



Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaiitourismauthority.org

NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Telephone: (808) 973-2255
Fax: (808) 973-2253

NEWS RELEASE

For Immediate Release: March 1, 2011 (11-07)

HTA AWARDS FUNDING TO 28 COMMUNITY-BASED PROJECTS UNDER ITS NATURAL RESOURCES PROGRAM FOR 2011

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, with guidance from its Natural Resources Advisory Group (NRAG), is pleased to announce its selection of twenty-eight (28) community-based projects to receive funding in 2011 through its Natural Resources Program (see attached listing of funded projects).

“The HTA is committed to supporting projects that protect, preserve and maintain Hawai'i's natural resources,” said Mike McCartney, president and chief executive officer of HTA. “Our islands' natural resources set Hawai'i apart from any other visitor destination in the world and provide lasting memories to both visitors and residents.”

HTA's Natural Resources Program began in 2002, in response to a legislative mandate that the HTA provide up to \$1 million annually to support efforts to manage, improve and protect Hawai'i's natural environment and areas frequented by visitors. Projects selected must address the goal and objectives identified in the *Hawai'i Tourism Strategic Plan: 2005-2015* (TSP) for the “Natural Resources” initiative, including improving value-added amenities at natural resource sites; exploring innovative means to repair, maintain and improve Hawai'i's natural resources; raising awareness of all stakeholders about the responsible use of natural resources; increasing collaboration among government agencies, the visitor industry and the community; and reviewing and enforcing rules and developing certification programs for commercial operations in natural resource areas.

For more information on each of the programs that received funding through HTA's Natural Resources Program, please visit www.hawaiitourismauthority.org.

The Hawai'i Tourism Authority was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

###

Momi Akimseu
Tourism Brand Manager
Hawai'i Tourism Authority
(808) 973-2278

Organization	Project Title
Basic Image, Inc.	Pakalove 'Ewalu: Plant Native!
Coral Reef Alliance	Promoting The Hawaiian Values of Lōkahi & Laulima Through Marine Resource Conservation
E Mau Nā Ala Hele	Enhancements on the Puna Trail
Friends of the D.T. Fleming Arboretum at Pu'u Māhoe, Inc.	Pāhana ho'ola - Seeds of Hope
Garden Island Resource Conservation & Development, Inc.	Conservation, Ecotourism, and Education Initiatives at Makauwahi Cave, Kaua'i
Garden Island Resource Conservation & Development, Inc	Kōke'e Resource Conservation Program's Trails to Native Diversity
Hi'ipaka LLC	Native Plant Nursery, Waimea Valley
Hui Aloha Kīholo	Kīholo State Park Native Plant Enclosures
Hui o Laka	Kōkua Kōke'e - Partnering to Protect our Parks
Ka'ala Farm, Inc.	Ka'ala Kipuka Project
Ka'Ahahui 'o Ka Nāhelehele	Pu'u Wa'awa'a Interpretive Center Roof Replacement
Kā'anapali Operations Association, Inc.	Assessment of Shoreline Needs And Management Alternatives, Kā'anapali, Maui
Mālama Kai Foundation	Day-Use Mooring User Education and Outreach Project
Mālama nā Honu	Mālama nā Honu Educational and Conservation Project
Mālama Pūpūkea Waimea	Pūpūkea-Waimea Marine Life Conservation District Signage Outreach, Education & Interpretation
Moanalua Gardens Foundation	Kamananui (Moanalua) Valley Improvements - Phase II
National Tropical Botanical Garden	Kahanu Garden Comfort Stations
Pacific Whale Foundation	Onsite Coral Reef Naturalist Program
Papahana Kuaola	Ke Kīpuka Ho'ona'auao a Waipao
Po'ipū Beach Foundation	Kōloa Heritage Trail 2010
Reef Check Hawai'i, Inc.	Reef Check Hawai'i's Eyes of the Reef Community Reporting Network
Save Honolulu Coalition	Mālama Honolulu - Project Port-a-Potty
The Kohala Center, Inc.	The Kahalu'u Bay Project
Tri-Isle Resource Conservation and Development Council, Inc.	Preserve Hawai'i
Tri-Isle Resource Conservation and Development Council, Inc.	Saving Auwahi Forest: Volunteerism and Voluntourism on Leeward Haleakalā
University of Hawai'i	Reef Watch Waikīkī
Vacationland Hawai'i Community Association, Inc.	Marine Resources Protection Program
Volcano Art Center	Volcano Native Rain Forest Restoration & Education Project