

Hawaii Tourism Authority
Fiscal Year 2024
Budget Adjustment Summary
Year to Date April 30, 2024
(Draft)

BLI Code	BLI Title	Justification	Board Approved Budget (Approved 11/23)	Proposed Budget Adjustments 4/30/24	Budget After Adjustments
Administration					
901	General and Administrative	Budget reallocations are immaterial.	250,000	7,658	257,658
998	Travel - Admin		50,000	-	50,000
Subtotal	Administration		300,000	7,658	307,658
Branding					
306	Island-Based International Marketing	Branding needs an additional \$958,195 to cover the final payments for the previous USA Major Market Area (MMA) contract. The last contract ended on June 30, 2023. These costs were initially approved in the fiscal year 2022 and 2023 budget funded with American Rescue Plan Act (ARPA) funds, but due to the timing of services and submission of contract deliverables, were not ready for payment as of June 30, 2023.* These costs were not included in the fiscal year 2024 budget. The budget reallocation will help support branding services through June 30, 2024.	670,000	(170,000)	500,000
318	gohawaii.com (formerly Online Website Coordination)		62,000	-	62,000
320	Island Chapters Staffing and Admin		2,400,000	19,074	2,419,074
321	US (formerly North America)		14,125,000	1,081,927	15,206,927
322	Canada		1,858,180	(20,994)	1,837,186
323	Japan		8,370,002	-	8,370,002
324	Korea		1,159,360	-	1,159,360
325	Oceania		1,080,000	41,820	1,121,820
326	Europe		518,180	-	518,180
339	Global Digital Marketing Strategy		20,000	63,150	83,150
350	Global Mkt Shared Resources		1,718,000	(63,150)	1,654,850
380	Marketing Opportunity Fund		74,000	6,368	80,368
398	Travel - Branding		50,000	-	50,000
397	Memberships and Dues - Branding		150,000	-	150,000
Subtotal	Branding		32,254,722	958,195	33,212,917
Destination Management					
014	Pono Travel Education Program	(1) Destination Management needs an additional \$527,569 to cover calendar year 2023 services. These costs were initially approved in the fiscal year 2023 budget funded with ARPA funds, but due to the timing of services and submission of contract deliverables, were not ready for payment as of June 30, 2023.* These costs were not included in the FY 2024 budget approved by the Board. The budget reallocation will pay for Community Enrichment, Destination Management Action Plan, Kukulua Ola, Kahu Aina, and Signature Event calendar year 2023 services. (2) Budget line items (BLI) and encumbrances used at the beginning of the year were placeholders for the Kilohana contract with CNHA. The budget adjustments within the Destination Management program are to realign the budget with actual projects and objectives.	1,100,000	234,513	1,334,513
201	Kukulua Ola		1,200,000	460,000	1,660,000
218	Hawaiian Culture Festivals and Events		600,000	(490,000)	110,000
219	Hookipa Maihini Initiative		1,010,000	(1,010,000)	-
402	Kahu 'āina		1,200,000	460,000	1,660,000
409	Tour Guide Certification Licensure Program		-	99,600	99,600
653	Hotspot Mitigation		1,541,000	(1,400,000)	141,000
655	Community Engagement		160,000	(160,000)	-
656	Community Tourism Collaborative		1,256,500	692,188	1,948,688
657	Tourism Excellence Accreditation		360,000	(86,000)	274,000
700	Signature Events		1,385,000	1,323,634	2,708,634
701	Community Enrichment Program		1,185,000	1,143,634	2,328,634
702	Community Product Capacity Building (formerly Workshops)		450,000	(450,000)	-
705	Community Programs - Unallocated		950,000	(950,000)	-
718	Resort Area Hawaiian Cultural Initiative		250,000	960,000	1,210,000
722	Resort Area Programs		-	-	-
738	Smart Tourism Initiative	-	50,000	50,000	
802	Current Workforce Development (Industry Career Dev)	350,000	(350,000)	-	
Subtotal	Destination Management		12,997,500	527,569	13,525,069
Governance & Org-Wide					
915	Organization-Wide	Budget reallocations are immaterial.	425,000	19,983	444,983
919	Governance - Gen Board/Others		150,000	(80,090)	69,910
Subtotal	Governance & Org-Wide		575,000	(60,107)	514,893
Hawai'i Convention Center Marketing					
317	Convention Center Sales & Marketing - City Wide	HCC Marketing needs an additional \$787,000 to cover calendar year 2023 services. These costs were initially approved in the fiscal year 2023 budget funded with ARPA funds, but due to timing of services and submission of deliverables, were not ready for payment as of June 30, 2023.* These costs were initially not included in the FY 2024 budget approved by the Board. The budget reallocation will help pay for HCC marketing services through June 30, 2024.	1,825,000	244,444	2,069,444
319	MCI MFF		200,000	87,000	287,000
331	Meetings, Convention & Incentives		1,150,000	455,556	1,605,556
Subtotal	Hawai'i Convention Center Marketing		3,175,000	787,000	3,962,000
Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	(1) Hawaiian Culture projects were not identified to utilize the full funding. (2) The unused funds from these projects will be reallocated to Branding, Destination Management, and HCC Marketing.	450,000	(400,000)	50,000
203	Ma'ema'e HTA		25,000	5,020	30,020
204	Market Support		50,000	(29,535)	20,465
206	Kahea Program - Harbor Greetings		191,500	15,830	207,330
207	Kahea Program - Airport Greetings		700,000	-	700,000
214	Legacy Award Program		50,000	-	50,000
216	Olelo Hawaii		425,000	(225,000)	200,000
298	Travel - Hawaiian Culture		10,000	(50)	9,950
374	Surfing		50,000	-	50,000
406	Visitor Impact Program		-	-	-
Subtotal	Perpetuating Hawaiian Culture		1,951,500	(633,735)	1,317,765
Planning and Evaluation					
004	Cruise Infrastructure Improvements and Arrival Experience	(1) Funds for the Governance Study were originally assigned to BLI 509. The study should be reassigned to Governance & Org-Wide. (2) The DMAPs experienced significant delays due to the Maui Wildfire. As such, DMAP planning and implementation was postponed. Instead, an evaluation of each DMAP will be conducted. Evaluation results will be used to determine the extent to which the DMAP actions were accomplished and to plan for the next iteration of the DMAPs. (3) Unused Planning funds will be reallocated to Branding, Destination Management, and HCC Marketing.	100,000	11,000	111,000
005	Route Development Program (PAUSE)		-	-	-
010	HTUS/HTJ Campaign Effectiveness Study		260,000	(47,000)	213,000
506	Infrastructure Research (Accommodations and Air seats)		62,351	-	62,351
509	Tourism Strategic Plan Update		300,000	(200,340)	99,660
652	Planning Tools and Assessments		45,166	1,469	46,635
654	Program Evaluation		162,148	-	162,148
698	Travel - Planning		30,000	-	30,000
731	Community-Based Tourism - Oahu		429,363	(382,688)	46,675
732	Community-Based Tourism - Maui County		268,750	(268,750)	-
733	Community-Based Tourism - Hawaii Island		106,250	(106,250)	-
734	Community-Based Tourism - Kauai		106,250	(106,250)	-
737	Maui Recovery		-	-	-
Subtotal	Planning and Evaluation		1,870,278	(1,098,809)	771,469

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Resident and Industry Communication & Outreach					
101	Community-Industry Outreach & Public Relations Svcs	(1) The Spring Tourism Update was a stream only event. Final costs for the event came under budget.	640,000	(247,779)	392,221
102	Hawai'i Tourism Summit	(2) Communication contracts are being evaluated for greater efficiency and effectiveness.	250,000	(81,484)	168,516
103	hawaiitourismauthority.org (formerly HTA web/Global Social)	(3) The unused funds from Communications will be reallocated to Branding, Destination Management, and HCC Marketing.	150,000	(106,008)	43,992
Subtotal	Resident and Industry Communication & Outreach		1,040,000	(435,271)	604,729
Safety					
601	Visitor Assistance Programs	No budget reallocations.	520,000	-	520,000
Subtotal	Safety & Security		520,000	-	520,000
Salaries					
930	State Employee Salaries - Admin & Branding	No budget reallocations.	2,500,000	-	2,500,000
934	State Employee Salaries - Admin & Branding		-	-	-
Subtotal	Salaries		2,500,000	-	2,500,000
Sports					
312	PGA Tour Contracts	(1) Final costs for the PGA contract came under budget. (2) Unused Sports funds will be reallocated to Branding, Destination Management, and HCC Marketing.	2,000,000	(52,500)	1,947,500
343	LPGA		-	-	-
346	Sport Opportunity Fund		500,000	-	500,000
378	UH Athletics Branding Partnership		166,000	-	166,000
Subtotal	Sports		2,666,000	(52,500)	2,613,500
Workforce Development					
803	Future Workforce Development (LEI)	No budget reallocations.	150,000	-	150,000
Subtotal	Workforce Development		150,000	-	150,000
Total	Tourism Funds		60,000,000	-	60,000,000

* In exchange for a transfer of \$60,000,000 from the Governor's Appropriation in Act 164 SLH 2023, any unspent ARPA funds as of June 30, 2023, were returned to the Department of Budget and Finance. At the time, HTA had numerous active contracts for calendar year 2023 services that were scheduled to be paid with ARPA funds up to December 31, 2023. With B&F clawing back unspent ARPA Funds on July 1, 2023, HTA was forced to reserve a significant portion of the fiscal year 2024 budget for calendar year 2023 services that would've been paid with ARPA funds. Some contracts that should've been included in the fiscal year 2024 budget were excluded. Despite the exclusions, these calendar year 2023 services have since been paid or encumbered from the fiscal year 2024 budget. Funds for these services have been identified above. The respective subject committees will approve the budget reallocations in the coming weeks.