

## Budget Adjustment to Accommodate Marketing Funding Request

Incremental Request, Savings, Cuts, Sources	Version From Committee Meetings	Approved by the Board - 11/30/23	Comments
<b><u>Request</u></b>			
US Maui Recovery Marketing Program #1	\$ 2,600,000	\$ 2,600,000	Already spent from general funds (Staff recommends funding from TESH)
Canada Maui Recovery Marketing Program #1	\$ 1,500,000	\$ 900,000	Adjusted for FY24 cashflow
Japan Recovery Program #1	\$ 2,500,000	\$ 1,350,000	Adjusted for FY24 cashflow
MCI - Corporate Meetings and Incentive Sales person	\$ 350,000	\$ 175,000	Adjusted for FY24 cashflow
US Maui Recovery Marketing Program #2	\$ 2,500,000	\$ 2,500,000	Adjusted for FY24 cashflow (Disaster Response Plan recommends payment of \$900K through TESH)
Disaster Response Plan (not including US Maui Recovery #2)	\$ -	\$ 1,250,000	Disaster Response Plan recommends payment through TESH
Current Funding Deficit	\$ 4,000,000	\$ 4,000,000	
<b>Total Request</b>	<b>\$ 13,450,000</b>	<b>\$ 12,775,000</b>	
<b><u>Program Savings</u></b>			
Unspent funds from CY22 and CY23 CEP & Signature Events	\$ 830,000	\$ 830,000	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	\$ 130,000	IHVB ED salary for most of CY23
Surfing	\$ 75,000	\$ 75,000	Unspent budget not needed.
UH Athletics Partnerships	\$ 51,000	\$ 51,000	Unspent budget not needed.
Visitor Impact Program (Hawai'i Green Business Program)	\$ 10,000	\$ 10,000	HGBP Doesn't need their final payment, Liquidate existing ENC
<b>Subtotal Program Savings</b>	<b>\$ 1,096,000</b>	<b>\$ 1,096,000</b>	
<b><u>Program Adjustments</u></b>			
Air Route Development Consulting	\$ 250,000	\$ 250,000	Eliminates professional services for route development services in CY24
DMAP implementation programs	\$ 1,530,350	\$ 1,530,350	Due to the Maui wildfires disaster, the planning for the new DMAPs were delayed in FY24 and implementation will start in FY25
'Ōlelo Hawai'i	\$ 375,000	\$ 375,000	HRS 201B-7(b)(5)(b) Original Budget was \$500K
Global Support Services CY24	\$ 525,000	\$ 525,000	Losing enhancements to GoHawaii.com and other services
Campaign Effectiveness, Evaluation contract	\$ 151,785	\$ 151,785	Festival & Events ROI for 2024 events and Campaign Effectiveness study in Q1 CY24 will be discontinued
Hawaiian Culture Initiative	\$ 120,000	\$ -	Adjusts cost for services previously provided by NaHHA from \$420,000 to \$300,000

Market Support for Sales Missions in CY2024	\$	30,000	\$	-	HTA will not fund cultural practitioners to travel in market in Q1/Q2 CY24
Ma'ema'e Toolkit CY2024 Update	\$	25,000	\$	-	Ma'ema'e Toolkit will not have a CY24 update
PGA	\$	52,500	\$	-	Eliminates support for Mitsubishi Tournament Support (\$257,500) and a budget savings of \$52,500
LPGA	\$	250,000	\$	250,000	Event moved to FY25 (August 24)
<b>Subtotal Program Cuts</b>	<b>\$</b>	<b>3,309,635</b>	<b>\$</b>	<b>3,082,135</b>	
<b><u>Other Funding Sources</u></b>					
Marketing Opportunity Fund	\$	100,000	\$	100,000	
Tourism Emergency Fund	\$	4,750,000	\$	4,750,000	\$4.75M remaining after Shelter Costs paid
Federal Programs	\$	3,250,000	\$	3,250,000	EDA funds will be used to pay for similar marketing activities in the US Market
Payroll Salaries	\$	500,000	\$	400,000	
<b>Subtotal Other Funding Sources</b>	<b>\$</b>	<b>8,600,000</b>	<b>\$</b>	<b>8,500,000</b>	
<b>Total Funds Available to Cover Request</b>	<b>\$</b>	<b>13,005,635</b>	<b>\$</b>	<b>12,678,135</b>	Program Savings + Program Cuts + Other Funding Sources
<b>FUNDING (DEFICIT)/SURPLUS</b>	<b>\$</b>	<b>(444,365)</b>	<b>\$</b>	<b>(96,865)</b>	