



KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO
KE'ENA KULEANA HO'OKIPA O HAWAII'

**BRANDING STANDING COMMITTEE MEETING
HAWAII' TOURISM AUTHORITY**

HĀLĀWAI KELEKA'A'IKE
VIRTUAL MEETING

Po'akahī, 23 'Okakopa 2023, 10:00 a.m.
Monday, October 23, 2023 at 10:00 a.m.

E ho'olele 'iwa 'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/81686611277>

E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.

You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.

**Kelepona / Call In: (253) 205 0468
Helu Hālāwai / Webinar ID: 816 8661 1277**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihi no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ke kōmike a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai.

Written testimony received ahead of the preparation of the committee packet will be included in the packet. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, Hawai'i 96815. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the committee and available for public inspection at the meeting.

AGENDA

1. *Ho'omaka a Wehena*
Call to Order and Opening Protocol

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

3. *'Āpono Mo'olelo Hālāwai*
Approval of Minutes of the October 12, 2023 Branding Standing Committee Meeting

4. *Hō'ike'ike, Kūkā a Ho'oholo no ke Kālā Keu no nā 'Aelike US Market, Oceania, a Korea*
Presentation, Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea

5. *Hō'ike'ike, Kūkā a Ho'oholo no ka nā Polokalamu o ka Makahiki 2024 a me ka Ho'omau a Ho'okū Paha*
Presentation, Discussion and/or Action on the Review of 2024 Marketing Initiatives and Spend, Including Recommendations for Maintaining or Dissolving Programs

6. *Hō'ike'ike, Kūkā a Ho'oholo no nā Polokalamu Ha'awina Kālā o ka Makahiki 2024, ka 'Ōnaehana e Noi Kālā, a me ka Ho'olālā no ka Makahiki 2025*
Presentation, Discussion and/or Action on the Review of 2024 Grants programs, protocols to obtain grants, and 2025 planning

7. *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 i 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.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in alternative/**accessible** formats.

E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 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 Kalākaua Avenue, Honolulu, Hawai'i, 96815 ka helu wahi.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

3

**Approval of Minutes of the
October 12, 2023
Branding Standing Committee Meeting**



**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Friday, October 12, 2023, at 1:00 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Blaine Miyasato (Chair), Sig Zane (Vice-Chair), Mufi Hannemann, Sherry Menor-McNamara
MEMBERS NOT PRESENT:	David Arakawa, Dylan Ching
HTA STAFF PRESENT:	Kalani Ka'anā'anā, Maka Casson-Fisher, Carole Hagihara, Daniel Nāho'opi'i
GUESTS:	Jay Talwar
LEGAL COUNSEL:	John Cole

1. Call to Order and Opening Protocol

Chair Miyasato called the meeting to order at 1:02 p.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. Casson-Fisher did the roll call, and members were confirmed in attendance by themselves.

3. Approval of Minutes of the September 27, 2023 Branding Standing Committee Meeting

Chair Miyasato motioned to approve the minutes, and Mr. Zane seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

4. Branding Standing Committee Chair Message

Chair Miyasato said he realized a lot is on his plate over the past few months. On reflection, he recommended that he step down as the chair of the Branding Standing Committee and asked Mr. Hannemann to assume the role, which must go to a full Board vote at the meeting on October 26. He wanted to hand over the role to Mr. Hannemann as acting chair, effectively immediately. Mr. Hannemann said he has a lot on his plate and was content to be a member of the meeting, but he will try to do justice to the position and take over from here on.

5. Presentation, Discussion and/or Action on the Branding Standing Committee's Brand Messaging and Positioning

Chair Hannemann said two items on the agenda do not require votes. Mr. Ka'anā'anā noted that this item was to follow up on the desire of the full Board to add messaging to the committee's responsibility. The conversation went through the full Board, the committee, and then the Ho'okahua Standing Committee meeting. His understanding from the last meeting was that the Branding Standing Committee will develop a process by which they will consult the Ho'okahua Hawai'i Committee as they bring to frame the brand marketing plans and the items seen in the roles and responsibilities section. Ultimately, the final goal will rest with the Branding Standing Committee meeting.

Chair Hannemann shared the draft that was discussed in the other meetings. He said they could take it up with the next full Board meeting to add the green font and messaging to the Branding Standing Committee description when they amend the committee's leadership. Chair Hannemann invited comments from the committee. Mr. Miyasato clarified that he and Mr. Zane had spoken about moving that element to the other committee and establishing a process, but the entire decision would rest with the Branding Standing Committee. Chair Hannemann said this is a good addition to the Branding Committee description. He said it should go forward and get the full Board's approval.

6. Presentation and Update on 2022 HTA Programs, Including Mālama Hawai'i Campaign Review

Mr. Ka'anā'anā said that in prior discussions, Mr. Miyasato had expressed a desire for them to look back and understand what had been done in the past, to see what worked, and to rethink parts of it. He asked Mr. Talwar from Hawai'i Tourism USA to review their campaigns and what the Branding Standing Committee had done to inform the future Brand Marketing Plans at the Ho'okahua Standing Committee, Branding Standing Committee, and the full Board. He gave the floor to Mr. Talwar.

Mr. Talwar played four Mālama Hawai'i videos and said the HTUSA has done a lot of research to ensure their message has been expended in a way that makes sense for the state's investment. During March 2021, November 2021, and December 2022, they worked with an organization to test those qualitatively and quantitatively so they could be comfortable with the findings across the continent. DBEDT also engaged the same firm to look at the effectiveness of the advertising in the market. The first wave was in March 2021, prior to creating the communication. There was a statement that was a significant change, where they took a step off the path they had been on.

He read the statement:

"Everyone knows Hawai'i has pristine beaches, breathtaking natural beauty, and a welcoming aloha spirit. This is more than an invitation to visit Hawai'i. This is an invitation to reconnect. To rethink how we all travel. By slowing down. And really getting to know a place and its people. On your next trip to Hawai'i, what if you could spend part of a day helping locals and their community organizations mālama, or care for this place just as they do? Options are numerous and include helping community farms, native plant re-forestation projects, ocean-health beach and reef initiatives, or helping create a Hawaiian quilt for elders in the community, among many others. You'll have an incredible and meaningful experience working side-by-side with the people of Hawai'i, helping them sustain the pristine natural beauty of their islands."

Before they spent money on producing the work, they wanted to ensure the statement resonated with the audience. The first thing they looked at was, since they are a mature, well-known brand, they wanted to see if they were closing the market or turning it off. The votes for "Does this statement make you more or less likely to want to visit Hawai'i?" were 4% overall. It was strong in "more" votes at 62%, with the "no difference" vote at 34%. There was a strong, positive reaction to the statement. They took advantage of the research through analysts to break down the audience based on their behaviors and desired behaviors and look at their values. They created different market segments based on who the people are and how they approach vacations. They then looked at their likelihood of visiting so they could understand the messaging of how to deliver the weight appropriately. Sustainers were the largest market segment. Relaxing vacationers want relaxing beach time, but the remaining 61% want something different. They want meaningful, unique experiences and connections with local culture.

Three of the four segments strongly react positively to the mālama concept, and all report an increased likelihood of visiting after viewing the statement. As long as natural beauty is included, the message will work across segments, including relaxers, and reinforce their interest in the destination. Based on that statement, they saw that as a

positive path forward, so they produced the work.

Then, in November 2021, they took the videos and, through a qualitative and quantitative analysis, had the target audience across the country view them. He showed a few slides with their reactions. Across the four videos, 65% of consumers indicated that at least one of the videos made them more likely to visit. There was a highly positive reaction to all four videos. They also look at geography, east and west. Even without looking at the videos, it is known that Hawai'i is an attractive vacation destination, so the numbers are high.

The videos resulted in a substantial lift in the likelihood of visiting. They also looked at the impact of the videos on first-timers or repeat visitors. They also got an insight into the four market segments identified under the mindful Hawai'i target traveler umbrella, namely sustainers, relaxers, indulgers, and engagers, and their desires.

In December 2022, as the world opened up, they needed to ensure the message resonated with the target audience. The research conducted in 2022 repeated the second wave of research to evaluate whether consumer attitudes regarding the Mālama videos shifted as travel returned to normal.

He showed a sample across the geography by age and income. Overall, they found that the likelihood of visiting Hawai'i in the next year dropped ten points from the revenge travel period without quarantine. Travel intent normalized following the wave of pent-up demand, but the reactions to the mālama videos were even more favorable than a year ago. The mālama videos lifted the likelihood of visiting by fourteen points because more of the audience wanted to volunteer on vacation. Sustainability is a significant factor in their lives. The reaction to the videos is positive overall, with a majority indicating they made them more interested in visiting.

From the four segments, overall, it was 41%- 55%. Sustainers were more likely to visit Hawai'i even before seeing the videos. That climbed thirteen points. There were similar point gains for relaxers, indulgers, and engagers.

He showed a video to share some of the comments from viewers with positive reactions. After that research, DBEDT did more research in April and July 2023 to see how the campaign was working, which was in a strong fashion. Those who had seen the videos were likely to visit up to 74% on top of 49% at a base level in the next year. They also checked it in again in July 2023, and it went up to 70% from a base of 50%, with similar gains.

Mr. Ka'anā'anā called something out on slide twenty. He said what is interesting to him

are the statistics for those who are "somewhat or very interested in doing an activity shown in the video." He said that is an important one because some of the criticisms they often hear is that they only show things visitors do not want to do. He said this is the data showing an interest, and they are building an interest in something like that. So, it dovetails with the programs they are doing with Kilohana and the community tourism collaboratives that are focused on developing new tourism experiences, so they have the product behind it. He said leading the work has been his privilege since July 2021. He thanked Mr. Talwar for the synopsis of that time. He called out the Hawai'i USA Tourism team, the Global Marketing Teams, and the Brand managers with all the HVCB contracts.

Chair Hannemann thanked Mr. Ka'anā'anā for his work in coordinating the staff's efforts and Mr. Talwar and others. He said the task had taken off well, the research was done, the videos were great, and they are getting results, but he says that messaging has to continue, so he asked Mr. Talwar what the next phase is.

Mr. Talwar said they put a lot of thought into that. As a baseline, the messaging has not worn out in the marketplace over the last few years. They have not had the budget for the media to wear out the messaging. The good news is that the messaging is still fresh with the audiences. The most recent research shows it is still effective. They have been working through a strategy brief process, working with the HTA Branding, research, and agency teams, and understanding two sides of the equation. One is what is going on with their target audience about their values, travel choices, etc. Two is what is going on with communities and their feelings towards tourism, etc., and how to create the bridge with the messaging between the two. They feel good about the strategy brief, which is now in draft form. They have the luxury to run the creative through the first part of the following year without it being worn out.

Chair Hannemann asked how they impress the same message on their residents so that the messaging will help attract visitors. He asked if they work with the Ho'okahua Standing Committee to drive this home. Mr. Ka'anā'anā confirmed that as correct. He said there are a lot of programmatic actions. Strategically, he encourages the Board to consider creating the same structure and resourcing from the staff level or budget to face their resident audience. Looking at the HTA budget, they have a nominal resident education or messaging budget, so that may be an area of opportunity moving forward. He also mentioned that the rebrand was one of the things that were cut. He said it is time to consider a brand refresh or to pause and look at it.

Mr. Talwar said the brand process is not done in isolation but with the communities. When they did the brand process previously, they went out across the state to each island and county and met with different stakeholders, which allowed them to feel

empowered and part of the process of how the HTA attracts visitors to their home.

Mr. Miyasato thanked everyone for the work on the presentation and said it is all about connecting with people around to find purpose instead of focusing on the tragedy. He asked who the audience was for this. Mr. Talwar said that when they had the Rooted Campaign at a different media budget level, they saw the mindful traveler over-indexed at particular cinema outlets. They could select the right neighborhood, market, and films with the video playing larger than life. It is not the most cost-efficient, so they are not in the cinema with the current budget level, but it is all digital and heavily programmatic. They can define their audience through multiple factors, and wherever they are, across their viewing habits, they are getting the videos in front of them.

Mr. Zane echoed Chair Hannemann's sentiment about how they reach out further to the local people. He agreed with what Mr. Miyasato said as well. He said they must work out how they can educate their local people and bring them up to par where tourism can benefit their lifestyles. It is a big picture, and once the HTA achieves that, there will be more harmony as there is a rift between many locals and tourism, and they need to better that position. He agreed with Mr. Ka'anā'anā on rebranding, as the industry is moving rapidly.

Ms. Menor-McNamara echoed what everyone said. She said there is a lot of emphasis on the responsible traveler. She asked if they are measuring that and how it changes the visitor behavior and residents' response to more visitors. Mr. Ka'anā'anā said they are not measuring resident sentiment against the messaging. The studies are costly, and because the budget for the kuleana videos is nominal, the study would cost more, so they try to be selective in the campaign effectiveness studies.

Mr. Miyasato said he was impressed with the videos and said they reinforced the message meant for visitors but also resonated with them and helped tell the HTA's story. He would love to see it playing locally to show what the HTA is doing. Chair Hannemann said he would like an inventory of all the examples they offer visitors. Mr. Ka'anā'anā noted they have some of that. Regarding the product, Ms. Anderson is on Maui with the East Maui partners for the kickoff meeting and stewardship activities. One of the things they are looking at is a product assessment that will help tell what kind of experiences exist. They are also working on a portal mentioned at the Hawai'i Tourism Conference in partnership, a volunteer dashboard on GoHawaii.com. This allows them to make their reservations and then will be able to track time and participation in those voluntourism activities. It will give data to show what visitors are contributing.

Mr. Nāho'opi'i said there were good points made for the staff to start tracking, especially

in understanding how residents have reacted to the changes in the industry. Looking at the bigger picture, they have a resident sentiment survey. As they are only two years into the project, there is already some change in the resident sentiment. As they continue to measure it, he is hopeful it will shift. This is just one portion of the change. The other side would be how the post-arrival discussions with the new Kilohana contract would help to aid in two parts, in the pre-arrival and post-arrival activities and other messaging they are doing to help change the resident sentiment.

Mr. Miyasato said if they can communicate before the visitor's arrival and encourage the visitor based on the nuances of the videos to choose Hawai'i, it will go a long way with resident sentiment. The outreach before they arrive goes a long way to getting the type of visitor they want in Hawai'i.

7. Adjournment

The meeting was adjourned at 1:54 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes". The signature is written in black ink and is positioned above a horizontal line.

Sheillane Reyes

Recorder

4

Presentation, Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea

'Umeke



POWERED BY





Info Session: Agenda

1. HTA Strategic Plan
2. 'Umeke powered by HTA
3. *Video – Overview of 2024 HTA Programs*
4. Overview of Request for Proposal
5. *Screenshare – Online Portal Walk-through*
6. Questions & Answers

HTA Strategic Plan 2020-2025



A vertical graphic for the Natural Resources Pillar. The background is a photograph of a rugged, green mountain range overlooking a blue ocean. A circular icon with a bird and a palm tree is positioned in the middle-left. Below the icon, the text reads "NATURAL RESOURCES PILLAR" and "Respect for Our Natural & Cultural Resources".


NATURAL
RESOURCES
PILLAR
*Respect for Our Natural
& Cultural Resources*



A vertical graphic for the Hawaiian Culture Pillar. The background is a photograph of a shirtless man wearing a traditional grass hat, standing in a lush tropical garden. A circular icon with a person and a palm tree is positioned in the middle-left. Below the icon, the text reads "HAWAIIAN CULTURE PILLAR" and "Support Native Hawaiian Culture & Community".


HAWAIIAN
CULTURE
PILLAR
*Support Native Hawaiian
Culture & Community*



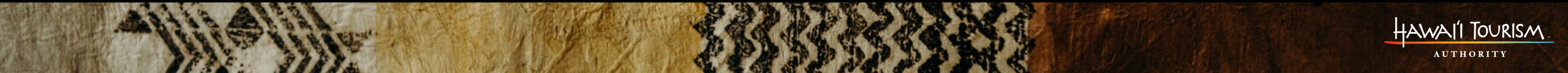
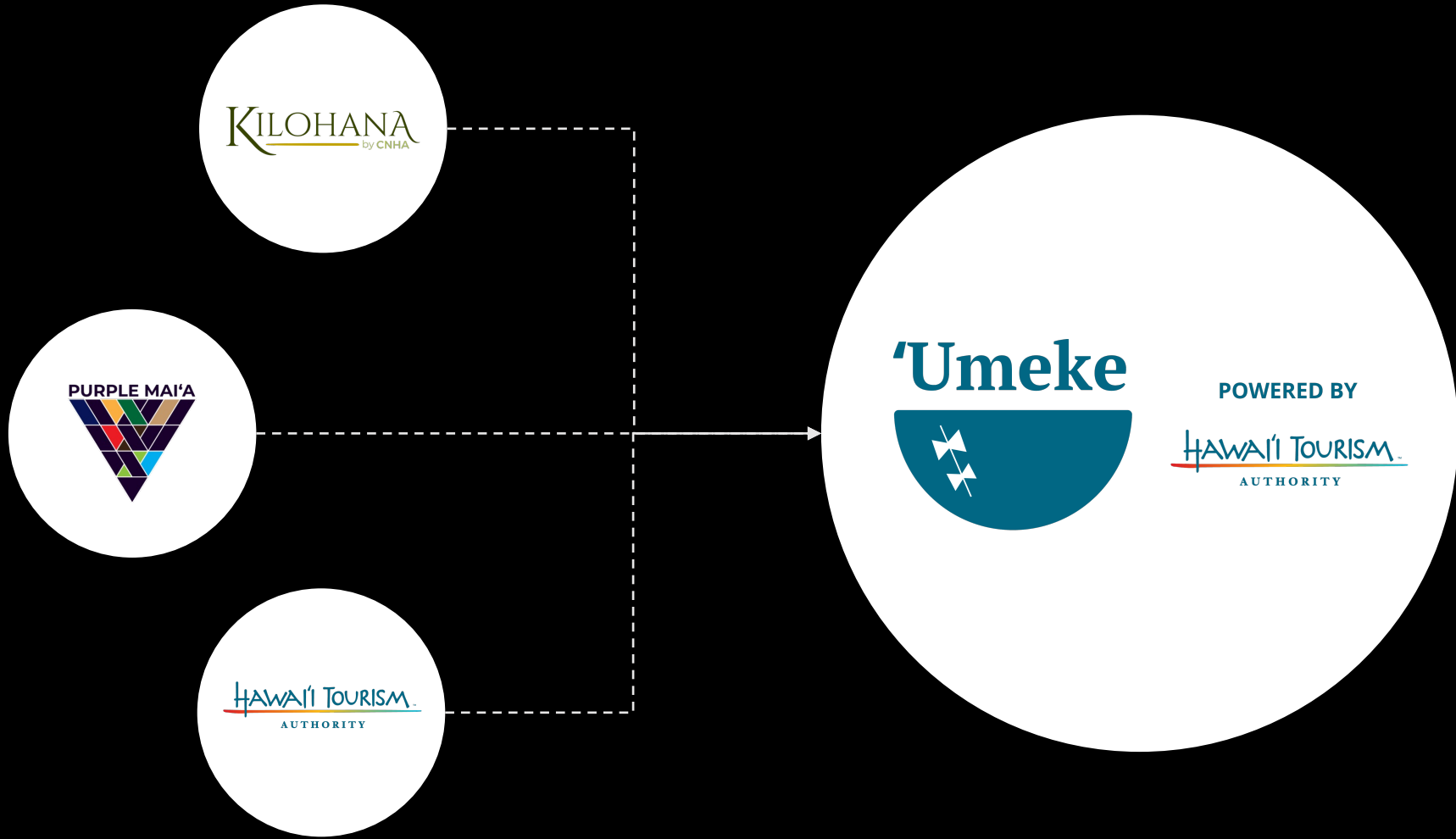
A vertical graphic for the Community Pillar. The background is a photograph of a large crowd of people walking along a path lined with trees and tents. A circular icon with a palm tree and people is positioned in the middle-left. Below the icon, the text reads "COMMUNITY PILLAR" and "Ensure Tourism & Communities Enrich Each Other".


COMMUNITY
PILLAR
*Ensure Tourism & Communities
Enrich Each Other*



A vertical graphic for the Brand Marketing Pillar. The background is a photograph of a winding road along a steep, green cliffside overlooking the ocean. A circular icon with a palm tree and waves is positioned in the middle-left. Below the icon, the text reads "BRAND MARKETING PILLAR" and "Strengthen Tourism's Contributions".


BRAND
MARKETING
PILLAR
*Strengthen Tourism's
Contributions*



Recap: 2024 HTA Programs

1

Kūkulu Ola

- Hawaiian Culture
- Reoccurring
- Community-based
- Target Residents & Visitors

2

Kahu ‘Āina

- Natural Resources
- Reoccurring
- Community-based
- Target Residents & Visitors

3

Community Enrichment

- Stand-alone Event/Festival; or
- Align in tourism niche areas
- Honor and perpetuate our diverse community
- Community-based
- Target out-of-state Visitors

4

Signature Events

- Large scale Event
- Extensive Marketing and Media Value
- Attract National and International Participants to Hawai‘i

5

Resort Area Hawaiian Culture Initiative

- Cultural Practitioners
- Musicians
- Authentic Hawaiian experiences in Resort Areas

6

Resort Area Hawaiian Culture Initiative (Maui)

- Cultural Practitioners
- Musicians
- Authentic Hawaiian experiences in Resort Areas of Maui ONLY.

RFPs: Timetable

DESCRIPTION	DATE
Initial RFP release date	October 2, 2023
RFP Informational Briefing	October 10, 2023 & October 12, 2023
Deadline for submission of proposals	November 13, 2023, at 11:59pm HST
Contract award notification (estimated)	Week of December 18, 2023

RFPs: Term, Location, Award Limit

(1 of 3) - Kūkulu Ola & Kahu 'Āina

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai'i
Award Limit	Up to \$100,000
Match Requirement	None
Entity Eligibility	501(c)(3) or government agency

RFPs: Term, Location, Award Limit

(2 of 3) – Community Enrichment & Resort Area Hawaiian Culture

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai‘i
Award Limit	No limit imposed
Match Requirement	None
Entity Eligibility	501(c)(3) or government agency

RFPs: Term, Location, Award Limit

(3 of 3) – Signature Events

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai‘i
Award Limit	No limit imposed
Match Requirement	1:1 match, at least 50% in the form of cash.
Entity Eligibility	501(c)(3), government agency, or for-profit entity



RFPs: Non-allowable Expenses

- Real Property
- Capital Improvements
- Fundraising events
- Prize money
- Salaries and fringe benefits
- Endowments
- Merchandising for resell
- Business or organizational start-up plans
- Reimbursement for pre-award expenditures before January 1, 2024.
- Administrative costs outside of salary and fringe benefits: up to 20% of award money may be used for admin costs.

**see program-specific RFP for full list of non-allowable expenses.*

RFPs: Cause for Rejection of Proposal

- Proposal submitted to multiple HTA programs simultaneously.
(Note – okay to submit for a different project to a different program.)
- Failure to cooperate or deal in good faith.
- Late proposals.
- Failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP.
- Lack of demonstrated experience or expertise.
- Inadequate accounting system or internal controls.
- Failure to meet the terms of agreement on any previous HTA award.

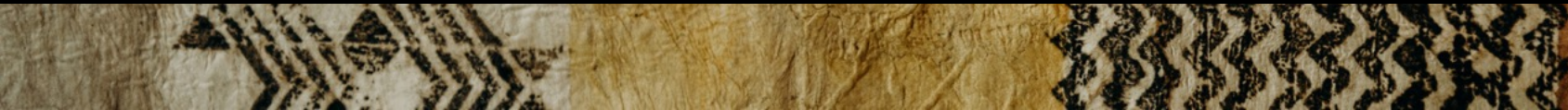
**see program-specific RFP for full list of causes for rejection of proposal.*

Scoring/Evaluation Criteria

DESCRIPTION	POINTS	%
Project Components	1-40	40%
Project Impact & Performance Measures	1-30	30%
Organizational Capacity	1-20	20%
Program Budget	1-10	10%
Total	100	100%

*Proposals are evaluated by a **Selection Committee** whose members are selected by Kilohana and reflective of a diverse group of community members, business representatives, and/or HTA throughout the state of Hawai`i.*

*[Purple Mai'a Foundation – Screenshare]
umeke.kilohana.com*



5 / 6

GMT Budget Amounts

2024 GMT Budget Amounts

Base and Incremental



GMT	HTA Board Approved 2024 Base Budget	Incremental Funding	U.S. Marketing Maui Recovery Plan (Approved in August Board Meeting)	GMT Totals
HTUSA	\$14,350,000	\$10,000,000	\$2,000,000	\$26,350,000
HTJ	\$6,500,000	\$2,500,000	N/A	\$9,000,000
HTCAN	\$1,000,000	\$1,500,000	N/A	\$2,500,000
HTO	\$1,000,000	\$252,000	N/A	\$1,252,000
HTK	\$900,000	\$120,000	N/A	\$1,020,000
HTC	\$367,600	\$100,000	N/A	\$467,600
Meet Hawai'i	\$4,500,000	\$325,000	\$600,000	\$5,425,000
TOTAL	\$28,617,600	\$14,797,000	\$2,600,000	\$46,014,600

