



NEIL ABERCROMBIE
Governor

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HTA ANNOUNCES SELECTION OF COMMUNITY AND CULTURAL PROGRAMS AND EVENTS

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, in partnership with the City and County of Honolulu, and the Counties of Hawai'i, Maui and Kaua'i have selected more than 100 events and programs statewide to receive funding under its County Product Enrichment Program (CPEP) for 2012.

“The wide-range of events selected this year showcase what makes Hawai'i a special place to visit and live, while also helping to draw visitors during the slower shoulder spring and fall season,” said Mike McCartney, president and CEO of the HTA. “In working with the counties, we were also able to select programs that are unique to each of the Hawaiian Islands and highlight our diverse and rich culture and heritage.”

The CPEP program is another aspect to the HTA's initiatives that support Hawai'i's community programs and events and provide visitors with unique experiences throughout the Hawaiian Islands. The HTA, together with the four counties and their visitors' bureaus, are working with the recipients of the programs to better align themselves with the branding of their respective island. This year, the HTA funded various sporting events through CPEP, such as the Maui Marathon, providing even greater diversity to Hawai'i's tourism profile.

CPEP was created in 2002 as a partnership between the HTA and the counties to strengthen and diversify Hawai'i's tourism product and provide a quality visitor experience. Through the program, the four counties receive HTA funding and other resources for tourism product enrichment activities to support projects in the niche areas of agritourism, cultural tourism, ecotourism, edutourism, health and wellness tourism, sports, and technotourism in their respective counties.

Established in 1998, the Hawai'i Tourism Authority, the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is our state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaiiitourismauthority.org, find us on [Facebook](https://www.facebook.com/HawaiiHTA) or follow us on [Twitter](https://twitter.com/HawaiiHTA) (@HawaiiHTA).

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City and County of Honolulu

Organization	Project	Date
Chinese Chamber of Commerce of Hawai'i	63rd Narcissus Festival	TBD
C&C DPR	Lei Day Celebration	Mar. 3, May 1-2
DB Productions, Inc	2012 Hawai'i International Dragon Boat Festival and Competition	Oct. 27-28
DB Productions, Inc	Night in Chinatown (NIC) Honolulu on Facebook	Jan. 14
DB Productions, Inc	2012 Hawai'i Dragon Boat Festival and Competition	July 28-29
DB Productions, Inc	Sunset in the Park	July 27
Epic Sports Foundation	Moloka'i 2 Oahu Paddleboard Race	July 29
Friends of Waipahu Cultural Garden Park dba Hawai'i's Plantation Village	Sharing the Plantation Experience	TBD
Haleiwa Arts Festival	15th Annual Haleiwa Arts Festival	July 21-22
Hawai'i Alliance for Arts Education dba Hawaii Arts Alliance	First Friday Honolulu	TBD
Hawai'i Book and Music Festival	Hawai'i Book and Music Festival	May 5-6
Hawai'i Farm Bureau Federation	2012 Hawai'i State Farm Fair	July 7-8
Hawai'i Korean Chamber of Commerce	Korean Festival	July 13-14
Hawai'i United Okinawa Association	30th Okinawan Festival	Sept. 1-2
Hawaiian Scottish Association	31st Annual Hawaiian Scottish Festival and Highland Games	Mar. 31-Apr. 1
Honolulu Academy of Arts	Regal and Royal Hawaiian Quilts	Mar. 1-Jun. 7
Honolulu Culture and Arts District Association	The Arts District's Major Festival Program	Feb. 21, May 5, Sept. 28, Oct. 31
Honolulu Japanese Junior Chamber of Commerce	60th Cherry Blossom Festival	Jan.-Apr.
Japanese Cultural Center of Hawai'i	New Year's Ohana Festival and Buddhist Temple Tour	Jan.-Oct.
Kaneohe Business Group	Windward Hoolaulea 2012	Oct. 6
Kapolei Foundation	Hawaii Wine and Food at Ko Olina	May 18-20
KBPA Foundation	Celebrate Kaimuki Kanikapila 2012 Street Fair	Oct. 27
Ki-ho'alu Foundation, Inc.	30th Annual Hawaiian Slack Key Guitar Festival	Aug. 18
Lanakila Pacific	Rice Fest	Sept. 1-2
Maunalua Communities Foundation	Independence Day at Maunalua Bay	July 4

Moanalua Gardens Goundation	Huaka'i o Kamananui Tours	TBD
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City and County of Honolulu (cont.)

Organization	Project	Date
Na'alehu Theatre	5th Annual Gabby Pahinui Waimanalo Kanikapila	Aug. 11
North Shore Chamber of Commerce	Taste of Waialua	Apr. 7
Outrigger Duke Kahanmoku Foundation	Duke's OceanFest 2012	Aug. 18-26
Pacific Aviation Museum Pearl Harbor	Biggest Little Airshow	Aug. 1
Pacific Islands Fisheries Group	2012 Hawaii Fishing and Seafood Festival	Oct. 7
SJ Foundation	10th Annual Waikiki Spam Jam	Apr. 28
Sustain Hawai'i	3rd Annual North Shore Taro Festival	Oct. 21
The Filipino Community Center, Inc.	20th Annual Filipino Fiesta	May 5-6
The Garden Club of Honolulu	Echoes of Rainbows	May 11-13
The Honolulu Gay and Lesbian Cultural Foundation	Honolulu Rainbow Film Festival	May 31- June 3
Ukulele Festival Hawai'i	42nd Annual Ukulele Festival	July 22
United Chinese Community Coalition, Inc.	Chinese New Year Festival	Jan. 6-7, 20-21
University of Hawai'i	2012 Manoa Jazz & Heritage Festival	Sept. 29
Waimanalo Construction Coalition, Inc.	The Annual Waimanalo Country Fair	July 27-29

County of Hawai'i

Organization	Project	Date
Redeeming Light International, Inc.	Big Island Film Festival	May 24-28
Nā Hoa Aloha o ka P'uhonua o Hōnaunau	"Become Inspired By The Authentic" 93 Park Events for 2012	Year Round
Laupahoehoe Train Museum	Mealani A Taste of the Hawaiian Range & Agricultural Festival	Sept. 21
Kona-Kohala Chamber of Commerce	Earth & Ocean Festival at Keauhou	Apr. 21
Volcano Art Center	3rd Annual Volcano Rain Forest Runs	Aug. 17-18
Bishop Museum	Greenwell Garden Guided Hawaiian Plant Walks	Year Round
Kailua Village Business Improvement District, Inc.	Royal Footsteps Along the Kona Coast Scenic Byway Interpretive Experience	Feb.-May
Big Island Resource Conservation and Development Council	Ka'u Coffee Festival	May 12-13
Na'alehu Theatre	10th Annual Kona Chocolate Festival	Oct. 16-20
Kalani Honua, Inc.	2nd Annual Puna Music Festival	May 20-26
Volcano Art Center	Hula Arts at Kilauea in Hawai'i Volcanoes National Park	Year Round
Kalani Honua, Inc.	2nd Annual Puna Chefs' and Farmers' Culinary Festival	Oct. 20-28
Friends of Hawai'i Volcanoes National Park	Hawai'i Volcanoes Institute: Inspirational Experiences in the Great Outdoors	Year Round
Hawai'i Horse Owners Association	20th Annual Panaewa Stampede Rodeo	Feb. 18-19

County of Hawai'i (cont.)

Organization	Project	Date
Kahilu Theatre Foundation	2nd half 31st and 1st half 32nd Presenting Season	Year Round
Moku O Keawe Foundation	Moku O Keawe International Hula Festival	Nov. 1-3
Kai `Opua Canoe Club	Queen Lili'uokalani Long Distance Races	Aug. 29- Sept. 3
Friends of NELHA	Marketing of NELHA Presentations and Tours	Year Round
East Hawai'i Cultural Council	22nd Big Island Hawaiian Music Festival	July 14-15
Hui Okinawa	2012 Haari Boat Festival	Aug. 16-17
Friends of the Palace Theater	Palace Theater's 11th Season of Events	Year Round
Pacific Tsunami Museum Inc.	Inspiring Safety through Education ...Locally and Globally	Year Round

County of Maui

Organization	Project	Date
Tri-Isle RC&D Council	13 th Maui Chinese New Year	Jan. 28
Arts Education for Children Group	Maui Open Studios	Feb. 4-26
Pacific Whale Foundation	World Whale Day	Feb. 18
West Maui Cultural Council	Maui Plein Air Painting Invitational	Feb. 18-26
Arts Education for Children Group	Henry K. Allen Hawaiian Steel Guitar Festival	April 20-22
Maui Classical Music Festival	Maui Classical Music Festival	May 3-11
Ka`anapali Beach Resort Assn.	Ka`anapali Fresh	Aug. 30-Sept. 2
Japanese Cultural Society	Maui Matsuri	May 4, 11-12
Ka `Imi Na`auao O Hawai`i Nei	Recalling Hawai`i 2012 Maui	June 2
Ebb & Flow Arts	North South East West Festival	June 23, July 14, 28
Ki-ho`alu Foundation	21 th Hawaiian Slack Key Guitar Festival	June 24
Maui Academy of Performing Arts	Summer Under the Stars: <i>Disney's Beauty & the Beast</i>	July 13-28
Hana Cultural Center	Pursuit of Knowledge (Hana `imi Na`auao) Ho`olaule`a	Aug. 4
MACC	Kū Mai Ka Hula	Sept. 8
Valley Isle Road Runners, Inc.	42 nd Maui Marathon	Sept. 15-16
The Lahaina Restoration Foundation	Lahaina Plantation Days	Oct. 19-20
Wailea Community Assn /Wailea Resort	Wailea Wine & Food Festival	Dec. 7-9
Maui Pops Orchestra	Maui Pops Orchestra	Jan. 29, March 18, Dec. 9
Arts Education for Children Group	Maui Invitational Music Festival (MIMF)	Feb.-Aug.
Hana Retreat/Ala Kukui	Man, Woman and Nature: Restoring the Balance	Mar, June, Sept., Dec.
Tri-Isle RC&D Council	Wailuku First Friday	Year round

Count of Maui (cont.)

Organization	Project	Date
The Lahaina Restoration Foundation	Hawaiian Music Series	Year round
Maui Community Theater/ Maui OnStage	Theatre on the Isle	Year round
Maui Nei Native Expeditions LLC	A Taste for History	Year round

County of Kaua'i

Organization	Project	Date
Hanalei Hawaiian Civic Club	May Day by the Bay	May 12
Hui O Laka	The E o E Emalani	Oct. 13
Ki-ho`alu Foundation, Inc.	20th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	Nov. 18
Young Mens Christians Association of Kaua'i	The 10th Annual Kaua'i World Challenge	Apr. 19-21
Ka'imi na'auao o Hawai'i Nei	Heiva I Kaua'i Ia Orana Tahiti 2012	Aug. 4-5
Friends of the Festival of Lights	Festival of Lights	Dec. 1-31
Lauakea Foundation	E Pili Kakou I Ho`okahi Lahui	Feb. 23-26
West Kaua'i Business & Professional Association	37th Annual Waimea Town Celebration	Feb. 24-25
Malie Foundation	2012 Kaua'i Mokihana Festival & Cultural Events	Year Round
Garden Island Arts Council	"E Kanikapila Kakou 2012"	Jan. 22-June 10
The Kaua'i Music Festival	The KMF Songwriter Conference	July 11- July 14
Kaua'i Rodeo Club, Inc.	13th Annual Kōloa Plantation Days Rodeo	July 20-22
Kaua'i Concert Association	5th Annual Red Clay Jazz Festival	June 27- June 30
Po'ipū Beach Foundation	Prince Kūhi'ō Celebration of the Arts	March 12-28
Hanapēpē Economic Alliance	2012 Kaua'i Orchid and Art Festival	March 30-31
Kamanawa Foundation	Kaua'i Polynesian Festival	May 24-27
Kapa'a Business Association	The Coconut Festival Presented by the Kapa'a Business Association	Oct. 6-7
West Kaua'i Business & Professional Association	Waimea Music in the Park	Sat., May 12-Aug. 18
Hui O Laka	The 23rd Annual Banana Poka RoundUp	May 27