



**HĀLĀWAI PAPA ALAKA'Ī KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 27 'Okakopa, 2022, 9:30 kak.**  
**Thursday, October 27, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
Papahale Ho'okū Ka'a | Lumi Nui A  
1801 Alaākea Kalākaua  
Honolulu, Hawaii'ī 96815

**Hawaii Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawaii'ī 96815

**E ho'olele ʻīwā ʻia ka hālāwai ma o ka ZOOM.**  
Webinar will be live streaming via ZOOM.

**E kāinoa mua no kēia hālāwai:**  
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**Ma hope o ke kāinoa ʻana, e ho'ouna ʻia ana ka leka uila hō'ōia iā ʻoe nona ka ʻikepili komo hālāwai.**  
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**Hiki i ka lehulehu e komo ana ma ka hālāwai ma o ka Zoom ke hō'ike mai i nā ʻōlelo hō'ike ma o ka māhele nīnau a pane o ka Zoom.**

Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.

**Papa Kumumana'ō**  
**AGENDA**

1. **Ho'omaka**  
**Call to Order**
2. **E Mālama ʻia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka'ī Komo A E Hō'ōia Ai I Nā Kānaka ʻĒ A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'ī Inā Aia Ma Kahi Ka'awale**  
**Roll Call** to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic



3. *Wehena*

**Opening Cultural Protocol**

4. *‘Āpono I Ka Mo’olelo Hālāwai o ka Hālāwai Papa Alaka’i o ka 29 Kepakemapa 2022*

**Approval of Minutes of the September 29, 2022 Board Meeting**

5. *Hō’ike O Nā Alu Like ‘Ae ‘Ia Ma Ka Hālāwai ‘Ikepili A I ‘Ole He Hō’ike I Ho’onohonoho ‘Ole ‘Ia E Ka Papa Alaka’i Ma Lalo O Ka HRS Māhele 92-2.5(c)*

Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

6. *Hō’ike A Ka Luna Ho’okele Ho’okō/Ka Luna Kāko’o Ke’ena/Ka Luna Alowelo*

**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**

a. *No Ka ‘Ikepili Hou O Ko HTA Mau Papa Hana Ma Kepakemapa 2022*

Relating to **Update on HTA’s Programs During September 2022**

b. *No Ka ‘Ikepili Hou O Kā HTA Ho’oholomua ‘Ana I Ka Papa Hana Ho’okele Loli*

Relating to **Update on HTA’s Implementation of Change Management Plan**

7. *Hō’ike’ike A Kūkā No Ka Holomua O Ko Ke Ke’ena Kuleana Ho’okipa O Hawai’i Mau Papa Hana Ho’okele Wahi Huaka’i No Kaua’i, Maui Nui, O’ahu, A Me Hawai’i*

Presentation and Discussion on the Progress of the **HTA’s Destination Management Action Plans for Kaua’i, Maui Nui, O’ahu and Hawai’i Island**

8. *Hō’ike’ike A Kūkā No Nā ‘Ike A Kūlana Mākeke O Kēia Wā I Hawai’i A Me Nā Mākeke Ho’okipa Nui I Hawai’i*

Presentation and Discussion of **Current Market Insights and Conditions in Hawai’i and Key Major Hawai’i Tourism Markets**

9. *Hō’ike Me Nā Nū Hou Na Ke Kōmike Kūmau Mo’ohelu Kālā, ‘Oihana Kālā, A Me Ke Kikowaena Hālāwai*

Report and Update by the **Budget, Finance, and Convention Center Standing Committee**

a. *Kūkākūkā A Kí’ina Hana Ma Ke A’oa’o E Ke Kōmike Kūmau Mo’ohelu Kālā, ‘Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Mo’olelo Kālā Kepakemapa O Ke Ke’ena Kuleana Ho’okipa O Hawai’i I Hō’ike’ike ‘Ia Ma Ka Hālāwai O Ka Lā 26 O ‘Okakopa, 2022.*

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA’s Financial Report for September 2022** as Presented at the October 26, 2022 Meeting



- b. ***Kūkākūkā A Ki'ina Hana Ma Ke A'oa'o E Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai No Kā Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No Kepakemapa 2022 A Me Ka 'ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai'i Papa Hana CIP 6 Makahiki I Hō'ike'ike 'Ia Ma Ka Hālāwai O Ka Lā 26 O 'Okakopa, 2022***

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **Hawai'i Convention Center's September 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan** as Presented at the October 26, 2022 Meeting

10. ***Kūkā Me Ko Ke Ke'ena Kuleana Ho'okipa O Hawai'i Mau Loio No Nā Nīnau A Nīnūnē No Ko Ka Papa Alaka'i Mana, Kuleana, Kuleana Ho'opi'i, A Kuleana Ho'opi'i 'Ole 'Ia Ma Ka Pili I Ko Ke Ke'ena Kuleana Ho'okipa O Hawai'i Ho'okūkū Noi Kālā Helu 22-01-HTA No Ka Lawelawe Ho'okele A Hokona Iā Hawai'i He Wahi Huaka'i No Ka Mākeke Nui 'Amelika Hui Pū 'Ia.\*\*\****  
Discussion with HTA's Legal Counsel on Questions and Issues Pertaining to the Board's Powers, Duties, Privileges, Immunities and Liabilities with Regard to Hawai'i Tourism Authority RFP No. 22-01-HTA for Hawaii Destination Brand Marketing and Management Services for the United States Major Market Area \*\*\*

11. *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.

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.*

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.



*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouana i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. 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: [carole@gohta.net](mailto:carole@gohta.net) 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 la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. **Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto:carole@gohta.net) or by postal mail to the Hawaii Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

*Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.*

*E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

In accordance with Act 220, the Hawaii Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.



# **4**

Approval of Minutes of the  
September 29, 2022 Board Meeting



**REGULAR BOARD MEETING**  
**HAWAII TOURISM AUTHORITY**  
**Thursday, September 29, 2022, 9:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**MINUTES OF THE REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

George Kam (Chair), David Arakawa (Vice-Chair), Kimberly Agas (Zoom), Dylan Ching, Keone Downing, Mahina Duarte (Zoom), Stephanie Iona, James McCully (Zoom), Sherry Menor-McNamara (Zoom), Mike White,

**MEMBERS NOT PRESENT:**

Sig Zane

**HTA STAFF PRESENT:**

John De Fries (Zoom), Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Carole Hagihara, Jadie Goo, Ross Willkom, Tyler Mejia

**GUESTS:**

Representative Richard Onishi, DBEDT Director Mike McCartney, DBEDT Deputy Director Susan Hirai, Kylie Butts, Charlene Chan, Jennifer Chun, Jeffrey Eslinger, Nathan Kam, Noelle Liew, Guillaume Maman, John Monahan, Barbara Okamoto, David Pettinger, Teri Orton, Malia Sanders, Allison Schaefer, Mari Tait, Jay Talwar,

**LEGAL COUNSEL:**

Gregg Kinkley

**1. Call to Order**

Chair Kam called the meeting to order at 9:33 a.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. Gionson did the roll call, and all members were confirmed in attendance. Members who attended via Zoom were by themselves. Mr. Zane were not present.

**3. Opening Cultural Protocol**

Mr. Casson-Fisher did the opening protocol.

**4. Approval of Minutes of the July 28, 2022, Board Meeting**

Chair Kam asked for a motion to approve the minutes. Mr. Ching made a motion to approve the minutes. Mr. McCully seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

**5. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)**

Mr. McCully said they met and discussed the topics under purview, and they had staff and members present, Mr. Arakawa and Mr. Rafter. They discussed the upcoming legislative session.

**6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**

**a. Relating to Update on HTA’s Programs During August 2022**

**b. Relating to Update on HTA’s Implementation of Change Management Plan**

Mr. De Fries said they all received a copy of the CEO report for the month of August 2022. He emphasized the Change Management Plan. During August, they continued to recruit for the Procurement Manager, Senior Brand Manager, Administrative Assistant, and Brand Manager positions. They filled one Brand Manager position during that time.

He said Mr. Togashi would speak about the contact they have with the Budget and Finance Committee. They continue to maintain an open-door policy and facilitate updates with the mayors of all four counties. Mr. De Fries thanked Ms. Anderson for inviting him to the last two Moloka’i task force meetings, an extension of the DMAP work on Moloka’i. He gave Ms. De Gaia credit for getting the process to where it was. He said it is great to engage with the community.

Mr. De Fries said he attended the JATA tourism expo in Japan, the largest trade show in Japan. It reminded him of how intense the global competition is now that it is returning to a sense of normalcy and becoming aggressive in promoting destinations. The international sector contained Hawai'i and everyone who wanted a portion of the Japan marketplace. He saw Sen. Wakai there; his presence meant a lot to the HTA's stakeholders in Japan. He was attending on Zoom as the HTA was invited to attend the Hawai'i Executive Conference. He had an opportunity to address the group on behalf of the HTA. Mr. Zane was asked to do the opening. Mr. De Fries said the focus at the conference was on the "soul" of Hawai'i. He said all the mayors were highly vocal and supportive of the efforts put forth through DMAPs.

Mr. De Fries said Mr. McCully was attending the Hawai'i State Association of Counties. He extended a special thank you to the HTJ for doing an excellent job of putting Hawai'i as a destination in a prominent competitive way. He turned the floor over to Mr. Togashi.

Mr. Togashi said August 2022 was very busy. With respect to the finance and contracts team, the closing of the fiscal year was in July 2022. They spent time in August 2022 getting ready for the FY2023. Of particular importance was the focus on enhancing the financial operating system allowing them to better function in a federal funding environment. The HTA team had begun preparing for various procurements, including the Japan MMA RFP, which reached fruition in September with its release. Working with SPO and planning the HTA's procurement for the rest of the fiscal year has been their procurement focus.

Mr. Togashi said that concerning funding, they continue to work with the governor's administration on the HTA's funding for the FY2023. HB1147 was vetoed, which required the HTA to work with the governor to help deploy funds to the HTA for operational purposes. They appreciated the governor's support with the intricacies. Some of the intricacies included their consideration of the availability of funds at the state level, and the HTA communicating their plans with them. This included discussions on cash flow. The HTA continues to work closely with the program staff.

Mr. Ka'anā'anā said they have been very busy. He welcomed Ms. Mejia, who joined their team as an administrative assistant for the Branding Standing Committee. Ms. Mejia was previously working with Pono Shim at the O'ahu Economic Development Board. He gave recognition to the HTO team and the sea cleaners. There was a beach clean-up in Hawai'i and Auckland as part of their Aloha Down Under sales mission the HTA did with the HTO. He was excited to get the youth engaged in this. HTA worked with HTUSA and the Anthology Group, the local media and outlets partner, to help educate the residents on all the projects that addressed DMAPs, and educate visitors pre-arrival, in-destination, and when they went home. Mr. Ka'anā'anā spoke and showed one video of the Pa'i Foundation, whose missions aligned with the Mālama Ku'u

Home message. He also talked about partnering with Aloha Festival on September 24, which built meaningful opportunities for interaction between visitors and residents. He spoke about the release of Aloha 'Āina Kahalu'u Program, a 10-part video series spotlighting Kahalu'u Bay. He shared a video of one of the pieces to educate visitors on how to protect the coral reefs.

Mr. De Fries asked Mr. Ka'anā'anā to speak about HTA's involvement in the upcoming Kona Ironman World Championship. Mr. Ka'anā'anā said everything that was proposed as part of the approval process was in place. He was excited about the meaningful effort by the triathlon to engage the Kona community to address some of the concerns with traffic and the impact the races will bring. They are mindful of this and can address the concerns in their discussion in support of the Ironman. He said beyond the HTA's partnership, Diana Bertsch and the Ironman triathlon team are making strides in engaging and educating the racers about Kona. Mr. Ka'anā'anā found it interesting that the Ironman website released a video about (the Natural Energy Laboratory of Hawaii Authority (NELHA) to educate the race participants to protect the natural resources in Hawaii. Mr. De Fries asked Mr. Ka'anā'anā to share the video with the Board members.

Mr. Ka'anā'anā said over 45,000 attendees at the Okinawan Festival over the Labor Day weekend, with 3,600 volunteers that helped put on this great event.

Mr. McCully said he neglected to include Chair Kam as a participant in the first inaugural PIG report, so he wanted to amend his report. He asked whether he should have named the staff in the PIG meeting. Chair Kam said he should mention them. Mr. McCully said Mr. De Fries, Mr. Ka'anā'anā, Mr. Togashi, and Ms. Anderson had joined the meeting.

Mr. Arakawa said they had tremendous support from the community, Hawaiian groups, schools, and community colleges for the Okinawan Festival. He thanked everyone who contributed.

Rep. Onishi mentioned that the Ironman event would be a 2-day event, not one day this year. This big change would lessen community impact by separating the groups so that it would be faster and fewer people on the road. He also mentioned that in August 2022, the state auditor released an update to the recommendations made on the audit of 2018. He was unsure if the Board members had access to it. He said an update regarding the report needed to be provided by Mr. De Fries as he had some problems with the report, with regard to accuracy and the current situation, and how the recommendations had been addressed.

Chair Kam asked if Mr. Togashi could let them know about the discussions. Mr. Togashi said it was not an audit but an update to assess the progress of the HTA implementing the auditor's recommendation they first issued in their 2018 report. In the fall of 2021, they worked with the

auditors to provide them with information for their assessment. The week before that, they had issued their report to them. He said there were several recommendations they were confident in. He also said there were likely misunderstandings or miscommunications, so they went through it with the auditors in the meeting. He said some recommendations would require a lot of work from staff. Mr. Togashi said every organization has things to improve upon, including the HTA. He said it is important to note that the period the auditors were looking at to make their assessments was not an ideal time for the HTA, as they were in a pandemic and continued to work through the transition period. He said they would continue to improve on their policy and procedures.

Mr. White said that after looking at the audit update, there were several issues with the HTA, and that they still had work to do. A lot was done since 2018 considering the challenges, including staffing issues. He said recruiting and retaining highly qualified staff depended on their trust for future events. The current staff is amazing, and they are on the right track, but need to do some work and the legislature's support.

Mr. Arakawa asked for copies of the updated report. Chair Kam said they would all get a detailed breakdown. Mr. Takahata is working on a Change Management update that he will send to everyone at the HTA.

There were no questions or comments from the public.

## **7. Report and Update by the Ho'okahua Hawai'i Standing Committee on the Waikiki Historic Trail Markers**

Ms. Anderson gave an update. She thanked Chair Kam and Mr. Downing for their support. In the Ho'okahua meetings earlier in the year, Mr. Downing brought up the Waikiki historic trail markers, looking to enhance them and add new ones. With the EDA funds, they would be refurbishing the trail and O'ahu DMAP funds. He said it is a partnership collaboration with NaHHA, O'ahu Visitors Bureau (OVB), the City and County of Honolulu, and the Mayor's Office of Cultural Arts. Ms. Anderson said it is a three-phase approach, discovery, development and installation. They are currently in the discovery stage. During September, they did two site visits and walked around Waikiki. She said Malie Sanders from NaHHA was very helpful and had a wealth of knowledge. Catherine Orlans and Noelani Schilling-Wheeler from OVB also walked around Waikiki, looking at the signage and inventory. She said that Mr. Downing and Chair Kam suggested places where the new signs could be moved to, and those were noted. NaHHA and OVB had been meeting with the city. She said they would start with the budget, and are liaising with the architects to see costs. Part of this would also be website development, so the information is available digitally as well.



Mr. Downing added that the concept is to bring back Hawaiian-ness to Waikīkī, refurbishing and update the trail, and help people understand it easily so visitors and tourists can see and connect with it. They must update information constantly so it does not become stagnant. He appreciated everyone's input and ideas on how to get it done. He suggested having a template that could be used elsewhere in the state to help facilitate a similar process in other places.

Chair Kam said it was about more than just putting up nice signs, but cleaning all of Waikīkī. He said it is a comprehensive plan.

Mr. Ching said there is movement in Waikīkī. He said there had been a lot of people sleeping on the beach and a lot of mentally ill people needed help. He said hopefully the programs are working to address this, but there is still a lot of work to be done.

Mr. Rafter spoke about the three kiosks that had been activated. Chair Kam said there is traction, and things are happening, and they must see what they can do to support all the efforts.

## **8. Report and Update by the Branding Standing Committee of their Meeting Held on September 28, 2022**

### **a. Discussion and Action on the Recommendation by the Branding Standing Committee on the HTA Sports Programs Request For Proposals as Supported by the HTA Sports Program Strategy**

### **b. Report by the Branding Standing Committee Regarding an Update on the HTA's Major Market Area Request for Proposals**

Mr. Ching spoke about the RFPs that are in the pipeline, as well as the recent release for the Japan market. The pre-proposal conference meeting is on Friday at 3 p.m. Mr. Ka'anā'anā said there was still time for people to register, and the conference would be an hour and a half long.

Chair Kam recognized that Mr. McCully had to attend a Regenerative Tourism meeting, so he was excused. Mr. Ka'anā'anā said the deadline to submit intent to apply was by 4:20 p.m. on October 3. Proposals are due at 2 p.m. on October 28 . They intend to issue their notice of award in the week of November 21.

Mr. Ching said that after Japan's RFPs, Canada and China would follow. Mr. Ching spoke about the HTA's sports strategy for the RFP for sports. He said they had a discussion, and the plan is based around the pillars and concentrated on major sporting events, community, and community events. He said they had a good discussion. The direction seemed to be going in the right way, but some details still need to be worked out. They also discussed why the previous

RFP was canceled. The big reason was the non-response rate and the ability of the organizations to apply and/or understand the application process. They came to the conclusion that they should make it clearer, so they would convene again and narrow down the process.

Mr. Ka'anā'anā said the staff recommendation was to defer agenda item 8. Mr. Arakawa said Mr. Ka'anā'anā did a great explanation of the nuances of the contract, and they all felt that the HTA was going in the right direction. He thanked Mr. Ka'anā'anā for his input. Mr. Downing asked what the strategy was, why they chose events, and how they would fit it into the HTAs strategy. He wanted to know what their expectations were for local events. He asked what the community benefit is, and how the local community could participate in the events. He said the strategy must address the community first and then the marketing side so that it can expose more people to Hawai'i.

Mr. Ka'anā'anā said they would later address some of the questions regarding the detailed framework of the criteria, which would underpin each pillar. He agreed that they have to generate community benefits beyond the brand alignment and the economic returns. He said they always try to find the sweet spot. He feels there is value in the brand alignment and brand awareness generated by some of the sport events. He said there are local events that bring the community together. He heard that they want more emphasis on the community level and the Hawai'i authentic level and make some investments in marquee and signature events.

Mr. Arakawa said there are some activities that they should own. Rep. Onishi commented on some legislature concerns when they were talking about focusing the efforts of the HTA, and said HTA's job from the legislature standpoint is not to be focused on the benefit for the community at the expense of promoting Hawai'i outside of Hawai'i. He spoke about natural resource management and said it is not the HTA's role and responsibility to do that work. The County Department of Parks and Recreation is supposed to focus on local kids, and local activities to help develop that aspect within their communities. DMAPs help encourage that for the counties to consider. He said they should be cautious as many people are watching them, whether it fits their pockets on what the HTA should be doing and how the HTA provides the funding to do what they are doing.

Mr. Downing said spending funds for the community is not the priority, but spending funds that can engage the visitors with the community, or marketing Hawai'i with visitors and communities is more important. He said they had been told they do not need marketing, but also that community is okay if the HTA does marketing. He said they need clarity on what they are supporting. He said it would be good to have qualifying events in Hawai'i. For a child from Hawai'i to go to events with enough funds to compete on the international scene is not likely. If they could have qualifying events in Hawai'i it would help children who cannot afford to travel.

Chair Kam said he appreciated Rep. Onishi's heads up on people's concerns and sentiments, and they are working on finding that balance as it is all interconnected. Mr. Downing said he enjoyed what Rep. Onishi said. Mr. Downing said they would figure it out.

Chair Kam wanted to ensure they felt good about their decisions as a Board and could discuss things openly. Mr. Ka'anā'anā said part of their job as staff is to bring the best recommendations to the Board. It is about finding the balance and events that make sense from both perspectives. He said the marketing and branding is not how they traditionally did things but is a shift in educating visitors and building travel demand for Hawai'i Islands, part of their statutory responsibility. It is about drawing people to Hawai'i, raising awareness globally in the marketplace, and building community relationships.

Mr. Rafter said good marketing is essential, and the value proposition of Hawai'i continues to get more difficult. He reminded the Board that they have the highest tourism and visitor tax in the world and the highest percentage in the United States. Mr. Ka'anā'anā said the STR reports recently put Maui and Hawai'i in a separate chart. Rep. Onishi said that the Board needs to understand that Hawai'i is going up against countries that understand the visitor industry. Countries are spending a lot of money to compete against Hawai'i, and the legislature does not see the competition. He said there are many opinions on how to address the visitor industry.

Mr. Ching said they did a lot of work on strategic goals. He wants to know if Rep. Onishi agreed with their goals. Rep. Onishi said he was fully in support of the development, and it is appropriate that there are objectives they want to accomplish with each event. Mr. Ka'anā'anā said his staff and Mr. Willkom would build up the framework that underpins each of the tiers that sets the criteria and objectives for each and some of the KPI's associated with them to understand the intent. He said they are keeping a global perspective on their sports strategy and also thinking of unique ways to build brand partnerships. Mr. Ching said there would be three strategic goals and some balance based upon the pillars, and they should work within those goals.

### **c. Report by the Branding Standing Committee on the HTA's Meetings, Conventions and Incentives Targets**

Mr. Ching said in September 2022 there were several events. The Okinawan Festival brought in 34,000 people. For the HCC there was a discussion around the tiers and the types of conventions that could fill up the HCC. The lead time for some of the tier 1 bookings are far out, and because the conditions are not in the HTA's control, they have some doubts between now and 2026. Mr. Ching said they need to hit the smaller conventions to fill up the HCC to get confidence and get things moving, so they can get enough business in the next five years. Mr.

Arakawa said they spoke about Mr. Reyes' team and the concern with hiring new managers with a good rolodex and relationships going forward. He said they also talked about the difficulty in marketing the HCC with the current leaks in the roofs. Some of the marketers were hesitant to market the HCC, with the leaks being an issue. They also spoke about getting back to their pre-COVID numbers. Mr. Rafter said it was a good reminder for the legislature and the DBEDT team that the more certainty the HTA had, the better they would perform. He said the HVCB and Mr. Reyes' team were losing people because there was no certainty on what was happening. He said in Mr. Reyes' defense, he is competing with people viewing Hawai'i, but also competing with convention centers that have a lot more space and spend money keeping the centers updated, e.g., Seattle and Los Angeles have had multiple expansions. He said everyone needs to know that there are investments in other cities as well.

Mr. White spoke to Rep. Onishi's point about the challenges the HTA faces and the legislators not having a broad enough view of everything. He said they suggested going to tradeshows to show that they will deliver a product when he was on the council. He said it was unfortunate that the initiative had to come from the legislature during the downtime. He said they are hugely outspent in the tradeshows by other islands, like Jamaica, etc. They are being outdone in ways the legislators do not understand. Mr. Ching said he felt confident that Mr. Reyes and Ms. Orton understood what is needed. He said the HTA gives them their full support.

#### **d. Report by the Branding Standing Committee on the HTA's Marketing Effectiveness Study**

Ms. Chun reiterated that the Marketing Effectiveness study is a misnomer. She appreciated Mr. Arakawa's suggestion for a name change, but it is the study's second to the last version, and they will keep the name for now. She said they have older reports posted on the website on the other research page. The study is looking at going to the U.S., Canada, Japan, and Korea market that they had funds for at the time, as they did the RFP for those in 2018. She said they wanted to find out what is important to people who travel, what motivates them to travel, what is important to them, and how they view each destination. She said they could see how Hawai'i ranked against their competitive destinations, whether they have unique scenery, a good place for shopping, etc. She said that when Omnitrak bid for the project, they added a component to show people images of past marketing efforts in the past six months. They had looked at people who had seen the marketing versus people who had not seen the marketing and if there was any difference in people's consideration to go to Hawai'i. She said they were asked to add some text to it.

Ms. Chu said awareness of Hawaii's Marketing Effectiveness Campaign increased consideration for travel visits to Hawai'i. She said that for the U.S. West, 65% of the people who had seen the campaign were considering Hawai'i for their next vacation. 47% of the people who did not see

the campaign said they were considering Hawai'i for their next vacation. The idea is that the people who saw the marketing are more likely to consider Hawai'i for their next vacation.

Ms. Chun gave the U.S. East data that had a 9% percent difference. The biggest was for Korea, with 24% who saw the campaign, but in general, more people for the U.S. West were planning to go to Hawai'i for the next visit. Mr. Arakawa asked about the U.S. MMA. He said the Board and the public deserve to know, and it should be on the agenda as a standing item. Chair Kam said they are still working on the U.S. MMA, and when they have updates, everyone will be briefed.

### **9. Presentation by the Anthology Marketing Group on the HTA's Workforce Study Report**

Mr. Ka'anā'anā introduced Mr. Pettinger, and said everyone understood the workforce challenges. Mr. Pettinger said they spent a great deal of time gathering information. He spoke about some of the findings from the research. Mr. Pettinger said it was primarily with those businesses directly related to visitor industry services and support functions. They spoke with CEOs, general managers, and HR professionals to understand the visitor industry workforce needs. They also tried to identify topics and things that the industry could do to better prepare current workers and the next generation of workforce. They told participants in the research that the HTA does not necessarily intend to be the entity that develops the programming to help with this. He said it was an information-gathering effort to make sure there is some directional guidance for all participants, whether educational, industry, or non-profit, to benefit the workforce going forward. He said it was an assessment of the current and future workforce development opportunities in the visitor industry for Hawai'i.

Mr. Pettinger said they had four components to the research effort. They did a mixed-mode survey which was a large-scale survey of visitor industry businesses, which included owners, HR directors, and general managers. It was a significant sample size to talk about so there was reliability in the data collected through the survey. They also did qualitative research in the form of one-on-one, small-group interviews that included some BOD members to ensure a more in-depth perspective. They conducted secondary research on state and federal resources to understand trends in workforce. They also conducted an added value survey of Hawai'i residents to gauge perceptions of the visitor industry as an employer.

Mr. Pettinger spoke on the methodology and how the research was conducted. The survey of businesses was conducted between February and July 2022, an online and telephone outreach effort. They had 452 completed surveys as part of the status set. They included an additional 103 partially completed surveys so that they had as much data as possible in some initial areas of inquiry. They only spoke to people who knew the organization's workforce needs. They did

in-depth interviews with 36 executives across the state on every island, and in every industry. He showed the secondary research sources they reached and the Hawai'i resident survey that included 461 completed surveys from full-time Hawai'i residents. He thanked the HTA team, Mr. Ka'anā'anā, Ms. Goo, Ms. Chun, and Ms. Anderson, who put in effort over the last year to make it a success. He also thanked all the organizations involved.

Mr. Pettinger spoke about the key findings. One key driver is the perception of the industry as an employer. The visitor industry is not perceived well as an employer for a long-term career opportunity. That perception is similar between employers and residents. Some thought the industry provided excellent opportunities to meet individuals from diverse cultures and backgrounds. Many felt that as an employer, it is not a desirable industry to work in for presenting career opportunities for advancement, offering competitive wages and benefits, or having significant training programs. These perceptions could be affected by communications, marketing, and outreach.

Mr. Pettinger said workforce and hiring are challenging. Recruitment challenges from the perspective of businesses are likely to continue going forward. 39% said it was difficult to recruit for entry-level, and 62% said it was challenging to recruit for senior management roles. Because of that, employers are trying to retain the employees they have. More than half of the employers reported difficulty retaining entry-level employees, as well as those at supervisor and middle management levels. They are investing as much as they can. There are financial and resource constraints to businesses being able to invest in retaining their employees.

One key takeaway from the survey is that there is substantial opportunity for people who want to join the visitor industry. According to employers, the current needs now from the manager level are anticipated to be the same five years from now. There is an opportunity not only in coming into the visitor industry as an entry-level employee but moving up to a management level or beyond. Better clarifying the career path and opportunity that exists is something the industry can do to change initial perceptions. Future demand for employees is expected to remain very high. Entry-level roles are among the most needed, but over the next three to five years, employers expect demand for all types of roles to remain high.

Skills development for managers, supervising, team building, conflict resolution, time management, and communications are the key factors that came up from employers. For entry-level, it was the basic skills, not the job-specific skills, as much as the work ethic, and the interpersonal communications that are needed to prepare current and future workers for the industry. When asked how proficient current applicants are for jobs at the organization in several different areas, only 4% of recent applicants were proficient in all job requirements. 30% of applicants lacked the required basic skills e.g., reading, writing, and math. 42% of



applicants lacked the required digital skills e.g., basic computer use, word processing, and basic software proficiency. 73% of applicants lacked Hawai'i tourism-specific knowledge e.g., Hawaiian Culture, revenue management, how the industry works, and distribution systems.

The key takeaway was that soft skills development is a resounding need in the industry today and into the future. Employers would like to see their current and future employees better prepared. Most employers prefer job-specific training with the employees to prepare them for the specific role, with a few exceptions. Businesses identified the following workforce development topics as priorities: Customer and guest service, workplace awareness, Hawaiian Culture, digital and computer skills, communication, interpersonal or social skills, management, and leadership training.

When employers were asked what they offer currently, 91% of them do on-the-job training, 83% do employee orientation and onboarding, 81% do operational and technical training, 76% do compliance training, and 75% do customer service training. Some offered to select employees included leadership training, operational/technical training, and market and industry trends. Most employers would like to provide training. 17% mentioned ethics, and 17% mentioned anti-bias and DEI training and learning about industry trends, sustainability and green practices. One of the big challenges the businesses face is the time and resources to be able to do training. Being short-staffed, they struggle to prioritize training and development as part of their everyday work. Only 45% have a budget currently allocated for this. Over the next two years, 39% will increase their employee training budget, but 43% expect no change to their budget. A little over half are investing in long-term career development and retention. 46% said they do not currently make those investments. 60% said they are too short-staffed to do it, 30% said they lack the funding, and 17% said it is too hard to train in the context of the pandemic.

In terms of format, virtual training could meet some needs, but employers said that in-person is necessary for a few reasons. One, a minority of businesses have the infrastructure to support virtual training, 43% of businesses said they do, and 36% said it is feasible for some of their staff. Restaurants were the highest sectors that did not have any access to technology to be able to support virtual training. There was also the appropriateness of doing virtual training instead of in-person training. Since soft skills are a big need, in-person training is overwhelmingly the preferred method, according to employers. Compliance training and other similar topics were being considered through a recording or virtually with more ease.

Mr. Pettinger said there were some differences between O'ahu and the neighbor islands. For those on the neighbor islands want to see training done by those in their community if possible. They believe there are nuances to doing soft skills development particularly that are helped by having someone local do the training. Internships and apprenticeships represent significant

opportunities. 41% of the businesses offer an internship and/or apprenticeship program currently. Many are in the hotel industry. A lot of other sectors do not have that opportunity in place. 38% of the businesses say they offer internships. 24% have an apprenticeship program. Building awareness that hospitality programs require an internship is an opportunity, as only one in three employers was aware of that. For programs supported by the HTA, awareness varies from 43% when it comes to the NaHHA cultural training, to 20%, with one in five being aware of the certified festival event executive program. Increasing awareness is an opportunity as the numbers increase in those businesses interested in the program once they are told about it.

The last key finding was that there was little consensus on the role that the HTA should play in workforce development. Some ideas were sponsored training, and certification programs, facilitating or offering internship and apprenticeship programs, serving as resources for receiving relevant industry information, and hosting learning opportunities for leaders. Some insisted that workforce development was the responsibility of the businesses themselves.

Mr. Pettinger spoke about recommendations. This included positioning Hawaii's visitor industry as a desirable choice for a career, increasing awareness of and access to existing programs, supporting the current visitor industry workforce, and preparing the next generation for a successful career in Hawaii's visitor industry leadership, management, technology training, and Hawaiian Culture.

Mr. Ka'anā'anā said they were not prepared to bring recommendations to the Board as they are still digesting the report, but they would later. Ms. Chun mentioned that Anthology Group also did a report for DBEDT on remote work. There was a request to speak about anti-bias training. Mr. Pettinger said it was presented to respondents to the survey as one of the categories that was an option, that every employer is looking at it differently. Diversity, inclusion, and equity are things that are more of an emphasis, but it was identified as a category selected by one in six as something they would like to offer their employees. It is increasingly important to employers.

## **10. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**

Ms. Chun said that for August 2022 overall visitor expenditures were higher than August 2019. Visitor arrivals were still lagging in 2019 levels. For market levels, total expenditures were up for U.S. West, U.S. East, and Canada. Due to the low number of Japanese arrivals, all other markets were down. Visitor arrivals and average daily census were up for U.S. East and U.S. West. On an island basis, spending was up for all the islands and per person per day. Visitor arrivals were

only up for the island of Kaua'i. Average daily census was up for Maui, Moloka'i, Kaua'i and Hawai'i Islands. Spending was up. There were also people staying higher on the islands that were driving expenditure higher overall for all the islands. The throughput for the TSA during summer airport activity was high. Overall, August 2022 was 16% down compared to two years ago. Kahului was flat with the same amount of activity. Kona was down 4%, but Lihue was up 6%. Hilo was up 11% compared to two years ago.

Ms. Chun said most people who visited in August 2022 went on a vacation and stayed at hotels. Hotels were 77.1% occupied, with a \$383 average rate across the state with a RevPAR of \$295. Vacation rentals were less occupied at 64.7% at \$300 ADR, significantly less than hotels. The amount of vacation rental demand was low compared to hotels.

Mr. Ka'anā'anā said that as they continued to monitor activities and their position on illegal short-term vacation rentals, there was an active lawsuit trying to challenge the final form of Bill 41.

Ms. Chun said they had just published the timeshare that morning. For the past quarter, timeshare across the state was highly utilized with occupancies in the high 80s and 90s. For the TAT collection by the tax department, for August 2022, they collected \$81.5 million. The two months together were \$165 million, 23.1% higher than the previous FY, \$31 million higher. July and August 2022 were some of the highest collections for TAT going back to January 2017.

The unemployment rate for August 2022 was 3.6%. Kaua'i had a higher unemployment rate, and Honolulu had a lower unemployment rate across the state. For jobs by industry, they continue to see an increase in food and service jobs. She said they run the air service tables every week as they change frequently. There were more domestic seats for August and September 2022 than in 2019, but overall, there were far fewer international seats than 2019. There are seats for Japan in the schedule but they are not flying until Q2 or Q3 of 2023. She said they publish the air seat schedule weekly, and it is on the infrastructure research page. She said she does not report on cruise activity as there have not been a lot of cruises in Hawai'i lately. There should be a cruise import in Honolulu, which will kick off the cruise season for Fall. October will be a busy cruise month across the state.

For the Skift Travel Health Index, the current number was 85%, which was better than the previous month. The U.S. was the highest on Travel Health Index, followed by Canada and Australia. China and Japan were down to the 60% level.

For the Pacific Asia COVID recovery dashboard, most countries are open with high vaccination rates. The booster rates are also high for the markets, with the U.S. having the lowest number of people who have boosters. Canada will be opening up more. Korea will eliminate some of its

COVID requirements. As of October 11, Japan is taking away their requirements and caps. U.S. Gov travel obstacles by market, travel restrictions, and health risks are still things people are thinking about.

Ms. Chun said the perceived safety of domestic travel for the U.S. market was up from last year. International is also up, but when looking at the safety perception for domestic travel at 75% compared to 56% for international travel, people are still a lot more comfortable taking domestic trips than international trips. People are looking to take their next vacation in the next three months, 46%, which is slightly higher than when they last considered traveling in April. It is still lower than where they were in last July. 53% of the people thought they were taking a vacation relatively soon. The statistics for those not expecting to travel for leisure was at 19%. Reasons for people not traveling in the next six months included concerns about personal financial situation. On a global basis, price is now a bigger concern than it had been in past months, specifically in the U.S. market. Another concern is the high cost of travel. COVID is still a concern, but the economics have a bigger impact than they did before. The perceived affordability of travel is now in a negative trend of affordability. Personal finances available for travel is also trending downwards.

The U.S. Travel Association has a slight increase in travel spending, but there is a 12% decrease in air passengers and a decrease in overseas arrivals, and hotel demand, with a lot of short-term rental increases for the U. S. nationwide.

For Japan, when the announcement was made that people would be more free to travel, the outbound flight searches from Japanese people increased. For travel agency booking trends, the volume of trends for bookings for the U.S. market for any time in the future had been relatively flat in summer. Trends were similar for 2019, 2021, and 2022.

For Japan, the overall booking volume was not very high for trips to Hawai'i, but they do have interest going into next Spring. For 2022 there was an increase in holiday travel, with a bit more interest going into March 2023. For Canada, there was an increase in bookings in the last month. 2022 is a similar travel pattern as previous years but not to 2019 levels. For Korea, there was an uptake in interest in recent weeks, but volumes were not quite there yet. The time of arrival is similar to 2019. For Australia, they have a similar pattern but lower than 2019, although closer for Spring.

Ms. Chun spoke about new research from the provider of travel agency bookings and said they had a new product they were introducing. The data looks at direct airline bookings. With the foreign keys data, they look at the mix of the distribution channel. 58.2% of the U.S. market is booking direct, versus 14% using retail travel agents and 14.1% online. Other travel agencies

are 10%, and corporate travel agencies like American Express Travel are at 3.7%. The lead time for bookings for large groups for the U.S. market, 40% of people is at 91 plus days out to Hawai'i, but there is still an opportunity for people booking less than 15 days out at 9.1%.

For Japan, there is more interest this year as they could not travel last year. Currently the way things are being booked, 66.5% are booking direct versus the retail and online travel agencies, which are a lot lower. Lead time is 45% booking 91 days out.

For Canada, there is a high percentage of direct bookings. Retail travel agency bookings are at 25%. Lead time for booking 91 days out is 49.8%, and few people are booking closer in. For Korea, it is half and half for direct and retail travel agency bookings. They have a lot of retail travel agency bookings happening. For 91 plus days bookings they are at 33%.

Australia has a lot of retail travel agencies and direct bookings, which are almost equal. For bookings, 91 days plus, they are at 38%.

There were no questions from anyone.

## **11. Presentation, Discussion, and Action on the HTA's Financial Report for August 2022**

Mr. Togashi spoke about the Executive Summary. He said that as of August 31, they have access to \$29.6 million in the Tourism Federal Fund (TFF), which is a \$3.4 million decrease from July due to the program expenditures. Of the \$29.6 million, \$8.8 million is encumbered, and \$20.8 million is unencumbered. They are currently working with the government administration on the release of the FY2023 ARPA funds. The HTA TSF has \$26.4 million in cash, in addition to the \$5 million in the emergency fund they maintain by statute. Of the \$26.4 million in cash, \$21 million is encumbered to contracts, and last month \$5.4 was unencumbered. They anticipate that the \$5.4 million of unencumbered funds could increase as savings from certain contracts are realized. He pointed out that the \$5.4 million available will return to the state's general fund with the sunset of the TSF.

Regarding the CCESF, the fund they historically operated the HCC from, they have \$34.9 million, representing an \$11 million increase from July due to receiving \$11 million in TAT revenue. Of that \$34.9 million cash amount, \$5.8 million is encumbered for contracts. The remaining \$29.1 million of unencumbered funds will primarily be stored as a Repair and Maintenance (R&M) reserve for future deployment in support of their six-year R&M plan when the appropriation expenditure ceiling is restored through the legislative process.

For 2022 CCFF ARPA funds of \$10.2 million are available, mostly all of which have been encumbered. Item 2 of the Executive Summary provides a recap of funds that has been released by BNF. The Federal Fundings budget can span several fiscal years, so they will

continue to encumber funds against the FY2022 budget in FY2023. For each program, the budget statement shows the full \$60 million budget. He said reporting just the activity from the FY2023 for multiyear grants is the added capability that the system enhancement allowed for. Significant activity for August was the Boards approval for the release of \$6.4 million in funds to support community-type programs, as well as the reallocation of \$800,000 from GoHawai'i to the Kahea airport and cruise industry consultancy services programs. He said a summary of cumulative budget reallocations was made in the meeting packets.

There were no questions from anyone.

Chair Kam asked for a motion to approve the agenda item. Mr. Rafter made a motion, and Mr. Ching seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

## **12. Presentation, Discussion and Action to amend the HTA's FY 2022 Budget**

Mr. Togashi said that at the previous Board meeting, they started a discussion that resulted in them making shifts to move programs they intended to fund out of the FY2023 budget instead of the FY2022 budget. This would address those concerns and needs, all related to efforts to continue supporting their programs as they continue working with the Governor's administration to release the FY2023 funds. He proposed a continuation of that discussion.

He showed the proposed amended budget for the FY2022 funds. He said they would focus on any other changes. He went through the suggested changes. He spoke about the Legacy Award Program they are looking to increase from \$25,000 to \$75,000. The Hawaiian Culture Opportunity Fund is looking at decreasing from \$50,000 to zero. The Travel Hawaiian Culture is a nominal decrease from \$15,000 to \$14,000. The Resort Area Hawaiian Cultural Initiative is a decrease from \$400,000 to \$150,000. For the Hawaiian Cultural Festivals and Events, they are looking to increase from zero to \$780,000.

Mr. Ka'anā'anā said the changes were working within the cashflow needs having not received an appropriation yet. He said it was important to adjust the FY2022 budget, but the FY2023 does make the programs whole.

Mr. Rafter asked about the reductions balancing out, and Mr. Ka'anā'anā explained that it all comes out to net zero in the end, and it all balances out.

Mr. Togashi spoke about the Wahi Pana Series, which will decrease by \$250,000 to zero. For Community Product Capacity Building will decrease from \$169,000 to zero. The current Workforce will decrease from \$100,000 to zero. Future Workforce Development will increase from zero to \$150,000. The Branding area for the Campaign Effectiveness Study will decrease from \$10,000 to zero. Rebranding of the Hawaiian Islands will decrease from \$1 million to zero.



Creative Agency will decrease from \$250,000 to zero. Marketing Opportunity Fund will decrease from \$260,345 to zero. The Sports PGA Tour Contracts will increase from zero to \$1.8 million. UH Athletics Branding Partnership will increase from zero to \$167,000. For Safety and Security, the Lifeguard Program will be decreased from \$200,000 to zero. Mr. Ka'anā'anā said it should be renamed to Junior Lifeguard Program. There were no changes to the planning or administrative section. For Governance and Organization-wide, Governance, General Board, and others will be increased \$27,748 to \$70,748.

Mr. Togashi spoke about the \$4.3 million payroll, and other changes were approved as part of the July 2023 Board meeting. The Board unallocated amount was also discussed at the last two Board meetings. They made the \$11 million into the budget by taking what they had previously not allocated for the Smart Destination website, which was approximately \$6.4 million, to fund some of the other items for the community-type programs. The additional \$4.3 million was for payroll for FY2023 from the FY2022 funds. That left \$450,000 of unallocated funds. As part of the proposal, they were looking to deploy those funds. He said everything is budget neutral, still, \$32.6 million, and they are asking for the Board's approval.

Chair Kam asked for a motion. Mr. Rafter made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

### **13. Presentation, Discussion, and Action on the Hawai'i Convention Center's August 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan**

Ms. Orton reported for August 2022. They hosted 20 events at the HCC, more than anticipated in the budget. There was a net loss of \$395,000, which was \$186,000 better than anticipated, taking the August FY to-date facility net loss to \$583,000. They were facing some challenges with the current facility reforecast reflecting a loss of \$6 million, which was \$628,000 higher than the \$5.4 million they had budgeted for. The majority of that revenue loss was due to two removals of two corporate pieces of businesses that looked to be strong tentatives, but both did not materialize. For one of those corporate pieces of businesses, the meeting planner attended the recent FAM tour, and Ms. Orton was able to showcase the HCC and multiple properties. She said the meeting planner planned to bring the business back in 2024. Inflation costs and electricity has gone up about \$120,000 to what they had initially budgeted for. They are trying to reduce expenses in other areas. She said they have been working with the HTA and the local Hawaiian Emergency Management team and submitted a reimbursement for eligible expenses under FEMA due to COVID, for opening safely and operating the HCC out of the pandemic. They were recently notified to receive \$65,000 in reimbursement funds under the program. She said there were other applications pending.

In addition, they also received \$297,779 and turned it over to the HTA for the last FY for employee retention tax credit under the Cares Act they filed with their corporate office. The ROI for the HCC was \$6.14. On an annual basis, it runs at \$23 per dollar spent at the HCC.

Ms. Orton spoke about definite city-wide bookings. There are five events, and the ROI to the state is \$8.4 million. She spoke about the short-term business and long-term business, and the definite number of bookings. For 2022 they have eight events, for 2023, they have four events; and for 2024, has five events. On average, they usually have 25 city-wide groups. She said she and Mr. Reyes had devised a comprehensive plan to try to book as much business short-term, and their sellers are working on long-term goals outside of five years. Recent events were a volleyball tournament with 250 attendees, the Okinawan Festival with a great turnout, and the Jurassic Park dinosaur display with 4,000 attendees.

She spoke about the good feedback received from Mr. Julian Nakanishi, who brought Division 2 events to the HCC. He brought in five to six offshore teams and hopes to grow it in the future.

Ms. Orton spoke about upcoming local and city-wide events. They have the Applied Superconductivity Conference coming up in October, and the Hawai'i Food and Wine Festival, with the event indoors this year. They will be in the Ballroom. She spoke about definite local events. For October, there are 24 events, November has 19 events, and December has 12 events. She said they have also partnered with Na Leo Pilimehana and are doing their inaugural holiday concert at the HCC on December 17. Tickets are on sale, and it will be a holiday concert and a holiday-themed buffet. She said they would feature a special guest who would be the opening act.

She spoke about The Healer Stones of Kapaemahu exhibit. She said they took the HCC's leadership team to Bishop Museum for their retreat and met the curator of the exhibit. She said some of the exhibits would move to the HCC, and it will be in place in October 2023. She said they are excited to work with a master feather worker soon. He will display some of his cloaks in the HCC in six exhibit displays.

Ms. Tait spoke about the R&M project updates. She spoke about the current projects they are working on. She said they are in the procurement stage, so the RFPs have been issued. They received proposals and are busy evaluating them to be awarded shortly.

In September 2022 they awarded a contract for a new project and construction management. They will be issuing an RFP for the rooftop terrace project in the coming week. They should award the management company in November 2022. She showed the 6-year plan for projects. She spoke about construction management and project management. She said that because the last award was in 2017, they put out an RFP for 16 CIP projects. She said they awarded it to

the Cumming Management Group. The larger project for the Rooftop Terrace Deck Temporary Repair has the RFP going out the following week.

She showed a list of the completed projects.

There were no questions.

Chair Kam asked for a motion to approve the budget and financial statements as presented. Mr. Rafter made a motion, and Mr. Ching seconded. Mr. Gionson did a roll call, and the motion passed unanimously.

#### **14. Adjournment**

Chair Kam made a motion to adjourn, and the motion passed unanimously.

Chair Kam adjourned the meeting at 1:17 p.m.

Respectfully submitted,



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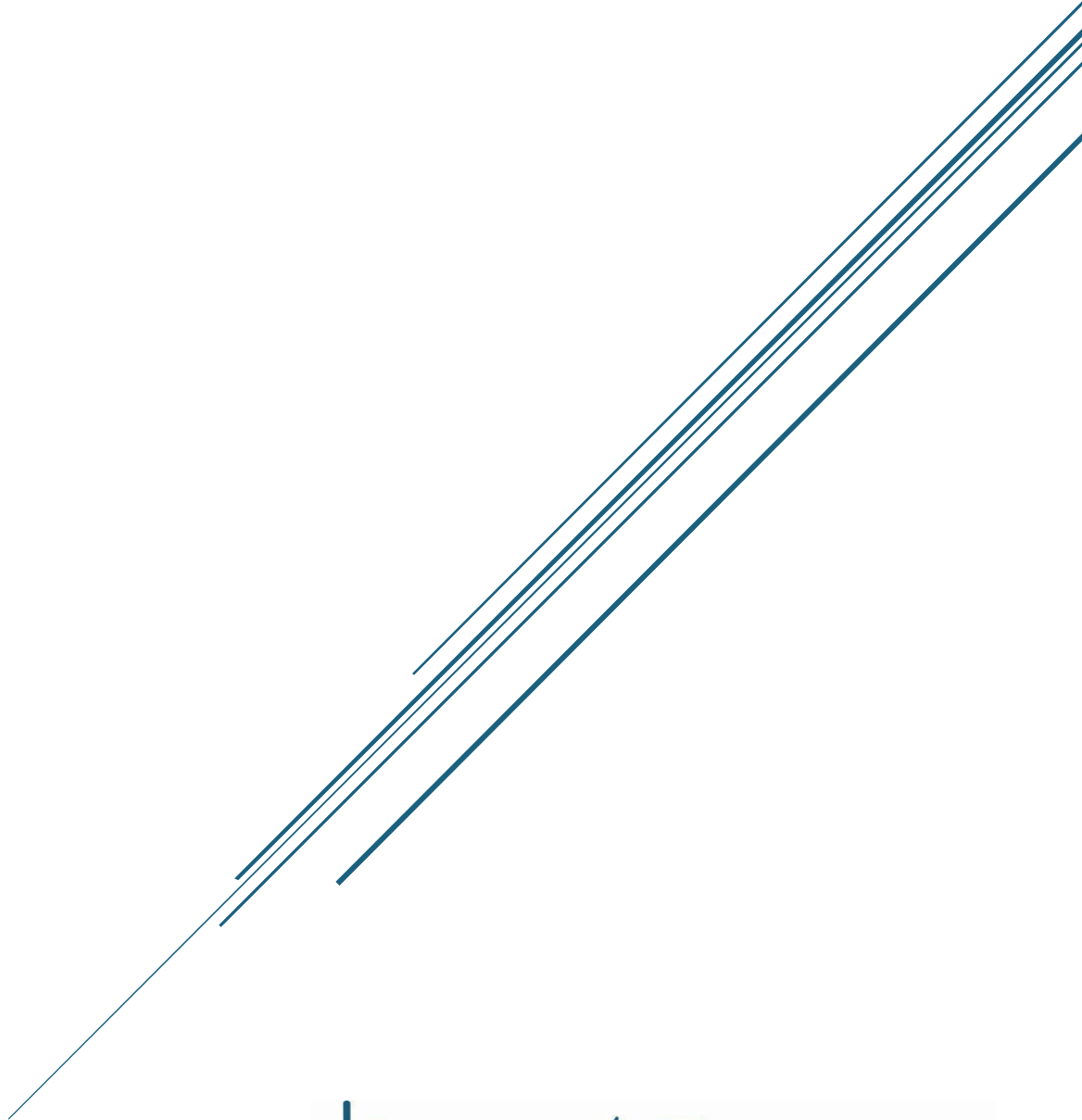
Sheillane Reyes  
Recorder

# **6**

Reports of the Chief Executive Officer/  
Chief Administrative Officer/Chief Brand Officer

# HTA CEO REPORT

OCTOBER 2022



## EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during September 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

HTA continues to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i. This month we highlight Ka'ala Farms on O'ahu and 'Āina Momona of Moloka'i. Read below about these organizations and their work to Mālama Hawai'i through our Aloha 'Āina & Kūkulu Ola Programs.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). During the month of September, nearly 10 CEP projects and events were attended by our Island Chapter/Destination Manager teams throughout the state and were well received by residents and visitors. More details about these events can be viewed in the Community section below.

The Brand team is moving forward with the RFP for Japan MMA and in preparation for the release of Canada and China MMA as well as Sports Program RFPs. The Ironman triathlon took place in Kona earlier this month and as mentioned in last month's meeting, there were educational opportunities created around mālama. More information about the outcome of the event is forthcoming. Also coming up quickly is the Hawai'i Tourism Conference during the first week of December. An Invitation For Bid (IFB) was issued and more information for participants will be available soon.

In the planning area, Caroline Anderson facilitated a panel discussion on destination management at the Hawai'i Congress of Planning Officials. She also was on a panel for Agritourism at the 2022 Ag Conference. Staff conducted site visits with Department of Land & Natural Resources, O'ahu Visitors Bureau and Native Hawaiian Hospitality Association on various projects. Efforts continued with working with the island Destination Managers, counties and other state agencies to move DMAPs' actions forward in addition to working with the brand team in reviewing and refining their program measures.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the August 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for October 2022 – December 2022, the August 2022 Hawai'i Hotel Report, the August 2022 Vacation Rental Performance Report, and Q2 2022 Hawai'i Quarterly Timeshare Report. In addition, TRB published weekly Destination

Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, and weekly Travel Agency Booking Trend reports.

## I. CHANGE MANAGEMENT PLAN

During the month of September, as mentioned in our previous reports, we continued to recruit for the Procurement Manager, Senior Brand Manager, Administrative Assistant and Brand Manager positions. We filled one of those positions during that time in the Administrative Assistant position. We also have engaged in discussions to fill the Chief Administrative Officer position. Additionally, the Contracts and Administrative Manager position was vacated during September, and we plan to begin recruitment to fill the position shortly.

We continue discussion with the Department of Budget and Finance (B&F) to release ARPA funds for our FY 2023 operations. This funding is necessary provided the Governor’s veto of HB1147 that would have provided HTA’s FY 2023 general fund appropriation. According to B&F, the HTA’s funds will be derived from unallocated ARPA funds currently held by the State. This is separate from HTA’s allotment of FY 2022 ARPA funds.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry.

## II. NATURAL RESOURCES PILLAR

### *Aloha ‘Āina (Natural Resources) Program (DMAP Action Item)*

Hawai‘i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha ‘Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. On the island of Moloka‘i, one Aloha ‘Āina awardee has created a unique and meaningful educational experiences for Moloka‘i community members and visitors alike. The Keawanui Food System Revitalization Project aims to address long-standing community goals centered on food security. Though the community on Moloka‘i is critical of tourism, according to this organization, the recent shift to community-based, regenerative tourism poses new opportunities for “voluntourism” on island, which is a step in the right direction for tourist-centric activities on island. Taking place at ‘Āina Momona’s land base, Keawanui Fishpond and Cultural Learning Center, the project opens their site once a month to visitors and community members on Moloka‘i that would like to learn more about traditional food systems and help see them revitalized as key food-producing spaces. ‘Āina Momona seeks to increase opportunities on Moloka‘i for locals and visitors to learn, in a hands-on way, about our traditional food

systems, its necessity in a climate changing world, and the cultural value to Native Hawaiians. HTA is proud to support 'Āina Momona and the many other Aloha 'Āina awardees as they continue to mālama our Hawai'i.

### *DLNR Partnership (DMAP Action Item)*

This is a partnership with the Department of Land & Natural Resources, through CON 20210: Universal Trail Assessment, and Sign Initiative and Trail Safety and Enhancement – Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide is wrapping up. Time of performance for this contract ended on 6/30/2022 and HTA staff is awaiting final reports from the Nā Ala Hele team.

### *Tour Guide Certification and Licensure (DMAP Action Item)*

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA is completing a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. The study was conducted in three phases. In Phase 1, the research team was tasked with surveying other regions outside of Hawai'i to research best practices of destinations and/or countries. Research included the U.S. Region, Asia-Pacific Region, European Union, Canada, Australia and New Zealand. In Phase 2, the research team executed multiple focus group studies with various stakeholders in Hawai'i. NaHHA assisted the research team with providing a list of over 100 contacts who represented various stakeholder groups in Hawai'i. Phase 3, the analysis & final report has been completed and submitted. NaHHA will include the final report, its findings and suggested next steps in their contract progress report.

### *Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)*

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on July 1, 2022. The newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging five new companies for certification. STAH has transitioned its training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. STAH had an informational webinar in June 2022. This webinar was geared towards marine-based activity operators. "Mālama i ke Kai – Actions that Support a Thriving Ocean," addressed the need outlined in Kaua'i DMAP sub-action item A.5 - to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution, and therefore is primarily for activity operators on Kaua'i. The webinar was



open to all islands for participation. Speakers from DOB, NOAA, Surfrider Foundation: Kaua'i, DAR & Holo Holo Charters discussed various topics that support and enhance a thriving ocean in Kaua'i and all the other Hawaiian islands. In September STAH will start a partnership with (OAT) Ocean Awareness Training to provide on-demand modules and live webinar. Conversation with OAT have started to plan the modules and live webinars for later this year. STAH will provide updates until modules launch at end of year.

### III. HAWAIIAN CULTURE PILLAR

#### *Kūkulu Ola Program (DMAP Action Item)*

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. On the Wai'anae coast on island of O'ahu, one Kūkulu Ola awardee is focused on providing aid and tools for healing to their Native Hawaiian community. In collaboration with two other organizations on the west coast, Ka'ala Farm has been able to impact the wellbeing of their community. They created a strong 6-day 'āina based 'Ai Pono (eating right) curriculum for clients at Ho'omaui Ke Ola, a program designed to help previously incarcerated men and women heal through cultural practice, connection to themselves and their 'āina and then back into society, living a cleaner and healthier lifestyle. They successfully distributed local ingredients to the local Kūpuna Pantry, administered by the Wai'anae Coast Comprehensive Health Center, which reaches 75 kūpuna every other week. Ka'ala Farm also distributed produce, a value-added product, and a keiki activity packet which reached 75 'ohana members at Mā'ili lands housing project and Hale Wai Vista once a month. Through community programs like Kūkulu Ola, HTA can continue to support organizations in their efforts in strengthening their community's relationships with cultural practices and sense of traditional sustainability, that our land can take care of our people.

#### *Native Hawaiian Hospitality Association (DMAP Action Item)*

A Notice To Proceed for the Native Hawaiian Hospitality Association's FY22-23 workplan is pending as HTA awaits deliverables from the previous Supplemental (S3). HTA staff continues to collaborate with NaHHA on existing projects including the Ma'ema'e Toolkit update and the Waikīkī Historic Trail Markers Refurbishment Project. NaHHA conducts regular activity on social media in efforts to maintain engagement and strengthen ties between the Hawaiian community and the visitor industry. He Leo Ho'omaika'i iā NaHHA on celebrating their 25th anniversary!

#### *Native Hawaiian Festivals and Events*

##### **The 13<sup>th</sup> Festival of Pacific Arts and Culture (FESTPAC)**

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>

#### *'Ōlelo Hawai'i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers*

Bishop Museum staff continue to work on Phase II of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers. Project milestones are anticipating a completion date in November 2022 and include training new technicians, an inventory and condition report of 30,000 pages as well as digitizing and processing 30,000 pages. Bishop Museum has also completed a full inventory and condition report for The University of Hawai'i at Mānoa's Hamilton Library nūpepa collections: 16 Titles and 4,314 pages inventoried.

### *Kāhea Greetings (DMAP Action Item)*

#### **Airports**

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama'āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its guests. OGG continues to provide water to travelers waiting in line at TSA, which started at the end of July. The Department of Transportation is currently seeking someone who can 'ōlelo Hawai'i to become a part of its team to assist with this particular program.

#### **Harbors**

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036), and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures, and maps with authentic ho'okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to continue to limit its participation in providing information. HTA will continue to work with Access Cruise to monitor the resumption of Kāhea Greetings Program at the harbor in Hilo. Nāwiliwili was finally given the green light to restart pier greetings in May 2022. They currently greet as many ships as allowed that come into pier two for 2.5 hours. Kailua-Kona Pier is still running a greeting program with entertainment and information.

### *Ho'okipa Malihini Initiative (HMI) formerly Resort Area Hawaiian Culture Initiative (RAHCI)*

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI has since been included in the Ho'okipa Malihini Initiative, along with the Kāhea Greetings Program – Harbors as this initiative groups together programs that provide a Hawaiian sense of place to our visitors in visitor locations/areas across the islands. RAHCI was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP for Ho'okipa Malihini Initiative programs this fiscal year (FY23).

## **IV. COMMUNITY PILLAR**

### *Community Enrichment Program (CEP) (DMAP Action Item)*

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees.

The following CEP projects and events took place in September 2022:

Kaua'i:

- The 2022 Kaua'i Marathon & Half Marathon took place at the Kōloa landing Resort on September 4 and ended with an awards ceremony, which Lani Kauai from KVB attended along with 2,000 others. The attendance she said, was higher than previous years and included a good mix of residents and visitors. The event's target audience were participants from the continental US and abroad. Activities surrounding the main event included a Sports & Fitness Expo, Sponsor Reception, Keiki Run and Family Run which were open to the public. There are not many races on Kaua'i, so this is one that people look forward to – especially non-profit organizations looking to raise money for their charity.
- Lani also attended the Battle of the Food Trucks on September 11 and was really pleased with its turnout. "It was a delight to see everyone enjoying the street food and entertainment and knowing that they're participating in the competition," she said. The Kaua'i Community College culinary students were involved with several food trucks – preparing food samples and supporting te Kaua'i Grown agriculture organization, which is one of the goals of this initiative. The closed event welcomed about 300 people.

O'ahu:

- On September 4 the Hawai'i Convention Center hosted the Okinawan Festival – the first time it was held since the COVID-19 pandemic. Joining the festivities was Catherine Orlans who said that many attendees seemed happy to be back in person. The overall event brought about 45,000 people together and most of the attendees were residents. As mentioned in the September Board Meeting, a lot of helping hands came together to make this event so special – from the youth to the elderly.
- The 46th Annual Honolulu Intertribal Powwow also took place in September at the Bishop Museum. The event, like the one mentioned above, helped to highlight the diverse cultures in Hawai'i. Included in the mix was also the Hawaiian culture, which was shared at booths manned by partnering non-profit organizations around the main event. Catherine estimated about 300 people in attendance while she was there.
- September also celebrated Aloha Festivals with events like the famous Aloha Festivals Parade and its Opening Ceremony & Investiture. The former was attended by Kainoa Daines, who spoke on behalf of HTUSA about HTA's long-standing support for the Festival in a live interview. Earlier on September 10 Catherine Orlans attended the latter, and it was her first time. This was her first time attending the Opening Ceremony events and as a resident, she found it very memorable. "I loved seeing how the pa'ū riders from each island brought ho'okupu to the court." She enjoyed the event along with about 500 others, mostly visitors.

Maui Nui:

- On September 16 Meagan DeGaia over on Maui attended the Mālama Wao Akua art exhibit at Celebrate the Visual Arts of Hawai'i. Each piece educated the viewer about native plants and animals and engaged students. There were over 1,500 people in attendance with a good mix of visitors and residents.

Hawai'i Island:

- The Hawaiian Slack Key Festival took place at the Outrigger Kona Resort on September 18 and featured extraordinary musicians. Including Kumu Ke'ala Ching and Brother Noland. There were about 380 in attendance and a good mix of residents and visitors, who were already asking when the next event would take place. The Festival also included food trucks and a craft fair.
- Also in Kona was the 2022 Queen Lili'uokalani Outrigger Races on September 1 and 3. This event provided a cultural lens of the competitiveness of outrigger canoe racing in Hawai'i - a long tradition of men and women being the best in physical conditioning and teamwork. In attendance was Rachel Ka'iama, who was surrounded by families enjoying themselves at the beach and cheering on their family members racing. There were about 1,000 in attendance and mostly residents.

### *Hospitality Industry Updates (County)*

HTA recognized the need to connect with stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

In discussions with the four mayors, it was determined that these meetings would become quarterly. The first series of meetings in the quarterly rhythm was held in July. Due to scheduling conflicts in October, the next series of meetings will be held in November.

### *Communication and Outreach*

#### **NEWS RELEASES/REPORTS/ANNOUNCEMENTS**

- News Release: HTA Issues RFP for Visitor Education and Destination Brand Marketing & Management Services for Japan Market (September 26)
- HTA Message: August 2022 Visitor Statistics
  - Drafted and distributed John De Fries message highlighting HTA's KPI of visitor spending. Also drafted and sent out social post. (September 29)

#### **HTUSA SATELLITE MEDIA TOUR**

- John De Fries (JDF) participated in HTUSA's Satellite Media Tour comprised of 22 U.S. television news and radio interviews that were pre-recorded or broadcast live from the Hawai'i Convention Center on September 14. The goal of the Satellite Media Tour was to educate potential visitors

about the importance of visiting Hawai'i mindfully, how to mālama the islands' people and places, and voluntourism opportunities to work shoulder to shoulder among community members who steward cultural and natural resources.

- Assisted with preparation, location scout, media training and talking points.

#### **NEWS BUREAU**

- Coordinated and assisted with the following interviews and statements, including:
  - KHON, Monika August: IG interview on HTA's support of Aloha Festivals (September 15)
  - Hualālai Magazine, Andrew Walsh: JDF on sustainability and Mālama Ku'u Home through a regenerative model of tourism (September 16)
  - Honolulu Star-Advertiser, Allison Schaefer: IG responses on status of U.S. MMA contract (September 18)
  - Travel Weekly, Christine Hitt: IG comments on helping guide agents responding to anti-tourism sentiment (September 21)
  - KHON, Bryce Moore: IG interview on the August 2022 visitor statistics (September 29)
- Assisted with the following media relations:
  - NRC Handelsblad (Netherlands): Declined request to provide travel support in exchange for IRONMAN World Championship race coverage (September 2)
  - Lawsistahs (Netherlands): Declined request to provide travel support in exchange for blog coverage (September 5)
  - The Jet Set, Nikki Noya: Provided suggested story angles for potential JDF interview; follow-up to Satellite Media Tour (September 16)
  - Aspire Magazine, Erica Bush (United Kingdom): Provided luxury hotel PR contacts and recommendations for January visit to O'ahu (September 20)
  - Wired for Adventure, Kate Thornton (United Kingdom): Reviewed and declined paid partnership opportunity (September 21)
  - Freelance Journalist, Jay Jones: Responded to inquiry regarding media credentials and travel support to attend HTA's Hawai'i Tourism Conference (September 21)
  - Vogue NL, Leah Zonneveld (Amsterdam): Declined request to provide production travel support in exchange for a four-page Hawai'i fashion feature (September 25)

#### **COMMUNITY INITIATIVES AND PUBLIC OUTREACH**

- HTA E-Bulletin: Drafted copy, edited, created layout and distributed September 2022 HTA e-Bulletin in English and 'Ōlelo Hawai'i
- Destination Management Action Plans (DMAPs)
  - Drafted and distributed e-blasts and social posts for Kaua'i Spring 2022 Progress Report (September 1)
  - Verified Maui radio stations and listener demographics for driving awareness and attendance to the upcoming Maui community meeting with Anthology Media team (September 29)

- PAO appeared on KHON Living808 in connection with Aloha Festivals and HTA’s support of community festivals and events
- PAO interviewed with a graduate student from Wageningen University (Netherlands) studying sustainable tourism, using Hawai‘i, the current strategic plan, and the Destination Management Action Plans as a case study
- PAO participated in the Center for Responsible Travel (CREST) World Tourism Day virtual forum alongside representatives from the George Washington University’s International Institute of Tourism Studies, University of South Florida Patel College of Global Sustainability, and Willamette Valley Visitors Association (September 27)
- HTA Hawai‘i Tourism Conference (December 8-9)
  - Drafted and distributed e-blast and social post announcing dates for the Hawai‘i Tourism Conference (September 12)
- Pacific Business News Advertorials
  - Edited copy and sourced images for September 19 advertorial featuring Q&A with Kalani Ka’anā’anā and County of Hawai‘i Tourism Specialist Frecia Cevallos, “What is the Hawai‘i visitor industry’s role in cultural sustainability?”
  - Liaised with Hawai‘i Green Growth CEO Celeste Connors, drafted copy and sourced images for September 23 co-bylined advertorial, “Hawai‘i is on the right path to regenerative tourism”

#### **CRISIS/ISSUES MANAGEMENT**

- Monitored and distributed social media post to advise the public that there is no tsunami threat following an earthquake that occurred in Mexico. Encouraged the public to continue heeding caution near the ocean and to follow the Hawai‘i Emergency Management Agency for updates. (September 19)

#### **HTA’S SOCIAL MEDIA**

- Managed social media calendar, drafted, and scheduled posts on HTA’s Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
  - Battle of the Food Trucks
  - 46th Annual Honolulu Intertribal Powwow
  - The 2022 Kaua‘i Marathon and Half Marathon
  - Aloha Festivals
  - Moloka‘i Paniolo Heritage Kamehameha Rodeo and Workshops
  - Koke‘e Plum Tree Orchard
  - Festivals of Aloha
  - Talk Story, Sew & Feast
  - Maui ‘Ukulele Festival 2022

- Featured 2022 Kūkulu Ola program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
  - Mo'olelo Murals
  - Ulu A'e Kaiāulu
  - Hāna Arts: Hana No'eau
- Featured 2022 Aloha 'Āina program recipients to help drive awareness of their organization and efforts to protect and preserve Hawai'i's natural resources:
  - Keawanui Food System Revitalization Project
  - Aloha 'Āina Mauka to Makai

#### Paid Posts on Facebook

- (5) Posts on Spring 2022 DMAP Progress Reports for Hawai'i Island, Maui, Lāna'i, O'ahu, and Kaua'i. Flight dates from September 9 – 16.
  - Total Impressions: 125,588
  - Total Reach: 58,576
  - Total Engagements: 2,095

#### Facebook

- Number of followers: 19,923 (+11.5%)
- Engagement rate: 0.6%
- Number of engagements: 12,263 (-70.1%)
- Posts: 38

#### Instagram

- Number of followers: 7,584 (+40.5%)
- Engagement rate: 0.1%
- Number of engagements: 1,034 (+49.9%)
- Posts: 39

#### Twitter

- Number of followers: 40,777 (+5.9%)
- Engagement rate: 2.2%
- Number of engagements: 531 (-25.4%)
- Posts: 34

#### Linktree

- Views: 50
- Clicks: 33
- Clickthrough rate (CTR): 66%

#### INTERNAL COMMUNICATIONS

- Reached out to HVCB for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.

### *Safety and Security*

#### **Visitor Assistance Program (VAP)**

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program. During the month of September:

Maui County's program handled 3 cases and helped 6 visitors (year-to-date: 82 cases/ 148 visitors). This included visitors primarily from the U.S. West markets and Canada. The industry assisted with \$1,280 of in-kind contributions (year-to-date: \$37,830).

Hawai'i County's program handled 20 cases and provided assistance to 68 visitors (year-to-date: 1684cases/ 470 visitors). This included visitors primarily from the U.S. West, Oceania and Europe markets. The industry assisted with \$7,207 of in-kind contributions (year-to-date: \$35,468). \$736 was received in donations (year-to-date: \$1,805).

Kaua'i County's program handled 7 cases and provided assistance to 22 visitors (year-to-date: 69 cases/ 185 visitors). This included visitors from U.S. West/East market. VASK received \$8,900 of in-kind contributions (year-to-date: \$35,025).

City and County of Honolulu's program handled 34 cases and helped 70 visitors (year-to-date: 432 cases/ 1,111 visitors). This included visitors primarily from the U.S. West market. The industry assisted with \$10,311 of in-kind contributions (year-to-date: \$83,381.50) and \$675.00 in donations (year-to-date \$5,080).

### *Future Workforce*

#### **LEI Program**

ClimbHI has recently launched a new initiative called "Hospitality for Me." This initiative is timed with the DOE expansion from six to 13 pathways allowing Hospitality, Tourism, and Recreation to break off from the Human Services pathway. HTA along with Hawai'i Women in Lodging & Tourism, Fairmont Orchid, and Maui Hotel & Lodging Association are the founding partners of this new endeavor. Hospitality for Me will utilize the existing ClimbHi Bridge portal to connect the schools with educators and businesses. This program launched on July 21 at the Baldwin Kekaulike Maui Complex Area (BKM) superintendent meeting with over 85 principals and teachers. President of ClimbHI, Julie Morikawa, shared with schools about the new program and the opportunity to bring the industry directly to students. DOE schools are currently gearing up to choose the following school years pathways, and Hospitality for Me aims to showcase the



benefits of the industry, support school needs, and make selecting these new pathways an accessible and achievable choice.

### *Current Workforce*

#### **Workforce Needs Assessment**

The Visitor Industry Workforce Needs Assessment, conducted by Anthology Research was completed in August and the key findings were presented to the HTA board in September. The next step for HTA is to share the findings with the industry, educational institutions, and other government agencies, so appropriate programs and training can be developed and offered to help address industry's current and future workforce needs. Based on the study recommendations, HTA staff will also re-evaluate the past and current workforce projects funded by HTA and identify future training opportunities and new projects to support using FY23 funds.

## V. BRAND MARKETING PILLAR

### *Major Market Area (MMA)*

#### **International MMA Border/Entry Restrictions**

- Japan: With the lifting of the ban on visa-free and individual travel to Japan from October 11 and the lifting of the upper limit on the number of people visiting Japan, it is expected that there will be a recovery in the number of visitors to Japan from overseas, which will revitalize the domestic economy and serve as an opportunity to put a brake on the continued depreciation of the yen.
- Korea: PCR tests that were mandatory upon arrival in Korea are no longer required for travelers into the country starting October 1. Up to September, visitors had to be tested for COVID-19 at least by the second midnight after arriving. All other travel-related COVID-19 restrictions in Korea also have been lifted.
- Canada: Effective October 1, Canada has ended all COVID-19 travel restrictions, including mandatory vaccinations and random on-arrival testing, and has made the ArriveCAN app optional. The changes mean foreign nationals will no longer require an approved series of COVID-19 vaccinations to enter the country. It also means travelers entering Canada will no longer be subject to random mandatory COVID-19 tests.
- Oceania: Proof of COVID-19 vaccination not needed to enter New Zealand. Travelers should check with airlines as they may still require proof of vaccination. COVID-19 tests or self-isolation are not necessary upon arrival. Travelers must still complete the New Zealand Traveler Declaration. You do not need to provide proof of a negative COVID-19 test to meet Australian inbound travel requirements. You do not need to provide proof of COVID-19 vaccination to travel to and from Australia. As of Friday September 9, 2022, the mask mandate for international flights to Australia have been removed.
- China: While the Zero-COVID policy remains in place for China, from September 26, Hong Kong adopted a new 0+3 policy (zero days hotel quarantine with three days self-quarantine).

Previously, Hong Kong had a 3+4 (three days hotel quarantine with four days self-quarantine). It's expected of Hong Kong to eliminate all quarantine requirements in November.

### **U.S. Domestic Market Conditions**

Consumer confidence improved in September for the second consecutive month supported in particular by jobs, wages, and declining gas prices," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "The Present Situation Index rose again, after declining from April through July. The Expectations Index also improved from summer lows, but recession risks nonetheless persist. Concerns about inflation dissipated further in September—prompted largely by declining prices at the gas pump—and are now at their lowest level since the start of the year." According to the latest Longwoods International tracking study of American travelers, as the pandemic recedes, two thirds of them are focused on finding a balance between their work worlds and their non-work life. And more than half of them are less likely to do work on their leisure trips than they did during the pandemic. The decline in both COVID-19 cases and gas prices have reduced the impact of both factors in travel planning. Only 17 percent of travelers say coronavirus will greatly impact their travel decisions in the next six months, the lowest level since March of 2020. Twenty-three percent say that gas prices will greatly impact their travel in the next six months, down from 43 percent in July. HTA Airline Seat Capacity Outlook for October 2022 – December 2022 was updated on October 4th. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease -7.4 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as Hawai'i emerges from the COVID-19 pandemic. A decrease in flights is expected from U.S. West (-8.1%) as well as from the U.S. East (-1.9%). Schedules are continuously monitored, and the forecast adjusted accordingly.

### **Tourism EXPO Japan**

For the first time in four years, Tourism EXPO Japan was held from September 22 to 25, attracting 124,000 attendees – among them, HTA's President & CEO. At the event, Hawai'i Tourism Japan (HTJ) featured the Hawai'i Pavilion showcasing elements based on the concept of mālama Hawai'i. To educate potential visitors and encourage pono travel, HTJ incorporated a display on 'Ōlelo Hawai'i and Hawaiian proverbs, information on the Made in Hawai'i certification program with an exhibition of products, and Hawaiian music and hula performances on-site. Attendees were also able to participate in the "Mālama Hawai'i Station" talk show followed by educational quizzes to increase their awareness about caring for the Hawaiian Islands. Approximately 10,000 people visited the Hawai'i Pavilion on each public day. A fundraising project for a local nonprofit organization was also conducted throughout the event, with a total of 139,700 yen raised. In addition, digital advertisements, posters, and hanging banners promoting Mālama Hawai'i were displayed, furthering Hawai'i's message of mālama. As part of Tourism EXPO Japan, 43,600 people attended its industry days on September 22 and 23. In partnership with Hawai'i stakeholders and the Hawai'i Promotions Committee Japan (HPCJ), 80 B2B meetings were held with 12 HPCJ companies at the Hawai'i Pavilion. During these meetings, HTJ exchanged information on Mālama Hawai'i and regenerative tourism.

### **MMA RFP / Contract Status**

- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in “Green” phase except China that is still under restricted activities and budgets.
- USA MMA and Global Support Services: HTA has extended the current USA MMA contract and the Global Support Services contract for another six months ending March 2023.
- The parties to the contested award of the Hawai‘i Tourism Authority’s U.S. Brand Management & Global Support Services procurement are pleased to announce that a potential pathway towards a resolution has been identified for the best interest of the people of Hawai‘i. After the award of the procurement to the Council for Native Hawaiian Advancement was announced in June followed by a formal protest from the Hawai‘i Visitors and Convention Bureau, both parties have worked tirelessly and collaboratively during this time and have found a way forward in partnership. Details are forthcoming.

### *Other Branding Projects*

#### **Cruise**

The 2022 Hawai‘i Executive Cruise Fam took place on September 24 – October 2, 2022. The goal of this event was to re-establish relationships between the cruise lines and the local community cruise stakeholders, and to introduce cruise partners to the concept of Mālama Hawai‘i. With support from island chapters, days were planned to be a combination of pier inspections, stakeholder events and selected experiences of the “WOW” each island has to offer. The participants representing Norwegian, Princess, Holland America, Seaborn, and P&O Australia, also met with HTA and came away with a new understanding of Hawai‘i and HTA’s pivot for a new regenerative model of tourism.

#### **Pono Travel Education Program (DMAP Action Item)**

Beginning April 18 airports across Hawai‘i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama‘āina - reminding us of our collective kuleana to Hawai‘i, the land, culture and each other while here. Beginning in June there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, and frequency to meet the uptick in travel during the Summer period and an inclusion of Ocean Safety video messages. Our contract with In-Ter-Space Services at the Daniel K. Inouye International Airport has since ended in mid October. Neighbor island airports will continue through next year June.

#### **Hawai‘i Tourism Conference 2022**

An Invitation for Bids (IFB) has been issued for a servicer to plan, coordinate, and support the meeting logistics and familiarizations for the Hawai‘i Tourism Conference 2022 (December 5 – 11, 2022). Planning has begun to draft topics, tracks for the concurrent sessions, and overall theme for the conference.

### *Sports Programs*

#### **Sports Initiatives**

- Staff were instructed by HTA Board at September meeting to revisit Sponsorship Strategy for 2022-2025

- Staff held call with ESPN Events Honolulu to discuss upcoming events
- Staff spoke with UH Hilo AD regarding November and December tournament sponsorship
- PSP Sports reached out about advertising for MLB Playoffs, NBA and NHL seasons
- The 2024 IVF World Sprints reached out to staff for a discussion on future funding
- Exchanged Emails with Clippers sponsorship team regarding FY23 funding
- Staff had a call with Maui Invitation to discuss if funding for 2022 was going to be made available

*Collaborations and Communications*

- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

**Brand Team Events/Meetings - September**

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
9/1	PGA TOUR - Introduction & Next Steps	CEO/CBO	Austin Flagg, Kathie Parker
9/2	NMG x HTA Meeting	CBO/BM	Gerard Elmore
9/6	Virtual Meeting with Edith Kanaka'ole Foundation	CEO/CBO/PAO/Director of Planning	HVCB/Frecia Cevallos/ Edith Kanaka'ole Foundation's staff
9/8	Festivals and Events Meeting	CBO/Director of Planning/Director of Tourism Research/BM	Scott Horowitz/Georgie Webb/Jennifer Stewart
9/9	Destination Stewardship Chat	CBO	Laura Libby
9/19	HTA x ESPN Call	CEO/CBO/BM	Clint Overby/Daryl Garvin
9/20	HTA/NMG/NAHHA Video Update	CBO/BMs	Joe Bock/Malia Sanders
9/20	Call with Patrick Guillen UH Hilo Athletics	CBO/BM	Patrick Guillen
9/26	HTA X New Zealand Delegation	CEO/CBO/PAO/Director of Tourism Research/BMs	Dr. Sir Hirini Moko Mead/Aaron Salā/Kumu Snowbird Bento
9/26	FestPAC Quarterly Meeting	CBO	FestPAC Commissioners
9/27	HTA x HHA Check In	CBO	Jerry Gibson/Kekoa McClellan/Diane Kadomoto

## VI. PLANNING DIVISION

### 1. *Destination Management Action Plans (DMAPs)*

Below is an update on activities undertaken by the planning section to support the implementation of the various DMAPs.

- The Director of Planning, Caroline Anderson, organized and facilitated a panel discussion at the Hawai'i Congress of Planning Officials on September 15<sup>th</sup>. The name of the session was "How We Sustain: Community and Tourism." On the panel as Kimi Yuen, former Board member and Vice President and planner with PBR Hawai'i, Nalani Brun, County of Kaua'i's Office of Economic Development, Alan Carpenter, Assistant Administrator at State Parks, and Presley Wann, President of Hui Maka'āinana O Makana. The purpose of this session was to share about the destination management and how Kaua'i is managing tourism and collaborating with the community, visitor industry and government entities.
- Caroline was a panelist at the 2022 Agriculture Conference on September 28<sup>th</sup>. The session was titled "Building New Business Models with Social and Economic Benefits," and she spoke on HTA's efforts in supporting agritourism and Hawai'i's agriculture industry through tourism.
- Staff has been working on developing the DMAP microsite. This microsite will be designed like a blog to highlight efforts of destination management and activities done to move the DMAP forward. Expected launch date is pushed back to November 2022.

#### Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on September 2.
- Staff has been meeting with MVCB and County of Maui regarding a pilot project for tourism management in East Maui. MVCB has convened an East Maui Advisory Group, and meetings took place on September 9 and 26. Purpose of the meetings to obtain input on the proposed pilot program. Meetings are ongoing.
- A Moloka'i DMAP Task Force meeting was held on September 19<sup>th</sup>. Staff included John De Fries, Ilihia Gionson and Caroline Anderson as well as MVCB. The subject-matter committees reported on the efforts made by each of their committees. Progress is being made in developing messaging for the island. Needs assessments targeted at businesses and nonprofit entities will also be conducted.
- Staff met with the chairs of the Moloka'i subject committees on Transportation and New Business to discuss next steps to move these committees' actions forward.

#### O'ahu DMAP:

- O‘ahu’s monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on September 2.
- Caroline has been in discussion with OVB and NaHHA on enhancement to the Waikīkī Historic Trail markers. Site visits occurred on September 7 with staff from HTA, OVB, NaHHA, HTA Chair George Kam and Hookahua Hawai‘i Chair Keone Downing and on September 8
- On September 13, DLNR and Caroline organized site visits to the Mount Ka‘ala, Camp Erdman, and Ka‘ena Point with O‘ahu DMAP Steering Committee members, OVB, and the City & County of Honolulu and Hawaiian Airlines. The purpose was to further develop relationships between the visitor industry and DLNR and showcase DLNR’s efforts.

Kaua‘i DMAP:

- Kaua‘i’s monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on September 7.

Hawai‘i DMAP:

- Hawai‘i Island’s DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on September 1.

## *2. EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant*

- Staff has been in communications with EDA, and submitted a revised Grant Administration Plan and additional forms to EDA. Staff is awaiting EDA approval.

## *3. Program Evaluation*

- The Director of Planning and SMS Research continued to work with the Brand Team in reviewing and refining their program measures. A meeting was held on September 12<sup>th</sup>.
- On September 8<sup>th</sup>, staff also met with its contractor, Vision Insights a division of PlayFly Inc., and the Director of Tourism Research to go over the Festivals and Evaluation project’s scope of work. Also in the meeting were members of the Brand Team who oversee festivals and events in the Community Enrichment and Sports programs.

# VII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT’s Research & Economic Analysis Division (READ) effective July 1, 2021 and was renamed the Tourism Research Branch (TRB).

TRB issued the August 2022 monthly visitor statistics on September 29, 2022, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for October through December 2022 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the August 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB published the Quarter 2 2022 Visitor Satisfaction and Activity (VSAT) report and related infographics on September 16, 2022. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually. This report is published on the Visitor Satisfaction and Activity page of the HTA website and on the Visitor Satisfaction & Activity Report page of the DBEDT website. The report was prepared for DBEDT by Anthology Marketing Group.

TRB issued the August 2022 Hawai'i Hotel Performance Report on September 21, 2022. The report and related August 2022 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the August 2022 Hawai'i Vacation Rental Performance Report on September 22, 2022. The report and related August 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

Wave 5 of the Marketing Effectiveness Study was presented by Chris Kam of OmniTrak Group to the Branding Standing Committee on September 28, 2022. This report presents traveler motivations and perceptions of Hawai'i as a destination for the U.S., Japan, Canada, and Korea. There is one wave left in this project. The report was posted to the Other Research page of the HTA website.

TRB published the Q2 2022 Hawai'i Timeshare Quarterly Report on September 29, 2022. The report was posted to the Infrastructure Research page of the HTA website and the Timeshare Report page of the DBEDT website. This report was prepared by Kloninger & Sims for DBEDT and it is the only benchmarking report of its kind for Hawai'i's timeshare industry.

TRB published the September 2022 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provides travel planning trends,

attitudes, and demographics. This report utilizes data from YouGov’s Brand Index and is posted on the Other Research page of the HTA website.

TRB continued publishing both the weekly Hawai’i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available. These reports utilize data from YouGov’s Brand Index and are posted on the Other Research page of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data from travel agencies for US, Japan, Canada, Korea, and Australia from Global Agency Pro. These reports are posted on the Other Research page of the HTA website.

TRB continued to work with the State Attorney General’s office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

Jennifer Chun moderated the panel on affordable housing for the Hawai’i Economic Association’s 2022 Annual Conference “Supply-Side Constraints of Hawai’i’s High Costs of Doing Business” on September 9, 2022 at Halekulani. Chun was also on the conference planning committee and is a board member of HEA.

Jennifer Chun participated in the Hawai’i Green Growth Measures Working Group Q3 Meeting on September 19, 2022. HTA/DBEDT provides Visitor Satisfaction & Activity Report data for the Aloha+ Dashboard.

Jennifer Chun attended the Skift Global Forum on September 20 and 21, 2022. This event was hybrid and Chun attended virtually.

Jennifer Chun participated as a mentor for the Pacific Asia Travel Association Youth Symposium on September 26, 2022. This event was conducted virtually. Chun is also an international board member for PATA and sits on the 2022 Supervisory Board for Finance and Elections. She is also the chair of the PATA Hawai’i Chapter.

TRB continues to reply to requests for information from HTA’s Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests.
- Research inquiries routed through DBEDT.

## VIII. ARPA UPDATE



HTA was provided American Rescue Plan Act (ARPA) funds during the 2021 Legislative Session. Our team continues to engage with the State’s Department of Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we engage with B&F to discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$52.7 million, all of which has been approved through September 2022. Relating to the Convention Center’s ARPA funding, \$11 million has been approved by B&F for release. Staff has discussed with B&F the reallocation of funds from the original intended purpose of using the majority of the \$11 million toward major repair and maintenance projects at the Convention Center, to now using the funds for the Convention Center’s FY 2023 operations – a shift that was necessary with HB1147, 2022 Legislative Session, now vetoed by the Governor.

Regarding HTA’s FY 2023 funding, we are working with the Governor’s administration on the release of funds. With no FY 2023 appropriation due to the veto of HB1147, we anticipate the Governor releasing a new allotment of ARPA funds for HTA’s FY 2023 operations and programs.

## IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai’i Revised Statutes §201B-7 (9), please note that there were six (6) contracts executed during the month of September 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22014+	North Star Research Corp. dba HVS Convention, Sports & Entertainment Facilities Consulting	Market/Future Study of the Hawai’i Convention Center (Update)	\$50,000.00	\$50,000.00	9/7/2022	11/30/2022
23001•	World Triathlon Corporation	2022 Ironman World Championship	\$250,000.00	\$250,000.00	9/27/2022	3/31/2023
21013 S2	Access Cruise, Inc.	Hawai’i Cruise Industry Consultant Services	\$50,000.00	\$250,000.00	9/30/2022	9/30/2023
21039 S2	DOT-Airport Division	Kāhea Program Airport Greetings	\$700,000.00	\$1,234,828.00	9/29/2022	9/30/2023
17029 S20	Hawai’i Visitors and Convention Bureau	US MMA	\$9,750,000.00	\$127,434,807.90	9/28/2022	3/31/2023

21016 S3•	Hawai'i Visitors and Convention Bureau	Support Services	\$1,365,000.00	\$3,957,500.00	9/28/2022	3/31/2023
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\* Sole Source

† Procurement Exemption

## APPENDICES

# **7**

## **Presentation and Discussion on the Progress of the HTA's Destination Management Action Plans for Kauai, Maui Nui, Oahu and Hawaii Island**



# O'AHU DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The O'ahu Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in July 2021 and made available to the public on August 31, 2021. The DMAP is a community-based, three-year plan, divided into three phases. Each phase is one year long. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the City and County of Honolulu's Office of Economic Revitalization and the O'ahu Visitors Bureau (OVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/OVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in September 2021. In addition, HTA continues to coordinate and collaborate with other state agencies, such as the Department of Land and Natural Resources, as well as nonprofit organizations and businesses.



## 2 OF 3 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

# ACTION A

Decrease the total number of visitors to O'ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.

**HONOLULU CITY COUNCIL PASSED BILL 41** which regulates short-term vacation rentals, including improved enforcement. County Ordinance No. 22-7 scheduled to go into effect in October 2022.

Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau, Hawai'i Visitors and Convention Bureau

## 6 OF 6 SUB-ACTIONS

addressed. Five will continue to be advanced in Phase 2



Mālama Hawai'i and Kuleana Travel Tips videos shared via owned and partner social media channels. Industry hotel and airline partners also sharing out Mālama Hawai'i videos.

## 200+

State Department of Transportation, Airports Division staff received NaHHA cultural training

## 76



**CULTURAL AND EDUCATIONAL TRAINING SESSIONS** conducted by Native Hawaiian Hospitality Association (NaHHA)

# ACTION B

Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.



- Post-arrival behavioral messaging on Waze driving app
- Communication on park reservations systems
- Enhanced GoHawai'i app includes local etiquette, resource protection, and reservation systems. Promoted app in English-speaking countries.

**HTA'S PONO TRAVEL EDUCATION PROGRAM** at Daniel K. Inouye International Airport and all major airports statewide includes Kuleana and Mālama messaging, as well as Ocean Safety videos at available prime locations to reach most of the traveling public.



Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Department of Land and Natural Resources, City and County of Honolulu, Native Hawaiian Hospitality Association, The Kāhala Hotel & Resort, Ko Olina Resort Association



4 OF 7

SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

4

PROGRAMS FUNDED through HTA's Aloha 'Āina Program to address O'ahu's hotspots



HTA ADVOCATED FOR INCREASED FUNDING AND RESOURCES for the Department of Land and Natural Resources (DLNR) during the 2022 Hawai'i State Legislative Session



RESERVATION SYSTEMS at Hanauma Bay Nature Preserve and Diamond Head (Lē'ahi) State Monument implemented



MAUNAWILI FALLS MASTER PLAN being developed by DLNR



THROUGH HTA'S KŪKULU OLA PROGRAM, the Historic Hawai'i Foundation received funding to carry out NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration

ACTION C

Identify sites and implement stewardship plans for key hotspots on O'ahu.

Department of Land and Natural Resources, Hawai'i Tourism Authority, City and County of Honolulu, O'ahu Visitors Bureau



BILL 47 introduced by the Honolulu City Council addresses the enforcement of park laws and rules

2 OF 2 SUB-ACTIONS addressed and will continue to be advanced in Phase 2

ACTION D

Increase enforcement and active management of sites and trails.



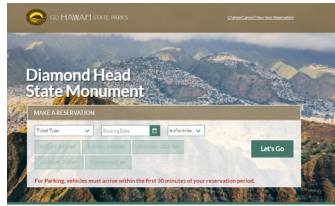
PILOT PARK RANGER PROGRAM implemented by the City and County of Honolulu's Department of Parks and Recreation

Department of Land and Natural Resources, City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau

1 OF 3

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 2



**DIAMOND HEAD (LĒ'AHĪ) STATE MONUMENT**

**ONLINE RESERVATION SYSTEM** launched by the Department of Land and Natural Resources on April 28, 2022

Department of Land and Natural Resources

**ACTION E**

Develop a reservation system to monitor and manage users at natural resource and cultural sites.



**HTA TESTIFIED IN SUPPORT OF SITE-SPECIFIC FEES** and for a

National Resource Special Fund during the 2022 Hawai'i State Legislative Session

**HONOLULU CITY COUNCIL** passed Bill 40 and Ordinance No. 21-33 was signed into law establishing a 3% O'ahu Transient Accommodations Tax (OTAT) on visitor accommodations beginning December 14, 2021. Of the OTAT collected, 8.34% will go to a special fund to mitigate visitor impacts on public facilities and natural resources.

City and County of Honolulu, Department of Land and Natural Resources, Hawai'i Tourism Authority

1 OF 1  
**SUB-ACTION**

addressed and will continue to be advanced in Phase 2

**ACTION F**

Establish a "Regenerative Tourism Fee" to regenerate Hawai'i's resources, protect natural resources, and address unfunded conservation liabilities.

6 OF 6

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 2



**6 BRAND MANAGEMENT PLANS** focused on visitor education for U.S., Canada, Japan, Korea, Oceania, and China markets



**MONTHLY PUBLIC RELATIONS INITIATIVES** by O'ahu Visitors Bureau



**PROMOTION OF THE MĀLAMA HAWAI'I PROGRAM AND VIDEO** to connect visitors and voluntourism opportunities

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau

**ACTION G**

Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.



### HTA'S GLOBAL MARKETING TEAM promoted "buy local"

programs such as the Made in Hawai'i Festival, DBEDT's Made in Hawai'i program, and Hawai'i Agriculture Foundation's Food-A-Go-Go program through in-market expos, travel agent trainings, social media channels and familiarization tours. Also included local crafts, fashion, and music.

## 4 OF 4 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

# ACTION H

Continue to develop and implement "Buy Local" programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.



### O'AHU VISITORS BUREAU continues to promote O'ahu artisans and farmers

through its press releases, travel agent trainings, and social media channels



The Native Hawaiian Hospitality Association partnered with Purple Mai'a Foundation to implement Pākōlea, a pilot program to help local entrepreneurs foster connections and improve their business-to-business pitches to buyers and distributors. Pākōlea concluded with a Hō'ike at Royal Hawaiian Center's Lei 'Olu Hale.

Hawai'i Tourism Authority, Global Marketing Team, O'ahu Visitors Bureau, Native Hawaiian Hospitality Association, Department of Business, Economic Development and Tourism

## 2 OF 2 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



### GETAROUNDOAHU.COM WEBSITE

being developed to serve as a planning tool pre and post arrival and encourage use of alternative transportation options. Set to launch in January 2023.

# ACTION I

Manage the visitors' use of cars as transportation on O'ahu.



WAZE APP featuring educational messaging on driving safely and respectfully



POST-ARRIVAL MESSAGING TO VISITORS at Daniel K. Inouye International Airport to drive safely and park in designated areas

City and County of Honolulu, Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team



32



COMMUNITY-BASED PROJECTS AND EVENTS FUNDED ON O'AHU, including statewide events via HTA's Community Enrichment Program in 2022

3 OF 3

### SUB-ACTIONS

addressed. One has been completed and the others will continue in Phase 2.



STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN developed by Department of Land and Natural Resources

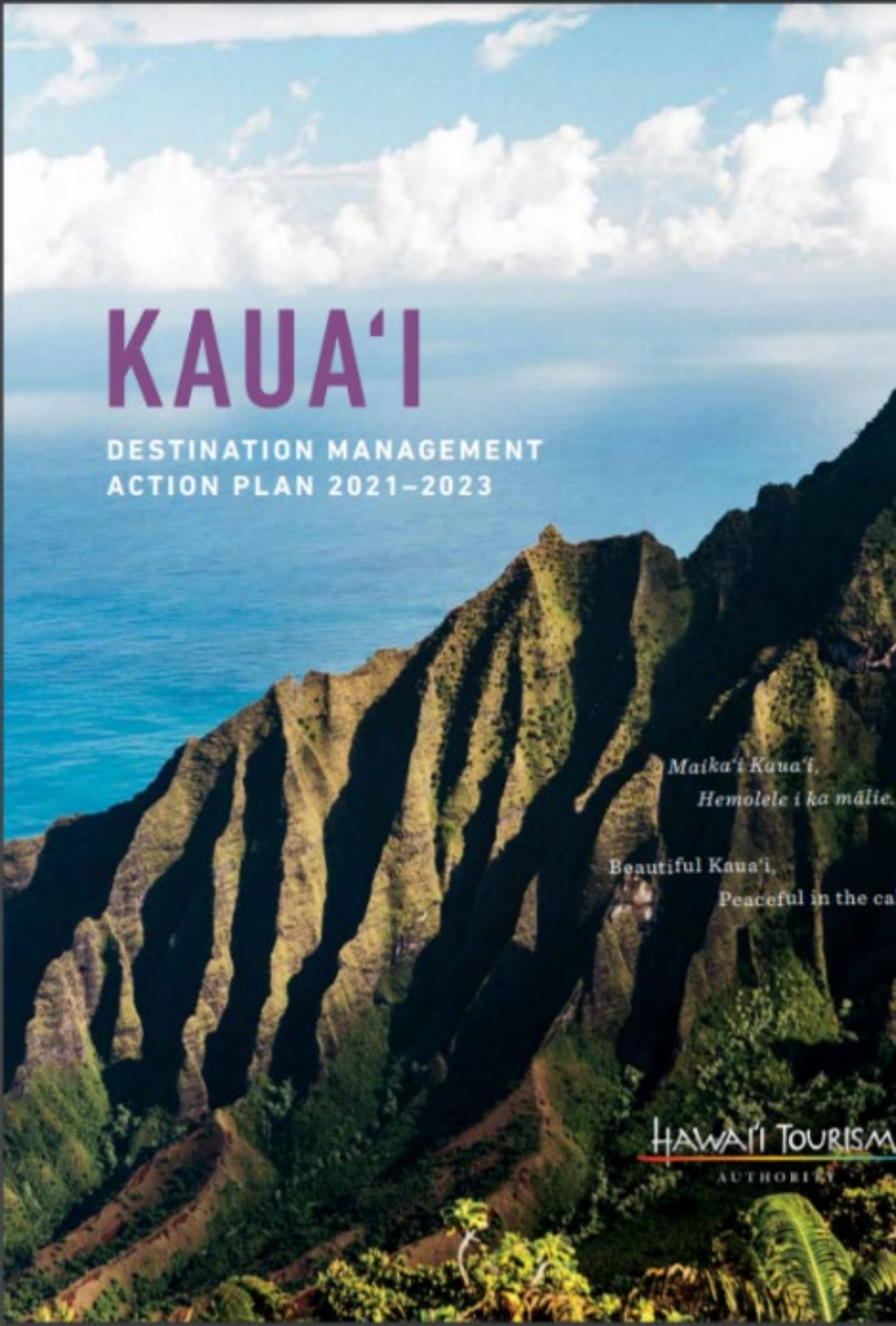
DLNR's Universal Trail Assessment and Signage project in partnership with HTA for 19 trails and 2 roads on O'ahu completed.

## ACTION J

Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.



Hawai'i Tourism Authority, O'ahu Visitors Bureau, Global Marketing Team, Department of Land and Natural Resources



# Kaua'i Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*

# Intro

- This report provides an update on the progress toward fulfilling Kauaʻi's Destination Management Action Plan (DMAP) from July 1 through September 30, 2022, and specifically provides updates on the actions **identified for Phase 2 (February 2022-February 2023) implementation. There are 37 sub-actions in Phase 2, of which 36 (97%) are in progress. There are three sub-action was carried over from Phase 1 as it had not been completed.**
- The Kauaʻi DMAP was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on February 5, 2021.
- HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Kauaʻi Visitors Bureau (KVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to KVB and the County of Kauaʻi's Office of Economic Development for their support and partnership in moving the Kauaʻi DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

# Summer (Q3) 2022 Progress



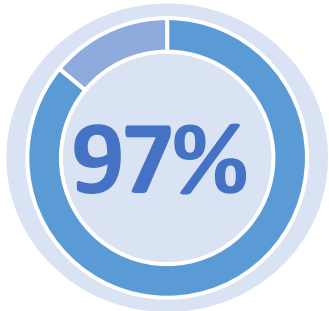
**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**

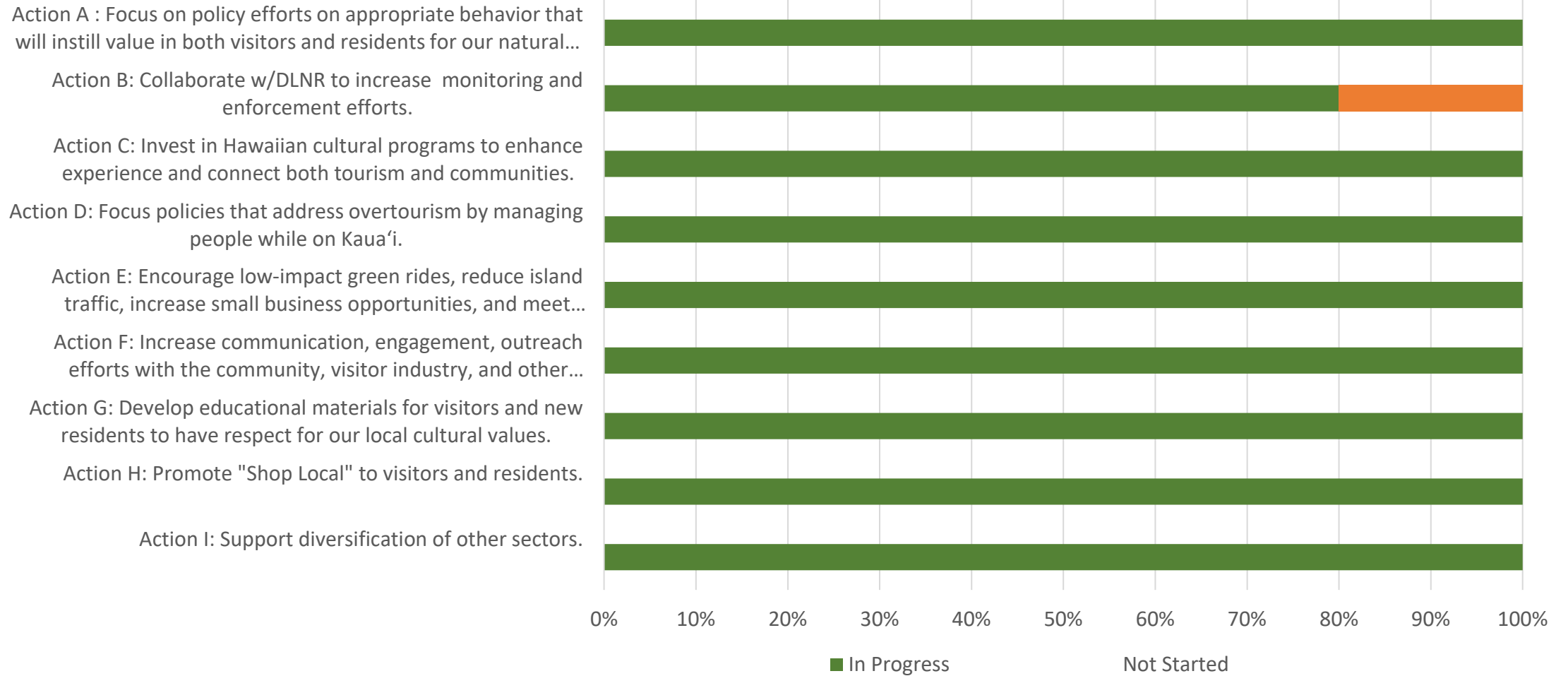


**No. of Phase 1  
Sub-Actions  
carried on to  
Phase 2**



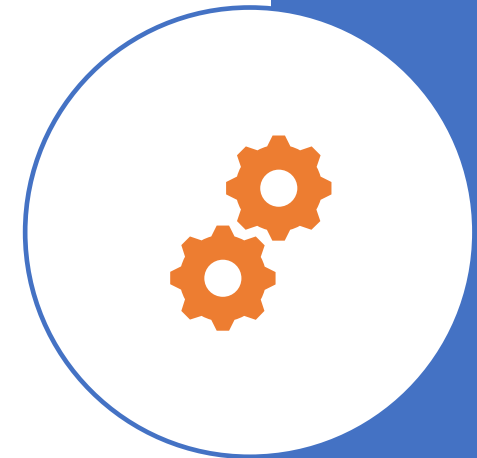
**Sub-Actions  
In Progress**

## Kaua'i DMAP Anchor Actions In Progress Phase 2 Activities from July - September 2022



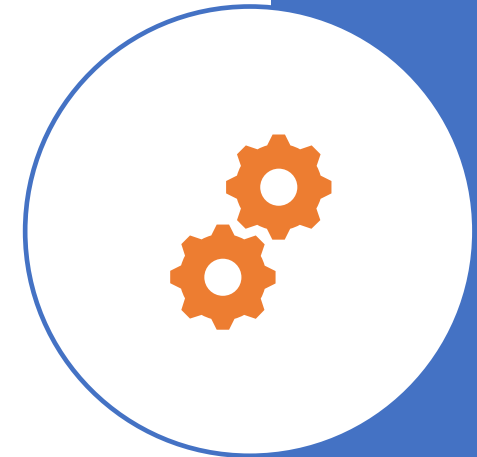
***Action A. Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama ‘āina).***

- 8 of 8 sub-actions in progress.
- A study on usage fees is being conducted at different County parks.
- County reviewed proposals for new signage in the Wailua area.
- KVB planning for a Wildlife Summit scheduled for January 2023.
- KVB working with Kaua‘i Invasive Species Council and Hō‘ike Community TV on education/awareness opportunities.
- County received funding to hire stewards/ambassadors at County parks. Ambassadors will collect data and educate visitors but will not have any enforcement power.



***Action B. Collaborate with State of Hawai'i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.***

- 4 of 5 sub-actions in progress. 1 was not worked on in Summer 2022.
- Ongoing communications with DLNR, from parks to proposed EDA-funded projects.



***Action C. Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.***

- 7 of 7 sub-actions in progress.
- KVB working with the Makali'i to build out a list of cultural practitioners.
- All 4 of the Mālama Kaua'i videos completed – Kaua'i Museum, NTBG, Mo'olelo Murals and Prince Kūhiō.
- KVB continues to administer and promote HTA's Community Enrichment program. KVB also purchased ads to support the Mokihana Festival's Composers Competition.
- County is supporting the repair of the Ki'i from Kānei'olouma.





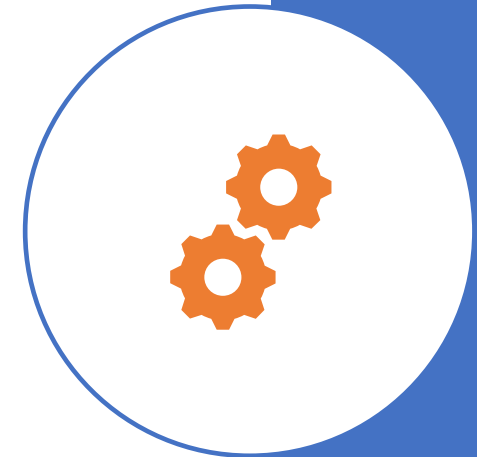
## ***Action D. Focus policies that address overtourism by managing people while on Kaua'i.***

- 5 of 5 sub-actions in progress.
- HTA's "channel manager" is on hold. County is exploring costs of a universal reservation system.
- County continues to execute on elimination of illegal TVRs.
- County and KVB met with DOT-Airports on its proposed Airport Optimization Plan and shared their concerns. KVB also attended public meeting on the plan.
- DBEDT/Tourism Research Division's geolocation data continues to be used to assess movement of residents and visitors throughout the island.



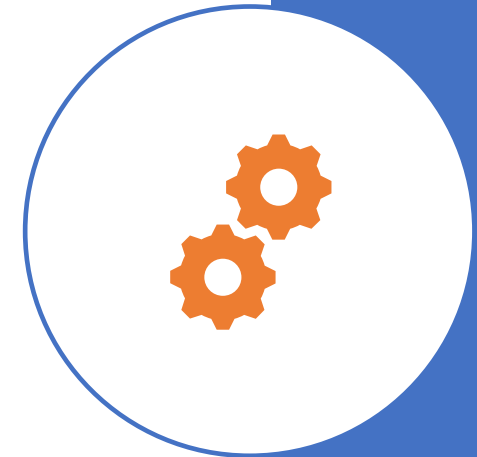
***Action E. Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.***

- 4 of 4 sub-actions in progress.
- Feasibility study for Coconut Marketplace completed (Phase 1). Called for creative "carrot" to get people to use other transportation. Now working on mobility study (Phase 2). County is drafting scope of work for this study.
- Turo parking lot is open. County is working on legislation at the Council level to require EV readiness at commercial locations.



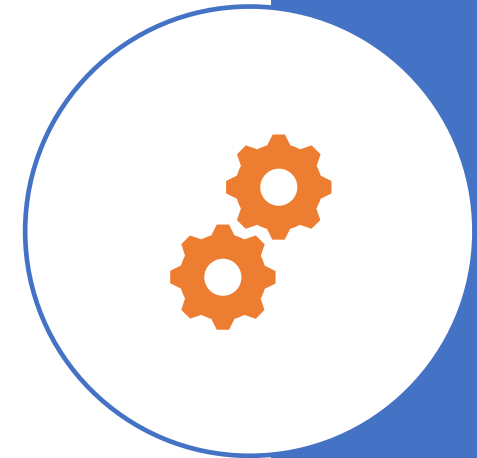
***Action F. Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.***

- 1 of 1 sub-action in progress.
- Community meetings held on August 16 (Līhu'e) and August 17 (Princeville).
- HVCB/HTA ran resident communications via print and digital highlighting DMAP efforts/projects – Alakoko Store, Kaua'i Museum, and Legacy of King Kaumuali'i.
- KVB paid for KONG radio ads to support Mokihana Festival, "Did You Know..." trivia questions on the Ron Wiley show.
- DMAP Microsite is being built.



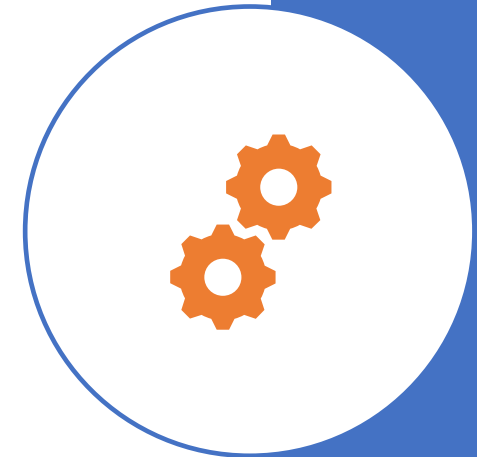
***Action G. Develop educational materials for visitors and new residents to have respect for our local cultural values.***

- 5 of 5 sub-actions in progress.
- Work continues on “We are Kaua‘i” project by KVB, County, Leadership Kaua‘i, and Kaua‘i Chamber of Commerce.
- KVB and County continue to build out the cultural practitioners list.
- KVB continues to post about Kaua‘i DMAP efforts via @kauaidmap on Instagram.



# ***Action H. Promote “Shop Local” to visitors and residents.***

- 1 of 1 sub-action in progress.
- Continued promotion of the Alakoko Store.
- HTA’s Global Marketing Team continues to promote Kaua’i Made products.
- County is exploring expansion of the concept of the Alakoko-style storefront to other retail locations featuring Kaua’i Made products.



# ***Action I. Support Diversification of Other Sectors.***

- 1 of 1 sub-action in progress.
- County is in planning process of establishing an Agritourism Pilot program.



# Addressing Hotspots\*

Area/site	Action Taken
<b>Kalalau Trail, Ke'e Beach Park, Hā'ena State Park, Hanakāpī'ai Falls</b>	DLNR has a online reservation in place including a shuttle service operated by a community organization. Visitor education and promotion is being done by KVB and HTA's Global marketing team to make reservations in advance
<b>Polihale State Park</b>	County has an agreement with Polihale 'ohana to steward land.
<b>Po'ipū Beach Park</b>	A parking lot was built. There is visitor education ocuring regarding the honu.
<b>Queen's Bath</b>	Not being actively promoted to visitors.
<b>Ho'opi'i Falls</b>	Not being actively promoted to visitors.
<b>Wailua Falls</b>	Not being actively promoted to visitors.

\* an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors.



MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023



MAUI

Наноһаһо Мауи нō ка 'ои  
Glorious Maui. is the very best

# Maui Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*



# Intro

- This report provides an update on the progress toward fulfilling Maui's DMAP from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. There are 17 sub-actions in Phase 2, of which 15 (75%) are in progress and one has been completed. Three sub-actions identified in Phase 1 were carried forward to Phase 2. Two Phase 2 sub-actions have not been started and one has been completed.
- The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into 3 phases. The Maui Nui DMAP was released to the public and published on HTA's website on March 4, 2021.
- HTA provides funds to the Hawai'i Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Maui DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

# Summer (Q3) 2022 Progress



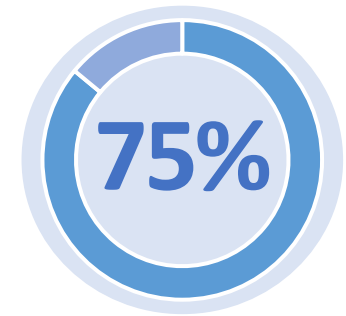
**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**

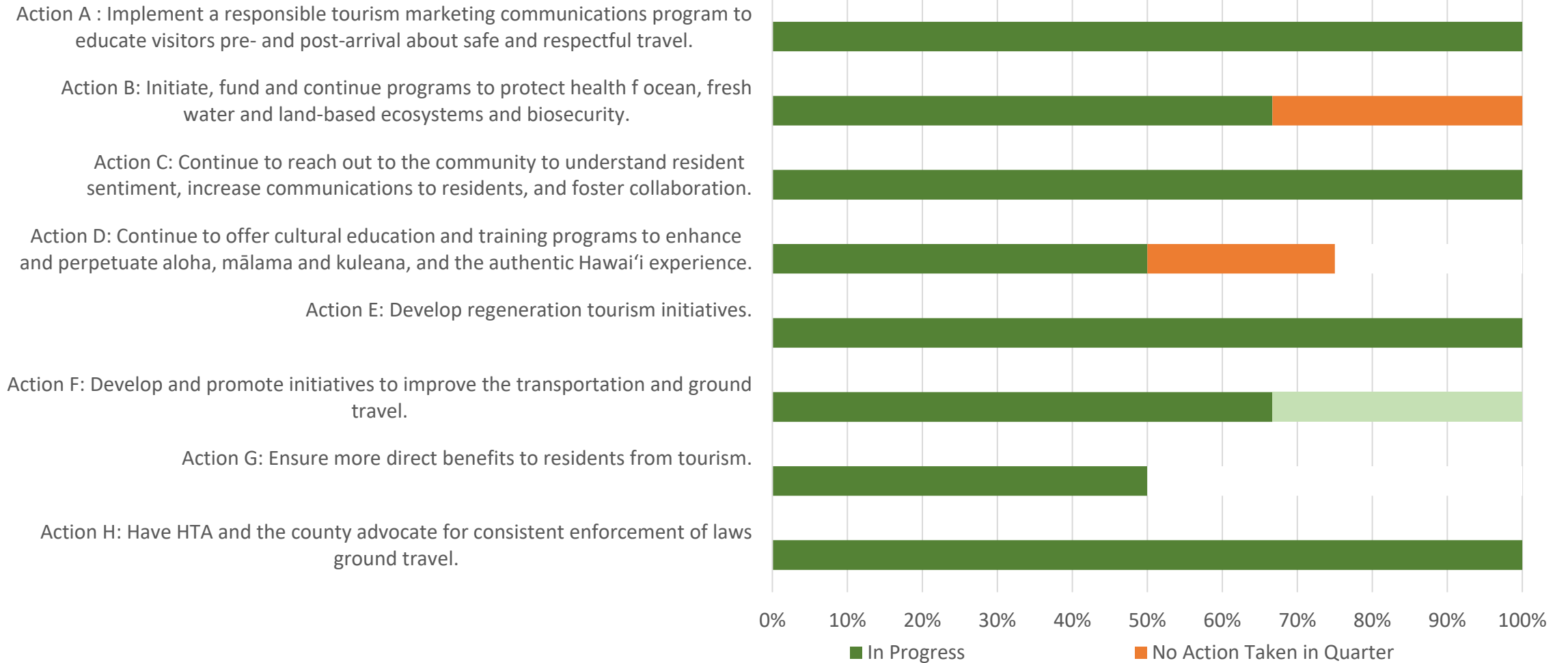


**No. of Phase 1  
Sub-Actions  
carried to Phase 2**



**Sub-Actions  
In Progress**

## Maui Anchor Actions In Progress Phase 2 Activities from July - September 2022



***Action A. Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.***

- 3 of 3 sub-actions in progress.
- Hawai'i Tourism Authority's Global Marketing Team's Brand Marketing and Management Plan incorporates responsible tourism messaging and programs.
  - Hawai'i Tourism Japan introduced activities of Sustainable Coastlines Hawai'i
  - Hawai'i Tourism Canada shared voluntourism activities at their travel agent webinar
  - Hawai'i Tourism Korea worked with Pitch by Pitch Magazine, a sustainable travel magazine to develop in-depth Mālama Hawai'i advertorial content
- GoHawai'i App continues to be promoted by English-speaking Global Marketing Team.
- MVCB continues safety messaging efforts.
- HTA's Pono Travel Education Program (airport messaging) continues as well as Mālama Hawai'i/Travel Tips videos on incoming flights and in email confirmations.



***Action B. Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.***

- 2 of 3 sub-actions in progress. 1 sub-action on hold.
- MVCB continues to work with the County for permitting and installation of 19 reef-safe sunscreen dispensers. Target for completion is December 2022.
- MVCB is in discussions with Ke Ao Hali'i and The Nature Conservancy about tourism management in east Maui and the Makai Watch Program funded through DOCARE.
- HTA's "Channel Manager System" is on hold.
- MVCB partnered with the "Rise Above Plastics on Vacation" program and purchased co-branded reusable water bottles to support the program.
- MVCB finalized the Reef Friendly Landscaping program through its partnership with Maui Nui Marine Resource Council, Beyond Plastics, Hoku Nui Environmental Solutions, and West Maui Ridge to Reef Initiative and Duane Sparkman.



***Action C. Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.***

- 1 of 2 sub-actions in progress.
- HTUSA completed its series of resident communications that was featured on local tv news stations. This included Daryl Fujiwara for the Emma Farden Sharpe Hula Festival & Festivals of Aloha, Jill Wirt with Maui Nui Marine Resource Council, and Caroline Anderson sharing about the Rise Above Plastics Program.
- MVCB established an East Maui Advisory Council to provide input to an East Maui Tourism Management Pilot program, and eventually, advise on messaging. Meetings held throughout September. HTA and the County also participated.
- A DMAP microsite is being developed.



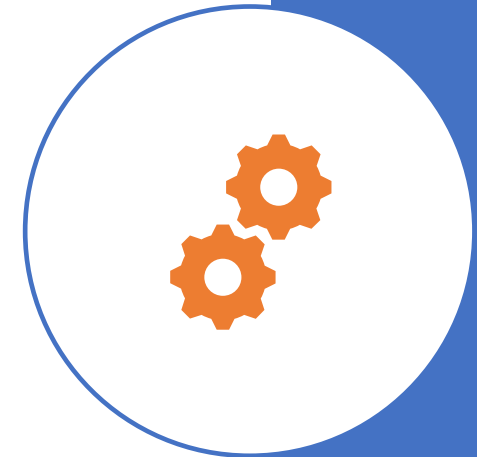
***Action D. Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.***

- 2 of 4 sub-actions in progress. 2 were not worked on during Summer 2022.
- HTA funded study on best practices of tour guides with UH TIM school and Native Hawaiian Hospitality Association.
- A coalition of Maui Kumu Hula and the County of Maui working to establish a cultural center in Wailuku, “Hālau of ‘Ōiwi Art.”



***Action E. Develop Regenerative Tourism initiatives.***

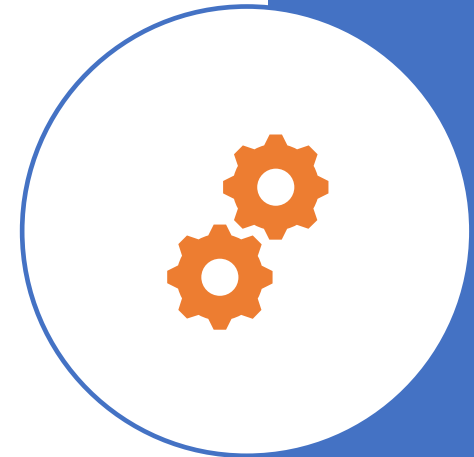
- 2 of 2 sub-actions in progress.
- Continued promotion of HTA's Community Enrichment Program projects and Mālama Hawai'i initiatives.





***Action F. Develop and promote initiatives to improve the experience of transportation & ground travel.***

- 1 of 2 sub-actions in progress. 1 was not worked on during the Summer 2022.
- County of Maui continues to develop its comprehensive parking management plan, Park Maui.



**Action G.    *Ensure more direct benefits to residents from tourism.***

- 1 of 2 sub-actions in progress.
- MVCB continues to message to visitors via social media about the Maui Hub, an online farmers market selling fresh produce and nonperishable farm-made products.
- Through the Community Enrichment Program, HTA provided support for the “Localicious” website which promotes restaurants and businesses that support Hawai‘i’s agriculture and fishing industries.



***Action H. Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.***

- 1 of 1 sub-action in progress.
- East Maui Tourism Management Pilot program will be monitoring for illegal tour operators.



# Addressing Hotspots\*

Area/site	Action Taken
<b>Kaihalulu Bay (Red Sand Beach)</b>	This site is not promoted to visitors
<b>Hwy 360, Mile Marker 6.5 Bamboo Forest</b>	This is one site being explored to be part of the East Maui Tourism Management Pilot program
<b>Puka Maui Trail</b>	This site is not promoted to visitors
<b>Waioka (Venus Ponds)</b>	This is one site being explored to be part of the East Maui Tourism Management Pilot program
<b>Honolua Bay</b>	This site is not promoted to visitors
<b>Nākālele Blowhole</b>	This site is not promoted to visitors
<b>‘Ohe‘o Gulch / Seven Sacred Pools</b>	This site is closed, and is not promoted to visitors

\* an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors.

**MAUI NUI**

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023



*Aiwa Mōmone*

*'Land of Plenty' in honor of the great productivity  
of the island and its surrounding ocean*

# Moloka'i Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*

# Intro

- This report provides an update on the progress of the Molokaʻi Destination Management Action Plan (DMAP) from July 1 through September 20, 2022, and specifically provides updates on the actions identified for Phase 2. There are 22 sub-actions in Phase 2 of which 10 (64%) are in progress. 6 were not worked on in the quarter and 6 have not started yet.
- The DMAP was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in December 2020. The Maui Nui DMAP which incorporates the Molokaʻi DMAP was released to the public on March 4, 2021.
- HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism in moving the Molokaʻi DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

# Summer (Q3) 2022 Progress



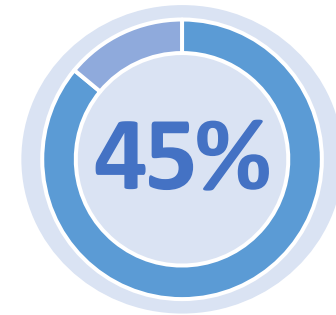
**No. of Phase 2  
High-Level Actions**



**No. of Phase 2  
Sub-Actions**

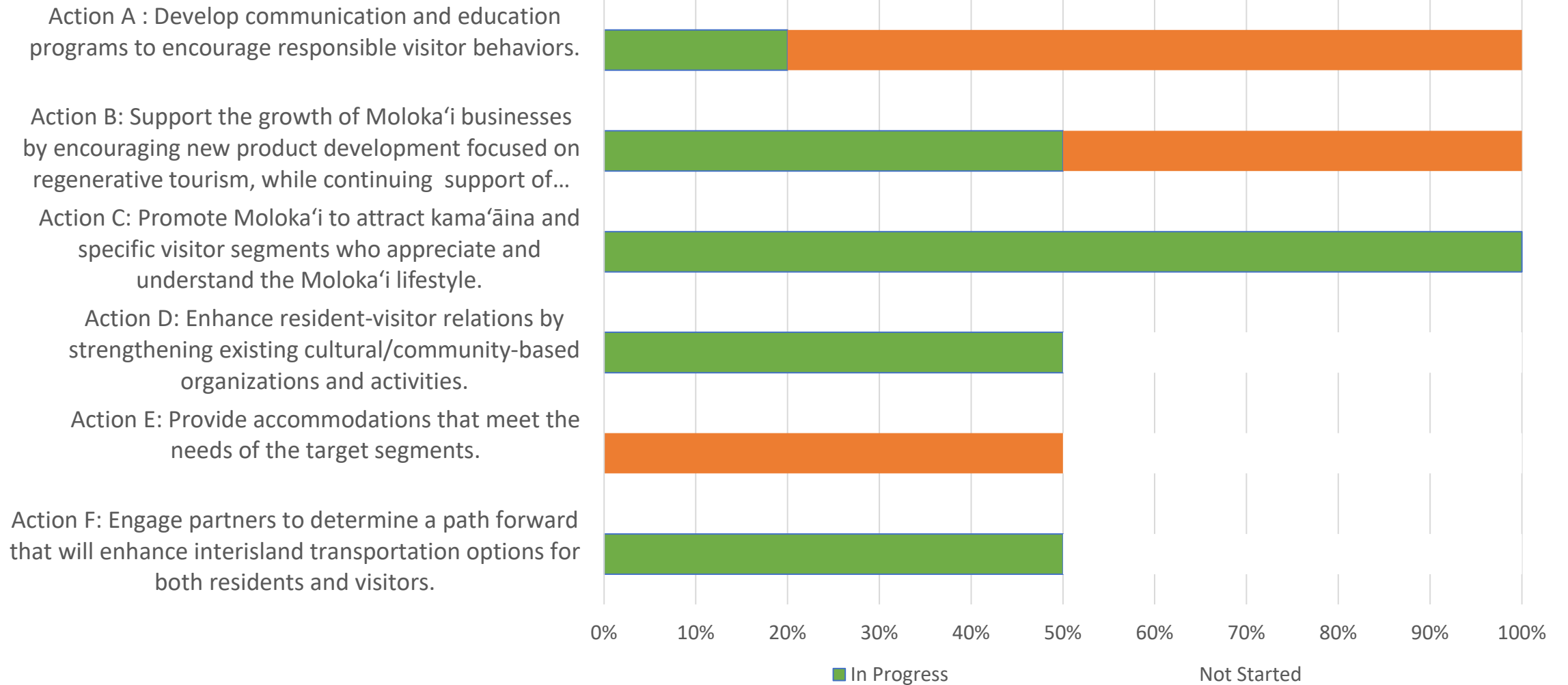


**No. of Phase 1  
Sub-Actions  
carried to Phase 2**



**Sub-Actions  
In Progress**

## Hawai'i Island Anchor Actions In Progress (Phase 2) Activities from July - September 2022





***Action A. Develop communication and education programs to encourage responsible visitor behaviors.***

- 1 of 3 sub-actions in progress. 2 sub-actions were not worked on this quarter.
- A Moloka'i Task Force subject-matter committee on messaging was formed to develop communication pieces to educate visitors about what to expect on Moloka'i, including activities, safety, and mutual respect between residents and visitors. The committee met throughout July-September.



***Action B. Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.***

- 1 of 2 sub-actions in progress. 1 sub-action was not worked on in this quarter.
- A Moloka'i Task Force subject-matter committee was formed to examine how to support new businesses/existing business to transition in new areas. The committee met in July. Looking at conducting a needs assessment.



***Action C. Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.***

- 3 of 3 sub-actions in progress.
- Moloka'i Task Force (this is the Steering Committee and Advisory Group combined) meetings held in August and September
- A Moloka'i Task Force subject-matter committee on messaging was formed. The committee met throughout July-September.



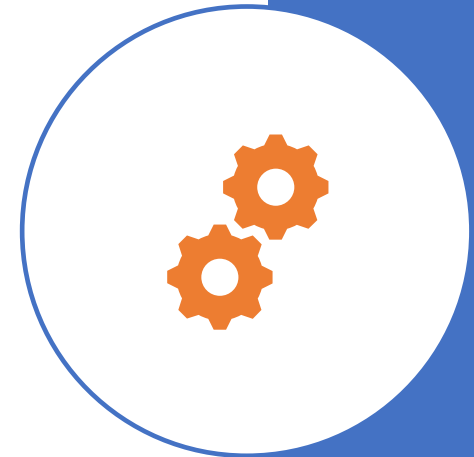
***Action D. Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.***

- 4 of 8 sub-actions in progress. 4 sub-actions have not been started yet.
- A Moloka'i Task Force subject-matter committee was formed to examine how to support new nonprofits/volunteer opportunities with visitors. The committee met in July and August. Looking at conducting a needs assessment.
- HTA's Community Enrichment Program addresses this action.



***Action E. Provide accommodations that meet the needs of the target segments.***

- 0 of 2 sub-actions were worked on.



***Action F. Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.***

- 1 of 2 sub-actions in progress. 1 sub-action was not worked on.
- A Moloka'i Task Force subject-matter committee on transportation was formed to look at transportation issues, specifically airlift and ferry service. The Committee met once, and staff met with the Chair.



# MAUI NUI

DESTINATION MANAGEMENT  
ACTION PLAN 2021–2023

# LĀNAʻI

*Hooehoe Lānaʻi i ke kaunaʻoa,  
Kohu kapa ʻahuʻula, hau poʻohiwi  
E ola Lānaʻi a Kaulāʻau*

*Lānaʻi distinguished by the kaunaʻoa  
Whichets like a feather cape upon its shoulders  
Let there be life for Lānaʻi of Kaulāʻau*

# Lānaʻi Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*

# Intro

- This report provides an update on the progress toward fulfilling Lānaʻi's DMAP from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. There are 23 sub-actions in Phase 2, of which 15 (65%) are in progress, one has not been started, and four have been completed.
- The Lānaʻi Destination Management Action Plan (DMAP) was approved by the Hawaiʻi Tourism Authority's (HTA) board of directors in January 2021. It is a three-year plan divided into three phases. The Maui Nui DMAP, which incorporates the Lānaʻi DMAP, was released to the public and published on HTA's website on March 4, 2021.
- HTA provides funds to the Hawaiʻi Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Lānaʻi DMAP actions forward. HTA also acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



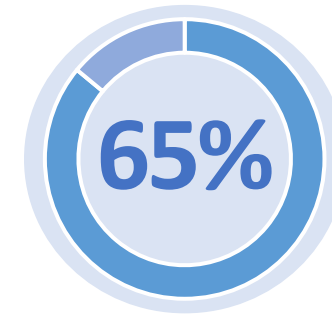
# Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**



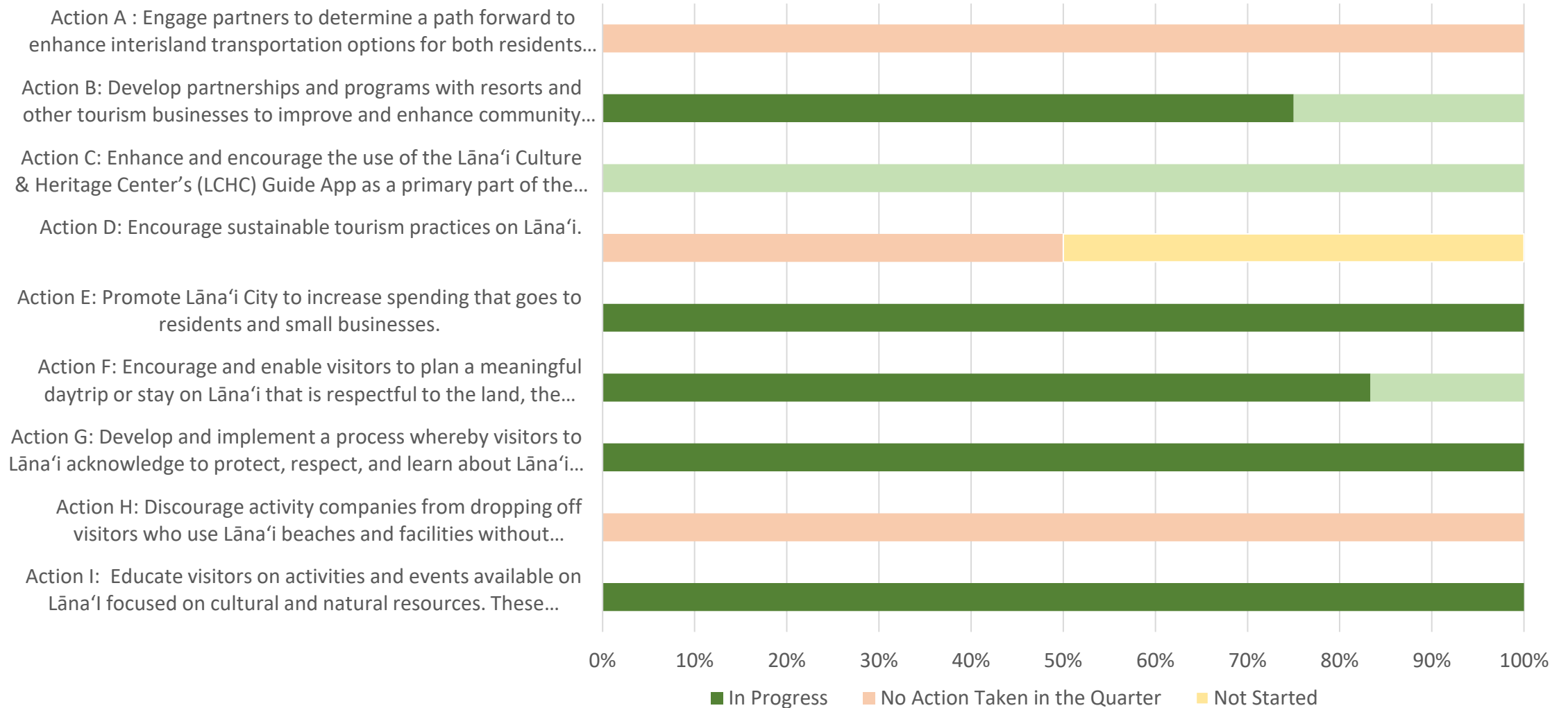
**No. of Phase 2  
Sub-Actions**



**Sub-Actions  
In Progress**

## Lānaʻi Anchor Actions In Progress (Phase 2)

### Activities from July – September 2022



**Action A. Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.**

- 0 of 1 sub-action in progress. This action was not worked on in Summer 2022.



***Action B. Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.***

- 3 of 3 sub-actions in progress.
- MVCB in discussions with Pūlama Lānaʻi on developing a program to inform Four Seasons guests and groups of service opportunities.



**Action C. Enhance and encourage the use of the Lānaʻi Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.**

- This action is complete.



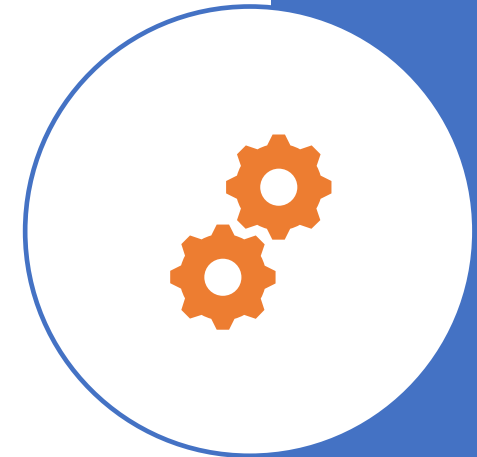
## ***Action D. Encourage sustainable tourism practices on Lānaʻi.***

- 0 of 2 sub-actions in progress. This action was not worked on in Summer 2022.
- MVCB is in touch with DLNR regarding their Holomua Marine 30 X 30 initiative. Once this meeting occurs, MVCB will decide next steps.
- Advisory group gave input on Expeditions website.



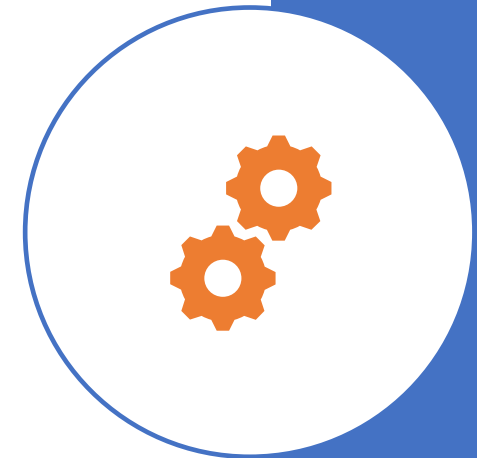
## ***Action E. Promote Lānaʻi City to increase spending that goes to residents and small businesses.***

- 3 of 3 sub-actions in progress.
- MVCB worked with Lānaʻi Advisory Group to finalize the Lānaʻi brochure, which contains messaging, a daytrip itinerary with stops in Lānaʻi City, a map of Lānaʻi City and community-supported activities.
- Lānaʻi Advisory Group contributed manaʻo on the island mood board and the 2023 Hawaiʻi State Visitors Guide.
- MVCB presented DMAP efforts to Lānaʻi Chamber of Commerce members on September 23. They are exploring their capacity to host Fifth Saturdays in 2023.



***Action F. Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.***

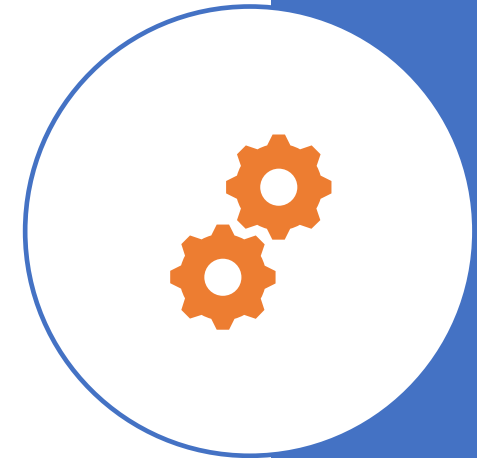
- 5 of 5 sub-actions in progress.
- Collaborated with Lānaʻi Advisory Group to finalize the Lānaʻi brochure. Includes QR code of Guide App, map of Lānaʻi City and community-supported messaging. 2,500 being printed for distribution to concierge and visitor-facing businesses on the island.
- The Advisory Group also contributed manaʻo on the island mood board and 2023 Hawaiʻi State Visitors Guide.
- Mālama videos continue to educate guests aboard ferry; Mālama Maui County Pledge now playing in-room at both Four Seasons resorts.
- Lānaʻi-based photographer continues to provide new photo assets for visitor-facing websites, brochure being developed and new social media campaign. Lānaʻi Advisory Group will review social media campaign before it is finalized.





***Action G. Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.***

- 2 of 2 sub-actions in progress.
- Four Seasons is now playing the Mālama Maui County Pledge in-room at both resorts.
- MVCB received permit to install mineral-only sunscreen dispenser at Hulopoʻe which will be installed by Pūlama Lānaʻi. Pūlama Lānaʻi will also maintain it with sunscreen provided by MVCB.



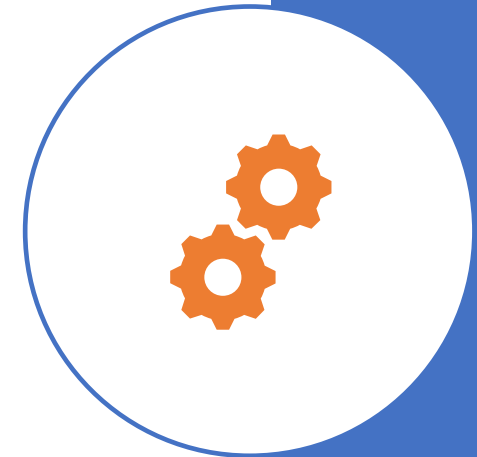
***Action H. Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.***

- 0 of 1 sub-actions in progress.
- This activity is being monitored. It is currently not an issue.



***Action 1. Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.***

- 2 of 2 sub-actions in progress.
- Lānaʻi Culture & Heritage Center is a 2022 Community Enrichment Program awardee for its project, "Our Living History: Lānaʻi Digital Archival"
- Distributed press release to increase awareness about Mālama Lānaʻi daytrip on October 4. Began discussions with Four Seasons and Pūlama Lānaʻi to channel groups and visitors into volunteer opportunities. Including Lānaʻi Cat Sanctuary in Lānaʻi brochure in two locations, including on map.



# Addressing Potential Hotspots

- These sites have the *potential* to become a hotspot – an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors. These sites are not being actively promoted to visitors.

## Area/site

Awalua

Awehi Trail

Kānepu‘u Reserve

Kaunolū Kaunolu Bay or Kaunolu Village Site

Keōmoku Village

Lapaiki Trail

Lopā Beach

Mānele: Hulopo‘e Marine Life Conservation District

Munro Trail

Naha Trail

Polihua Beach

# HAWAII ISLAND

DESTINATION MANAGEMENT  
ACTION PLAN 2021-2023

*‘Ōpela ha‘a‘i‘i i ke kai.*

*‘Ōpela that make the sea ripple.  
Said of active, quick-moving*

HAWAII TOURISM  
AUTHORITY

# Hawai‘i Island Summer 2022 Progress Report

*This report shows work in the months of July,  
August and September*

HAWAII TOURISM  
AUTHORITY

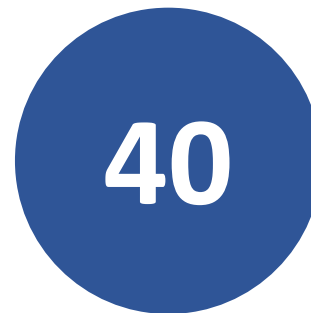
# Intro

- This report provides an update on the progress toward fulfilling Hawai'i Island's Destination Management Action Plan (DMAP) from July 1 through September 30, 2022, and specifically provides updates on the actions identified for Phase 2 implementation. There are 40 sub-actions in Phase 2, of which 37 (92%) are in progress.
- The Hawai'i Island DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on April 1, 2021.
- HTA provides funds to the Hawai'i Visitors and Convention Bureau/Island of Hawai'i Visitors Bureau (IHVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to IHVB, the County of Hawai'i's Department of Research & Development, Department of Land and Natural Resources, and National Park Service for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

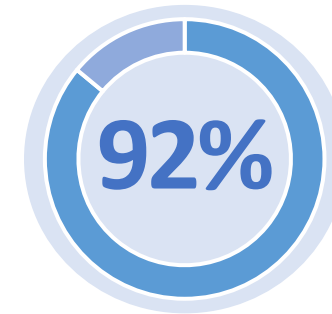
# Summer (Q3) 2022 Progress



**No. of Phase 2  
High-Level Actions**

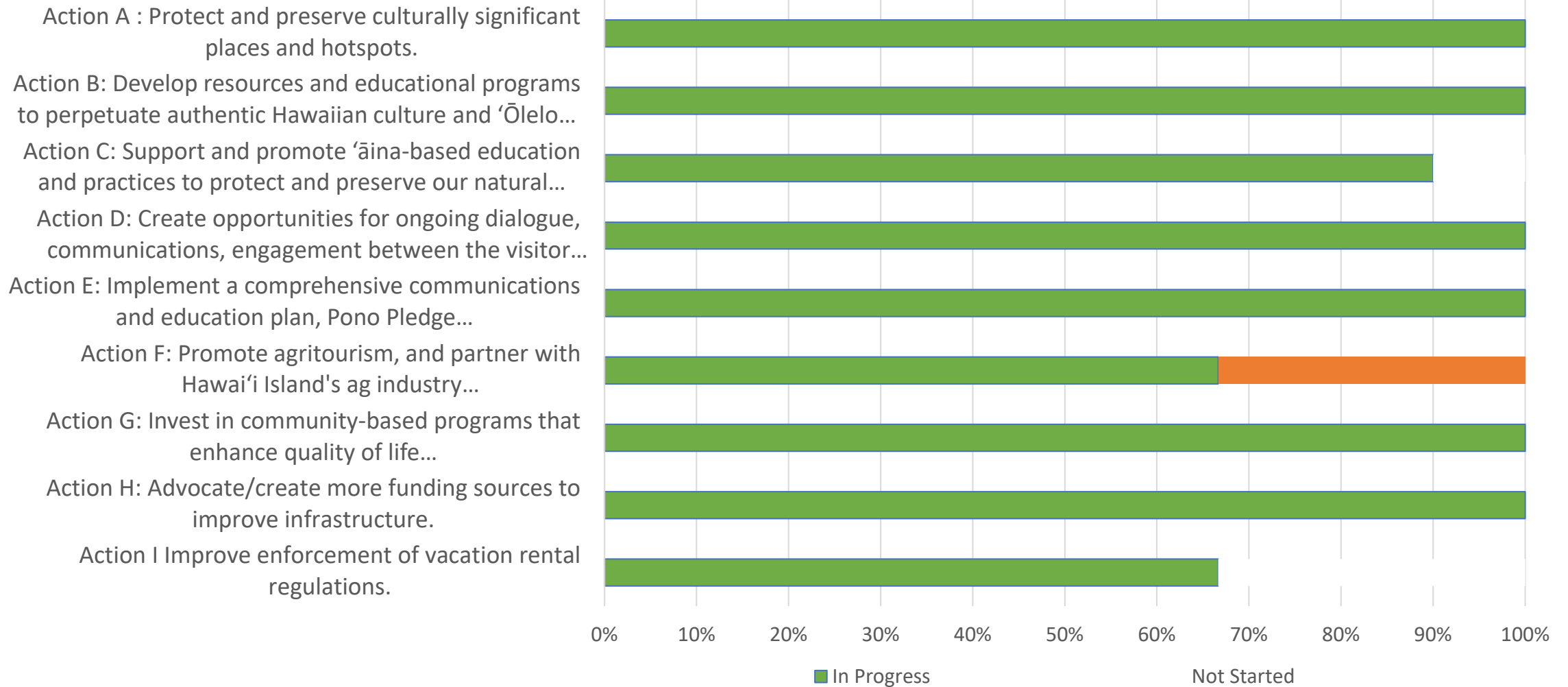


**No. of Phase 2  
Sub-Actions**



**Sub-Actions  
In Progress**

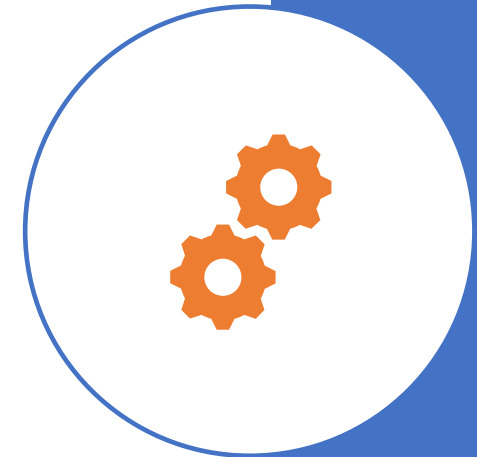
## Hawai'i Island Anchor Actions In Progress (Phase 2) Activities from July - September 2022





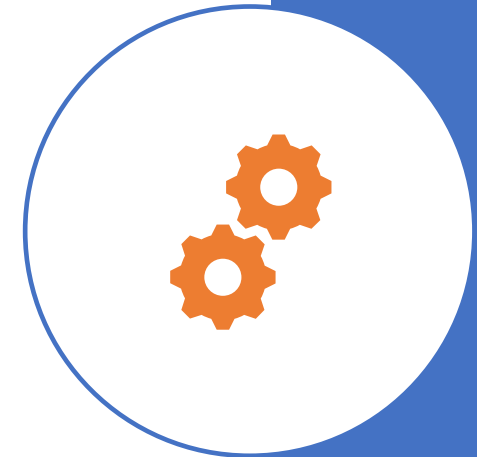
## ***Action A. Protect and preserve culturally significant places and hotspots.***

- 5 of 5 sub-actions in progress.
- Formation of Hotspot Action Team to conduct community outreach, engagement and assessment.
- County's Department of Research & Development issued Request for Proposals for its Innovation Grants.
- IHVB connecting with organizations to expand Mālama Hawai'i Program.
- IHVB and County working to address impacts at Kealakekua Bay and Keaukaha.
- DLNR/HTA Universal Trail Assessment Project with trail signage installation.
- County/IHVB/HTA addressing impacts to Waipi'o Valley with signage and additional information officers.
- HTA's Aloha 'Āina Program supporting 6 projects.
- County to introduce parking fees at Kahalu'u Bay.
- Hawai'i Volcanoes National Park acquired Kahuku-Pōhue Bay parcel.



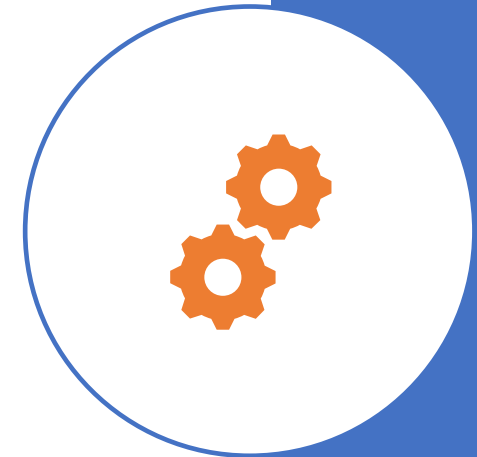
## **Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and ‘Ōlelo Hawai‘i.**

- 7 of 7 sub-actions in progress.
- Continued promotion of HTA’s Ma‘ema‘e Toolkit.
- HTA-funded study on best practices of tour guides with UH TIM school and Native Hawaiian Hospitality Association.
- County’s Department of Research & Development issued Request for Proposals for its Innovation Grant.
- IHVB met with Hawaiian cultural ambassadors of the Kona-Kohala Coasts regarding DMAP and best practices in supporting Hawaiian culture.
- HTA’s Workforce Needs Assessment was completed in September and showed that Hawaiian language and cultural training is favorable/desired in the tourism industry and that more awareness and resources is needed.
- Hawai‘i Volcanoes National Park’s ‘Ike Hana No‘eau video series was completed and is available on the park website and shared on Big Island TV, Spectrum, and in-room channels at many resorts.
- County continued its Hawaiian cultural training for employees.



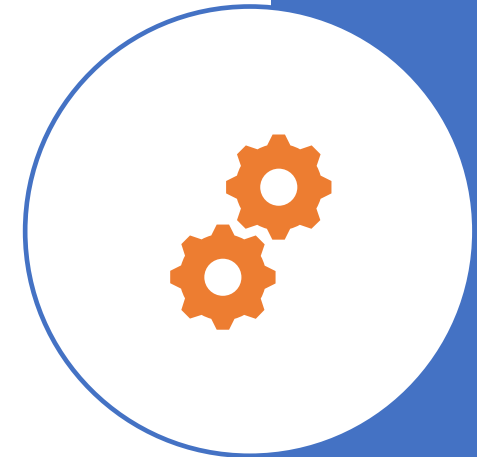
***Action C. Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.***

- 9 of 10 sub-actions in progress.
- County's Department of Research & Development issued Request for Proposals for its Innovation Grant.
- County's support of KIPA Indigenous Alignment Certification Program by Edith Kanaka'ole Foundation.
- County's Honuiaiakea Process for Pohoiki.
- County's Resilience Corps in Keaukaha, Pohoiki and Kumukahi.
- State's Department of Land and Natural Resources is developing a Community Action Plan for Kealakekua.
- IHVB working with nonprofit in Punalu'u to educate and gather data on honu.
- Formation of Kealakekua Action team with County and IHVB.
- County's support of Kapalilua Kia'i 'Āina Program by Conservation International.
- Hawai'i Volcanoes National Park and Trust for Public Land held several public meetings to get mana'o and input on Kahuku-Pōhue and will continue to work with the local community of Ka'ū to develop interim operating procedures.



***Action D. Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.***

- 3 of 3 sub-actions in progress.
- Community campaign highlighting DMAP efforts by HVCB/HTA. Featured stories were on HI Now, Hawai'i News Now and KHON.
  - Craig Anderson, Mauna Kea Resort's efforts to Mālama Ku'u Home
  - County of Hawai'i's Hele On/mass transit program
  - The Kohala Center
  - Caroline Anderson on Conservation International's efforts at Hōnaunau Bay
- 4 Pacific Business News advertorials.
- Developing DMAP Microsite to highlight all efforts.



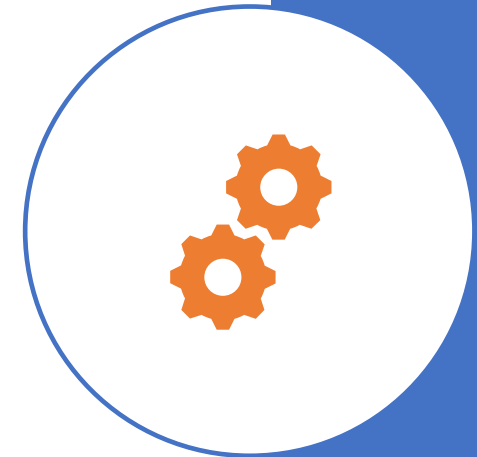
***Action E. Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.***

- 4 of 4 sub-actions in progress.
- IHVB held DMAP update meeting with Hawaiian cultural ambassadors of the Kona-Kohala Coasts which included discussion on the Pono Pledge and best practices as it relates to Hawaiian culture and the visitor industry.
- HTA's Global Marketing Team continues to promote Mālama Hawai'i, voluntourism programs, stewardship programs, and responsible travel.
- Continued to encourage the visitor industry and partners to promote the Pono Pledge.
- Hawai'i Volcanoes National Park's (HAVO) National Park Service Plan has a park ranger campaign targeted at residents.
- HAVO tracks its decade-long Stewardship at the Summit program which is an invasive plant removal volunteer opportunity.
- National Park Service app includes HAVO which provides for self-guided tours, alerts and other valuable information which is like "having a ranger in your pocket."
- The Kohala Center released 'Āina Aloha Kahalu'u, a series of short videos intended to help beachgoers to get to know the bay before they visit.



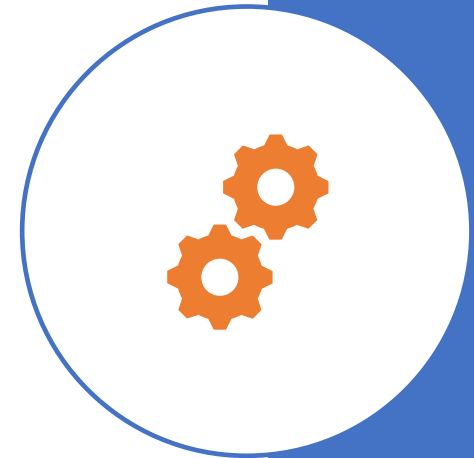
***Action F. Promote agritourism, and partner with Hawai'i island's agriculture industry to support local food security.***

- 2 of 3 sub-actions in progress.
- County's Department of Research & Development issued an RFP for its Innovation Grant.
- Promotion of Community Enrichment Program events and festivals such as the Kona Coffee Cultural Festival and the Kona Cacao Association's Cacao Education & Culinary Exploration, and the island's farmers' markets.
- HTA spoke at Ag Conference 2022 on agritourism initiatives. HTA is in discussions with Hawai'i Food Hub Hui regarding potential partnerships in bridging visitors and agriculture.



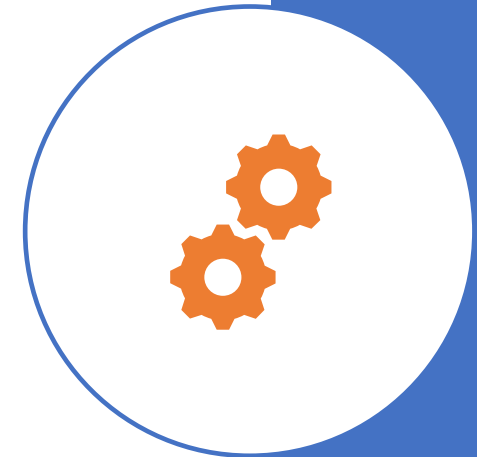
## ***Action G. Invest in community-based programs that enhance quality of life for communities.***

- 2 of 2 sub-actions in progress.
- County project assessment occurred in Puna.
- County Business and Industry Development Program initiative, i.e. develop alternative retail pop-ups.
- County's Department of Research & Development issued a Request for Proposals for its Innovation Grant. Selection held in September.
- IHVB continued to administer HTA's Community Enrichment Program by working with, promoting and evaluating CEP projects.
- Hawai'i Volcanoes National Park's Youth Ranger program provides recruitment training and hiring of local youth from Puna and Ka'ū each summer.



## ***Action H. Advocate/create more funding sources to improve infrastructure.***

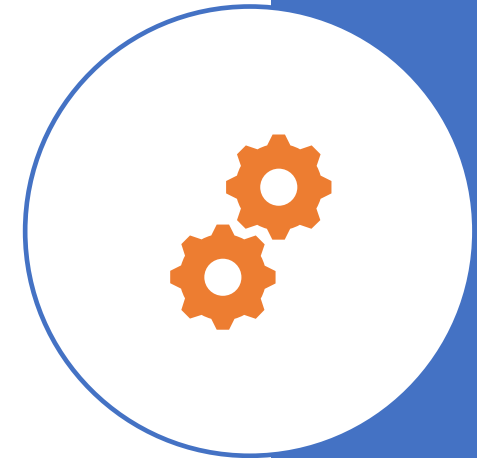
- 3 of 3 sub-actions in progress.
- Infrastructure Action Team formed.
- 10 County plans ranging from trails to multimodal and bike plans identified for review to determine priority actions, timeline, and next steps.
- County Planning Department assisting with researching CIP list to provide to Action Team for review.





## ***Action I. Improve enforcement of vacation rental regulations.***

- 2 of 3 sub-actions in progress.
- Bill has been drafted and is with the Department of Planning for review.
- IHVB and County's Department of Research & Development formed a Vacation Rental Action Team to develop strategies and hold meetings to garner support for the proposed bill.



# Addressing Hotspots

<b>Area/site</b>	<b>Action Taken</b>
<b>Waipi'o Valley</b>	IHVB and the County are in discussions to add additional informational officers and redo the informational signage at the Waipi'o Valley lookout.
<b>Pololū Valley</b>	HTA funded a Pilot Stewardship program from August 2021 to May 2022. DLNR has taken over the funding of the program.
<b>Kealakekua Bay State Historical Park</b>	DLNR is in the process of finalizing its Master Plan. Community Action Plan (CAP) meetings are being facilitated by The Nature Conservancy (TNC), and a plan is being composed. IHVB has been in contact with a community organization to assist.
<b>South Kona – Ho'okena, Miloli'i</b>	The County contracted with Conservation International for paid stewards in the area.
<b>Kahalu'u Bay</b>	The County has a pilot program that includes parking fees and park closures. The County is also funding an educational program. IHVB is communicating their messaging.

# Addressing Hotspots (cont.)

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Area/site	Action Taken
<b>Kumukahi (newest black sand beach)</b>	The County has closed this area off. However, there is continued use of the trail occurring. The County, DLNR, and University of Hawai'i are also working to make it a more protected area instead of a recreational area.
<b>Keaukaha</b>	The County is addressing issues within the community. HTA is supporting a Stewardship Pilot Program through the County's Resiliency Corp. IHVB is also working with the County. County issued an RFP to address this.
<b>Punalu'u</b>	IHVB has identified the need to conduct more educational outreach to protect the honu and is looking to support a nonprofit group to assist with data collection. The County's Ka'ū Action Committee also seeks to address issues in this area.
<b>Pohoiki</b>	HTA is partnering with the County for a Community Tourism Collaborative – a series of community events to develop a stewardship action plan from Q3 2022-Q1 2023.

## Addressing Hotspots (cont.)

<b>Ho'okena Beach</b>	Friends of Ho'okena has a stewardship program in place. This hotspot is a resting place for dolphins. This is being addressed by NOAA.
<b>Hōnaunau Bay, Captain Cook Monument</b>	The County has a contract with Conservation International and there are paid stewards at this site.
<b>La'aloa Beach (Magic Sands Beach)</b>	Monitoring; surrounding areas include Kahalu'u Bay which have similar issues (parking, coral reef) which are being addressed.
<b>Hawai'i Volcanoes National Park</b>	IHVB is providing communications as needed to visitors.
<b>Kailua Pier</b>	This is a hotspot with homeless, parking, and traffic. IHVB received proposal for a tent for the greeting arrival program. County is addressing the homeless issue.

# **8**

## **Presentation and Discussion of Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets**



Davies Pacific Center 1250  
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Honolulu, Hawaii 96813 USA

**TELEPHONE** 1 (808) 528-4050  
**WEBSITE** [www.omnitrakgroup.com](http://www.omnitrakgroup.com)

## 2022 Fall/Winter Resident Sentiment Survey

<b>Survey Sponsor</b>	Department of Business, Economic Development & Tourism (DBEDT)
<b>Survey Contractor</b>	Omnitrak Group, Inc.
<b>Survey Period</b>	October 19, 2022 – December 4, 2022
<b>Calling Hours</b>	Monday – Friday, 10:00 a.m. – 9:00 p.m. Saturday, 9:00 a.m. – 9:00 p.m. Sunday, 10:00 a.m. – 9:00 p.m.

### **Purpose of the Resident Sentiment Survey**

The semi-annual Resident Sentiment Survey (RSS) is conducted for the primary purpose of understanding Hawai'i resident's attitudes and perceptions toward tourism as an industry in the state of Hawai'i.

### **Target Survey Participants**

- Residents of the state of Hawai'i
- Adults, 18 years of age and older

### **Methodology**

- Online
- CATI (Phone) from Omnitrak's Honolulu Calling Center

### **Survey Protocol**

- Residential and cellular telephone numbers are randomly generated. Interviewers are not aware of the name, address or any other personal information tied to the telephone number dialed.
- Interviewers respect the wishes of residents who decline to participate.
- Qualified residents are invited to participate in the 15-minute survey and may choose to end the survey at any time.
- Responses to standard survey and demographic questions are gathered. **Questions of a personal nature are not asked and respondents may choose not to answer any questions.**
- Responses are never tied back to an individual respondent but grouped together with answers from other survey respondents and reported on an aggregate basis.

### **Contact**

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# **9**

## **Report and Update by the Budget, Finance, and Convention Center Standing Committee**

## **9.1**

### Financial Statements – Executive Summary as of September 30, 2022





AUTHORITY

Financial Statements – Executive Summary  
As of September 30, 2022

**Foreword:**

- Fund Accounts. HTA’s major funds are the following:
  - Tourism Federal Fund (ARPA TFF) – Official Name: HTA CSFRF Subaward
  - Tourism Special Fund (TSF)
  - Convention Center Federal Fund (ARPA CCFF) – Official Name: Convention Center CSFRF Subaward
  - Convention Center Enterprise Special Fund (CCESF)
- Remaining FY 2022 Budget. HTA currently can continue encumbering its FY 2022 ARPA funds until June 2023.
- Tracking of Cross-Year Encumbrances. The formatting of the financial statements has changed from prior years because we are now working with Federal funds that can be encumbered in more than one fiscal year. The change in format reflects the need to track such cross-year transactions.
- FY23 Funding. Although the HTA Board has approved the \$60M FY 2023 budget, the Governor has vetoed HB1147, 2022 Legislature, that would have appropriated those General funds. The Governor’s veto was the result of questions on the constitutionality of the bill. HTA staff is currently working with the Governor’s administration on releasing FY 2023 ARPA funds as a substitution for the General funds.

**Summary of Financial Position – All Funds**

			(In Millions)					
			2022 TFF (ARPA)	2023 ARPA	TSF	2022 CCFF (ARPA)	CCESF	EDA
Cash at September 30, 2022			33.8	-	29.1	10.2	34.9	-
Increase (Decrease) due to								
Revenue			4.3	-	-	-	-	-
Program/Op Expenses			(0.1)	-	(2.2)	-	-	-
Encumbered Funds			20.9	-	18.8	10.1	5.9	-
Unencumbered Funds			12.9	-	10.4	0.2	29.0	-

**Tourism Federal Fund (ARPA TFF):**

1. \$33.8M in cash (remaining from amount that has been allotted to HTA so far). Cash increased by \$4.2M from August 31, 2022 due to allotment of funds to HTA relating to FY23 payroll and a portion of admin and governance expenses.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved (CSFRF)	B&F Funds Release		Board Approved Amount	Encumbered
		Requested	Approved *		
Hawaiian Culture	-	1,565,500	1,565,500	4,544,845	1,200,300
Natural Resources	-	665,000	665,000	1,915,000	100,000
Community	27,289,500	735,500	735,500	3,685,500	120,000
Branding	28,500,000	33,563,000	33,563,000	31,673,655	31,422,225
Sports	-	4,344,889	4,344,889	6,311,889	2,844,889
Safety & Security	-	900,000	900,000	700,000	152,044
Research	-	60,000	60,000	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	772,590
Admin	648,700	1,199,111	1,199,111	1,199,111	401,021
Governance and Org-Wide	351,800	529,001	529,001	572,001	211,350
Payroll	3,210,000	7,132,799	7,132,799	7,332,799	6,505,671
	<b>60,000,000</b>	<b>52,700,000</b>	<b>52,700,000</b>	<b>60,000,000</b>	<b>43,730,090</b>

\* Based on original submittals to B&F. HTA is not required to seek B&F's approval for subsequent budget reallocations. However, HTA notified B&F of significant changes from original plans.

B&F has approved HTA’s extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

3. Over several meetings, the HTA Board approved the FY 2022 budget of \$60M, further detailed below.

	<b>Incremental Approved at Meeting</b>	<b>Cumulative Budget Approved</b>	<b>Description</b>
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000	48,375,000	Programs previously identified as needing further clarification to Board's questions.
January 2022 Meeting	475,000	48,850,000	NAHHA FY23
June 2022 Meeting	4,300,000	53,150,000	Release of funds for FY23 payroll, admin and governance costs, bringing to current.
July 2022 Meeting	6,400,000	59,550,000	Release of funds for KO, AA, and CEP programs
<b>September 2022 Meeting</b>	<b>450,000</b>	<b>60,000,000</b>	<b>Release of remaining funds as part of staff's budget reallocation request.</b>

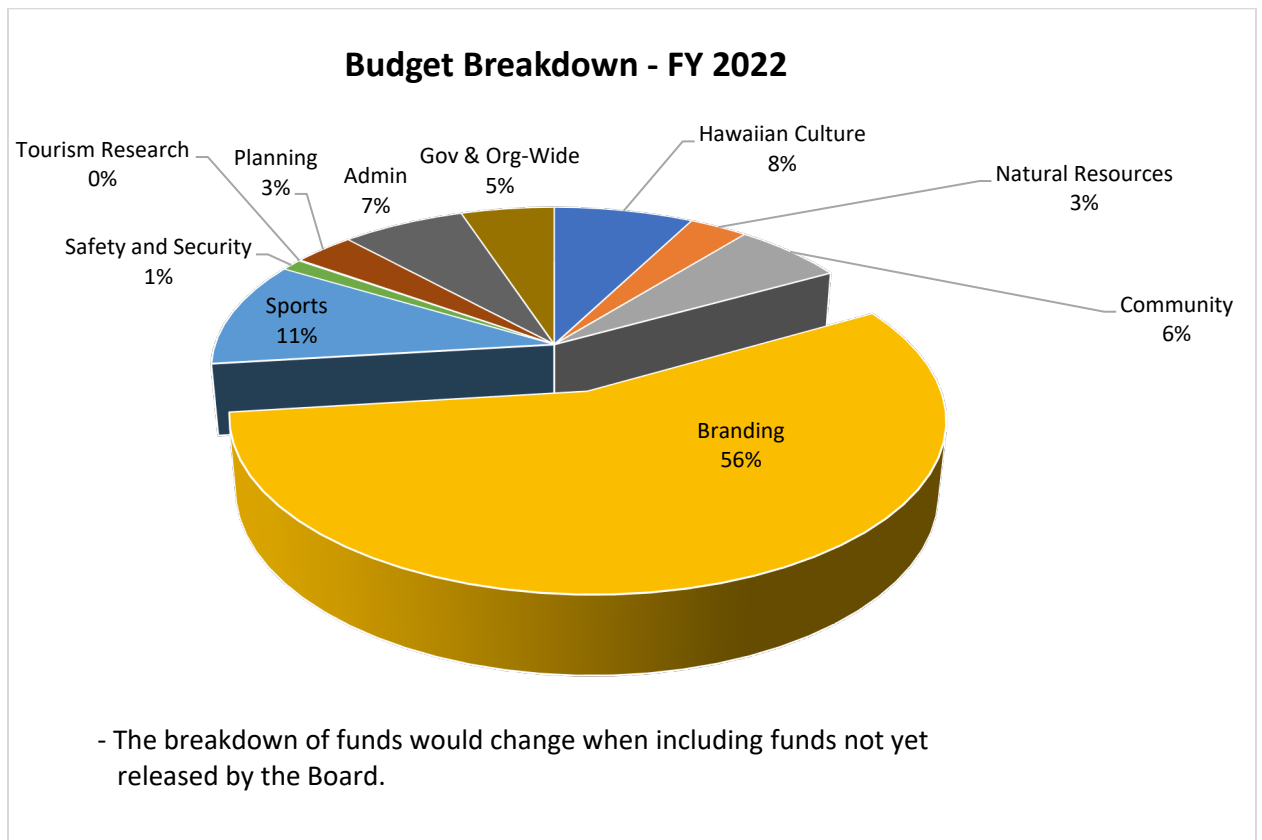
As of September 30, 2022, \$43.7M of the \$60.0M FY2022 budget was utilized/encumbered, or 73%. This includes \$12.2M of encumbrances for the month, primarily comprised of:

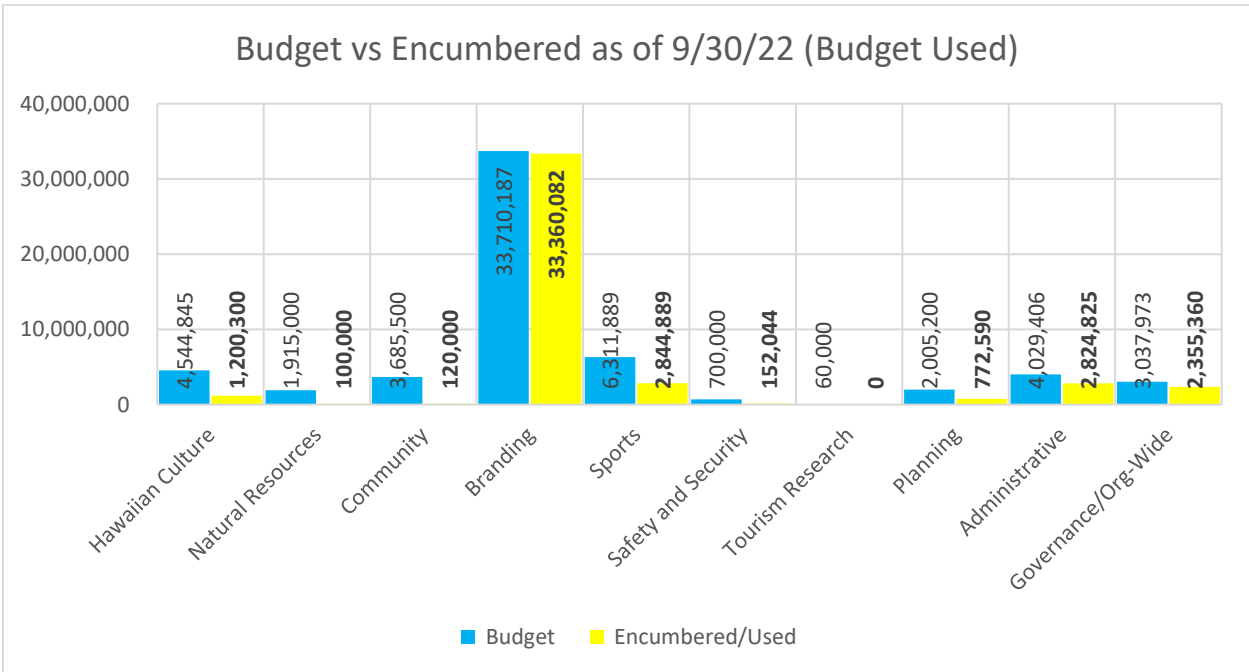
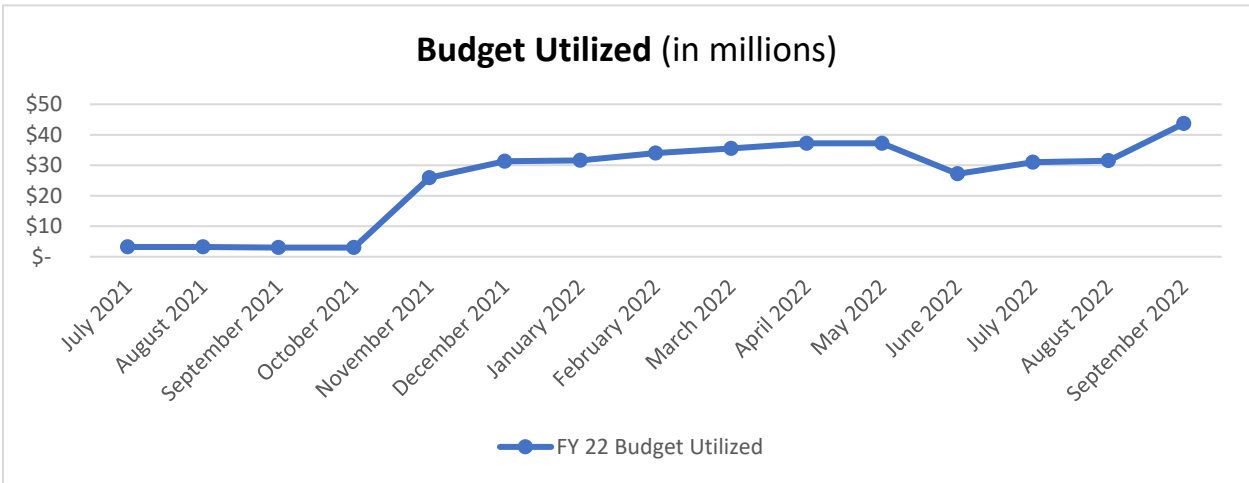
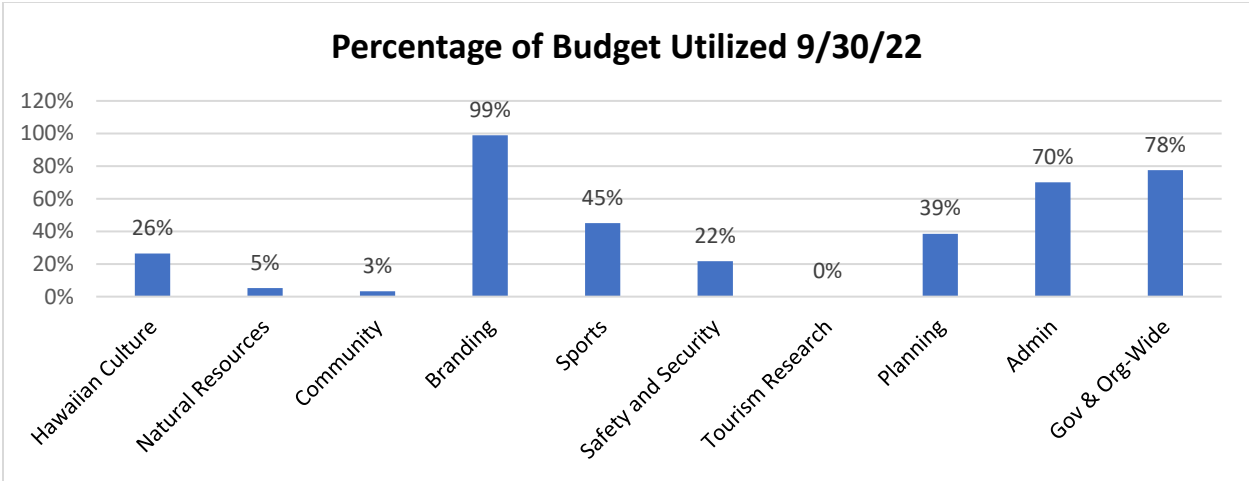
- \$700K for Kahea Airport Greetings programs; and
- A six-month extension of HVCB's US Brand Management and Global Support Services contracts through March 31, 2023. This extension, agreed to by all parties to the contested award of the US Brand Management procurement, will ensure the continuation of important work in visitor education including the GoHawaii.com website.

Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA's request to reclassify Federal eligibility categories from "Negative Economic Impacts" to "Revenue Loss (Revenue Replacement)."

<b>Primary Federal Category</b>	<b>Budget</b>	<b>Encumbered</b>	<b>Remaining</b>
Revenue Replacement	52,667,201.00	37,224,419.00	15,442,782.00
Continuation of Government Services			
Payroll	7,332,799.00	6,505,671.00	827,128.00
	60,000,000.00	43,730,090.00	16,269,910.00

The following are various charts to depict our FY 2022 budget, budget utilization and trends. Additionally, these charts reflect the funding of FY 2023 community-type programs that were originally planned to be funded by the FY 2023 budget. Such programs were instead funded by FY 2022's budget to fulfill HTA's commitment toward community, in consideration of cash flow needs of those programs while HTA's FY 2023 funding is being resolved. Further, the majority of Major Market Area contracts within the Branding budget are to be used toward Branding Education programs to promote responsible and regenerative tourism.

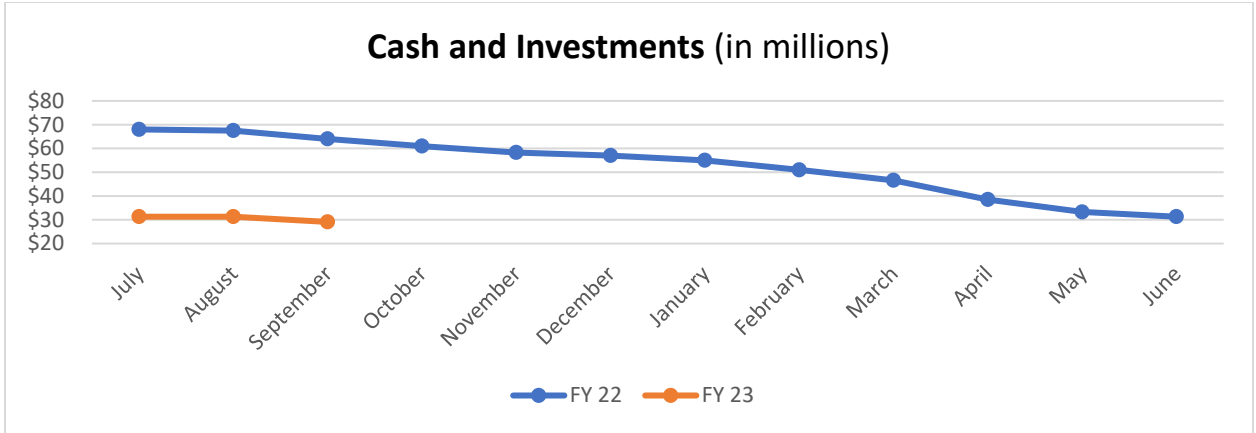




4. A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. Numerous significant allocations were made in September 2022, as approved by the Board. Of particular note, the budget reallocations made funding available for the PGA and Hawaiian Culture Festivals & Events programs.
5. \$20.9M in encumbrances outstanding
6. Operating Income (Loss):
  - a. Cumulatively from the beginning of FY 2022 (prior year), \$52.7M has been allotted to HTA through September 30, 2022, which represents ARPA funds HTA is using for staff's payroll, program, admin and governance costs.
  - b. Cumulatively, \$18.9M has been expended through September 2022 from the beginning of FY 2022 (prior year).
  - c. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

***Tourism Special Fund (TSF):***

7. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State's General Fund. The \$5M Emergency Fund remains with HTA.
8. \$29.1M in cash and investments. The cash balance is earmarked primarily for contract encumbrances made from the FY 2021 budget. The FY 2021 budget was funded by HTA's reserves that were bolstered by cancelled and reduced contracts due to the pausing of TAT distributions to HTA at the onset of the pandemic and a one-time TAT cash distribution in June 2021. In FY 2023, we continue to spend down previously encumbered funds within the TSF.



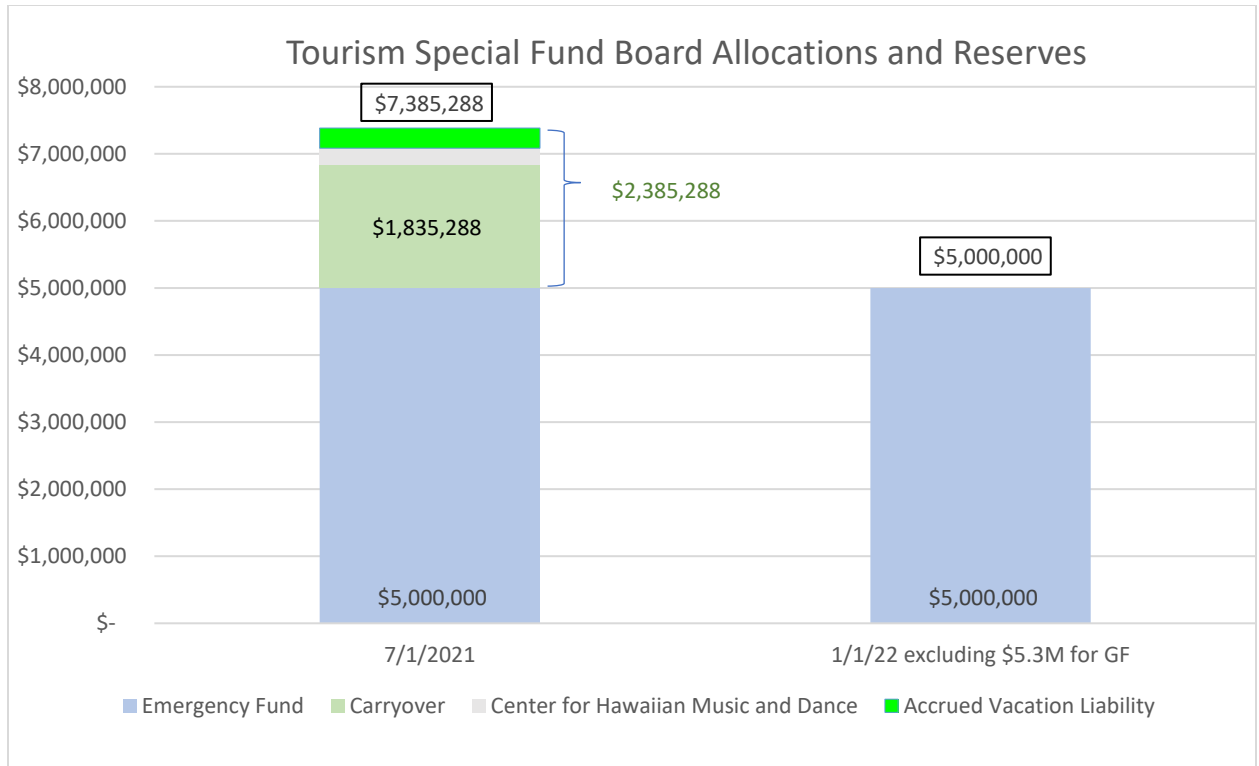
- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$1.0M held in money market funds and \$4M held in US Treasury notes laddered in approximately 3-month intervals.
  - ii. Further detail provided in the financial statements
- b. Cash decreased by \$2.2M from August 31, 2022, primarily due to disbursements for program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

9. HTA's outstanding encumbrances are summarized as follows:

\$18.8M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$18.8M	Total encumbrances outstanding at September 30, 2022	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

10. In addition to HTA's \$5M Emergency Fund, approximately \$5.3M in unencumbered funds is available to return to the State's General Fund as a result of the sunset of the Tourism Special Fund, Pursuant to Act 001, Special Session 2021 (HB 862). This balance has grown from the \$2.3M on July 1, 2021 (start of FY22) to the current amount due to efficiencies realized from unspent contracts that were previously encumbered.



11. With its sunset, there is no budget for the Tourism Special Fund in FY 2023.

12. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. \$50.2K of investment income earned year-to-date.

**Convention Center Federal Fund (ARPA CCFF):**

13. \$10.2M in cash (remaining from amount that has been allotted to HTA). Cash remained consistent from August 31, 2022.

14. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.



	<b>Incremental Approved at Meeting</b>	<b>Cumulative Budget Approved</b>	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M
June 2022 Meeting	0	<b>11,000,000</b>	Reallocated to fund FY23 operations due to HB1147 (2022) veto, bringing to current

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions.

15. No budget reallocations were made in September 2022.

16. Operating Income:

- a. Cumulatively from the beginning of FY 2022 (prior year), \$11M of ARPA funds has been allotted, which represents ARPA funds HTA used in FY 2022 for staff's payroll and, provided the earlier-noted budget reallocation, that will fund FY 2023 expenditures of the Convention Center.
- b. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

***Convention Center Enterprise Special Fund (CCESF):***

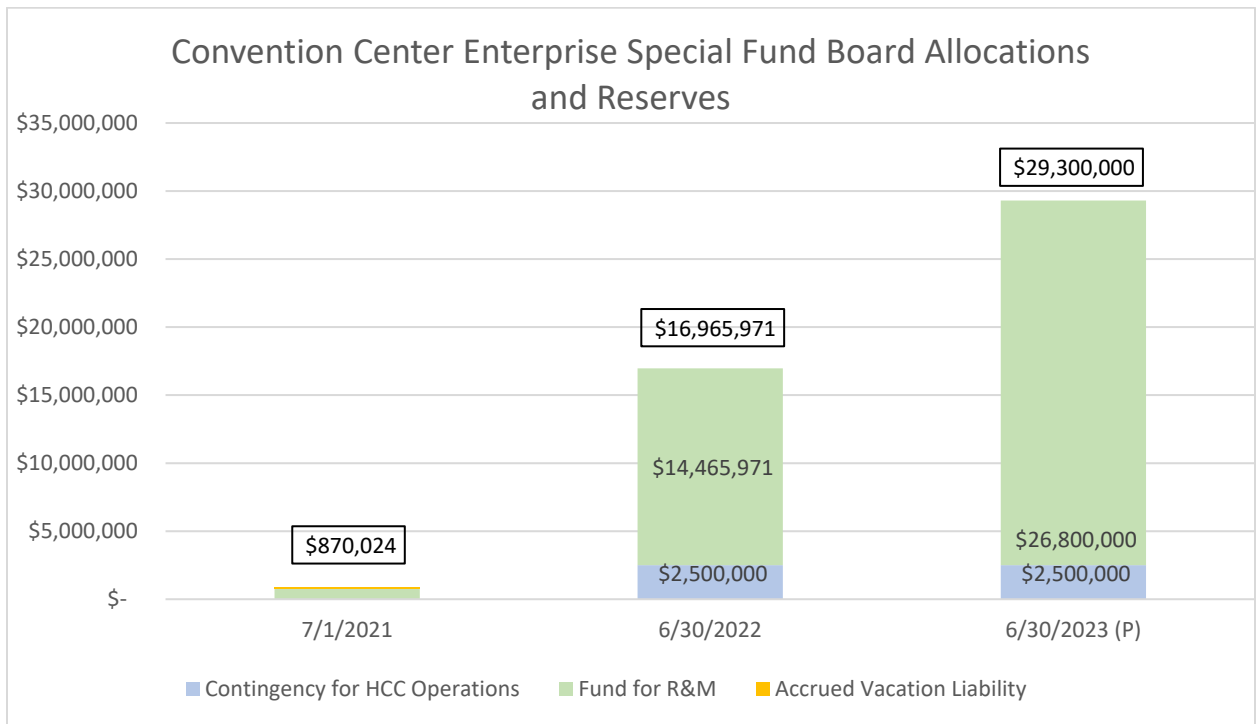
17. \$34.9M in cash. Cash remained consistent from August 31, 2022.

18. \$37.4M in cash with contractor or with DAGS, for R&M projects (as of August 2022).

- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$37.4M, approximately \$2.4M has been contracted (as of August 2022).

- c. The amount of cash remaining with the contractor already accounts for \$2.4M expended on current and future projects (in-progress costs or preliminary work).

19. \$29M reserved as Board allocations as of September 30, 2022, of which \$2.5M is earmarked as a facility operations contingency reserve and \$26.5M is earmarked for the Convention Center’s major R&M program as supported by specific projects under its 6-Year Plan. This \$29M compares to a reserve balance of \$16.9M as of June 30, 2022. The increase is due to the approximate \$1.1M in revenue recorded in July 2022 and \$11M in TAT revenue that was deposited into the CCESF in August 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session, which allowed for the continued deposit of TAT into the CCESF. Without the ability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2023, we forecast the amount reserved as Board allocations to remain around \$29M through June 2023. No significant Convention Center revenues will be collected due to a change in the management contract with AEG/ASM that will require the contractor’s use of revenues to pay for costs (netting cash flow). This contract change is particularly necessary with no CCESF expenditure ceiling for the second consecutive year.



20. \$5.9M of prior year outstanding encumbrances currently being spent down.

21. Budget:

- a. No budget has been established for the CCESF in FY 2023, as no expenditure ceiling was appropriated, as discussed earlier.

22. Operating Income:

- a. HTA collected \$11M in TAT funds cumulatively for FY 2023.
- b. Convention Center Operations
  - i. Note: HTA's FY 2023 operating subsidy to the Convention Center cumulatively through September 2022 was \$1.1M per HCC financial statements (as of September 2022). We budgeted for a \$5.4M operating subsidy for FY 2023. Funded by FY22's encumbrance as discussed above.

***EDA Grant:***

23. The Board's \$14M budget was approved in June 2022 and we are working with the EDA to approve HTA's Grant Administration Plan.

**Hawaii Tourism Authority**  
**Balance Sheet**  
**Tourism Federal (ARPA) Fund**  
**As of 9/30/22**

	Current Year
<b>Assets</b>	
Current Assets	
Checking	33,816,432.44
Total Current Assets	33,816,432.44
Total Assets	33,816,432.44
<b>Fund Balance</b>	
Current year payables	
Accounts Payable	595.45
Total Current year payables	595.45
Encumbered Funds	
FY 2022 Funds	20,922,918.37
Total Encumbered Funds	20,922,918.37
Unencumbered Funds	
Total Unencumbered Funds	12,892,918.62
Total Fund Balance	33,816,432.44

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 9/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	24,131,227.12
Total Current Assets	<u>24,131,227.12</u>
Total Assets	<u><u>24,131,227.12</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	6,830.35
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	37,461.33
FY 2020 Funds	794,164.15
FY 2021 Funds	17,905,565.44
Total Encumbered Funds	<u>18,769,912.22</u>
Unencumbered Funds	
Total Unencumbered Funds	5,361,314.90
Total Fund Balance	<u><u>24,131,227.12</u></u>

**Hawaii Tourism Authority**  
Balance Sheet  
Convention Center Federal (ARPA) Fund  
As of 9/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	10,248,890.96
Total Current Assets	<u>10,248,890.96</u>
 Total Assets	 <u><u>10,248,890.96</u></u>
 Fund Balance	
Encumbered Funds	
FY 2022 Funds	10,070,285.27
Total Encumbered Funds	<u>10,070,285.27</u>
Unencumbered Funds	
Total Unencumbered Funds	178,605.69
 Total Fund Balance	 <u><u>10,248,890.96</u></u>

**Hawaii Tourism Authority**  
 Balance Sheet  
 Convention Center Enterprise Special Fund  
 As of 9/30/22

	Current Year
Assets	
Current Assets	
Checking	34,921,672.05
Total Current Assets	34,921,672.05
Total Assets	34,921,672.05
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	5,771,724.93
Total Encumbered Funds	5,882,619.32
Unencumbered Funds	
Total Unencumbered Funds	29,039,052.73
Total Fund Balance	34,921,672.05

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 9/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,038,734.64
Total Current Assets	<u>5,038,734.64</u>
 Total Assets	 <u><u>5,038,734.64</u></u>
 Fund Balance	
Current year net assets	
	24,709.92
Total Current year net assets	<u>24,709.92</u>
Prior years	
Total Prior years	5,014,024.72
 Total Fund Balance	 <u><u>5,038,734.64</u></u>



HTA Allocations  
FY 2022 and FY 2023

**HTA Allocations:**

**Annual Budgets:**

**-\$60M FY 2023 HTA ARPA Funds** (subject to release by Governor)

**-No FY23 budget for Convention Center** (\$11M TAT, however no expenditure ceiling appropriation)

**\$5M Emergency Funds**

**\$5M Emergency Fund Reserve** (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)

**\$0M Mandated by Board** (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

**Convention Center Enterprise Special Fund:**

	7/1/2021	6/30/2022	Projected 6/30/2023
Carryover for HCC Operations	-	2,500,000	2,500,000
Reserve for Funding Year 21 Transactions	-	-	-
Funds for 6-Year R&M Plan	790,024	14,465,972	26,800,000
Accrued Vacation Liability	80,000	-	-
	<u>870,024</u>	<u>16,965,972</u>	<u>29,300,000</u> *

\*With no expenditure ceiling appropriated in FYs 2022 and 2023, HTA is currently unable to spend these funds.

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Fiscal Year 2022 Funds - Tourism Federal Fund  
From 7/1/2021 Through 9/30/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	60,000,000.00	52,700,000.00	(7,300,000.00)	4,300,000.00	4,360,000.00
Total Revenue	<u>60,000,000.00</u>	<u>52,700,000.00</u>	<u>(7,300,000.00)</u>	<u>4,300,000.00</u>	<u>4,360,000.00</u>
Expense					
Perpetuating Hawaiian Culture	4,544,845.00	0.00	4,544,845.00	0.00	0.00
Natural Resources	1,915,000.00	0.00	1,915,000.00	0.00	0.00
Community	3,685,500.00	100,000.00	3,585,500.00	0.00	0.00
Branding	33,710,187.00	14,465,216.18	19,244,970.82	43,075.57	3,469,898.39
Sports	6,311,889.00	2,344,889.00	3,967,000.00	0.00	0.00
Safety and Security	700,000.00	46,944.92	653,055.08	0.00	0.00
Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning	2,005,200.00	53,843.53	1,951,356.47	7,155.73	18,810.30
Administrative	4,029,406.00	968,157.68	3,061,248.32	1,703.36	2,555.04
Governance and Org-Wide	3,037,973.00	905,111.70	2,132,861.30	447.40	447.40
Total Expense	<u>60,000,000.00</u>	<u>18,884,163.01</u>	<u>41,115,836.99</u>	<u>52,382.06</u>	<u>3,491,711.13</u>
Net Income	<u>0.00</u>	<u>33,815,836.99</u>	<u>33,815,836.99</u>	<u>4,247,617.94</u>	<u>868,288.87</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Prior Year Funds - Tourism Special Fund  
From 9/1/2022 Through 9/30/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	50,207.67	50,207.67	0.00
Total Revenue	<u>0.00</u>	<u>50,207.67</u>	<u>50,207.67</u>	<u>0.00</u>
Expense				
Perpetuating Hawaiian Culture	6,809,550.50	0.00	6,809,550.50	0.00
Natural Resources	1,781,000.00	0.00	1,781,000.00	0.00
Community	1,192,966.00	465,975.89	726,990.11	465,975.89
Branding	10,397,551.18	1,749,829.75	8,647,721.43	1,749,829.75
Sports	18,000.00	0.00	18,000.00	0.00
Safety and Security	92,094.23	0.00	92,094.23	0.00
Tourism Research	455,211.72	13,875.00	441,336.72	13,875.00
Administrative	253,219.23	0.00	253,219.23	0.00
Total Expense	<u>20,999,592.86</u>	<u>2,229,680.64</u>	<u>18,769,912.22</u>	<u>2,229,680.64</u>
Net Income	<u>(20,999,592.86)</u>	<u>(2,179,472.97)</u>	<u>18,820,119.89</u>	<u>2,229,680.64</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Fiscal Year 2022 Funds - Convention Center Federal Fund  
From 7/1/2021 Through 9/30/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	11,000,000.00	11,000,000.00	0.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Branding	72,458.00	6,079.86	66,378.14	0.00	0.00
Administrative	247,042.00	207,964.14	39,077.86	0.00	0.00
Governance and Org-Wide	1,334,845.00	537,065.04	797,779.96	0.00	0.00
HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance	2,970,455.00	0.00	2,970,455.00	0.00	0.00
HCC Sales and Marketing / MFi	968,300.00	0.00	968,300.00	0.00	0.00
Total Expense	<u>11,000,000.00</u>	<u>751,109.04</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>10,248,890.96</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Fiscal Year 2023 Funds - Convention Center Enterprise Special Fund  
From 9/1/2022 Through 9/30/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	11,000,000.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Prior Year Funds - Convention Center Enterprise Special Fund  
From 9/1/2022 Through 9/30/2022

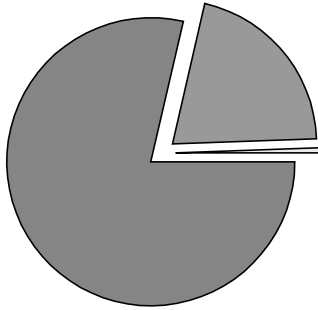
	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	32,377.55	32,377.55	0.00
HCC Revenue	0.00	1,040,703.47	1,040,703.47	0.00
Total Revenue	<u>0.00</u>	<u>1,073,081.02</u>	<u>1,073,081.02</u>	<u>0.00</u>
Expense				
Governance and Org-Wide	296.52	0.00	296.52	0.00
HCC Operating Expense	5,512,649.87	0.00	5,512,649.87	0.00
HCC Repair and Maintenance	10,129,600.00	10,129,600.00	0.00	0.00
HCC Sales and Marketing / MFI	369,672.93	0.00	369,672.93	0.00
Total Expense	<u>16,012,219.32</u>	<u>10,129,600.00</u>	<u>5,882,619.32</u>	<u>0.00</u>
Net Income	<u>(16,012,219.32)</u>	<u>(9,056,518.98)</u>	<u>6,955,700.34</u>	<u>0.00</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Fiscal Year 2022 Funds - EDA Tourism Grant Fund  
From 9/1/2022 Through 9/30/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Alloted Federal Funds	14,024,372.00	0.00	(14,024,372.00)	0.00
Total Revenue	<u>14,024,372.00</u>	<u>0.00</u>	<u>(14,024,372.00)</u>	<u>0.00</u>
Expense				
Natural Resources	7,950,000.00	0.00	7,950,000.00	0.00
Community	20,000.00	0.00	20,000.00	0.00
Branding	4,540,000.00	0.00	4,540,000.00	0.00
Planning	770,000.00	0.00	770,000.00	0.00
Administrative	331,907.00	0.00	331,907.00	0.00
Governance and Org-Wide	412,465.00	0.00	412,465.00	0.00
Total Expense	<u>14,024,372.00</u>	<u>0.00</u>	<u>14,024,372.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

## Summary Of Investments

### Investment Allocation



0.5%	CASH	26,756.14
20.8%	CASH EQUIVALENTS	1,039,342.22
78.7%	FIXED INCOME	3,933,780.00
100.0%	<b>TOTAL</b>	<b>4,999,878.36</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	26,756.14	0.54	0	0.00
CASH EQUIVALENTS	1,039,342.22	20.79	24,840	2.39
FIXED INCOME	3,933,780.00	78.68	88,750	2.26
<b>Total Fund</b>	<b>4,999,878.36</b>	<b>100.00</b>	<b>113,590</b>	<b>2.27</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	2,044.87	2,044.87	7.64
	ACCRUED INCOME	24,711.27	24,711.27	92.36
	TOTAL CASH	26,756.14*	26,756.14*	100.00*
	<b>CASH EQUIVALENTS</b>			
	<b>CASH MANAGEMENT</b>			
1,039,342.22	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,039,342.22	1,039,342.22	100.00
	<b>FIXED INCOME</b>			
	<b>U S TREASURY OBLIGATIONS</b>			
500,000	US TREASURY NOTES .125% 10/31/2022	496,445.31	498,995.00	12.68





Statement Period  
Account Number

09/01/2022 through 09/30/2022  
BANK OF HAWAII  
AGENT U/A DATED 10/31/2018 FOR  
HAWAII TOURISM AUTHORITY -  
TOURISM EMERGENCY TRUST  
FUND

## Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.375% 01/31/2023	499,513.31	497,810.00	12.65
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,531.25	496,465.00	12.62
500,000	US TREASURY NOTES 2.75% 07/31/2023	498,868.51	494,260.00	12.56
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,496.09	492,615.00	12.52
500,000	US TREASURY NOTES 2.5% 01/31/2024	495,426.34	488,260.00	12.41
500,000	US TREASURY NOTES 2.25% 04/30/2024	491,738.28	484,220.00	12.31
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	492,617.19	481,155.00	12.23
	TOTAL U S TREASURY OBLIGATIONS	3,972,636.28*	3,933,780.00*	100.00*
	<b>Total Fund</b>	<b>5,038,734.64*</b>	<b>4,999,878.36*</b>	<b>100.00*</b>

HAWAII CONVENTION CENTER  
 JULY 1, 2022 TO JUNE 30, 2023  
 Lead Income Statement - Comparison

		ACTUAL 07/22-09/22 FY 2023	FORECAST 10/22-06/23 FY 2023	FORECAST 07/22-06/23 FY 2023	VARIANCE
	<b>TOTAL</b>				
<b>Event Income</b>					
<b>Direct Event Income</b>					
Rental Income	3,076,000	682,511	2,305,501	2,988,012	87,988
Service Income	725,600	238,846	620,333	859,179	(133,579)
Service Expenses	(2,218,600)	(440,428)	(1,445,439)	(1,885,868)	(332,732)
Total Direct Event Income	<u>1,583,000</u>	<u>480,928</u>	<u>1,480,395</u>	<u>1,961,323</u>	<u>(378,324)</u>
<b>Ancillary Income</b>					
Gross F&B Revenue	7,849,500	1,514,373	5,067,337	6,581,710	1,267,790
Direct F&B Expenses	(3,328,600)	(675,554)	(2,161,245)	(2,836,799)	(491,801)
Gross Parking	1,007,000	266,572	532,560	799,132	207,868
Parking Expense	(144,100)	(39,217)	(124,510)	(163,727)	19,627
Electrical Service	88,800	5,830	38,080	43,910	44,890
A/V Service	152,400	76,498	97,110	173,608	(21,208)
Internet Service	-	-	-	-	-
Rigging Service	76,600	49,723	10,120	59,843	16,757
Total Ancillary Income	<u>5,701,601</u>	<u>1,198,225</u>	<u>3,459,452</u>	<u>4,657,677</u>	<u>1,043,924</u>
Total Event Income	<u>7,284,600</u>	<u>1,679,153</u>	<u>4,939,847</u>	<u>6,619,000</u>	<u>665,600</u>
<b>Other Income</b>					
Parking, Non-Event	7,000	648	3,352	4,000	3,000
Interest	6,000	14,528	45,000	59,528	(53,528)
Miscellaneous Income	52,500	20,409	39,375	59,784	(7,284)
Total Other Income	<u>65,500</u>	<u>35,585</u>	<u>87,727</u>	<u>123,312</u>	<u>(57,812)</u>
Adjusted Gross Income	<u>7,350,100</u>	<u>1,714,738</u>	<u>5,027,574</u>	<u>6,742,312</u>	<u>607,788</u>
<b>Operating Expenses</b>					
Facility Salaries & Wages	4,478,200	826,339	3,242,499	4,068,838	409,363
Benefits	1,481,100	288,483	905,001	1,193,484	287,616
Less: Event Labor Allocations	(745,425)	(121,527)	(500,374)	(621,901)	(123,525)
Net Employee Wages & Benefit	<u>5,213,875</u>	<u>993,295</u>	<u>3,647,126</u>	<u>4,640,421</u>	<u>573,454</u>
Contracted Services	1,780,700	525,186	1,210,946	1,736,132	44,568
General & Administrative	200,800	51,206	174,678	225,884	(25,084)
Operations	124,400	21,782	102,961	124,743	(343)
Repair & Maintenance	1,100,400	196,486	908,914	1,105,400	(5,000)
Supplies	460,400	72,908	386,695	459,603	797
Insurance	171,000	49,107	139,500	188,607	(17,607)
Utilities	2,611,900	797,034	2,244,571	3,041,605	(429,705)
Other	122,400	1,112	66,647	67,759	54,641
Management Fees	456,800	57,099	342,601	399,700	57,100
F&B Overhead Expense	1,677,700	355,529	1,248,093	1,603,622	74,078
Less: Expenses Allocated	(1,473,175)	(358,292)	(943,267)	(1,301,559)	(171,617)
Total Operating Expenses	<u>12,447,200</u>	<u>2,762,452</u>	<u>9,529,465</u>	<u>12,291,917</u>	<u>155,282</u>
Net Income (Loss) From Operation	<u>(5,097,100)</u>	<u>(1,047,714)</u>	<u>(4,501,892)</u>	<u>(5,549,606)</u>	<u>(452,505)</u>
Other Income (Expenses)	<u>(9,800)</u>	<u>(4,491)</u>	<u>(7,803)</u>	<u>(12,294)</u>	<u>(2,494)</u>
Net Income After Other Income (E:	<u>(5,106,900)</u>	<u>(1,052,205)</u>	<u>(4,509,695)</u>	<u>(5,561,900)</u>	<u>(454,999)</u>
Fixed Asset Purchases	<u>(300,000)</u>	<u>(90,715)</u>	<u>(209,285)</u>	<u>(300,000)</u>	<u>-</u>
Net Income (Loss) after Fixed Asse	<u>(5,406,900)</u>	<u>(1,142,920)</u>	<u>(4,718,980)</u>	<u>(5,861,900)</u>	<u>(454,999)</u>
<b>Gross Building Revenues</b>					
Gross Building Revenues	5,191,900	1,355,565	3,691,431	5,046,996	144,904
Gross Building Expenses	<u>13,442,000</u>	<u>2,981,774</u>	<u>10,068,410</u>	<u>13,050,184</u>	<u>391,816</u>
Building Net Income (Loss)	<u>(8,250,100)</u>	<u>(1,626,210)</u>	<u>(6,376,979)</u>	<u>(8,003,189)</u>	<u>246,912</u>
<b>Gross F&amp;B Revenues</b>					
Gross F&B Revenues	7,849,500	1,514,373	5,067,337	6,581,710	1,267,790
Gross F&B Expenses	<u>5,006,300</u>	<u>1,031,083</u>	<u>3,409,338</u>	<u>4,440,421</u>	<u>565,879</u>
F&B Net Income (Loss)	<u>2,843,200</u>	<u>483,290</u>	<u>1,657,999</u>	<u>2,141,289</u>	<u>701,911</u>
Facility Net Cash Flow	<u>(5,406,900)</u>	<u>(1,142,920)</u>	<u>(4,718,980)</u>	<u>(5,861,900)</u>	<u>(455,000)</u>
<b>Total Gross Revenues</b>					
Total Gross Revenues	13,041,400	2,869,938	8,758,768	11,628,706	1,412,694
Total Gross Expenses	<u>18,448,300</u>	<u>4,012,857</u>	<u>13,477,748</u>	<u>17,490,605</u>	<u>957,695</u>
Total Facility Net Cash Flow	<u>(5,406,900)</u>	<u>(1,142,920)</u>	<u>(4,718,980)</u>	<u>(5,861,900)</u>	<u>(455,000)</u>

**Hawaii Convention Center**  
Facility  
Income Statement  
From 9/01/2022 Through 9/30/2022  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	217,010	266,472	(49,462)	122,133	682,512	943,051	(260,540)	552,700
Service Revenue	73,936	61,847	12,089	149,387	238,844	236,539	2,305	435,930
<b>Total Direct Event Income</b>	<b>290,946</b>	<b>328,319</b>	<b>(37,373)</b>	<b>271,519</b>	<b>921,356</b>	<b>1,179,590</b>	<b>(258,234)</b>	<b>988,630</b>
<b>Direct Service Expenses</b>	<b>114,679</b>	<b>189,802</b>	<b>75,123</b>	<b>87,325</b>	<b>440,431</b>	<b>610,565</b>	<b>170,134</b>	<b>463,040</b>
<b>Net Direct Event Income</b>	<b>176,266</b>	<b>138,517</b>	<b>37,749</b>	<b>184,194</b>	<b>480,924</b>	<b>569,025</b>	<b>(88,101)</b>	<b>525,590</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	138,749	166,345	(27,596)	11,378	838,819	965,982	(127,163)	(1,498)
Event Parking (Net)	80,995	83,220	(2,225)	214	227,355	432,320	(204,965)	334,872
Electrical Services	3,887	5,200	(1,313)	0	5,830	7,240	(1,410)	0
Audio Visual	20,211	8,040	12,171	4,054	76,497	25,980	50,517	9,745
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	49,723	0	49,723	0	49,723	61,000	(11,278)	0
First Aid Commissions	0	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>293,565</b>	<b>262,805</b>	<b>30,760</b>	<b>15,646</b>	<b>1,198,224</b>	<b>1,492,522</b>	<b>(294,298)</b>	<b>343,119</b>
<b>Total Event Income</b>	<b>469,831</b>	<b>401,322</b>	<b>68,509</b>	<b>199,840</b>	<b>1,679,148</b>	<b>2,061,547</b>	<b>(382,399)</b>	<b>868,709</b>
<b>Other Operating Income</b>								
Non-Event Parking	564	583	(19)	1,800	648	1,749	(1,101)	3,300
Other Income	16,012	4,875	11,137	9,292	34,936	14,625	20,311	20,383
<b>Total Other Operating Income</b>	<b>16,576</b>	<b>5,458</b>	<b>11,118</b>	<b>11,092</b>	<b>35,584</b>	<b>16,374</b>	<b>19,210</b>	<b>23,683</b>
<b>Total Gross Income</b>	<b>486,407</b>	<b>406,780</b>	<b>79,627</b>	<b>210,932</b>	<b>1,714,732</b>	<b>2,077,921</b>	<b>(363,189)</b>	<b>892,392</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	402,871	437,882	35,011	328,149	1,051,328	1,348,877	297,549	956,629
Payroll Taxes & Benefits	105,029	139,866	34,837	85,437	288,513	419,598	131,085	251,917
Labor Allocations to Events	(28,047)	(61,180)	(33,133)	(72,803)	(119,558)	(218,669)	(99,111)	(295,438)
<b>Total Net Salaries &amp; Benefits</b>	<b>479,853</b>	<b>516,568</b>	<b>36,715</b>	<b>340,784</b>	<b>1,220,284</b>	<b>1,549,806</b>	<b>329,522</b>	<b>913,108</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	73,842	30,961	(42,881)	13,658	183,708	98,026	(85,682)	40,752
Operations	12,084	11,533	(551)	9,395	26,581	34,599	8,018	19,281
Repair & Maintenance	66,457	107,300	40,843	84,631	206,939	285,900	78,961	194,266
Operational Supplies	42,973	45,563	2,590	23,429	132,422	156,611	24,189	73,242
Insurance	16,905	16,127	(778)	11,763	59,912	55,361	(4,551)	35,886
Utilities	241,693	214,742	(26,951)	139,457	786,310	646,951	(139,359)	540,962
Meetings & Conventions	685	742	57	475	3,242	10,226	6,984	2,079
Promotions & Communications	2,616	4,550	1,934	(7,046)	10,245	13,650	3,405	(2,663)
General & Administrative	28,985	20,138	(8,847)	5,405	74,758	63,821	(10,937)	29,918
Management Fees	19,033	19,033	(0)	18,633	57,100	57,099	(1)	55,900
Other	2,882	10,983	8,101	200	5,437	32,949	27,512	1,367
<b>Total Other Indirect</b>	<b>508,155</b>	<b>481,671</b>	<b>(26,483)</b>	<b>300,002</b>	<b>1,546,654</b>	<b>1,455,193</b>	<b>(91,462)</b>	<b>990,989</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(501,601)</b>	<b>(591,459)</b>	<b>89,859</b>	<b>(429,854)</b>	<b>(1,052,205)</b>	<b>(927,078)</b>	<b>(125,128)</b>	<b>(1,011,705)</b>
<b>CIP Funded Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Income (Loss) from Operations</b>	<b>(501,601)</b>	<b>(591,459)</b>	<b>89,859</b>	<b>(429,854)</b>	<b>(1,052,205)</b>	<b>(927,078)</b>	<b>(125,128)</b>	<b>(1,011,705)</b>
<b>Fixed Asset Purchases</b>	<b>57,956</b>	<b>25,000</b>	<b>(32,956)</b>	<b>4,409</b>	<b>90,715</b>	<b>75,000</b>	<b>(15,715)</b>	<b>25,181</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>(559,556)</b>	<b>(616,459)</b>	<b>56,903</b>	<b>(434,263)</b>	<b>(1,142,920)</b>	<b>(1,002,078)</b>	<b>(140,842)</b>	<b>(1,036,886)</b>

**Hawaii Convention Center**  
**Facility**  
**Income Statement**  
From 9/01/2022 Through 9/30/2022  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	308,186	278,955	29,231	14,371	1,514,373	1,666,956	(152,583)	184,414
Facility	473,915	445,217	28,698	287,265	1,355,563	1,781,444	(425,881)	1,396,636
<b>Total Revenues</b>	<b>782,101</b>	<b>724,172</b>	<b>57,929</b>	<b>301,636</b>	<b>2,869,936</b>	<b>3,448,400</b>	<b>(578,464)</b>	<b>1,581,050</b>
<b>Expenses</b>								
Food & Beverage	291,999	238,136	(53,863)	79,087	1,031,083	1,109,739	78,655	430,688
Facility	991,703	1,077,495	85,792	652,403	2,891,058	3,265,739	374,681	2,162,067
<b>Total Expenses</b>	<b>1,283,702</b>	<b>1,315,631</b>	<b>31,929</b>	<b>731,490</b>	<b>3,922,141</b>	<b>4,375,478</b>	<b>453,336</b>	<b>2,592,755</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(501,601)</b>	<b>(591,459)</b>	<b>89,859</b>	<b>(429,854)</b>	<b>(1,052,205)</b>	<b>(927,078)</b>	<b>(125,128)</b>	<b>(1,011,705)</b>
<b>CIP Funded Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Income (Loss) from Operations</b>	<b>(501,601)</b>	<b>(591,459)</b>	<b>89,859</b>	<b>(429,854)</b>	<b>(1,052,205)</b>	<b>(927,078)</b>	<b>(125,128)</b>	<b>(1,011,705)</b>
<b>Fixed Asset Purchases</b>	<b>57,956</b>	<b>25,000</b>	<b>(32,956)</b>	<b>4,409</b>	<b>90,715</b>	<b>75,000</b>	<b>(15,715)</b>	<b>25,181</b>
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>(559,557)</b>	<b>(616,459)</b>	<b>56,903</b>	<b>(434,263)</b>	<b>(1,142,920)</b>	<b>(1,002,078)</b>	<b>(140,843)</b>	<b>(1,036,886)</b>

## **9.2**

Budget Reallocation Summary  
FY2022 ARPA Funds (TFF)  
Through September 30, 2022

Budget Reallocation Summary  
 FY 2022 ARPA Funds (TFF)  
 Through September 30, 2022

Budget Line Item	Program Code	Cumulative To-Date (Since Inception of Award)			September 2022 Activity
		Original Budget	Reallocation	Budget After Reallocations	
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(200,000)	-	(50,000)
Travel - Hawaiian Culture	298	15,000	(655)	14,345	(655)
Resort Area Hawaiian Culture Initiative	718	400,000	(250,000)	150,000	(250,000)
				-	
				-	
				-	
			(450,655)		(300,655)
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	
Kahea Airport Greetings	207	-	700,000	700,000	
Legacy Award Program	214	25,000	50,000	75,000	50,000
Hawaiian Culture Festivals & Events	218	-	330,000	330,000 *	330,000
				-	
				-	
			1,480,000		380,000
<b>Natural Resources</b>					
<i>From:</i>					
Wahi Pana Series	416	250,000	(250,000)	-	(250,000)
				-	
				-	
				-	
			(250,000)		(250,000)
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
<b>Community</b>					
<i>From:</i>					
Community Product Capacity Building	702	500,000	(500,000)	-	(169,000)
Current Workforce	802	100,000	(100,000)	-	(100,000)
				-	
				-	
			(600,000)		(269,000)
<i>To:</i>					
Future Workforce	803	120,000	150,000	270,000	150,000
				-	
				-	
				-	
				-	

Budget Reallocation Summary  
 FY 2022 ARPA Funds (TFF)  
 Through September 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	September 2022 Activity
				-	
				-	
				-	
			<b>150,000</b>		<b>150,000</b>
<b>Branding</b>					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(1,510,000)	990,000	
US MMA	321	22,500,000	(1,500,000)	21,000,000	
Campaig Effectiveness Study	010	270,000	(10,000)	260,000	(10,000)
Rebranding the Hawaiian Islands	012	1,000,000	(1,000,000)	-	(1,000,000)
Creative Agency	013	250,000	(250,000)	-	(250,000)
Marketing Opportunity Fund	380	250,000	(217,345)	32,655	(260,345)
			<b>(4,737,345)</b>		<b>(1,520,345)</b>
<i>To:</i>					
Island Chapters Staffing and Admin	320	-	1,500,000	1,500,000	
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
Cruise Industry Consulting Services	004	100,000	100,000	200,000	
			<b>1,931,000</b>		<b>-</b>
<b>Sports</b>					
<i>From:</i>					
				-	
				-	
				-	
			<b>-</b>		<b>-</b>
<i>To:</i>					
UH Athletics Branding Partnership	378	-	334,000	334,000	167,000
Sports Programs - Unallocated	379	1,500,000	(1,500,000)	-	
LPGA	343	-	500,000	500,000	
WTC - Ironman World Championships	340	-	250,000	250,000	
Sports RFP or Other Procurement	385	-	1,250,000	1,250,000	
PGA Tour Contracts	312	2,177,889	1,800,000	3,977,889	1,800,000
			<b>2,634,000</b>		<b>1,967,000</b>
<b>Safety and Security</b>					
<i>From:</i>					
Lifeguard Program	603	200,000	(200,000)	-	(200,000)
				-	
			<b>(200,000)</b>		<b>(200,000)</b>
<i>To:</i>					
				-	
				-	
			<b>-</b>		<b>-</b>

Budget Reallocation Summary  
 FY 2022 ARPA Funds (TFF)  
 Through September 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	September 2022 Activity
<b>Tourism Research</b>					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
<b>Planning</b>					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-



Budget Reallocation Summary  
 FY 2022 ARPA Funds (TFF)  
 Through September 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	September 2022 Activity
<b>Administration</b>					
<i>From:</i>					
None			-	-	-
			-		-
<i>To:</i>					
			-	-	-
			-		-
<b>Governance and Organization-Wide</b>					
<i>From:</i>					
Organization-Wide	915	230,000	(10,000)	220,000	
				-	
			-	-	-
			(10,000)		-
<i>To:</i>					
Governance - Gen Board/Others	919	121,800	53,000	174,800	43,000
				-	
			-	-	-
			53,000		43,000
<b>Board Allocations</b>					
<i>From:</i>					
None				-	
			-		-
			-		-

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

## **9.3**

Budget Statement Summary  
FY 2023 of September, 2022

Hawaii Tourism Authority  
 Budget Statement - Summary  
 FY 2023  
 As of September 30, 2022

Category	2022 Tourism Federal Fund - ARPA [TFF]				2023 ARPA Funding (contingent on release of funds by Governor)				2022 EDA Grant			
	Fiscal Year 2022 and FY 2023				Fiscal Year 2023				Fiscal Year 2022 and FY 2023			
	Budget	Cumulative Budget Used	Balance	Activity for September 2022	Budget	Cumulative Budget Used	Balance	Activity for September 2022	Budget	Cumulative Budget Used	Balance	Activity for September 2022
<b>Revenues</b>												
TAT Revenue Allocation			-	-	60,000,000	-	60,000,000	-	-	-	-	-
Federal Funds	60,000,000	52,700,000	7,300,000	4,300,000	-	-	-	-	14,024,372	-	14,024,372	-
Prior Year Carryover	-	-	-	-	-	-	-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	210	(210)	-	-	-	-	-	-	-	-	-
<b>Total Revenues</b>	<b>60,000,000</b>	<b>52,700,210</b>	<b>7,299,790</b>	<b>4,300,000</b>	<b>60,000,000</b>	<b>-</b>	<b>60,000,000</b>	<b>-</b>	<b>14,024,372</b>	<b>-</b>	<b>14,024,372</b>	<b>-</b>
<b>Encumbrances</b>												
<b>Perpetuating Hawaiian Culture</b>												
Hawaiian Culture Programs	4,544,845	1,200,300	3,344,545	700,300	5,600,000	-	5,600,000	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	4,544,845	1,200,300	3,344,545	700,300	5,600,000	-	5,600,000	-	-	-	-	-
<b>Natural Resources</b>												
Natural Resources Programs	1,915,000	100,000	1,815,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	1,915,000	100,000	1,815,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
<b>Community</b>												
Community Programs	3,685,500	120,000	3,565,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	3,685,500	120,000	3,565,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
<b>Branding</b>												
Branding Programs	31,673,655	31,422,225	251,430	11,241,855	36,133,000	-	36,133,000	-	4,000,000	-	4,000,000	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	2,036,532	1,937,857	98,675	-	-	-	-	-	540,000	-	540,000	-
Subtotal	33,710,187	33,360,082	350,105	11,241,855	36,133,000	-	36,133,000	-	4,540,000	-	4,540,000	-
<b>Sports</b>												
Sports Programs	6,311,889	2,844,889	3,467,000	250,000	3,967,000	-	3,967,000	-	-	-	-	-
Subtotal	6,311,889	2,844,889	3,467,000	250,000	3,967,000	-	3,967,000	-	-	-	-	-
<b>Safety and Security</b>												
Safety and Security Programs	700,000	152,044	547,956	5,099	600,000	-	600,000	-	-	-	-	-
Subtotal	700,000	152,044	547,956	5,099	600,000	-	600,000	-	-	-	-	-
<b>Tourism Research</b>												
Tourism Research Programs	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
<b>Planning</b>												
Planning Programs	2,005,200	772,590	1,232,610	2,463	1,521,000	-	1,521,000	-	20,000	-	20,000	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	2,005,200	772,590	1,232,610	2,463	1,521,000	-	1,521,000	-	20,000	-	20,000	-
<b>Administrative</b>												
Operations	1,199,111	401,021	798,090	9,290	653,700	-	653,700	-	214,907	-	214,907	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	2,830,295	2,423,804	406,491	-	-	-	-	-	117,000	-	117,000	-
Subtotal	4,029,406	2,824,825	1,204,581	9,290	653,700	-	653,700	-	331,907	-	331,907	-
<b>Organizationwide Costs</b>												
State Employee Fringe	2,465,972	2,144,010	321,962	-	-	-	-	-	412,465	-	412,465	-
Organization-Wide	220,000	105,000	115,000	-	250,583	-	250,583	-	-	-	-	-
Governance - Board/Others	352,001	106,350	245,651	843	172,918	-	172,918	-	-	-	-	-
Subtotal	3,037,973	2,355,360	682,613	843	423,501	-	423,501	-	412,465	-	412,465	-
<b>Payroll</b>												
State Employee Fringe	-	-	-	-	1,355,973	-	1,355,973	-	20,000	-	20,000	-
State Employee Salaries - All Employees	-	-	-	-	2,566,826	-	2,566,826	-	-	-	-	-
Subtotal	-	-	-	-	3,922,799	-	3,922,799	-	20,000	-	20,000	-
<b>Total Encumbrances</b>	<b>60,000,000</b>	<b>43,730,090</b>	<b>16,269,910</b>	<b>12,209,850</b>	<b>60,000,000</b>	<b>-</b>	<b>60,000,000</b>	<b>-</b>	<b>14,024,372</b>	<b>-</b>	<b>14,024,372</b>	<b>-</b>
<b>Revenues vs Encumbrances</b>	-	8,970,120			-	-			-	-		

## **9.4**

Budget Statement

FY 2023

As of September 30, 2022

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	September 2022 Activity	FY 2023 Activity
<i>Tourism Federal Fund</i>						
<b>Perpetuating Hawaiian Culture</b>						
201	Kūkulu Ola: Living Hawaiian Cultural Prog	1,500,000.00	0.00	1,500,000.00	0.00	0.00
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00	0.00
207	Kahea Program - Airport Greetings	700,000.00	700,000.00	0.00	700,000.00	700,000.00
214	Legacy Award Program	75,000.00	0.00	75,000.00	0.00	0.00
216	Olelo Hawaii	500,000.00	500,000.00	0.00	0.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00	0.00
218	Hawaiian Culture Festivals and Events	780,000.00	0.00	780,000.00	0.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	300.00	200.00	300.00	300.00
298	Travel - Hawaiian Culture	14,345.00	0.00	14,345.00	0.00	0.00
718	Resort Area Hawaiian Cultural Initiative	150,000.00	0.00	150,000.00	0.00	0.00
<b>Subtotal</b>	<b>Perpetuating Hawaiian Culture</b>	<b>4,544,845.00</b>	<b>1,200,300.00</b>	<b>3,344,545.00</b>	<b>700,300.00</b>	<b>700,300.00</b>
<b>Natural Resources</b>						
402	Aloha Aina (formerly NR and Leg Prov NR)	1,500,000.00	0.00	1,500,000.00	0.00	0.00
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	0.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	50,000.00	0.00	0.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00	0.00
<b>Subtotal</b>	<b>Natural Resources</b>	<b>1,915,000.00</b>	<b>100,000.00</b>	<b>1,815,000.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Community</b>						
700	Community Opportunity	1,700,000.00	0.00	1,700,000.00	0.00	0.00
701	Community Enrichment Program	1,700,000.00	0.00	1,700,000.00	0.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00	0.00
803	Future Workforce Development (LEI)	270,000.00	120,000.00	150,000.00	0.00	0.00
<b>Subtotal</b>	<b>Community</b>	<b>3,685,500.00</b>	<b>120,000.00</b>	<b>3,565,500.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Branding</b>						
004	Cruise Infrastructure Improvements and Ai	200,000.00	200,000.00	0.00	100,000.00	100,000.00
010	HTUS/HTJ Campaign Effectiveness Study	260,000.00	260,000.00	0.00	0.00	0.00
014	Pono Travel Education Program	400,000.00	400,000.00	0.00	0.00	0.00
102	Hawai'i Tourism Summit	231,000.00	5,251.30	225,748.70	0.00	0.00
317	Convention Center Sales & Marketing - City	2,600,000.00	2,600,000.00	0.00	0.00	0.00
318	gohawaii.com (formerly Online Website Co	990,000.00	990,000.00	0.00	757,500.00	757,500.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00	0.00
320	Island Chapters Staffing and Admin	1,500,000.00	1,500,000.00	0.00	1,500,000.00	1,500,000.00
321	US (formerly North America)	21,000,000.00	21,000,000.00	0.00	8,250,000.00	8,250,000.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00	0.00
339	Global Digital Marketing Strategy (former I	713,000.00	713,000.00	0.00	413,000.00	413,000.00
350	Global Mkt Shared Resces (formerly Intelle	787,000.00	787,000.00	0.00	194,500.00	194,500.00
380	Marketing Opportunity Fund	32,655.00	47,655.00	(15,000.00)	15,000.00	15,000.00
397	Memberships and Dues - Branding	160,000.00	137,265.00	22,735.00	0.00	0.00
398	Travel - Branding	50,000.00	32,053.66	17,946.34	11,854.93	16,070.62
934	State Employee Salaries - Branding	2,036,532.00	1,937,857.48	98,674.52	0.00	1,116,310.00
<b>Subtotal</b>	<b>Branding</b>	<b>33,710,187.00</b>	<b>33,360,082.44</b>	<b>350,104.56</b>	<b>11,241,854.93</b>	<b>12,362,380.62</b>
<b>Sports</b>						
312	PGA Tour Contracts	3,977,889.00	2,177,889.00	1,800,000.00	0.00	0.00
340	WTC - Ironman World Championships	250,000.00	250,000.00	0.00	250,000.00	250,000.00
343	LPGA	500,000.00	250,000.00	250,000.00	0.00	0.00
378	UH Athletics Branding Partnership	334,000.00	167,000.00	167,000.00	0.00	0.00
385	Sports RFP or Other Procurement	1,250,000.00	0.00	1,250,000.00	0.00	0.00
<b>Subtotal</b>	<b>Sports</b>	<b>6,311,889.00</b>	<b>2,844,889.00</b>	<b>3,467,000.00</b>	<b>250,000.00</b>	<b>250,000.00</b>
<b>Safety and Security</b>						
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00	0.00
602	Crisis Management	100,000.00	52,043.88	47,956.12	5,098.96	5,098.96
604	Preventative Programs	100,000.00	100,000.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Safety and Security</b>	<b>700,000.00</b>	<b>152,043.88</b>	<b>547,956.12</b>	<b>5,098.96</b>	<b>5,098.96</b>
<b>Tourism Research</b>						
506	Infrastructure Research (Accomodations ar	60,000.00	0.00	60,000.00	0.00	0.00
<b>Subtotal</b>	<b>Tourism Research</b>	<b>60,000.00</b>	<b>0.00</b>	<b>60,000.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Planning</b>						
652	Planning Tools and Assessments	410,000.00	111,585.32	298,414.68	0.00	0.00
653	Hotspot Mitigation	500,000.00	200,000.00	300,000.00	0.00	200,000.00
654	Program Evaluation	500,000.00	377,584.69	122,415.31	0.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00	0.00
656	Community Tourism Collaborative	400,000.00	75,000.00	325,000.00	0.00	75,000.00
697	Memberships and Dues - Planning	3,200.00	350.00	2,850.00	0.00	350.00
698	Travel - Planning	17,000.00	8,069.67	8,930.33	2,462.90	5,709.45
<b>Subtotal</b>	<b>Planning</b>	<b>2,005,200.00</b>	<b>772,589.68</b>	<b>1,232,610.32</b>	<b>2,462.90</b>	<b>281,059.45</b>
<b>Administrative</b>						
101	Community-Industry Outreach & Public Rel	200,000.00	200,000.00	0.00	0.00	0.00
103	hawaiiitourismauthority.org (formerly HTA	100,000.00	24,546.80	75,453.20	0.00	0.00
901	General and Administrative	848,700.00	158,932.44	689,767.56	1,412.39	1,412.39
930	State Employee Salaries - Admin	2,830,295.00	2,423,803.66	406,491.34	0.00	1,450,517.00
998	Travel - Admin	50,411.00	17,542.38	32,868.62	7,877.92	8,210.43
<b>Subtotal</b>	<b>Administrative</b>	<b>4,029,406.00</b>	<b>2,824,825.28</b>	<b>1,204,580.72</b>	<b>9,290.31</b>	<b>1,460,139.82</b>
<b>Governance and Org-Wide</b>						
915	Organization-Wide	220,000.00	105,000.00	115,000.00	0.00	0.00
919	Governance - Gen Board/Others	352,001.00	106,350.33	245,650.67	842.78	2,297.98
931	State Employees Fringe	2,465,972.00	2,144,009.77	321,962.23	0.00	1,355,972.00
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>3,037,973.00</b>	<b>2,355,360.10</b>	<b>682,612.90</b>	<b>842.78</b>	<b>1,358,269.98</b>
<b>Approved</b>	<b>FY 2022 Funds</b>	<b>60,000,000.00</b>	<b>43,730,090.38</b>	<b>16,269,909.62</b>	<b>12,209,849.88</b>	<b>16,417,248.83</b>
<i>Convention Center Federal Fund</i>						

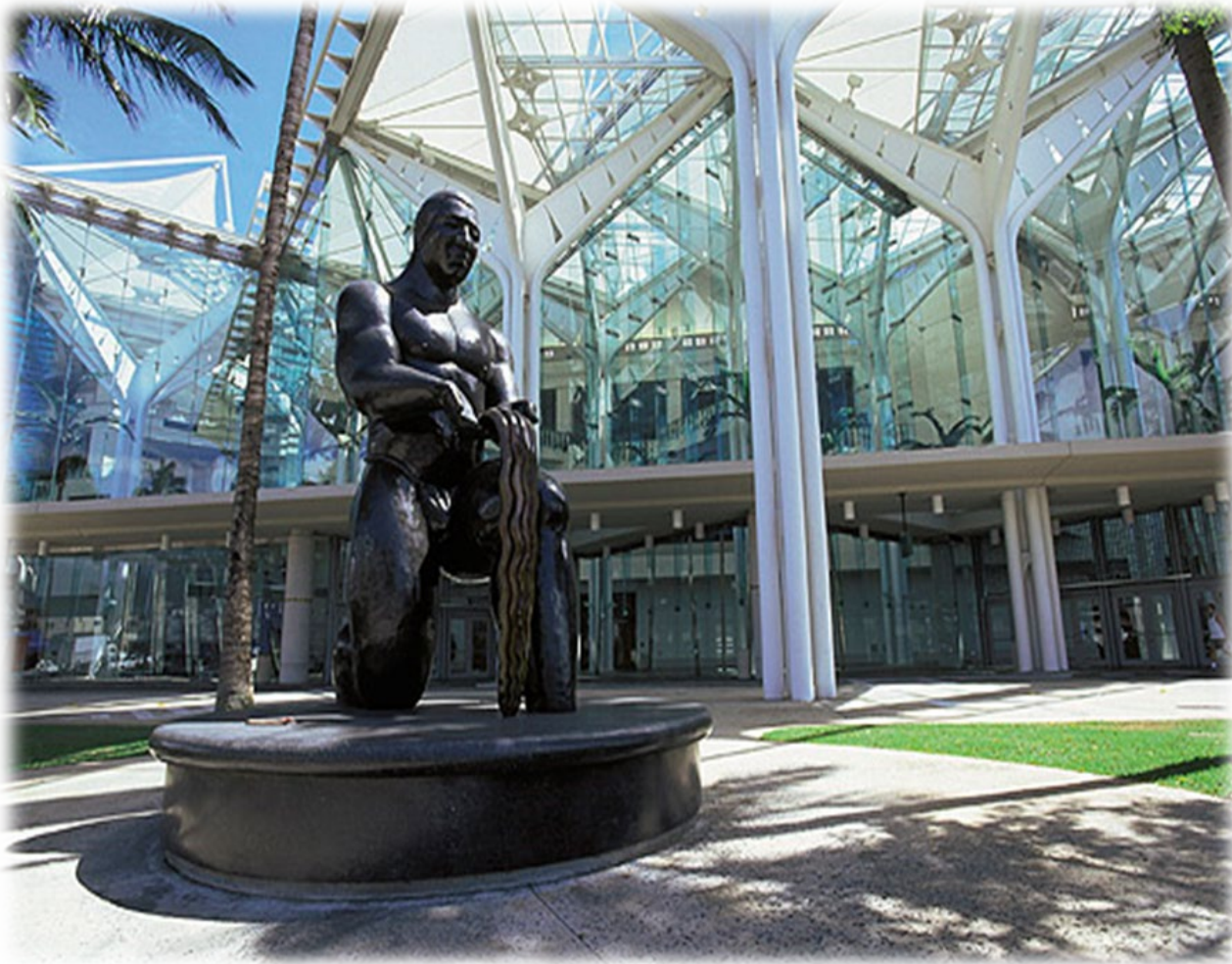
Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	September 2022 Activity	FY 2023 Activity
<b>Branding</b>						
934	State Employee Salaries - Branding	72,458.00	12,613.84	59,844.16	0.00	0.00
<b>Subtotal</b>	<b>Branding</b>	<b>72,458.00</b>	<b>12,613.84</b>	<b>59,844.16</b>	<b>0.00</b>	<b>0.00</b>
<b>Administrative</b>						
930	State Employee Salaries - Admin	247,042.00	226,060.43	20,981.57	0.00	0.00
<b>Subtotal</b>	<b>Administrative</b>	<b>247,042.00</b>	<b>226,060.43</b>	<b>20,981.57</b>	<b>0.00</b>	<b>0.00</b>
<b>Governance and Org-Wide</b>						
915	Organization-Wide	1,164,845.00	1,164,845.00	0.00	0.00	0.00
931	State Employees Fringe	170,000.00	72,220.04	97,779.96	0.00	0.00
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>1,334,845.00</b>	<b>1,237,065.04</b>	<b>97,779.96</b>	<b>0.00</b>	<b>0.00</b>
<b>HCC Operating Expense</b>						
850	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>HCC Operating Expense</b>	<b>5,406,900.00</b>	<b>5,406,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>HCC Repair and Maintenance</b>						
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>HCC Repair and Maintenance</b>	<b>2,970,455.00</b>	<b>2,970,455.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>HCC Local Sales</b>						
871	HCC Local Sales	968,300.00	968,300.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>HCC Local Sales</b>	<b>968,300.00</b>	<b>968,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total</b>	<b>FY 2022 Funds</b>	<b>11,000,000.00</b>	<b>10,821,394.31</b>	<b>178,605.69</b>	<b>0.00</b>	<b>0.00</b>
<b>EDA Tourism Grant</b>						
<b>Natural Resources</b>						
408	Outdoor Recreation (DLNR)	7,200,000.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Natural Resources</b>	<b>7,200,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Community</b>						
656	Community Tourism Collaborative	750,000.00	0.00	0.00	0.00	0.00
736	Urban Trails	750,000.00	0.00	0.00	0.00	0.00
798	Travel - Community	20,000.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Community</b>	<b>1,520,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Branding</b>						
300	Branding - Unallocated	4,000,000.00	0.00	0.00	0.00	0.00
934	Salaries - Branding	540,000.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Branding</b>	<b>4,540,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Planning</b>						
698	Travel - Planning	20,000.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Planning</b>	<b>20,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Administrative</b>						
901	Administrative	214,907.00	0.00	0.00	0.00	0.00
930	Salaries - Admin	117,000.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Administrative</b>	<b>331,907.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Governance and Org-Wide</b>						
931	Fringe Benefits	412,465.00	0.00	0.00	0.00	0.00
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>412,465.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total</b>	<b>FY 2022 Funds</b>	<b>14,024,372.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

## **9b**

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **Hawai'i Convention Center's September 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan** as Presented at the October 26, 2022 Meeting



# *Hawai'i Convention Center*



*Update for*  
***September 2022***  
*for*  
***(October 2022 meeting)***



# Financial Update

	Sep-22 FYTD Actual	FY 2023 Rereforecast	FY 2023 Budget	Variance	FY 2022 Actual	CY 2019 Actual
Facility Occupancy	28%	30%	30%	0%	29%	32%
Facility Number of Events	59	209	200	9	213	238
Facility Gross Revenue	\$2,869,900	\$11,628,700	\$13,041,400	-\$1,412,700	\$7,256,700	\$16,866,900
Facility Gross Expenses	-\$4,012,900	-\$17,490,600	-\$18,448,300	\$957,700	-\$11,842,500	-\$17,649,200
Facility Net Loss	-\$1,143,000	-\$5,861,900	-\$5,406,900	-\$455,000	-\$4,585,800	-\$782,300
Local S&M Gross Expenses	-\$140,700	-\$968,300	-\$968,300	\$0	-\$522,600	-\$5,315,000
HCC Net Loss	-\$1,283,700	-\$6,830,200	-\$6,375,200	-\$455,000	-\$5,108,400	-\$6,097,300

# ROI September FYTD 2022

HCC Revenue + State Revenue + Tax Revenue  
= \$23.2M

HCC Expense + HVCB MCI Expense = \$5.4M

***ROI = For every dollar spent,  
\$4.22 returned to the State***

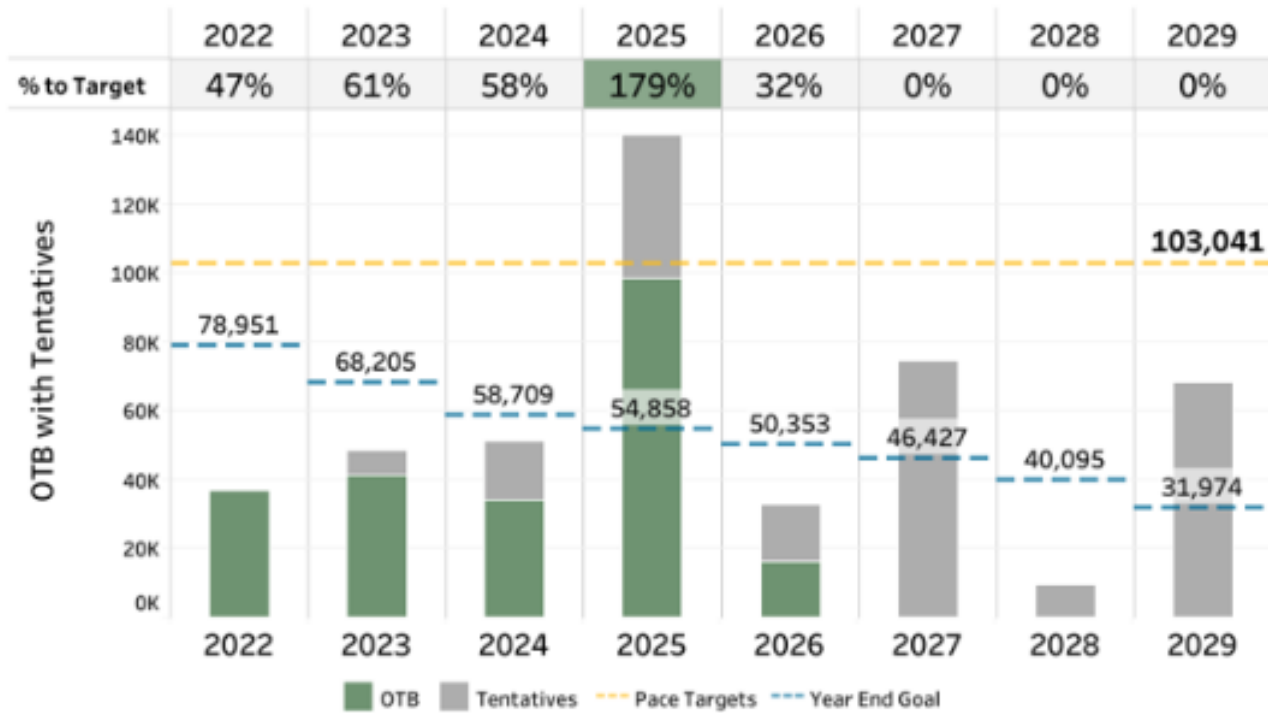
# Definite Citywide Bookings for FY 2023

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,800	4,670	\$11,960,948	\$1,399,435
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
5/19/2023	5/22/2023	All Star Cheerleaders 2023	2,500	5,000	\$8,654,669	\$1,012,596
	<b>6</b>	<b>Total</b>	<b>14,400</b>	<b>27,985</b>	<b>\$80,864,753</b>	<b>\$9,461,181</b>

# Citywide Future Pace Report

Source: HVCB/Meet Hawai'i Status Report (as of Sept 30, 2022)

Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)



Future Pace for Definite Room Nights

Year	OTB	Pace Room Night Target	Variance to Target	Room Night % Variance	LTB	Tentative Room Nights	Pace Room Night Goal
2022	36,718	78,951	(42,233)	-53%	66,323	0	103,041
2023	41,381	68,205	(26,824)	-39%	61,660	7,195	103,041
2024	34,206	58,709	(24,503)	-42%	68,835	17,071	103,041
2025	98,382	54,858	43,524	79%	4,659	42,008	103,041
2026	16,310	50,353	(34,043)	-68%	86,731	16,545	103,041
2027	0	46,427	(46,427)	-100%	103,041	74,701	103,041
2028	0	40,095	(40,095)	-100%	103,041	9,348	103,041
2029	0	31,974	(31,974)	-100%	103,041	68,139	103,041

Future Pace for Definite Bookings

Year	Definite Bookings	Pace Booking Target	Booking Variance	Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
2022	8	16	(8)	-50%	20	0	28
2023	5	9	(4)	-44%	23	2	28
2024	5	7	(2)	-29%	23	3	28
2025	6	5	1	20%	22	5	28
2026	1	4	(3)	-75%	27	2	28
2027	0	3	(3)	-100%	28	6	28
2028	0	2	(2)	-100%	28	1	28
2029	0	2	(2)	-100%	28	4	28



# Recent Events @ Hawai'i Convention Center

- Hula Halau 'O Kamuela 20th Anniversary Ho'ike (Sept 24), 796 attendees
- 2022 Global Breadfruit Summit (Oct 18), 120 attendees
- 2022 Fall Honolulu National College Fair – NACAC (Oct 18), 5,000 attendees
- **2022 Applied Superconductivity Conference (Oct 19-28), 1,800 attendees (CW)**





# Client Feedback

“We would like to say a big “Mahalo” to the convention center staff for all of their hard work, dedication and execution of our event. We have not seen many hula events held at the convention center and we are proud that we were able to utilize the largest, state-of-the-art venue, in the State of Hawai‘i to showcase our hālau and to perpetuate the hawaiian culture.

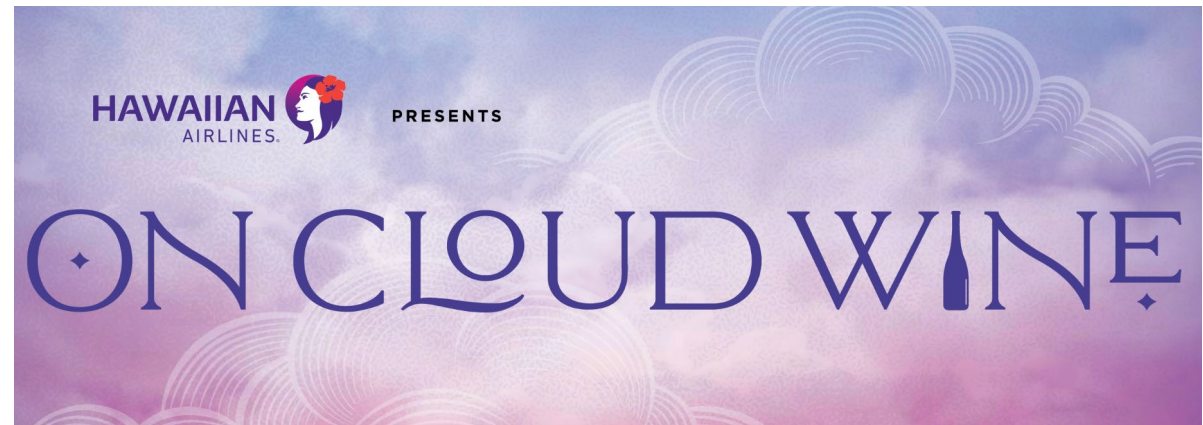
“We cherish the partnerships and friendships that we have built throughout this journey and will continue to stay in touch with Sherry and Kealoha for any future hālau endeavors.”

**Anson Kau‘ionālani Kamana‘o,  
Hula Hālau ‘O Kamuela, Kumu Hula  
Hula Halau 'O Kamuela 20th Anniversary Ho‘ike  
September 24, 2022**



# Upcoming Local/Citywide Events

- Hawai'i Food and Wine Festival, On Cloud Wine (Nov 4), 1,000 attendees
- PBX-22 (Nov 18), 1,500 attendees
- Aloha Region Thanksgiving Tournament (Nov 28), 3,000 attendees





# Definite Local Bookings for next 3 months

	October 2022			
	Start Date	End Date	Description	Forecast Attendance
1	10/01/22	10/01/22	HPMG Annual Dinner	800
2	10/03/22	10/05/22	School Safety Conference	800
3	10/03/22	10/05/22	TeachTown Pilot Program Training	150
4	10/07/22	10/07/22	HBR Candidates & Agents Forum	495
5	10/08/22	10/08/22	Universal ShowQueen Pageant...The Ultimate in Boy Beautiful	1,000
6	10/09/22	10/09/22	Gay Bowl XXII Closing Reception	800
7	10/12/22	10/12/22	Kalani High School PSAT Testing	300
8	10/14/22	10/14/22	2022 SHRM Hawaii Annual Conference	400
9	10/15/22	10/15/22	WorldRemit Hawaii Concert	1,000
10	10/15/22	10/15/22	Trinity Kings 11	800
11	10/16/22	10/28/22	NAVFAC Pacific Meeting	160
12	10/17/22	10/17/22	Stars of Oceania	120
13	10/17/22	10/17/22	PFA Hawaii	450
14	10/17/22	10/18/22	UNIFI Hiring Event	60
15	10/18/22	10/18/22	Global Breadfruit Summit	120
16	10/18/22	10/18/22	2022 Fall Honolulu National College Fair - NACAC	5,000
17	10/19/22	10/19/22	The 12th JHTA Annual Seminar	150
18	10/19/22	10/19/22	Schools of the Future (Jamf Pre-Conference Sessions)	30
19	10/20/22	10/22/22	Schools of the Future Conference	1,500
20	10/20/22	10/20/22	Schools of the Future - HCF SEL Dinner	50
21	10/24/22	10/26/22	Pacific Tech 2022	150
22	10/25/22	10/25/22	Matt Tsuruda Organizational Open	280
23	10/26/22	10/26/22	Yamamoto Organizational Open	350
24	10/27/22	10/27/22	Yadao Organizational Open	250
25	10/28/22	10/28/22	Water Resilience in Hawaii, A UH Innovation Conference	200
26	10/28/22	10/28/22	Professional Community Day - Session 2	150



# Cont...

## Definite Local Bookings for next 3 months

	November 2022			
	<b>Start Date</b>	<b>End Date</b>	<b>Description</b>	<b>Forecast Attendance</b>
1	10/31/22	11/03/22	TRY Group 2022	100
2	11/01/22	11/02/22	Honeymoon Friends Filming	365
3	11/04/22	11/04/22	HMSA Annual Meeting	1,000
4	11/04/22	11/04/22	Hawaii Food & Wine Festival - On Cloud Wine	1,000
5	11/05/22	11/05/22	Hawaiian Dredging Construction Company's Annual Dinner and Service Awards Banquet	500
6	11/08/22	11/08/22	Democratic Party of Hawaii . Election Night Watch	500
7	11/16/22	11/16/22	Protect Our Water Conference	200
8	11/17/22	11/17/22	Cancer Survivorship Conference	250
9	11/17/22	11/17/22	Visitor Public Safety Meeting	150
10	11/17/22	11/18/22	Mid-Pacific Audio Visual Training	5
11	11/18/22	11/20/22	Coin Show Expo 2022	1,000
12	11/18/22	11/18/22	PBX-22	1,500
13	11/18/22	11/18/22	Hawaiian Electric Annual Leadership Meeting	300
14	11/18/22	11/20/22	Hawaii Pacific Model United Nations	350
15	11/18/22	11/18/22	Kaiser Permanente - Sales Team Building Meeting	90
16	11/18/22	11/18/22	Kaiser Permanente - Quality Meeting	35
17	11/18/22	11/18/22	Kaiser Permanente - Nursing Leadership Training	50
18	11/19/22	11/19/22	Shawn Ray Hawaiian Classic 2022	1,000
19	11/19/22	11/19/22	EMT I Written Test	350
20	11/26/22	11/27/22	Aloha Region Thanksgiving Tournament	3,000
21	11/26/22	11/26/22	Dragon Beat Recital/Dragon Beat Taiko Drumming Concert with Tsutomu Nakai	400
22	11/26/22	11/26/22	Super Saturday Showcase	1,000

# Cont...

## Definite Local Bookings for next 3 months

	December 2022			
	<b>Start Date</b>	<b>End Date</b>	<b>Description</b>	<b>Forecast Attendance</b>
1	12/02/22	12/02/22	Honolulu Board of REALTORS General Membership Meeting	1,200
2	12/02/22	12/03/22	Central Pacific Bank Holiday Party	1,000
3	12/04/22	12/04/22	Hawaii Youth Symphony - Symphony Program Winter Concert 2022	400
4	12/05/22	12/09/22	2022 Hawai'i Tourism Conference	1,000
5	12/06/22	12/15/22	NAVSEA Project Management Fundamentals Course 94	75
6	12/08/22	12/12/22	2022 Honolulu Marathon Expo	20,000
7	12/10/22	12/10/22	JROTC Military Ball	950
8	12/10/22	12/11/22	Ho'omau Hawai'i Market	3,500
9	12/15/22	12/15/22	HPU Commencement	2,000
10	12/15/22	12/15/22	Mililani High School Winter Ball	500
11	12/16/22	12/16/22	Holiday Pa'ina Lunch	30
12	12/16/22	12/16/22	Maid in Malacanang in Hawai'i Christmas Event	700
13	12/17/22	12/19/22	Hoops in Hawaii 2022	1,000
14	12/17/22	12/17/22	Na Leo Holiday Concert	1,000
15	12/17/22	12/18/22	Aloha Region Christmas Festival	3,000
16	12/17/22	12/17/22	120th Anniversary of Immigration - America Opening Concert	450
17	12/17/22	12/18/22	CGTV Auditions	200



# HCC Presents: Na Leo Holiday Concert

*Celebrate the holidays with*

## *Na Leo Pilimehana Holiday Concert*



**Saturday, December 17  
4th Floor Ballroom  
Hawai'i Convention Center**



**Special Guest: Maunalua**

**Tickets: [hawaii-convention.com](http://hawaii-convention.com)**



# HCC Awards 2022

## Hawai'i Convention Center Earns Three National Meetings Awards

Friday, October 7, 2022 by Hawaii Convention Center



**Honolulu, Oct. 7, 2022** – The Hawai'i Convention Center recently earned three prestigious national awards for its excellence as a meetings destination:

- EXHIBITOR Magazine has named the Center to its fourth-annual **Centers of Excellence** list, which honors North America's best convention centers for trade shows and corporate events. The magazine received nearly 100 applications throughout the competition, but only the 30 highest-scoring venues qualified based on their scores in five categories: Facility & Functionality, Location & Accommodations, Service & Execution, Upgrades & Expansions, and Awards & Industry Participation.
- **Association Conventions & Facilities** has honored the Center with a 2022 **Distinctive Achievement Award**, which recognizes hotels, resorts, conference centers, convention centers and convention and visitors bureaus that have demonstrated their overall commitment to excellence. The more than 20,500 subscribers of Association Conventions & Facilities are offered the opportunity to vote. Eligible ballots are limited to those submitted by meeting planner subscribers. Criteria include: Superior service and support; top-notch assistance with promotion, accommodations and site inspections; a high level of assistance to identify and liaison with suppliers, vendors, facilities, venues and local government; outstanding communication; and a first-rate website.

News Release: Oct 7

## CELEBRATING THE BEST OF THE BEST



### HAWAI'I CONVENTION CENTER

1801 KALĀKAUA AVE., HONOLULU, HI 96815 | CONTACT: TERI ORTON, GENERAL MANAGER  
TEL: 808-943-3500 | INFO@HCCASM.COM | HAWAIICONVENTION.COM

**T**he Hawai'i Convention Center is the perfect location and venue for world-class global meetings. Ranked as one of North America's most attractive convention centers and winner of the International Association of Venue Managers (IAVM) 2019 Venue Excellence Award, the facility's bold, open-air architecture captures Hawai'i's sense of place and the perfect blend of East and West.

Well-situated between the U.S. mainland and Pacific Rim countries, Hawai'i offers an ideal spot for international meetings, while providing an array of leisure options for family and friends. The Hawai'i Convention Center offers 200,000 sf of exhibit space, a 35,000-sf ballroom, a tropical rooftop garden, two theaters and 47 breakout rooms.

The Center is also a place where Hawai'i's communities connect for popular events such as Kawaii Kon, the state's largest anime convention, as well as sports tournaments.

Its industry-leading health and safety measures, large meeting spaces and open-air design make it an ideal place to meet with peace of mind.

#### FACTS & FEATURES

**Total Meeting Space: 1.1 Million sf**  
**Special Services & Amenities: Managed by ASM Global, the Hawai'i Convention Center offers 1.1 million sf of space: 200,000 sf of exhibit space, a 35,000-sf ballroom, a tropical rooftop garden function space and 47 breakout rooms.**

With 1.1 million sf of award-winning facilities, world-class cuisine, an industry-leading environmental program and innovative, experienced management by ASM Global, the Hawai'i Convention Center is Where Business and Aloha Meet. **[A C F]**



### An Inspirational Backdrop for World-Class Gatherings

From meetings and tradeshows to sports tournaments, book your next event at the Hawai'i Convention Center.

Contact us at [info@bccasm.com](mailto:info@bccasm.com) or visit [hawaii-convention.com](http://hawaii-convention.com)



# **Repair and Maintenance Projects Update**



# Repair & Maintenance Projects

## 6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Aug 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,000,000	\$ -	\$ 15,000,000						\$ 15,000,000
	Rooftop Terrace Deck Temporary Repair (Previous planning)		\$ 626,152							\$ 626,152
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, planters, exterior paint)	\$ 18,632,703	\$ 274,352	\$ 8,189,126	\$ 10,169,226					\$ 18,632,704
007	Kitchen Hood Control Panel Replacement	\$ 421,249	\$ 18,142	\$ 403,107						\$ 421,249
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 17,497	\$ 2,124,611						\$ 2,142,108
010	Chiller Replacement	\$ 4,639,656	\$ 105,976	\$ 4,007,051	\$ 526,629					\$ 4,639,656
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,000,000	\$ 8,609,726					\$ 10,635,599
012	Parapet Roof Repairs	\$ 3,004,559	\$ 10,404	\$ 1,000,000	\$ 1,994,155					\$ 3,004,559
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,000,000	\$ 1,136,475					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ 253,946	\$ 779,869				\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ 1,335,467						\$ 1,344,650
016	Camera, NVR and Access Control	\$ 2,001,733	\$ 1,564,563	\$ 437,170						\$ 2,001,733
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656	\$ -	\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ 1,011,286					\$ 1,013,271
036	Water Intrusion Remediation	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,628	\$ 628	\$ 150,000						\$ 150,628

Current Project
Project ON HOLD
Cumming Managed Projects
HCC Managed Projects
PM/CM to be awarded Dec 2022

# Repair & Maintenance Projects

## 6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Aug 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -	\$ 2,313,660					\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -	\$ 250,000					\$ 250,000
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 250,000	\$ -	\$ -			\$ 250,000			\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -		\$ 300,000				\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -			\$ 70,000	\$ 100,000	\$ 100,000	\$ 270,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -			\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ 300,000						\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -				\$ 2,000,000		\$ 2,000,000
051	PBX System Replacement	\$ 200,000	\$ -	\$ -				\$ 200,000		\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
057	ADA Ramp for Stages	\$ 40,000	\$ -	\$ 40,000						\$ 40,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 735,119	\$ 18,770	\$ 716,349						\$ 735,119
	GRAND TOTAL	\$ 80,742,926	\$ 2,720,080	\$ 38,372,881	\$ 26,721,447	\$ 2,409,869	\$ 6,219,802	\$ 3,725,000	\$ 800,000	\$ 80,969,079

	Current Project
	Project ON HOLD
	Cumming Managed Projects
	HCC Managed Projects
	PM/CM to be awarded Dec 2022

# Repair & Maintenance Projects

## Construction and Project Management Services

### *CM/PM Services*

- *For management of 17 projects (highlighted in orange)*
- *RFQ/RFP issued May 2022*
- *Contract awarded in early September 2022 to Cumming Management Group*

### *CM/PM Services*

- *For management of the Rooftop Terrace Deck Temporary Repair*
- *RFQ/RFP issued October 2022*
- *To award Contract in December 2022*



# Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*



# Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a wooden boom with a pulley block, ropes, and orange floats. The text "Mahalo Nui Loa" is overlaid in the center. The background is slightly blurred, showing other boats and greenery.

# Tentative

## Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
12/05/22	12/05/22	Confidential	1,500
12/10/22	12/10/22	Reyes – Paradise	430
12/11/22	12/16/22	AECOM - HRD-H 65% Ph1 Design Review Meeting	100
12/16/22	12/16/22	Hawaii's Finest 13 Year Anniversary	4,000
12/18/22	12/18/22	Oahu Church of Christ	250
12/19/22	01/03/23	Holiday Show	0
01/03/23	01/03/23	Hawaii Principal Forum	400
01/07/23	01/08/23	Kuilei Place Seminar	2,700
01/07/23	01/07/23	Hawaii State FCU Holiday Paina	400
		Miss Hawaii Teen USA & Miss Hawaii USA 2023	
01/14/23	01/14/23	Pageant	1,000