

**Budget Adjustment to Accommodate Marketing Funding Request
Budget, Finance, and Convention Center Standing Committee
Meeting
November 20, 2023**

Incremental Request, Savings, Cuts, Sources		Comments
Branding Incremental Request		
US Maui Recovery Marketing Program #1	\$ 2,600,000.00	Already spent (Only FY24 then \$1.35M, remaining 10% will be paid in Sept 24 -
Canada Maui Recovery Marketing Program #1	\$ 1,500,000.00	assuming no payments can be made in Jul/Aug)
Japan Recovery Program #1	\$ 2,500,000.00	(Only FY24 then \$1.35M for Jan-May services)
US Maui Recovery Marketing Program #2	\$ 2,500,000.00	Original request was \$10M CY24
MCI - Corporate Meetings and Incentive Sales person	\$ 350,000.00	(Only FY24 then \$175K)
Current Funding Deficit	\$ 4,000,000.00	
Total Request	\$ 13,450,000.00	
Program Savings		
	Funding Amount	
Unspent funds from CY22 and CY23 CEP & Signature Events	\$ 830,000.00	From events that cancelled for multiple reasons. Main cause was the wildfires.
Unspent funds from previous Island Chapter contract period (Jan-Jun 2023)	\$ 130,000.00	IHVB ED salary for most of CY2023
Surfing	\$ 75,000.00	Unspent budget not needed.
UH Athletics Partnerships	\$ 51,000.00	Unspent budget not needed.
Visitor Impact Program (Hawai'i Green Business Program)	\$ 10,000.00	HGBP Doesn't need their final payment, Liquidate existing ENC
Subtotal Program Savings	\$ 1,096,000.00	
Program Cuts		
Air Route Development Consulting	\$ 250,000.00	Eliminates professional services for route development services in CY24
DMAP implementation programs	\$ 1,530,350.00	New DMAPs activities will not be implemented in FY 2024 (do planning only)
'Ólelo Hawai'i	\$ 375,000.00	HRS 201B-7(b)(5)(b) Original Budget was \$500K
Global Support Services CY24	\$ 525,000.00	Losing one time enhancements to GoHawaii.com
Campaign Effectiveness, Evaluation contract	\$ 151,785.00	Festival & Events Eval for 2024 events and Campaign Effectiveness study in Q1 CY 2024 will be discontinued
Hawaiian Culture Initiative	\$ 420,000.00	Eliminates services previously provided by NaHHA
Market Support for Sales Missions in CY2024	\$ 30,000.00	HTA will not fund cultural practitioners to travel in market in Q1/Q2 CY24
Ma'ema'e Toolkit CY2024 Update	\$ 25,000.00	Ma'ema'e Toolkit will not have a CY2024 update
PGA	\$ 52,500.00	Eliminates support for Mitsubishi Tournament Support (\$257,500) and a budget savings of \$52,500
		Reduces support for 2024 LOTTE Championship
		11/20: Restore and confirm whether the event will be in November (FY25) vs April (FY24) and adjust cashflow accordingly
LPGA	\$ -	
Subtotal Program Cuts	\$ 3,359,635.00	
Other Funding Sources		
Marketing Opportunity Fund	\$ 100,000.00	
Tourism Emergency Fund	\$ 4,750,000.00	\$4.75M remaining after Shelter Costs paid
Federal Programs	\$ 3,250,000.00	EDA funds will be used to pay for similar marketing activities in the US Market
Increase/Adjust Budget Request for FY 2025		(\$1.425M to move some of Japan and MCI to FY25)
Payroll Salaries	\$ 500,000.00	
Subtotal Other Funding Sources	\$ 8,600,000.00	
Total Funds Available to Cover Request	\$ 13,055,635.00	Program Savings + Program Cuts + Other Funding Sources
FUNDING DEFICIT	\$ (394,365.00)	Amount needed to cover Marketing Request