

# Pillar 4 – Community Partnerships

HTA will continue to partner with sports events, activities, and competitions that serve to perpetuate Hawaiian and local culture that are significant to our community. These programs will attract state-wide, country-wide and international competitors, and raise their awareness and understanding of Hawai'i's unique sports history and culture through an authentic experience. These kinds of programs have proven to encourage and inspire healthy communities through interactions and engagement, as well as economic gain for residents and local businesses. Overall, these programs promote our sustainable tourism model. An RFP will be issued to solicit community-based events.

KPI's Considered:

- Grassroots Community Partnerships
- Niche sports formerly in CEP
- Prospect for future event growth
- Ability to rise to Signature Tier with the proper support