

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

For the Period 7/1/22 to 4/30/23

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|--------------------------------------|--------------|-----------------|--------------|----------------------------|---------------------|
| Perpetuating Hawaiian Culture | | | | | |
| <i>From:</i> | | | | | |
| None | | | | | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Natural Resources | | | | | |
| <i>From:</i> | | | | | |
| None | | | | | |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Community | | | | | |
| <i>From:</i> | | | | | |
| None | | | | | |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|----------------------------|--------------|-----------------|--------------|----------------------------|---------------------|
| Branding | | | | | |
| <i>From:</i> | | | | | |
| China | 329 | 120,000 | (120,000) | - | (120,000) |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| | | | (120,000) | | (120,000) |
| <i>To:</i> | | | | | |
| Marketing Opp Fund | 380 | - | 120,000 | 120,000 | 120,000 |
| | | | | - | - |
| | | | | - | - |
| | | | 120,000 | | 120,000 |
| Sports | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Safety and Security | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|-------------------------|--------------|-----------------|--------------|----------------------------|---------------------|
| Tourism Research | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Planning | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Administration | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | - |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|---|--------------|-----------------|--------------|----------------------------|---------------------|
| Governance and Organization-Wide | | | | | |
| <i>From:</i> | | | | | |
| None | | | - | - | |
| | | | - | - | |
| | | | - | - | |
| <i>To:</i> | | | | | |
| | | | - | - | |
| | | | - | - | |
| Board Allocations | | | | | |
| <i>From:</i> | | | | | |
| None | | | - | - | |
| | | | - | - | |
| | | | - | - | |

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| | | For the Period 7/1/21 to 4/30/23 | | | |
|---|--------------|----------------------------------|--------------|----------------------------|---------------------|
| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
| Perpetuating Hawaiian Culture | | | | | |
| <i>From:</i> | | | | | |
| Hawaiian Culture Initiative | 202 | 475,000 | - | 475,000 | 50,000 |
| Legacy Award Program | 214 | 25,000 | (12,000) | 13,000 | (62,000) |
| Hawaiian Culture Opportunity Fund | 215 | 200,000 | (200,000) | - | |
| Travel - Hawaiian Culture | 298 | 15,000 | (655) | 14,345 | |
| | | | | - | |
| | | | (212,655) | | (12,000) |
| <i>To:</i> | | | | | |
| Market Support | 204 | 50,000 | 12,000 | 62,000 | 12,000 |
| Kahea Airport Greetings | 207 | - | 700,000 | 700,000 | |
| Hawaiian Culture Festivals & Events | 218 | - | 330,000 | 330,000 * | |
| Resort Area Hawaiian Culture Initiative | 718 | - | 150,000 | 150,000 | |
| | | | | - | |
| | | | | - | |
| | | | 1,192,000 | | 12,000 |
| Natural Resources | | | | | |
| <i>From:</i> | | | | | |
| Wahi Pana Series | 416 | 250,000 | (250,000) | - | |
| | | | | - | |
| | | | | - | |
| | | | (250,000) | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Community | | | | | |
| <i>From:</i> | | | | | |
| Community Product Capacity Building | 702 | 500,000 | (500,000) | - | |
| Current Workforce | 802 | 100,000 | (100,000) | - | |
| | | | | - | |
| | | | (600,000) | | - |
| <i>To:</i> | | | | | |
| Future Workforce | 803 | 120,000 | 150,000 | 270,000 | |
| | | | | - | |
| | | | 150,000 | | - |

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|--|--------------|-----------------|--------------------|----------------------------|---------------------|
| Branding | | | | | |
| <i>From:</i> | | | | | |
| Route Development | 005 | 250,000 | (250,000) | - | |
| Campaig Effectiveness Study | 010 | 270,000 | (10,000) | 260,000 | |
| Rebranding the Hawaiian Islands | 012 | 1,000,000 | (1,000,000) | - | |
| Creative Agency | 013 | 250,000 | (250,000) | - | |
| gohawaii.com | 318 | 2,500,000 | (1,823,000) | 677,000 | (97,500) |
| Island Chapters Staffing and Admin | 320 | - | - | - | |
| Global Digital Marketing Strategy | 339 | 713,000 | (100,000) | 613,000 | (100,000) |
| Marketing Opportunity Fund | 380 | 250,000 | (152,345) | 97,655 | |
| | | | (3,585,345) | | (197,500) |
| <i>To:</i> | | | | | |
| Cruise Industry Consulting Services | 004 | 100,000 | 100,000 | 200,000 | |
| Pono Travel Education Program | 014 | 175,000 | 225,000 | 400,000 | |
| Hawaii Tourism Updates | 102 | 125,000 | 106,000 | 231,000 | |
| US MMA | 321 | 22,500,000 | - | 22,500,000 | - |
| Global Mkt Shared Resces (formerly Intellect Prop Data E | 350 | 787,000 | 398,000 | 1,185,000 | 197,500 |
| | | | 829,000 | | 197,500 |
| Sports | | | | | |
| <i>From:</i> | | | | | |
| Sports Programs - Unallocated | 379 | 1,500,000 | (1,500,000) | - | |
| | | | (1,500,000) | | - |
| <i>To:</i> | | | | | |
| PGA Tour Contracts | 312 | 2,177,889 | 1,800,000 | 3,977,889 | |
| WTC - Ironman Worrld Championships | 340 | - | 250,000 | 250,000 | |
| LPGA | 343 | - | 500,000 | 500,000 | |
| UH Athletics Branding Partnership | 378 | - | 334,000 | 334,000 | |
| Sports RFP or Other Procurement | 385 | - | 1,250,000 | 1,250,000 | |
| | | | 4,134,000 | | - |
| Safety and Security | | | | | |
| <i>From:</i> | | | | | |
| Lifeguard Program | 603 | 200,000 | (200,000) | - | |
| | | | (200,000) | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|----------------------------|--------------|-----------------|--------------|----------------------------|---------------------|
| Tourism Research | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Planning | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |
| Administration | | | | | |
| <i>From:</i> | | | | | |
| General and Administrative | 901 | 848,700 | (10,000) | 838,700 | - |
| | | | | - | |
| | | | (10,000) | | - |
| <i>To:</i> | | | | | |
| | | | | - | |
| | | | | - | |
| | | | - | | - |

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

| Budget Line Item | Program Code | Original Budget | Reallocation | Budget After Reallocations | April 2023 Activity |
|---|--------------|-----------------|--------------|----------------------------|---------------------|
| Governance and Organization-Wide | | | | | |
| <i>From:</i> | | | | | |
| Organization-Wide | 915 | 230,000 | - | 230,000 | |
| | | | | - | |
| | | | - | | - |
| <i>To:</i> | | | | | |
| Governance - Gen Board/Others | 919 | 121,800 | 53,000 | 174,800 | |
| | | | 53,000 | | - |
| Board Allocations | | | | | |
| <i>From:</i> | | | | | |
| None | | | | - | |
| | | | - | | - |
| | | | - | | - |

*Excluded \$450,000 that was a release of funds for availability by the Board, as opposed to a reallocation.