-	15,500	69,360	19,942	49,418	
Water Resilience in Hawaii	38120	200	-	-	-	1,380	-	-	1,380	6,000	1,734	4,266	
United Nations World Habitat Day	38006	800	-	-	-	6,210	-	-	6,210	27,000	7,804	19,196	
Gay Bowl XXI Closing Reception	37200	800	-	255	2,550	10,120	425	-	13,350	60,345	17,318	43,027	
Professional Community Day - Session 2	38173	150	-	-	-	1,035	-	-	1,035	4,500	1,301	3,199	
Unspecified	00000	500	-	-	-	-	-	-	-	-	-	-	
Na Kupuna Nights - Malio Concert	38082	400	-	-	170	460	170	-	800	3,890	1,102	2,788	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
University of Phoenix Graduation	00000	1,000	-	-	-	575	-	-	575	2,500	723	1,777	
Unspecified	00000	300	-	-	-	8,050	-	-	8,050	35,000	10,117	24,883	
Unspecified	00000	300	-	-	-	8,050	-	-	8,050	35,000	10,117	24,883	
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	200	-	-	-	5,750	-	-	5,750	25,000	7,226	17,774	
Unspecified	00000	200	-	-	-	5,750	-	-	5,750	25,000	7,226	17,774	
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Total October		11,500	1,150	595	6,630	184,000	11,815	3,910	208,100	939,275	269,633	669,642	
American Medical Assn	26577	3,500	1,150	595	-	74,750	2,040	170	78,705	349,035	100,519	248,516	
PBX-22	37813	2,000	-	-	170	16,100	425	-	16,695	73,480	21,191	52,289	
Shawn Ray Hawaiian Classic	38023	1,000	690	340	340	-	-	-	1,370	5,630	1,645	3,985	
HMSA Annual Meeting	37810	1,000	(16)	-	-	3,795	-	-	3,779	16,516	4,728	11,788	
TRY Group 2022	37858	100	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	1,000	4,140	765	-	-	-	-	4,905	17,595	5,288	12,308	
Hawaii Food & Wine Festival	37900	500	-	-	-	-	-	-	-	60,000	24,100	35,900	
Coin Show Expo	37334	1,000	-	-	-	-	85	-	85	530	145	385	
Governor's Emergency Education Relief Fund SI	38132	400	-	-	-	1,150	-	-	1,150	5,000	1,445	3,555	
Miss Hawaii Teen USA & Miss Hawaii USA 2023	38104	1,000	-	-	-	-	-	-	-	-	-	-	
Aloha Region Thanksgiving Tournament	38124	500	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940	
College Hoops 2022	34540	1,000	184	34	-	-	-	-	218	782	235	547	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	200	-	-	-	4,600	-	-	4,600	-20,000	5,781	14,219	
Unspecified	00000	100	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Unspecified	00000	100	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Total November		14,050	9,828	2,414	510	123,395	2,550	170	138,867	664,208	198,682	465,526	
Central Pacific Bank Holiday Party	37840	1,000	-	-	-	13,800	170	850	14,820	66,360	19,077	47,283	
Honolulu Board Of Realtors General	37606	1,200	-	-	-	16,560	425	-	16,985	74,650	21,534	53,116	
Honolulu Marathon Expo	21642	20,000	1,150	425	-	-	-	-	1,575	5,925	1,763	4,163	
JROTC Military Ball	37335	1,000	-	-	-	11,500	850	-	12,350	55,300	15,898	39,402	
College Hoops 2022	34541	1,000	184	34	-	-	-	-	218	782	235	547	
MabuHI Pacific Expo & Summit	37997	10,000	-	-	-	-	-	-	-	-	-	-	
Aloha Region Christmas Festival	38125	500	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
Holiday Concert with Na Leo (HCC Event)	38098	500	2,300	425	2,040	690	-	-	5,455	22,735	6,625	16,110	
Unspecified	00000	300	-	-	-	11,500	-	-	11,500	50,000	14,453	35,548	
Unspecified	00000	300	-	-	-	11,500	-	-	11,500	50,000	14,453	35,548	
Unspecified	00000	200	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329	
Unspecified	00000	100	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Unspecified	00000	100	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Total December		36,250	7,314	1,564	2,040	77,050	1,445	850	90,263	391,392	113,189	278,203	

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 F&B ALLOCATION

Licensed LOC
 Pending 1st Option
 Definite 2nd Option

Event Name	Event #	Attendance	23.0%			17.0%		17.0%		17.0%		23.5%	
			COS- 40110 Concessions Food	COS- 40115 Concessions Bar NA Bev	COS- 40130 Concessions Alcohol	COS-Catering 40310 Food	COS-Catering 40315 Bar NA Bev	COS-Catering 40330 Alcohol	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income	
Hawaii Dental Assn	36672	3,000	1,150	170	-	-	-	-	1,320	4,680	1,410	3,270	
The IAFOR International Conference on Educat	37909	180	-	-	-	2,300	85	-	2,385	10,530	3,035	7,495	
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	-	
Navy Exchange Pearl Harbor Holiday Party	38140	500	-	-	-	5,750	425	425	6,600	30,300	8,672	21,629	
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Professional Community Day - Session 3	38174	150	-	-	-	-	-	-	-	-	-	-	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
Zendesks	38216	3,000	-	-	-	115,000	8,500	4,250	127,750	579,500	201,204	378,296	
EssilorLuxottica-North America Sales Conferen	38122	1,500	-	-	-	57,500	4,250	1,700	63,450	287,100	82,379	204,721	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	200	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-	
Total January	9,680	1,150	170	-	198,950	13,260	6,375	219,905	992,110	319,824	672,286		
Pacific Water Conference	37603	800	-	-	-	38,410	595	1,785	40,790	182,540	52,483	130,057	
AAU Volleyball Hawai'i Grand Prix	33417	2,500	5,750	1,020	-	-	-	-	6,770	24,230	7,285	16,945	
Hawai'i State Judiciary Bar Exams	37554	250	-	-	-	690	-	-	690	3,000	867	2,133	
HPD Promotional Exams	38154	800	-	-	-	-	-	-	-	-	-	-	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	300	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219	
Unspecified	00000	300	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219	
Unspecified	00000	200	-	-	-	2,300	-	-	2,300	10,000	2,891	7,110	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Total February	6,000	5,750	1,020	-	69,000	595	1,785	78,150	339,770	98,211	241,559		
Hawaiian Island Ministries	32939	4,500	3,680	850	-	-	-	-	4,530	16,470	4,935	11,535	
Varsity Spirit Championships	34358	1,677	1,380	340	-	-	-	-	1,720	6,280	1,880	4,400	
Woman's Expo 2023	36658	8,000	690	136	136	690	-	-	1,652	6,638	1,948	4,690	
Hickam FCU	37169	1,000	-	-	510	16,100	340	-	16,950	74,610	21,517	53,093	
Honolulu Festival	23504	15,000	2,070	425	170	1,150	272	-	4,087	16,531	4,845	11,686	
Spring Break Madness	36683	1,000	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940	
Conservation & Resources Enforcement Acaden	38170	50	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438	
Unspecified	00000	300	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329	
Unspecified	00000	300	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329	
Unspecified	00000	200	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219	
Unspecified	00000	200	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-	
Total March	33,027	11,500	2,431	816	59,340	612	-	74,699	316,169	91,854	224,315		

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 F&B ALLOCATION

Licensed LOC
 Pending 1st Option
 Definite 2nd Option

Event Name	Event #	Attendance	23.0%	17.0%	17.0%	23.0%	17.0%	17.0%	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income
			40110	40115	40130	40310	40315	40330				
			COS- Concessions Food	COS- Concessions Bar NA Bev	COS- Concessions Alcohol	COS-Catering Food	COS-Catering Bar NA Bev	COS-Catering Alcohol				
American Roentgen Ray Society	37648	2,500	460	-	-	82,340	-	-	82,800	359,740	103,997	255,743
Preventing Trauma, Violence	37581	700	-	-	-	17,250	2,550	-	19,800	90,900	26,015	64,886
Hapalua Marathon	29116	5,000	-	-	-	-	-	-	-	-	-	-
First Hawaiian International Auto Show	32945	45,000	1,840	680	-	1,150	-	340	4,010	16,600	4,843	11,757
Aloha Region Regionals	37225	750	4,140	765	-	-	-	-	4,905	17,595	5,288	12,308
Professional Community Day - Session 4	38175	150	-	-	-	-	-	-	-	-	-	-
Chopsticks and Wine	37872	1,000	-	-	-	460	-	-	460	32,000	7,628	24,372
Hawai'i District Championships	38165	1,000	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940
Kawaii Kon	00000	4,000	6,900	850	2,550	-	-	-	10,300	39,700	11,750	27,950
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329
Unspecified	00000	300	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329
Unspecified	00000	300	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219
Unspecified	00000	200	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Total April		62,700	17,020	2,975	2,550	142,600	2,550	340	168,035	752,175	216,249	535,926
Intl Symposium on Radiopharmaceutical Scienc	34986	500	-	-	-	25,300	1,700	1,190	28,190	128,020	36,709	91,311
Shinnyo-En Hawai'i	28707	2,000	-	-	-	-	-	-	-	-	-	-
May Day 2023	36771	1,600	2,760	340	1,020	5,750	-	-	9,870	40,880	11,926	28,954
Mothers Day Concert w/ Na Leo (HCC Event)	37563	500	-	170	850	11,500	510	-	13,030	58,160	16,730	41,430
Na Hōkū Hanohano Awards	35689	1,000	-	119	1,700	1,265	-	-	3,084	14,381	4,104	10,277
Aloha Region Summer Volleyball	37767	1,000	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940
Jump Dance Convention	38045	1,500	2,300	510	-	-	-	-	2,810	10,190	3,055	7,135
Myron B. Thompson Graduation	00000	400	-	-	-	-	-	-	-	-	-	-
Hawaii Baptist Academy Graduation	00000	2,000	-	-	-	-	-	-	-	-	-	-
Hawaii Technology Academy	00000	150	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	200	-	-	-	5,750	-	-	5,750	25,000	7,226	17,774
Unspecified	00000	200	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Total May		12,850	8,740	1,819	3,570	86,365	2,210	1,190	103,894	452,271	130,699	321,572
The Luau Volleyball	37398	3,000	3,680	680	-	-	-	-	4,360	15,640	4,700	10,940
HPMG Professional Development Day	38094	3,000	-	-	-	1,840	340	-	2,180	10,120	2,891	7,230
Hawai'i Hotel & Restaurant Show	35828	3,500	552	85	425	1,150	-	-	2,212	9,638	2,785	6,853
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	9,200	-	-	9,200	40,000	11,562	28,438
Unspecified	00000	300	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329
Unspecified	00000	200	-	-	-	6,900	-	-	6,900	30,000	8,672	21,329
Unspecified	00000	200	-	-	-	4,600	-	-	4,600	20,000	5,781	14,219
Unspecified	00000	100	-	-	-	2,252	-	-	2,302	10,009	2,896	7,113
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	100	-	-	-	-	-	-	-	-	-	-
Total June		11,100	4,232	765	425	42,042	340	-	47,854	205,407	59,519	145,888
Grand Total		353,257	107,394	24,242	31,161	1,210,787	42,160	19,006	1,434,800	6,414,700	1,893,800	4,520,901

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 FOOD & BEVERAGE DEPARTMENT
 535

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 915,700
70205	Bonus-Performance	See Facility Salary Detail	\$ 23,200
71005	Payroll Taxes	FICA, Medicare, SUI, FUTA @ 10.9%	\$ 102,300
71105	Benefits	Health Insurance, Dental, 401k @ 8.5%	\$ 77,800
71505	Workers Compensation	Workers Compensation @ 3.95%	\$ 37,100
72905	Other Contracted Services	Kitchen Hood Cleaning, \$ 6,500 Kitchen Hood Fire Supressions Inspection, semi-annual \$ 3,200 Grease Trap clear/removal, Pacific Biodiesel \$ 3,700 Pest Control Services, Orkin \$733/mo \$ 8,800 Boiler/Pump maintenance, qtrly \$ 2,000 Boiler Inspection, DLIR, bi-annual \$ 1,500	\$ 25,700
73035	Bank Service Charges		\$ 600
73050	Payroll Fees		\$ 700
73060	Meetings & Conventions	IAVM (HF)	\$ 2,000
73065	Dues & Subscriptions	IAVM	\$ 500
73070	Postage		\$ 500
73095	Rental Office Equipment	Toshiba Copier Leases @ \$400/month	\$ 4,800
73100	Office Supplies		\$ 2,000
73190	Coporate Travel	Corporate Site Visits, \$2500/visit	\$ 2,500
73215	Promotional	Employee F&B Discounts \$ 4,400 HTA Costs > \$1,200/mo \$ 45,000	\$ 49,400
73230	Licenses & Fees	Liquor License	\$ 8,400
73265	Credit Card Discounts	Credit Card Service Charges, 0.45% of sales	\$ 28,900
73275	Computer Expense	Computer Services \$ 49,200 Bypass \$ 21,000	\$ 70,200
73295	Employee Training	Manager Training (2), \$2500/training	\$ 5,000

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 FOOD & BEVERAGE DEPARTMENT
 535

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73905	Miscellaneous G & A	\$ 1,000	\$ 1,000
74010	Trash Removal	Eco-Feed Waste Disposal \$ 6,000	\$ 6,000
74060	Small Equipment	Various Small Equipment Needed \$ 8,000	\$ 8,000
75005	Gen Bldg Repairs & Maintenance	General Building Repairs F&B \$ 42,500	\$ 42,500
75105	Maintenance Agreements	Sketch-up Floorplan Program License \$ 700	\$ 700
76005	General Building Supplies	Paper Supplies, 1.8% of sales \$ 141,300 Floral, 0.1% of sales \$ 7,800	\$ 149,100
76115	Janitorial Supplies	F&B Cleaning Supplies, 0.5% of sales \$ 39,200	\$ 39,200
76135	Laundry	Linen Cleaning \$ 6,000	\$ 6,000
76140	Uniforms	Replacement \$ 500	\$ 500
77040	Insurance	GL Business Insurance 0.98% of sales \$ 64,400	\$ 64,400
78205	Telephone	Cell Service, AT&T @ \$250/mo \$ 3,000	\$ 3,000
535		JULY 1, 2022 TO JUNE 30, 2023	\$ 1,677,700

E

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 FOOD & BEVERAGE DEPARTMENT
 535

Acct#	Account Title	Budget	Prior Year	Variance	Percentage	Prior Year	Variance	Percentage	Two Years	Variance	Percentage	Three Years	Variance	Percentage
			FY 2022 Reforecast	More / (Less)	Change Increase (Decrease)	FY 2022 Budget	More / (Less)	Change Increase (Decrease)	CY 2020 Actual	More / (Less)	Change Increase (Decrease)	Prior CY 2019 Actual	More / (Less)	Change Increase (Decrease)
70005	Salaries-Exempt	\$ 915,700	666,587	249,113	37.4%	757,500	158,200	20.9%	563,484	352,216	62.5%	960,326	(44,626)	-4.6%
70205	Bonus-Performance	\$ 23,200	-	23,200	-	-	23,200	-	(18,303)	41,503	-226.8%	7,016	16,184	230.7%
71005	Payroll Taxes	\$ 102,300	56,637	45,663	80.6%	82,600	19,700	23.8%	49,075	53,225	108.5%	79,210	23,090	29.2%
71105	Benefits	\$ 77,800	49,455	28,345	57.3%	64,400	13,400	20.8%	52,759	25,041	47.5%	83,263	(5,463)	-6.6%
71505	Workers Compensation	\$ 37,100	25,783	11,317	43.9%	29,900	7,200	24.1%	23,573	13,527	57.4%	38,268	(1,168)	-3.1%
72410	Armored Car Service	\$ -	500	(500)	-100.0%	500	(500)	-100.0%	375	(375)	-100.0%	1,066	(1,066)	-100.0%
72905	Other Contracted Services	\$ 25,700	8,796	16,904	192.2%	29,100	(3,400)	-11.7%	9,907	15,793	159.4%	18,139	7,561	41.7%
73010	Professional Fees-Legal	\$ -	1,573	(1,573)	-100.0%	-	-	-	1,867	(1,867)	-100.0%	563	(563)	-100.0%
73015	Professional Fees-Other	\$ -	132	(132)	-100.0%	-	-	-	-	-	-	1,562	(1,562)	-100.0%
73035	Bank Service Charges	\$ 600	379	221	58.3%	1,000	(400)	-40.0%	1,382	(782)	-56.6%	1,619	(1,019)	-62.9%
73050	Payroll Fees	\$ 700	462	238	51.5%	500	200	40.0%	1,135	(435)	-38.3%	712	(12)	-1.7%
73055	Meals & Entertainment	\$ -	98	(98)	-100.0%	-	-	-	277	(277)	-100.0%	1,457	(1,457)	-100.0%
73060	Meetings & Conventions	\$ 2,000	-	2,000	-	-	2,000	-	-	2,000	-	-	2,000	-
73065	Dues & Subscriptions	\$ 500	-	500	-	-	500	-	3,495	(2,995)	-85.7%	-	500	-
73070	Postage	\$ 500	316	184	58.2%	500	-	-	819	(319)	-38.9%	876	(376)	-42.9%
73095	Rental Office Equipment	\$ 4,800	805	3,995	496.3%	7,200	(2,400)	-33.3%	3,600	1,200	33.3%	5,400	(600)	-11.1%
73100	Office Supplies	\$ 2,000	1,407	593	42.1%	1,000	1,000	100.0%	2,693	(693)	-25.7%	5,545	(3,545)	-63.9%
73105	Printing & Stationary	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73190	Coporate Travel	\$ 2,500	-	2,500	-	-	2,500	-	1,789	711	39.7%	7,768	(5,268)	-67.8%
73215	Promotional	\$ 49,400	5,154	44,246	858.5%	22,400	27,000	120.5%	46,238	3,162	6.8%	74,542	(25,142)	-33.7%
73230	Licenses & Fees	\$ 8,400	6,500	1,900	29.2%	6,500	1,900	29.2%	4,169	4,231	101.5%	5,559	2,841	51.1%
73255	Sales & Use Tax	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
73265	Credit Card Discounts	\$ 28,900	13,505	15,395	114.0%	12,000	16,900	140.8%	16,406	12,494	76.2%	31,919	(3,019)	-9.5%
73275	Computer Expense	\$ 70,200	47,988	22,212	46.3%	40,000	30,200	75.5%	27,949	42,251	151.2%	23,828	46,372	194.6%
73295	Employee Training	\$ 5,000	-	5,000	-	-	5,000	-	-	5,000	-	-	5,000	-
73905	Miscellaneous G & A	\$ 1,000	568	432	76.1%	1,000	-	-	5,552	(4,552)	-82.0%	12,140	(11,140)	-91.8%
74010	Trash Removal	\$ 6,000	3,082	2,918	94.7%	5,000	1,000	20.0%	11,952	(5,952)	-49.8%	38,170	(32,170)	-84.3%
74055	Equipment Rental	\$ -	-	-	-	-	-	-	4,374	(4,374)	-100.0%	5,000	(5,000)	-100.0%
74060	Small Equipment	\$ 8,000	6,093	1,907	31.3%	8,000	-	-	1,797	6,203	345.2%	17,941	(9,941)	-55.4%
75005	Gen Bldg Repairs & Maintenance	\$ 42,500	64,583	(22,083)	-34.2%	20,000	22,500	112.5%	32,953	9,547	29.0%	57,470	(14,970)	-26.0%
75105	Maintenance Agreements	\$ 700	-	700	-	-	700	-	-	700	-	-	700	-
76005	General Building Supplies	\$ 149,100	52,960	96,140	181.5%	62,500	86,600	138.6%	50,367	98,733	196.0%	171,719	(22,619)	-13.2%
76145/6	COVID Expenses	\$ -	300	(300)	-100.0%	7,500	(7,500)	-100.0%	-	-	-	-	-	-
76115	Janitorial Supplies	\$ 39,200	12,141	27,059	222.9%	16,500	22,700	137.6%	11,146	28,054	251.7%	58,409	(19,209)	-32.9%
76135	Laundry	\$ 6,000	4,262	1,738	40.8%	3,000	3,000	100.0%	10,848	(4,848)	-44.7%	42,669	(36,669)	-85.9%
76140	Uniforms	\$ 500	581	(81)	-13.9%	500	-	-	469	31	6.6%	3,183	(2,683)	-84.3%
77040	Insurance	\$ 64,400	15,137	49,263	325.4%	26,900	37,500	139.4%	17,062	47,338	277.4%	85,431	(21,031)	-24.6%
78205	Telephone	\$ 3,000	2,916	84	2.9%	2,400	600	25.0%	3,911	(911)	-23.3%	4,109	(1,109)	-27.0%
	Total	\$ 1,677,700	\$ 1,048,700	\$ 629,000	60%	\$ 1,208,400	\$ 469,300	39%	\$ 943,120	\$ 734,580	78%	\$ 1,844,879	\$ (167,179)	-9%

E

Discussion and Action to Adopt the Grant Administration Plan (GAP) as Presented and Updated for the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii Tourism Authority by Governor Ige

See Agenda Item 7b

Presented to the Ho'okahua Hawaii and Branding Standing Committees

12

Discussion, Recommendation, and Action on
HTA Draft Fiscal Year 2023 Budget

See Agenda 10b

**Revised Changes to FY2023 Budget Worksheet as
Presented to the Budget, Finance, and Convention
Center Standing Committee**