



HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY

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

PŌ'AHĀ, 21 KĒKĒMAPA 2023, 9:30 AM
THURSDAY, DECEMBER 21, 2023 AT 9:30 AM

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele ʻiā ma o ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/89523539768>

*E noi ʻia ʻoe e kainoa me kou inoa. E ʻoluʻolu, e hoʻokomo i kou inoa piha akā hiki nō iā ʻoe ke hoʻohana i ka inoa kapakapa e like me kou makemake. E noi ʻia ʻoe e hāʻawi mai i kāu helu leka uila. Hiki nō ke hoʻopihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., ****@****mail.com.

Kelepona / Call In: (669) 900-6833
Helu Hālāwai / Webinar ID: 895 2353 9768

Hiki i ka lehulehu ke hōʻike manaʻo ma o ka palapala a i ʻole ma o ka waha. E kau palena ʻia ka hōʻike manaʻo waha (ma ke kino a i ʻole ma o ka Zoom) he ʻelima minuke ka lōʻihi no kēlā me kēia kumuhana. E kāinoa no ka hōʻike manaʻo waha ma ke pākaukau hoʻokipa ma ka lumi hālāwai. E kāinoa no ka hōʻike manaʻo waha ma o ka Zoom ma o ke pihi "Q&A."

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

E hoʻohui ʻia nā palapala hōʻike manaʻo i hiki ma ka pūʻolo hālāwai. No nā palapala hōʻike manaʻo i hōʻea mai ma hope o ka paʻa o ka pūʻolo hālāwai (he 48 hola ma mua o ka hālāwai), e kākaʻahi ʻia nā kope i ka papa alakaʻi a e mākaukau no ka ʻike ʻia e ke anaina ma ka hālāwai. E leka uila ʻia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i ʻole, e lawe kino ʻia i ke keʻena.

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

PAPA KUMUMANA'O
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes of the November 30, 2023 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele Ho'okō*
CEO Report
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*
Board Chair Report
8. *Kūkākūkā A Ho'oholo No Ka Hō'ike A Ka Hui Noi'i Pane Pōpilikia*
Discussion and/or Action on the Report of the Disaster Response Permitted Interaction Group
9. *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
10. *Kūkākūkā A Ho'oholo No Ko HTA Mo'olelo Kālā*
Discussion and/or Action on HTA's Financial Report for November 2023
11. *Kūkākūkā A Ho'oholo No Ko Ke Kikowaena Hālāwai Mo'olelo Kālā A Papahana Ho'oponopono*
Discussion and/or Action on the Hawai'i Convention Center's November Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

12. *Hō'ike'ike a Kūkā no ke Kuleana Pāhana Hālāwai a me ke Kikowaena Hālāwai o Hawai'i*

Presentation and Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

13. *Hō'ike'ike, Kūkā, a Ho'oholo no ka Mo'ohelu Kālā Makahiki Kālā24*

Presentation, Discussion and/or Action on the FY25 Supplemental Budget***

14. *Hō'ike'ike No Nā Papahana Hokona Kōkua Maui No 'Amelika #2 Me Kanakā*

Presentation on the U.S. Marketing Maui Recovery Plan #2 and the Canada Marketing Maui Recovery Plan

15. *Kūkākūkā A Ho'oholo no ke Kuleana a Uku no nā Kūlana Pelekikena a Luna Ho'okō a me ka Luna Alowelo*

Discussion and/or Action on Initiating a Search and Hiring Process and Compensation for the Hawai'i Tourism Authority's President and CEO and Chief Brand Officer Positions

16. *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 Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e like me ka mea pono.

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

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi 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.

05
Approval of Minutes
of the
November 30, 2023
Regular Board Meeting



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, November 30, 2023, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawaii State Capitol
Conference Room 325
415 South Beretania Street
Honolulu, Hawaii 96813

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Blaine Miyasato (Chair), Mahina Paishon Duarte (Vice Chair), David Arakawa (Zoom), Dylan Ching, Mufi Hannemann (Zoom), Stephanie Iona (Zoom), James McCully, Sherry Menor-McNamara, James Tokioka (Ex Officio, DBEDT Director), Mike White, Sig Zane (Zoom)

MEMBER NOT PRESENT:

Kimberly Agas

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Jadie Goo, Maka Casson-Fisher, Talon Kishi, Carole Hagihara-Loo

GUESTS:

Representative Jackson Sayama, Representative Sean Quinlan, Kylie Butts, Jennifer Chun, Rebecca Crall, Jeffrey Eslinger, Erin Khan, Guillaume Maman, Monte McComber, John Monahan, Faith Rex, Teri Orton, Jay Talwar, Kainalu Severson

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Miyasato called the meeting to order at 9:32 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.

3. Opening Protocol

Mr. Casson-Fisher did the opening protocol and shared the history behind the November 28, Lā Kū'oko'a, the Hawai'i Independence Day. In this holiday season, he invited everyone to take the Action of Aloha cards to remind everyone that Aloha is found in everyday life.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes of the October 26, 2023 Regular Board Meeting

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

6. CEO Report

Mr. Nāho'opi'i, the interim CEO of the HTA, presented a packet containing details of actions carried out by the authority during October and November. He explained that the three main focuses had been to improve processes, to encourage regenerative tourism, and to ensure stability of the economic driver. Mr. Choy has diligently improved the policies and procedures relating to financial and contract management. The packet presented by the CEO included policy changes that had been enacted and followed up by specifications of detailed procedures and staff training. Policies regarding procurement and contracts would be specified in the state auditor's report. The CEO had taken steps to ensure quality interactions with government officials from the legislature and departments and kept the Board, and the legislature informed biweekly of Ku'i Ka Lono by working with them on projects and advisory committees. He

participated in meetings with legislators and major stakeholders to understand the future development of the HTA.

Mr. Choy had revised payment procedures and made changes in contract management to ensure that deliverables were stated clearly and in a timely manner, deadlines were specified, and persons were put in place to monitor progress.

Mr. Nāho'opi'i stated his desire for the HTA to continue moving towards regenerative tourism so that the visitor industry would contribute more than it extracted from the community in the future.

The Board had approved changes in the functional structure of the HTA to separate marketing and branding from resident interactions such as stewardship and management, and this transition was continuing. Officially, as of the present month, Mr. Ka'anā'anā would focus on resident interactions, destination management, and its impact on tourism. As Senior Brand Managers, Ms. Goo and Mr. Kaho'ohanohano would take on the marketing role. The CEO would oversee the administration of that division.

The HTA was moving to a more island-based method of tourism management, which would be seen in the application for island-based managers in the FY2025 budget. Mr. Ka'anā'anā would also increase his involvement with specific island issues to create greater focus. Where the stability of the economic driver was concerned, the most critical aspect was the ability to respond to disasters such as the Maui wildfires. The erosion of visiting Maui had affected the entire statewide industry. At the international level, the state was slowly recovering from the disruption to tourism resulting from the pandemic.

The CEO handed it over to Mr. Talwar, who summarized the detailed marketing plan presented in the board packet. In August, the Chair had asked the authority to ensure a system would be in place for reliable communication about events in Maui. This began with information about what had occurred, followed by messages encouraging Maui visits, although not West Maui. At this time, many conflicting messages were circulating, including social media posts from celebrities, and clarity of communication was difficult. Mr. Talwar thanked the HTA for providing \$2.6 million for the U.S. disaster recovery plan to rectify this situation. Lahaina has been the hub for many restaurants, bars, shopping areas, and water sports activities. There was concern that visitors would be unaware of possible activities in other parts of Maui when they were invited to return. The marketing team decided to work on adjusting Maui's brand image to show different activities available so that even people who had previously visited the island would be surprised by the range of possible activities. This aimed to encourage residents and

returning visitors, targeting the mindful traveler who could be trusted to exhibit responsible behavior.

Mr. Talwar stated that the marketing team had worked closely with industry partners to develop material that could be used for digital delivery and messaging and talking points for sales teams. They had worked with their own owned media, e-newsletters, the GoHawaii app, websites, and communication, training, and education for the travel trade and MCI operatives. He pointed out that communication of the facts was important, and the HTA had assisted with messaging. Maui residents had been asked to speak about their homes and how they wanted the future to evolve. The HTA staff had attended a community meeting, which gave insights into the residents' feelings.

The public relations team had been pitching to people on their top 100 list. The Washington Post had provided unusual exposure by featuring a travel story on its cover. The previous day, there had been an article based on the relationship between travel and leisure, as well as on how to be a mindful traveler and how visiting Maui would help the people of Maui. Media blitzes had been carried out in Southern California and New York. Conde Nast Traveler Points of View Summit included high-end editorial staff and travel agents. This presented good editorial coverage opportunities and allowed some Maui residents to speak with the media. The public relations team had succeeded in arranging for Entertainment Tonight to spend a week in Hawai'i with coverage of Maui and O'ahu, which was right on the message.

Mr. White had taken part in 24 T.V. and radio interviews aired in Los Angeles, San Diego, Dallas, Phoenix, Seattle, Denver, and Sacramento. At the beginning of the social media campaign, people had supported Maui by sending goods, but it later became clear that finance was more important. Expanding the Maui brand by demonstrating different assets in various towns and experiences across the island was necessary. The people of Maui had been interviewed and allowed to speak for themselves.

The marketing team had skewed their regular media buy to emphasize Maui, beginning with travel updates explaining the best ways to assist and followed by the Mālama Maui series, which shared various activities that visitors could carry out in different parts of Maui, The Board viewed samples of the Kupa Aina series of eight social messaging videos in which residents shared their desire for the return of the mindful traveler.

Mr. Talwar recognized the partnerships of the HTA with the PGA Tour, the Champions Tour, the LPGA, and the NBC Golf Channel, all offering immediate help. Mr. Colin Morikawa, who was participating in the Sentry PGA Tournament, made a message for the HTA to use, and the

marketing team had put together some itineraries for him through his agent, hoping he would visit local restaurants. Mr. Morikawa had promised to donate part of his winnings to Maui.

The GoHawaii.com website and the GoHawaii app carried much information about Mālama Maui. A team had worked with Maui talent and photographers to produce 87 media clips, which would be made available to the global marketing teams, and 200 still photographs would be tagged for marketing use. The marketing team had increased the weight of media by educating travel agents on the best methods to encourage clients to help with Maui's recovery. The team had already trained 3,000 travel advisors. They had worked with key partners such as Alaska Airlines, Hawaiian Airlines, Southwest Airlines, Hilton, and others on a budget-matching basis, using an investment of \$250,000 from the HTA. Virtuoso and Signature travel agents were important partners whose clients were mindful travelers.

The immediate concern of the MCI team was how to maintain group business for hotels. Considering how this would reflect on them, clients had been reluctant to be the first to hold a meeting on Maui after the fires. Signature travel groups had arranged a meeting by coordinating with the travel trade team and had given positive comments. Of 23 groups that had been scheduled to hold meetings in West Maui, three were canceled, and 16 were held as scheduled. One of the largest scheduled events, a basketball tournament, was diverted to O'ahu, and accommodation was coordinated across several properties. Mr. Talwar gave details of the MCI team's work, including public relations support and direct sales.

Regarding the marketing campaign results, this was still in progress, but some data was available. Before the fires, there were already challenges in visitation to the state during May, June, and July, which meant that it entered the recovery program in a negative environment. From a global perspective, looking at statewide booking data, the market was "soft." This was due to the impact of the disaster on visits to West Maui. The number of visitors who stated that they intended to travel to the state and West Maui was slowly increasing but was still at a lower level than previously. A detailed survey was presented, showing that the main factors in this reduction were cost and respect for residents and victims of Lahaina, as well as concern for the visitors' safety. 15% of potential visitors had not realized that they could still travel to Maui, which showed the early messaging continued to have a negative effect. It was hoped that the marketing program would succeed in converting intent to travel into firm bookings.

Mr. McCully asked whether the marketing team knew the reasons for the drop from 19% to 11% intent to visit, combined with the decline in actual bookings compared with the previous year. Many travelers say traveling to other destinations, such as Japan, was cheaper because of the favorable exchange rate. The travel market is much more competitive at present. Ms. Chun

had been examining data to determine whether there was a psychological component due to the Maui tragedy, which would feature in the report on the disaster recovery.

Dir. Tokioka commented that one of the problems in the Maui emergency was the existence of many websites with conflicting messages, creating confusion. DBEDT had deleted links to many websites from its website. He asked whether the messages from people who had canceled their visits had been shared. Mr. Talwar responded that the Maui team had been given this information the previous day, and the same report would be presented at the annual meeting, which was to take place in the next few weeks. Mr. Monahan stated that the team intended to share this information with a select group.

Ms. Paishon Duarte thanked the leadership, chapters, and members of the HVCB for their responsiveness and for allowing residents' voices to be heard. She appreciated the Kupa 'Āina Mālama Maui media series and the MCI messaging.

Ms. Iona commended the marketing team and commented that it was important to continue their efforts despite budgetary concerns because there might be issues for which partners could give assistance. The budget was a concern at the statewide level, not only Maui. Mr. Talwar was thanked for his and his team's work by Mr. White and Mr. Zane. Mr. Hannemann appreciated the work that had been done as a solid foundation upon which continuing work could build. Positive reports and results were just the beginning. There must be Phase 2. The media had reported that tourism was rebounding, but this was not yet sustainable. Intent to travel and actual bookings were reduced, and they had far to go before recovering. He requested Mr. Nāho'opi'i and Mr. Gionson to get the word out about what the HTA was doing to stimulate the main market. Some hotel industry members had criticized the HTA for being insufficiently proactive and aggressive. It was important to inform the government, industry, and the community of the work being done by the HTA. He congratulated the Board and the HVCB for getting off to a good start.

Chair Miyasato agreed with Member Hannemann's contribution. He noted that Maui visitation seemed to have an uptick, suggesting that messaging specific to Maui had been effective. He asked for clarification on cost as a factor in declining intent to travel. Mr. Eslinger responded that this was about short-term rentals, which usually did not allow adjustments in booking dates.

Ms. Paishon Duarte asked about the source of the information that "by Thanksgiving, 90% of timeshares would be filled." The Chair replied that this had been stated in a Honolulu Star-

Advertiser by Ms. Allison Schaefer. This required confirmation. The Vice-Chair congratulated the HVCB and the HTA staff on their cooperation and teamwork.

Mr. Ching shared his doubts about the reliability of the 90% timeshare figure. Ms. Chun pointed out that there was a difference between timeshares and short-term vacation rentals. Timeshare owners were committed, and even during dire financial times, they continued to come to their properties. Mr. Nāho'opi'i asked the HTA staff to obtain data about the proportion and location of timeshares instead of short-term rentals.

The Chair thanked the HTA staff for the data they had already provided, which was important to enable the HTA to make good investment decisions to optimize income.

Mr. Nāho'opi'i pointed out that the other global marketing teams could utilize this data about the U.S. market. He stated that further details of specific activities were included in his report.

7. Board Chair Report

Chair Miyasato stated that his primary concern was for the HTA to comply with the rules of engagement set out by legislative statutes and to act within these rules. More research was needed to discover exactly what the statutes allowed Mr. Nāho'opi'i to do. He would inform the Board when this had been carried out.

Regarding the organizational charts, the HTA was operating with two key positions at a deficit. The absence of these two key positions affected both committee meetings and the duties of the HTA staff. Committee meetings involved much preparatory work for staff and their regular duties, which needed to be addressed.

8. Report of the Disaster Response Permitted Interaction Group

Vice-Chair Paishon Duarte presented the report of the Disaster Response PIG and stated she had been privileged to have acted as chair of this committee. She thanked the Board Chair, members, the HTA staff, collaborators, and members of public. The PIG comprised Vice-Chair White and Members Arakawa, Hannemann, Iona, and Menor-McNamara. The PIG was approved at the August 15 Board meeting, and it then held 15 weekly meetings starting from Tuesday, August 22, and ending with the last meeting on November 28. The committee's remit was to examine the timeline, purpose, and intent of using the Special Tourism Fund to respond to the Maui wildfire disaster.

An initial landscape analysis was carried out at the committee's first meeting to obtain a sense of what would be addressed and what gaps existed in knowledge or action, in order not to

duplicate work already being done. The committee developed a list of guest speakers who were chairs of tourism committees and industry, government or community leaders. Each guest speaker gave a 20- to 30-minute presentation, which guided the committee's possible next steps. On September 12, an invitation was issued for bids for planning services for messaging strategies and a tourism recovery plan. On October 18, an agreement was executed with SMS Research Marketing Services for \$99,000.

The committee worked together to efficiently and effectively complete the process in record time and promptly expend available funds. Information was collected diligently, and the final recommendations, developed with the support of SMS, were presented in alignment with the designated focus of the PIG.

Mr. Cole reminded the Board of the process designated for PIG, covering three Board meetings, of which this was the second. The PIG was formed at the first Board meeting, and at the second meeting, they reported and gave their recommendations. At this meeting, there could be no deliberations or decisions. These would occur at a future meeting, the third in the series of Board meetings. At the end of the present meeting, the PIG will be dissolved. The HTA staff planned to hold a public meeting to obtain input on the report, which would be reported to the Board at its next meeting, during which deliberations could take place and decisions could be made.

Mr. Nāho'opi'i reminded the Board that the Governor's declaration of a tourism emergency had permitted access to the Tourism Special Fund. This fund was to be utilized for the purposes stated in the statute: relief of visitors, costs of shelter and transportation, and sending back luggage that was left behind. Going forward, the Tourism Emergency Fund was used to alleviate economic disaster, promote economic recovery of tourism, and provide for the welfare of visitors. These were the considerations that were considered by the PIG when making their recommendations.

Ms. Paishon Duarte noted that at the most recent meeting of the PIG, Mr. Hannemann and Ms. Menor-McNamara were unavailable.

Ms. Faith Rex, the President of SMS Research Marketing Services, continued the presentation with a detailed report. She explained the timeline and key aspects of the plan, focusing on the recommendations.

The HTA had received multiple directives leading to the Maui economic recovery plan. This was not a freestanding program, but it was supposed to interact with the existing recovery plan and the Destination Management Action Programs already in operation. The recommendations did

not touch on how Lahaina was expected to look in the future. Ms. Faith Rex gave an outline as follows:

1. The HTA was to work with state and federal management officials to coordinate the next twelve months of tourist activity and tourism-related economic in the region, along with enhancing messaging about the appropriateness of traveling to non-impacted areas of Maui.
2. Actions were to take place in line with objective 21C, Joint Incident Action Plan, FEMA-DR-4724-HI, aiming for tourism and economic redevelopment with an emphasis on strategic public messaging.
3. On August 19, 2023, the Governor authorized the HTA to use monies in the Tourism Emergency Support Fund in collaboration with the Department of Budget and Finance to respond to the emergency and provide relief under section 2018-20, HRS.
4. The Maui Tourism Support Plan complemented the current HTA Strategic Plan, the Brand Marketing Plan, and the Maui Destination Management Plan.

During the planning process, the PIG examined how other destinations had recovered from natural disasters. Three major aspects were noted, affecting areas available to visitors. Firstly, many Americans had a poor grasp of geography and assumed that disaster conditions applied to the entire state or island. The second issue was the timeline, and the third was related to housing. On the mainland, displaced persons could move to nearby towns, but this was not possible on islands, where the return of the displaced persons was not always possible.

The research team conducted a series of interviews and discussions on Maui and O'ahu at state level to get input about what were considered the greatest challenges, the greatest opportunities, how success could be measured, and possible recommendations. In this way, a large range of input was gathered, but not all was relevant.

The following challenges were identified:

1. Housing availability was a primary concern for Lahaina residents, along with the availability of childcare and accessibility of work. A higher unemployment rate exacerbated the housing situation. Research has shown that almost 50% of households that lost the income from the primary earner also lost their primary residence within a year and had to move elsewhere. 20% moved to stay with family and friends, 70% moved to the mainland.
2. The forecast for visitor arrivals to Maui would probably be reduced through 2024.

3. The overall visitor count to the state was lower, and the forecast continued to show a reduction, implying that revenue to the state would be lower at a time when Maui had to be supported.
4. Small businesses were experiencing lower sales because of reduced visitors and the loss of stores.

An additional factor was the confusion in messaging. Residents stated that there was initially no information, and then there was too much information, most conflicting. Everyone had a website, and no one knew which website to believe. Messages did not always reach those who needed information. This mainly applied to communities with English as a second language, such as Filipinos and Pacific Islanders. Messages were not translated into their languages. The research team held a constructive meeting with the Filipino community and some service providers.

Many visitors did not understand the island's geography and believed that the affected area was larger than it was. As mentioned, many potential visitors did not make bookings because of the high cost of changing bookings and out of respect for Lahaina.

The research team designated the following measurable outcomes for recovery:

1. An increase in travel intent to Maui in 2024 and 2025 on the west and south sides.
2. Growth in the tourism economy throughout the state. It was important to reverse the decline since more revenue was needed to assist Maui's recovery.
3. Maui residents were to continue to be included in tourism recovery discussions. The HTA was to hold a community meeting in Maui next week.
4. More visitor industry jobs were to be created, increasing employment. The HTA was to work on this in collaboration with other departments and agencies.

The research team made the following recommendations for actions in order of priority. These were tabulated to show actions already underway but needing greater resources, actions to be initiated, and actions other groups or agencies were undertaking.

- 1a. The visibility of Hawai'i travel was to be increased in high-potential markets. This was already underway, but more funding was needed to ensure that all markets were reached, and the message was clearly conveyed. Canadians were to be targeted because of their affinity for Maui. January was an important month for decision-making, and the marketing teams were to ensure enough visibility. Mālama messaging was working, but it

was felt that the call to action was missing. An appeal to visit need not be out of sympathy or support.

1b. Businesses were to be supported, which continued to provide consistent messages to customers and potential visitors that Maui was open to visitors, thus overcoming the early messaging that discouraged visiting Maui. GoHawaii.com was to be reinforced, and confusion was minimized by concentrating on a single site for messaging. The HTA was to provide funding for marketing co-operatives in exchange for special rates and promotions. Maui businesses were to be assisted to attend trade shows. Many of these actions were already taking place and needed continued assistance.

2. Consistent messaging and outreach to all Maui residents and businesses were to be supported. Some of this work was being done by other groups such as Maui County, the state, many non-profit organizations, and the media and newspapers. Maui residents had complained about confusion via social media. Public Information Officers were to be trained in better messaging, using FEMA as the expert resource. It was noted that messages should be translated into other languages to ensure understanding by Filipinos and Pacific Islanders. The Maui office was already developing this but needed more assistance. Staffing was important since people needed job security to work well. Community outreach should be sponsored to meet with Filipinos and Pacific Islanders with explanations in their mother tongues. Maui non-profits were mostly staffed by volunteers and might need assistance for greater capacity building.
3. Maui small businesses experiencing significant sales reductions because of reduced visitor volume should be supported. Events promoting small Maui businesses should be sponsored, and websites offering Maui-made products during West Coast saturation visits might need technical assistance. The HTA could assist by including more events on the GoHawaii.com events calendar.
4. Tourism on Maui should be expanded to provide new activities for visitors and support Maui businesses. Capacity for regenerative tourism should be built up, and visitors should be introduced to areas they might not have visited before. Local fishermen, farmers, and business owners should be encouraged to work together to develop a package that could be marketed to tour operators. Hotel owners were to be reminded about the availability of cultural practitioners.
5. Owners of TVR properties should be encouraged to assist wildfire-impacted households lodged in tourism-type accommodations. This could be done by allowing Lahaina residents who had lost their homes to rent TVR properties for at least a year. The HTA

would facilitate communication for this process. Many other groups were working on this issue, and multiple websites were available for property owners and potential renters. Such issues had to be addressed in a respectful manner.

Mr. Nāho‘opi‘i commented that when this report had been presented at the final PIG meeting, there had been a discussion about which actions could be financed from the Tourism Special Emergency fund. The full report contained many actions, some of which were carried out by other organizations, while others did not need funding but only required coordination by the HTA staff. A draft budget had been prepared, showing the present vendor for each action and the proposed amount to be taken from the Tourism Special Emergency Fund.

The CEO reminded the Board that \$2.6 million from the Tourism Emergency Special Fund had been used for the U.S. Maui Recovery Plan #1, and an additional \$250,000 had been paid out for shelter and emergency response. The amount remaining in the fund was \$2.15 million, whereas the entire cost of the proposed actions was \$4.65 million. This meant that the balance of the funding would come from adjustments to the FY2024 budget.

The second phase of the U.S. Maui Recovery plan would take place in January, along with more saturation programs. The staff recommended that this could be funded with \$900,000 from the Tourism Emergency Special Fund and the remainder from budget adjustments to be discussed during the balancing of the FY24 budget. Under action 1b, the GoHawaii.com website and app were to contain more emphasis on Maui events.

	Action	Cost for Recommended Action	Proposed amount from TEF	Current vendors
1a	U.S. Maui Recovery Marketing Program	2,500,000	900,000	Hawai‘i Tourism USA
	Canada Maui Marketing Recovery Program	900,000	0	Hawai‘i Tourism Canada
1b	Enhancement of GoHawaii.com site and GoHawaii app	250,000	250,000	Hawai‘i Tourism USA
	The HTA subsidized booth space at various shows, including Maui emphasis	200,000	200,000	Hawai‘i Tourism USA

	Action	Cost for Recommended Action	Proposed amount from TEF	Current vendors
2	Develop and air local messages that Maui residents want to return to work full time	350,000	350,000	No current vendor
3	Support Maui-made products and develop additional events	150,000	150,000	Hawai'i Tourism USA
4	Create opportunities for visitors to explore different parts of Maui	300,000	300,000	Hawai'i Tourism USA
5	The HTA to work with the County and State to share updated programs for TVR	0	0	
	Total	4,650,000	2,150,000	

In action 1b, the HTA would pay for Maui businesses suffering from hardship to attend trade and travel shows. In action 2, T.V. and social media programs would support Maui residents and workers and encourage residents of other islands to visit Maui. Action 3 entailed opportunities for partnerships to take Maui-made products on the road. The Kilohana Collective and CBHA would cover part of action 4 to provide technical assistance and capacity building. More video was needed to show the attractions and activities that were still open, along with the enhancement of maps to encourage visits to different areas. Action 5 would involve working with the county, the mayor, and the Governor to enable a change of tax regulations and working directly with property owners, platforms, and associations. The HTA staff were to make direct contact with part-time residents and transient vacation owners, drawing information directly from the tax offices and encouraging outreach to industry partners.

During the revision of the FY24 budget, the reallocation of the \$2.15 million from the Tourism Emergency Special Fund will be shown.

Ms. Paishon Duarte asked members of the PIG to share their comments and questions. She noted that this encouraged the Board to examine the possibility of replenishing the \$5 million Tourism Emergency Special Fund. Both Mr. Choy and Mr. Cole had researched this question. When contacted by Mr. Choy, the Department of Budget and Finance had responded that under position 237D 6.5, \$5 million was to be made available each fiscal year, with replenishment provision from TAT revenues at the start of each fiscal year. The Governor had ultimate authority over how the HTA spent the emergency fund, and he would manage up to \$5

million each year through the allotment process. The fund was to be used in coordination with the Department of Budget and Finance and had to be spent during an emergency. The Governor's emergency proclamation would be in effect up to January 5.

Mr. White, the Vice-Chair of the PIG, urged the Board to focus on narrowing the HTA's response and providing good leadership on the issues for which it was responsible.

Mr. Hannemann thanked the Chair of the PIG for her effective leadership over a very short time with so many interactions. He was satisfied with the result of the PIG but noted that it was important to continue to build momentum. The U.S. BMP was to take place in two phases, and it was important to pivot the message from seeking mindful travel over to a message that the people of Maui needed to go back to work to restore a sense of normalcy and dignity in their lives. This was an important issue for the HTA and an urgent issue for many businesses. Mr. Hannemann noted that greater interaction with the Filipino and Pacific Island communities was needed. Filipino workers and residents formed a major part of the tourism industry and were less highlighted than they should be. There were many Tongans and Samoans in Maui. The language was often a barrier that caused people not to grasp the complexity of what the government asked them.

Finally, housing was vital, and it had to be part of the concept of the new normal. Housing came up in every discussion. The HTA should not make the excuse that housing was not its responsibility. Many hospitality workers were being lodged in hotel rooms, and moving them out of these rooms into long-term accommodation was important. The workers did not want to stay in hotel rooms permanently, and the rooms were needed to pay guests who would create revenue and employment. Mr. Hanneman was happy that the housing issue had been raised and hoped it would continue to be an important concern. He noted that childcare was another issue frequently mentioned during interactions.

Ms. Iona thanked the Chair and Vice-Chair of the PIG for their leadership and concurred with the conclusions put together by Mr. Nāho'opi'i and the staff. She was grateful for the collaboration of the HVCB and other partners. The HTA had compassion for residents and attempted to assemble a message that would sensitively address the needs identified by the research group and the HTA staff. She had family members concerned about Maui residents who felt their return to work was inappropriate. She was proud of the HTA's decisions and the hours of work staff had put into the report. She agreed with the budget and understood the importance of acting quickly to allow staff to take this forward. She appreciated Mr. Choy's guidance on financial and legislative matters.

Ms. Menor-McNamara expressed her thanks to everyone who had been involved in compiling this report and appreciated the recommendations. She recognized that local businesses needed support.

The Vice-Chair Paishon Duarte thanked Ms. Rex, Mr. Ka'anā'anā, Mr. Choy, and all the staff participating in all 15 PIG meetings. She repeated that no discussion was allowed during the present meeting. The following day, the report was to be posted on the HTA website and released to the press. Two weeks would be allowed for public comments and contributions. On December 4, a meeting at the Maui Arts and Cultural Center will be held for residents, the public, and business owners to express their questions and comments. It was important for the HTA to take measured action to allow focus and avoid wasting resources.

Mr. Nāho'opi'i stated that during the visit to Maui, he would directly present the information in the report to the Mayor and the county. Final discussions on the findings of the PIG would take place at the next Board meeting, after which a plan would be decided, and implementation would begin.

The Chair stated that there was a question on Zoom. Mr. Cole pointed out that questions were allowed only at the next Board meeting, but those questions could be passed on to the HTA staff during the scheduled public meetings. The Chair explained to the Zoom participant that this Board session did not allow for deliberations and discussions on the findings of the PIG. Chair Miyasato again thanked the Chair, Vice-Chair, and members of the PIG.

Mr. McCully asked about the emergency response mechanism and whether the HTA Tourism Emergency Fund made provision only for local emergencies. He noted that statute 237–B65 “Remittances,” contained the phrase “in a manner sufficient to maintain a fund balance of \$5 million” which appeared to have some ambiguity, but he hoped that there would be clarification so that the statute would not be open to interpretation. Statute 2119–B stated that concerning national or global economic crises, no action could be taken without the express approval of the Governor. A policy shouldn't have to be needed to implement a law. Chair Miyasato pointed out that this appeared to refer to rules of engagement and called on Mr. Cole to provide guidance. He thanked Mr. McCully for raising this issue.

9. Discussion and Update on the Request to the Governor to Declare the Tourism Emergency for a Specific Time Period

During the previous Board meeting, the HTA staff had asked for a second determination for a tourism emergency. The Governor had considered this in his most recent proclamation. This was to be based on recommendations by the PIG.

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

Ms. Chun gave details of the market conditions during October. She stated that a press release for October visitor statistics had been issued that morning, and DBEDT updates on the Maui wildfires were also available. The presentation compared statistics for October 2023 with those for October 2022 and 2019. Responding to a previous question regarding timeshare units in West Maui, Ms. Chun stated that according to the 2022 inventory, these comprised 26.1% of all units, without subtracting any units the wildfires might have destroyed.

Up to July 2023, expenditures had exceeded prior years, including 2019, but from August onwards, the impact of the Maui disaster caused expenditures to decline below the corresponding months in 2022. She noted that visitor expenditure was a key performance indicator (KPI) for the HTA. The trend for monthly visitor arrivals had lagged behind visitor arrivals in 2019. Most expenditure and visitation had been from the West of the U.S. However, there had been an increase in visitors from Japan representing a 44% recovery for the Japan market, the highest since the pandemic. Apart from Japan, every market has higher per person per day spending than in 2019, and this was another KPI for the HTA.

Analyzing the data by island, there had been increases in expenditure everywhere except Maui. The purpose of most visits was pleasure, and most lodging was in hotels.

During October, hotels were 74.5% occupied, a higher figure than in 2022 but still lower than in 2019. The average rate for the state was \$347, significantly higher than both 2022 and 2019. Occupancy for vacation rentals was 50%, and the average rate was much lower at \$265.

Ms. Chun presented charts showing the relative scale of room demand and nights sold. State TAT of \$59.9 million had been collected during October regarding September activity, a slow month. This was a reduction of \$11.3 million for FY2024 compared to FY2023. County TAT had not yet been posted.

There had been more scheduled non-stop airline seats in October 2023 than in October 2022, but the routes were different for different levels of seats. November had not seen any increase in service. Ms. Chun noted that these data for airlines referred to global travel compared with pre-pandemic levels. Spring bookings appeared to be more favorable. For the U.S., bookings for November and December were higher than the total for all markets. Up to the end of 2023, bookings from Japan were low, but those for the first three months of 2024 were higher. The window for airseat bookings was short, and there were few long-term bookings. Canada bookings for November and December were closer to the pre-pandemic level. Korea was also doing well, with February bookings ahead of pace. Ms. Chun also presented detailed data for Australia, New Zealand, and China.

The visitor satisfaction and activity survey for the third quarter was published that day and will be posted on the HTA website by the end of the present meeting. In general, visitors from all markets had been satisfied with their trip during this period, with very few expressing dissatisfaction. Visitors had high expectations of Hawai'i, and in most cases, these were met or exceeded. A minority of Oceania visitors said they would not recommend Hawai'i to others. Regarding the likelihood of revisiting Hawai'i during the next five years, this was a short interval for people who lived far away, so travelers from distant places were less likely to plan a return visit in the next five years.

Reactions of U.S. visitors to Maui after the fire were compared with reactions of U.S. visitors to Maui before the fire. The survey concentrated on U.S. visitors because this was the major market. Those who visited Maui after the fire were less satisfied, but most still had areas in which they were satisfied.

Chair Miyasato thanked Ms. Chun for her presentation and invited questions from Board members.

Mr. White pointed out that the three-month booking window for Japan was relatively short. Availability of air service appeared not to be a factor for this route. He noted that some travelers wanted specific schedules.

Mr. Nāho'opi'i gave an interpretation of the drop in April bookings. He pointed out that industry partners were trying to stabilize the industry. The window for Japan used to be longer but shorter at this time. There were many more direct bookings for Japan at the moment, and he believed that there would be more long-term bookings for Japan after the marketing campaign.

11. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on November 20, 2023

a. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for October 2023

Mr. Choy asked the Board to approve the financial statement for October 2023.

Chair Miyasato made a motion to approve the Financial Report. The motion was seconded by Vice-Chair Paishon Duarte and carried unanimously.

b. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's October Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Ms. Orton gave a Financial Report on the HCC in October. She stated that this had been a good month, with 35 licensed events, ten more than budgeted. The HCC was doing well and was ahead of its budget in terms of revenue. It had come in at \$3 million under budget for the first four months of the financial year, and she hoped it would break even. Ms. Orton stated that the HCC was busy with city-wide and local events. More tentative bookings were coming in, and she had received several site inspections from prospective clients. From 2026 onwards, it still looked soft, but the marketing team did their best to fill the short-term sales position to get staffing back to the pre-pandemic level. It appeared that 2023, 2024, and 2025 would be good years. The budget for fiscal 2025 looked satisfactory, and fiscal 2024 seemed likely to be a prosperous year.

The leaks in the roof continued to be the greatest challenge for the center. Ms. Orton hoped that funding would be available to remedy this problem. Dir. Tokioka had been in the building during heavy rain the previous day and witnessed what occurred every time there was a flash flood warning. There were waterfalls everywhere, and in common areas, there were lines of up to fifty trash cans collecting rainwater, which made it difficult for conference delegates to move from place to place. Ms. Orton reported that so far, clients have been very understanding. Staff had informed them that there were leaks and that this was the rainy season, but the center administration was doing its best to address the leaks.

Mr. McCully asked if there was a Yelp category for conferences and conventions. Ms. Orton replied that she was unaware of such, but that the HCC staff sent out surveys to meeting planners and would shortly be introducing new software enabling them to survey attendees. Mr. Choy stated that he and Ms. Orton had visited the fishpond to view the construction method used for the roof, which was similar to that planned for the HCC. It was hoped that, eventually, the leaks would be eradicated.

Ms. Iona reminded the Board that hotel managers knew that refunds were required when guests expected service was not supplied, and asked whether Ms. Orton had experienced this situation with the HCC clients. She responded that refunds had sometimes been given in the past. Ms. Iona pointed out that if the legislature became aware that physical issues in the HCC were causing financial loss and embarrassment to the center staff, they might understand the need for roof repairs more. Ms. Iona thanked Ms. Orton for the good work being done by herself and her team.

c. Discussion on Form A (F.Y. 25 Supplemental Budget Request to DBEDT) and Form B (B&F and Governor's Budget to Departments)

Mr. Choy reported that a request had been made for a CIP of \$64 million for repairs to the roof of the HCC. The legislators understood the implications of the leaks in the roof to the HCC,

which was one of the jewels of Hawai'i. Mr. Choy congratulated Ms. Orton and her team for keeping it fully booked, and he was confident that those in charge of finance would listen and vote for the money.

Mr. Choy informed the Board that item 11c was a discussion point raised by the Chair of the BFCC, Member Arakawa, and would be brought up later in the meeting.

d. Discussion and/or Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.

Mr. Nāho'opi'i stated that the Chair of the Budget, Finance, and Convention Center Standing Committee, Member Arakawa, would deal with this discussion point later.

12. Report and Update of the BRANDING STANDING COMMITTEE of their Meeting Held on November 20, 2023

The Chair of the Branding Standing Committee, Mr. Hannemann, presented the meeting report at which they had discussed incremental funding requests. The committee appreciated the presence of Mr. Ka'anā'anā to give explanations about the implications of changes in funding. It was important to preserve funding for U.S. marketing, even though an expected \$22 million had been reduced to \$14.35 million. Incremental funding was important to build on the existing momentum.

The committee discussed a proposal to search for sponsors for naming rights for the HCC, with details presented by Mr. Willkom. Ms. Orton and Ms. Menor-McNamara explained the advantages and disadvantages of this move, which could generate between \$500,000 and \$750,000 per year, enhancing the appeal of the center and financing digital signage. Mr. Hanneman stated that the major obstacle was that state statutes forbade rebranding state structures. The two ways to solve this problem were to cancel the designation of the HCC as a state entity or appeal to the legislature for a change in legislation.

This possibility had first been discussed eight years ago, and Mr. Hannemann intended to conduct further investigations on its feasibility. This was particularly relevant given the present challenges of the HCC infrastructure as well as the competitive nature of the convention center market.

13. Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on November 21, 2023

Ms. Paishon Duarte, the Ho'okahua Hawai'i Standing Committee Chair, presented a report of their recent meeting. She thanked the Chair of the Budget, Finance, and Convention Center Committee for his input. The committee had examined recommendations about incremental funding, and these would be discussed later in the Board meeting.

The committee had agreed to host up to four weekly meetings before the opening of the 2024 legislative session. The two purposes of these meetings were, firstly, to obtain input from the public, industry leaders, and residents about models and strategies that were already effective in fostering regenerative tourism, and secondly, to enable members of the public or community leaders to suggest initiatives which would strengthen the tourism industry and develop regenerative tourism. Similar actions were already being taken at the level of DMAP and planning efforts, and these meetings would complement existing measures by acting as an additional channel for the community to provide their best ideas.

Mr. Nāho'opi'i noted that the HTA staff welcomed new information that would enable them to identify organizations carrying out effective work that could be funded and whose capacity could be developed. He suggested that rather than organizing four committee meetings, a consultant or Kilohana could be hired to carry out the functions envisaged. This would be more practical for the HTA staff because they were responsible for implementing the official rules regarding meeting agendas.

Chair Miyasato agreed with this alternative possibility, as did Mr. Ching. Mr. Zane believed that Mr. Nāho'opi'i's solution would ensure that a more orderly result would be obtained.

Mr. McCully asked for more clarification and pointed out that the advantage of open sessions was that they allowed faster feedback to the community at large about the work and mission of the HTA. On the other hand, he felt that this idea fell within the purview of the governance study, of which Vice-Chair Paishon Duarte was also the chair. The Ho'okahua committee was a component of the governance study, which aimed to define the purpose of the HTA over the next twenty years. Mr. McCully also mentioned that it was important to know with whom the HTA would work since this would define the process.

Ms. Paishon Duarte thanked all those who had contributed and appreciated their ideas. She pointed out that a further benefit of the proposed public meetings would be enabling community members to appreciate the efforts being carried out by the HTA, since there was an unfortunate idea in some sectors that the HTA was ineffective.

Chair Miyasato expressed hope that the Ho'okahua committee would keep the governance committee informed about the mechanics of accomplishing its task.

Mr. Nāho'opi'i reminded the Board of the importance of ensuring that all outreach, contracts, and programs were for the benefit of the HTA and Hawai'i tourism in general.

Dir. Tokioka reminded the Board that the title of the committee that had been mentioned was the Governance Committee and not the Governor's committee.

14. Discussion and/or Action on Funding of the Additional Marketing Services Approved by the Board to Address Recovery in FY24

Mr. Nāho'opi'i spoke about the budget adjustments to accommodate the marketing funding request. The Branding Standing Committee mentioned that there was approval from the Board to have additional marketing funding both for Maui's recovery and overall recovery. As was mentioned, there was less budget allocated in FY2024 than in previous years. With market conditions, some of the staff and the vendors felt there needed to be additional funding to address some of the softness in markets. The first section under request showed the \$2.6 million the Board approved for the U.S. Maui recovery program. He explained the two columns on the spreadsheet. The first one went through the various committees and was vetted by the BFCC, Ho'okahua, and the Branding Standing Committee. The second column was the staff's final recommendation. The discussion was for the Board to make any necessary adjustments. The first section about requests is the money the HTA needed to increase to address some of the budget for FY2024.

The staff recommended that the funding come from the Tourism Emergency Special Fund for the \$2.6 million for the U.S. Marketing Recovery Program #1. For the Canada Maui Recovery Marketing Program, the request was \$1.5 million. Action will not happen until December or January. They recommend that for the rest of the seasonal period, they can affect change for \$900,000. The request for the Japan Recovery Program was for \$2.5 million for the 2024 calendar year. Since they only have to balance the FY2024 budget, they did some calculations, and the recommendation is to fund \$1.35 million through 2024.

MCI requested a new staffing position for \$350,000 for the whole year. For the first six months, \$175,000 is needed for salary and benefits for that position.

The U.S. Maui Recovery Marketing Program #2 needed to continue the momentum they had started to build. January is a critical component for booking for the rest of the year. \$2.5 million was asked, and staff recommended \$2.5 million. \$900,000 would come from the Tourism Emergency Fund, and the rest would come from adjustments to their current budget. The Disaster Response Plan was for \$2.1 million. Not including the \$900,000, they need an additional \$1.25 million in disaster response planning, which would come from the Tourism

Emergency Fund. There is a current funding deficit. Their original ask was for \$64 million, which included administrative costs, employment salaries, etc. In the end, they only received \$60 million from the government funding, so the HTA needs to make the shortfall for the \$4 million, which is an adjustment of programs.

He spoke about program savings. They are programs with leftover money from contracts that worked under budget. Or from funding from community events where funding was not collected. On Maui and throughout the state, they did not want to adopt any events during September. There is \$130,000 for the island chapter contract, some related to not having an E.D. for Hawai'i. All the surfing events are complete, with \$75,000 left over for the year. The U.H. Athletics Partnerships requests and activities were fulfilled. Mr. Ka'anā'anā clarified that they could not support a request made for an activity that did not align with the HTA's marketing.

For the visitor impact program, there is \$10,000 left over. In total, there is \$1 million left over. For program adjustments, they made changes or restricted some funding. Some of the contracts are programs they have not contracted yet, so they will hold off doing it for the next six months. For Air Route Development Consulting, they intended to hire a separate consultant. However, they will continue to include professional services in the route development in the GSS, which is included in the RFP. For DMAP implementation programs, they requested funding for implementation of new DMAP activities that would have been identified through the DMAP. Due to the Maui wildfire disaster, they could not start the planning cycle. They will not start it now as discussing tourism is a touchy subject. It will be delayed to the beginning of the following year. They are not able to fund any new activities. There is funding in FY2025 to implement the identified activity.

Chair Miyasato asked about the sensitivity of the lack of housing and tourism. Mr. Nāho'opi'i said that, in general, DMAP addresses impact areas, and they will identify some of the problem areas. 'Ōlelo Hawai'i is continuing. They budgeted \$500,000 and are recommending \$125,000 and saving \$375,000. Global Support Services was budgeted for a higher number, but they will trim it by not doing the GoHawaii.com website that needs a refresh and some other services. Some of the enhancements for GoHawaii.com may come from the Emergency Special Funds.

For the evaluation of special events, they feel they can skip one year for the large signature and sporting events. On the Campaign Effectiveness, they have the first year through the campaigns and they have already done the program for the year. They will discontinue for a period and then pick it up in FY2025. The original proposal was to cut the session for the Hawaiian Culture Initiative, Marketing Support for Sales Mission, and Ma'ema'e Toolkit. The staff recommended

retaining the programs at the funded amount and will not cut them. People need to understand cultural values.

There is an additional \$52,500 for the PGA, which they thought they could cut but cannot at this point. For LPGA, they found the event has moved to August 2024, so there is a savings with that. In total, they could find a savings of \$3 million. Other funding sources are the \$100,000 from the Marketing Opportunity Fund and the \$4.75 million from the Tourism Emergency Fund. They received an EDA grant, which is supplemental to their existing budget, but many of the programs are similar so that they will pivot slightly. They will utilize the money in the EDA grant to pay for the U.S. Marketing program. The last one, payroll salaries, would have a saving of \$500,000. Mr. Choy said there are only two available positions, the administrative one and the Branding Stewardship position. Everything else was frozen for now. Chair Miyasato asked if the Chief Bra Officer and CEO were still in the budget. Mr. Nāho'opi'i could not confirm this.

Chair Miyasato asked what role Mr. Ka'anā'anā was filling. Mr. Nāho'opi'i said he is still in the same position, including destination stewardship and brand activities. If he has restricted his work to just the stewardship portion of his position description, Mr. White said they should discuss the search and hiring of the CEO but said they cannot go through the process of putting out the request for interest. Mr. Hannemann said it will have to go through the BFCC approval process and the Governor's. The legislature will go through the process. Chair Miyasato said they were unaware and surprised about not being able to proceed with the CEO position. Mr. Cole said the budget needs to be reviewed by the department, then the Governor, who is the administrative supervisor. They cannot tell if they can proceed with the CEO, but the budget restrictions prevent this. Chair Miyasato said that every time he asked if there was a budget for a CEO, it was confirmed to be in place. Mr. White said none of them were notified about the status of the CEO appointment. Mr. Hannemann said they should not have to wait for a Board meeting to get the information regarding hiring a CEO as this is a priority. They must get the data in real time. Mr. Hannemann said this must be cleared up before the end of the year. They need to go to the legislature with their goals, priorities, and objectives.

Mr. Choy apologized for the lack of information. Mr. Choy said it was a restriction on hiring, but Mr. Nāho'opi'i said it was a restriction on spending. He apologized if his interpretation was wrong. Everyone had their own opinions and interpretations. Mr. Hannemann said they have a hiring freeze at the moment. There was a lot of confusion between everyone. The vote for hiring a CEO was on the day's agenda. Mr. Hannemann said this item had been discussed at length in the Administrative Audit Committee. Mr. White said it comes down to the process question and how they can go forward to make it happen. All the staff are working overtime and in a situation where they need a good team working in the same direction, but they do not

have the capacity to do what they need to do. He reiterated how much the HTA generates in state taxes and TAT, so the case can be made that the HTA needs to have the "horsepower" to run it.

Mr. Kishi said that he assumed they would not rehire a CEO in the budget cut, so he cut Mr. De Fries's salary when he was last paid. So, if they need to rehire the CEO and the Chief Brand Officer, he will need to adjust the savings slightly, maybe \$100,000, so it would be \$400,000 instead of \$500,000. Mr. Nāho'opi'i showed the funding surplus. The deficit was \$444,000, now they have a deficit of just under \$100,000. Chair Miyasato reiterated their previous discussion about the Chief Stewardship role and questioned which positions Mr. Ka'anā'anā would fill. Mr. Nāho'opi'i said they are trying to submit approval to create two chief officer positions for brand and stewardship. Mr. Nāho'opi'i said he had also just heard about the hiring freeze. He is unsure what is holding up the paperwork. Mr. Nāho'opi'i made a motion to accept the revision and the reallocation. Mr. White made a motion, and Mr. McCully seconded. Mr. Ching thanked everyone for the work to get to this point.

Ms. Paishon Duarte thanked the staff for reworking the budget. She asked for the next steps and where the cuts would come from. Mr. Nāho'opi'i said it does not have to go to another committee, as it was documented in the meeting. Mr. Nāho'opi'i said they had a request from the BFCC chair that since there had been so many changes in the fiscal year and contracts, they will have another BFCC meeting with the current funding in all the budget line items for FY2024 to show where everything was adjusted.

Mr. Choy asked if the HTA would ask the BNF Director and the Governor to fund the CEO position. Mr. Nāho'opi'i said they would vote on that later. He said if the Board approves the current budget, they can go ahead and start to contract some of the programs. Some things will be identified in the Disaster Response PIG program, but for others that have been identified, they will go ahead with that. Mr. Gionson did the roll call, and the motion passed unanimously.

15. Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE of their Meeting Held on November 22, 2023

- a. Response from the State Auditor on the Status of Implementation of Audit Recommendations (Report No. 18-04 (Follow-up Report No. 22-09)**
- b. Discussion and/or Action on Initiating a Search and Hiring Process and Compensation for the Hawai'i Tourism Authority's President and CEO and Chief Brand Officer Positions****

Mr. White referred to the meeting pack with positive feedback from the auditor's office. Mr. Choy noted that the auditing process is continual, not a one-shot deal. He said HTA got a 93% for its score. He explained about the 7%: findings one and two could not have been done

because they needed additional help in terms of staffing. Findings six wanted more inspections and reviews of the procurement procedures, which they are doing. In the other findings, 10, 12, and 14, the legislature auditor wanted them to audit 100% of the billing from the expenses from the HCC; Mr. Choy did a sampling of 25 expenditures and found no discrepancies. Therefore, they found no reason to look at 100% of expenditures. Should they have done that, they would need additional staff.

Mr. White said it is important for the Board to request to fill a position during the hiring freeze or hold off. Mr. McCully said they must be ready to go as soon as the freeze stops. Ms. Iona asked about the CEO search and said they should go ahead with that in the meantime. She said they need to move and not sit back and wait if they want effective leadership. Dir. Tokioka said it is up to the Board to hire the position and make that request to the BFCC and the Governor. Ms. Iona said if they handled the business correctly, they would be helping the BFCC director fill all his other problems. Mr. White clarified that the vote is not to fill the CEO position but to have a search first for a selection of candidates. Chair Miyasato read out the agenda item.

Mr. White directed the Board members to the meeting packet in which he prepared the salary comparisons of the following categories:

Out of the individuals who earn state salaries, there are 240 people earn more than \$200,000. The average salary for the CEO of Hawai'i non-profit organizations is \$300,000; and \$133,000 for the CFO. The average salary for a CEO in the Visitors and Convention Bureau (VCB) is \$534,072, CMO is \$241,090, and CFO is \$219,436. He also noted that the CEO salary for Nashville CVB was over \$1 million.

When comparing the visitor count in other VCBs in 2022, Hawai'i had 9,234,000 visitors, and although we are second lowest in visitor count, we were fourth place in total spending. Hawai'i had the highest number of spending per visitor at \$2,133. Hawai'i had three times more spending and significantly more taxes per visitor than the average of destinations listed. We are the second highest in taxes generated. Mr. White reiterated that the Board needs the full support of a good team.

Chair Miyasato thanked Mr. White for gathering the data. Mr. Choy said for the following year's budget request, they asked for 38 positions for personnel. BNF only gave them 25. Mr. Choy said the leader cannot replace the 13 staff positions that were not granted. He would prefer looking at the operations on a daily basis and having them start staffing their positions before the leadership. A holistic discussion and analysis had to be made on whether they should spend \$300,000 for one person or many people to fill the gap. Mr. White said one does not exclude the other. Mr. Choy said the discussion was unrealistic and that they should focus on filling all the positions. Mr. White said they should be fighting for a CEO and filling all 38 positions.

Dir. Tokioka said the information that is not included in Mr. White's report is how much the highest executive in state government receives. Chair Miyasato said that because of the HTA, they have generated a lot of revenue for the state of Hawai'i. Mr. Choy said the statute has originally contemplated TAT could sole source funding, but when that funding became general funds from the legislature, it has an oversight responsibility over the spending of all funds in the HTA, so HTA is technically funded. The previous year, the legislature zero funded the HTA. He said they must listen to those who are funding the HTA. They could vote for sole source funding again, but if they ask Mr. Cole for the statute, the funds are not sole sources, and HTA is not independent. The legislature has a fiduciary responsibility to oversee the HTA spending, and salary is one of those things that the legislatures will determine, not the HTA Board. Chair Miyasato asked if the CEO's salary was in the \$60 million and asked if the way the HTA spends the money is up to the purview of the Board. Mr. Choy confirmed that as correct but said the BNF statute could restrict certain spending as they are in control. He said they needed the money for the Maui emergency. Mr. Choy said the HTA does not have the autonomy they think they have because the funding method has changed. Mr. White said they need to be judicious in discussing this and said Dir. Tokioka is providing a clear view of where they stand. Chair Miyasato said it is important to understand the rules of engagement so they can function correctly. He said it feels like they are being dismantled internally, and they need to fix it. Ms. Paishon Duarte said the Chair's report has always been very clear. Ms. Iona asked about the Maui recovery solution and why they are spending the emergency funding to recover Hawai'i. They are doing that because it is the HTA's job. The HTA has to keep moving forward as a business, and as an authority, it needs to pave the way for culture and various programs and do what is right.

Mr. Arakawa said Mr. White's research is excellent, and they should use it for the CEO search. Based on the political reality, the HTA's job is to earn back the trust of the legislature and the public. Part of that is getting the house, policies, and procedures to answer the legislature's questions.

Dir. Tokioka said if they are going to do a search it is important for those that would be applying to know the salary range. Mr. White agreed. Mr. Ching said those with suggestions should come up with a motion. He said leadership is important within any business. He found it difficult to make a motion without all the information. Mr. McCully said they must be ready with a funded budget to present to the market for a CEO. Ms. Paishon Duarte said they need to get information in place instead of relying on second and third-hand information so they can make informed decisions. Chair Miyasato said it is easy to politically misstep without all the correct information, which would make the HTA appear disrespectful of the process, where that is not the case. He asked if they should defer it for another month. Mr. McCully said Mr. Nāho'opi'i is

capable of handling them. He said they must proceed in good faith. Mr. Ching said they should gather all the necessary information this month and reconvene. Chair Miyasato said they all have different views and need all the puzzle pieces to be put together but must not defer for too long. Mr. Arakawa agreed that they would take a month and meet with the relevant stakeholders to devise a proper motion.

c. Discussion of Various Personnel Issues***

The Board went into the Executive Session, pursuant to HRS § 92-5 (a) (2), which involves a discussion of personnel matters. During the executive session, the Board decided to defer this agenda item.

16. Presentation, Discussion and/or Action on the FY25 Supplemental Budget***

This agenda item was deferred.

17. Adjournment

Mr. McCully made a motion to adjourn, and it was seconded by Ms. Menor-McNamara. The motion was passed unanimously. The meeting was adjourned at 2:33 p.m.

Respectfully submitted,

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

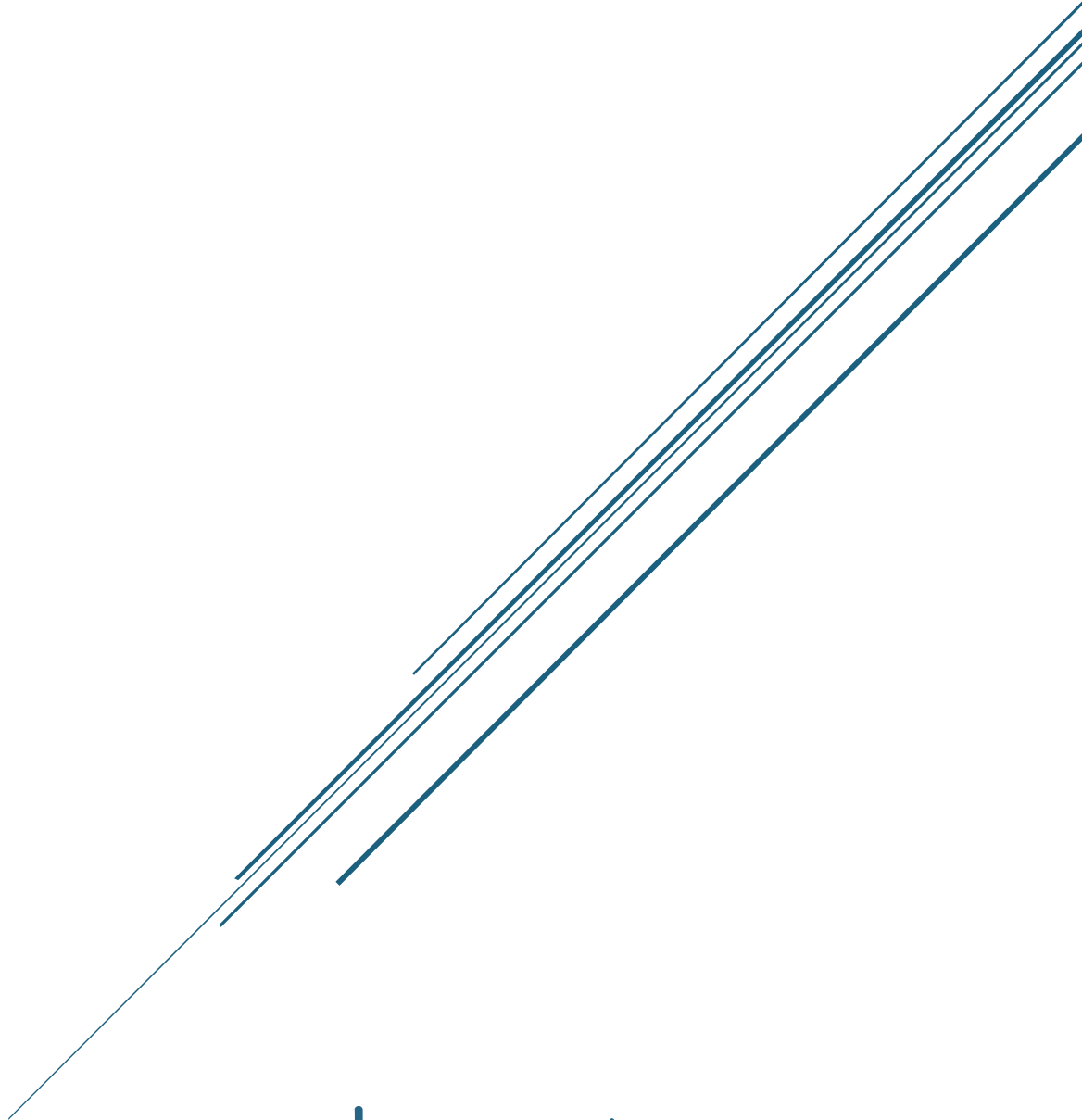
Sheillane Reyes
Recorder

6

CEO Report

HTA CEO REPORT

DECEMBER 2023



HAWAII TOURISMTM
AUTHORITY

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 the month of October in support of the organization's overall mission, its strategic plan, and the community-led Destination Management Action Plans. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

This report covers a time period when a significant focus of the HTA staff was the emergency response to and economic recovery from the wildfires that destroyed much of the town of Lahaina, Maui on August 8. That response is detailed in the Maui Fire Response & Recovery section of this report.

Through the continued partnership with the Hawai'i Community Foundation, HTA's Aloha 'Āina and Kūkulu Ola programs help to further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. See below for further information about these two important HTA programs.

In the Community pillar, HTA's work with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, HTA announced the awarding of \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state as part of its Signature Events and Community Enrichment programs in 2023. See below for the list of the thirteen events that took place in November 2023.

In the Brand pillar, RFP 24-06 Island Destination Brand Management & Marketing Services was released on October 4, 2023 and a Notice of Award was sent to the Hawai'i Visitors and Convention Bureau on December 15. The RFP for Global Support Services was released on December 8, 2023.

In the Planning Section, staff executed the contract with SMS Research & Marketing Services, Inc. for planning services for a messaging strategy and Tourism Recovery Plan, and has been working with the consultant on outreach and gathering information. Work continued with Kilohana by CNHA on a tourism quality assurance program and a capacity building needs assessment.

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 October 2023 Visitor Statistics press release and monthly reports, air seat outlook for December 2023 – February 2024, the October 2023 Hawai'i Hotel Report, and October 2023 Vacation Rental Performance Report. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report, weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. MAUI FIRE RESPONSE & RECOVERY

Pursuant to Hawai'i Revised Statutes 201B-3(a)(23), HTA participates in the state's response to emergencies, and develops and implements emergency measures to respond to adverse effects on the tourism industry. In his Sixth Emergency Proclamation on August 19, Governor Josh Green declared a tourism emergency as described in Hawai'i Revised Statutes 201B-9. As of the Eighth Emergency Proclamation signed on November 6, that tourism emergency declaration is in effect until January 5, 2024.

The below report covers HTA's actions in the emergency response as well as the beginning of the economic recovery process. HTA is also part of the ongoing recovery phase of the disaster, working with state and federal emergency management officials to coordinate tourist activity and economic redevelopment in the region, and enhance messaging on appropriateness of traveling to non-impacted areas in Maui. (*Objective 21b, Joint Incident Action Plan, FEMA-DR-4724-HI*)

HTA, after listening to the Maui community and visitor industry, is supporting residents who work in the hospitality industry and business owners who count on visitor spending by ensuring that visitors return to Maui.

We are doing so by making the invitation clear: **respectful, compassionate, responsible travel to the island of Maui is welcome and encouraged – more now than ever.**

- Drafted and distributed the following news release to over 20,000 recipients including industry partners, local, national, and international media, community

organizations, government officials, and the general public:

- News Release: Input Invited on Tourism's Role In Supporting Maui's Recovery (November 28)
- Shared the following information across HTA's social media pages:
 - Posted about HTA's series of messages from the people of Maui on how visitors can mālama Maui. (November 9)
 - Posted information about the 2023 Allstate Maui Invitational benefiting Maui recovery. (November 17)
 - Posted about HTA's and HTUSA's satellite media tour educating potential visitors across the country about the importance of respectful and compassionate travel to Maui. (November 20)
 - Posted about the Kōkua for Maui event on O'ahu dedicated to helping Maui businesses impacted by the wildfires. (November 20)
 - Posted about HTA's series of messages from the people of Maui on how visitors can mālama Maui. (November 21)
 - Posted about the Kōkua for Maui event on Kaua'i dedicated to helping Maui businesses impacted by the wildfires. (November 22)
 - Posted about HTA's participation on the Annual CNHA Convention that was held on Maui to support the islands recovery. (November 24)
 - Posted about the Dec. 4 Maui Community Meeting to discuss tourism's role in supporting Maui's recovery. (November 28)
 - Responded to questions and media inquiries related to the situation.
- Added Maui community meeting to HTA website.

- Updated Maui Recovery section on HTA website with resources and information geared toward visitors, businesses, employees, and community members throughout the month.
- Drafted and updated talking points throughout the month.

News Bureau

- Coordinated and assisted with the following interviews and statements, including:
 - CBS Sacramento, Dominic Garcia: Ilihia Gionson (IG) interview on phased reopening and how visitors can travel with respect and compassion. (November 3)
 - ARD (German Public Radio and TV Network, Katharina Wilhelm: IG interview on Maui recovery. (November 8)
 - The Points Guy, Clint Henderson: IG responses on how travelers can support Maui. (November 28)
- Assisted with the following media relations, including:
 - Bloomberg, Nikki Ekstein: Provided follow-up information on number of wildfire survivors being housed in hotels and tourism's contribution to Maui. (November 10)

HTA continues to work with HIEMA's Community Outreach Lead to establish a volunteer process to meet the needs of conference/meeting planners and others in the visitor industry who are searching for opportunities to volunteer.

SMS Research & Marketing Services, Inc., is contracted to work with staff and the Disaster Response Permitted Interaction Group in formulating the Tourism Recovery Plan. SMS has been interviewing government officials, visitor industry and business leaders, and community members. In addition, literature on disaster recovery from other destinations and economic data have been reviewed and analyzed.

II. CHANGE MANAGEMENT PLAN

The HTA organization continued to transition into the structure presented and approved by the HTA Board. The objectives of this structure were to strengthen island-based management, increase resources for destination stewardship, and have dedicated management for brand and marketing. Daniel has taken over administrative oversight of the Brand section until a new Chief Brand Officer is hired, but as noted in reorganization plan, the two Senior Brand Managers will manage the daily marketing services contracts and programs. As of November, HTA still had vacancies for a Chief Brand Officer, Planner, two Brand Managers, and an Accounting Assistant. Approval for redescribing the positions for Chief Brand Officer, Planner, and approval to fill one of the Brand Manager positions were still at the DBEDT director's office for endorsement.

III. NATURAL RESOURCES PILLAR

Aloha 'Āina (Natural Resources) Program (DMAP Action Item)

For the remainder of 2023 through June 2024, Hawai'i Community Foundation (HCF) will continue to administer the Aloha 'Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA is providing \$1,350,000 in financial support to 25 community-based natural resource programs and community entities with an emphasis on 'āina-kānaka (land-human) relationships and knowledge that manage, preserve, and regenerate Hawai'i's natural resources and environment.

Read more about how destination management and stewardship is advancing in our islands on HTA's Holomua Site: <https://holomua.hawaiitourismauthority.org/>

Hawai'i Green Business Program

HTA has contracted with the Hawai'i Green Business Program (HGBP) of the Hawai'i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. The HGBP promotes and recognizes energy efficiency, renewable energy, and clean transportation practices that businesses and organizations implement in their facilities. The HGBP provides opportunities for businesses to share these practices with their peers and others to demonstrate the cost effectiveness and benefit to the environment and community in the green business forums and site tours.

In pursuit of this program's mission to facilitate more opportunities to participate and to help businesses on the neighbor islands as well as on O'ahu, HGBP hosted a series of

forums statewide to share best practices from recent awardees of the HGBP and feature presenters on rebates and incentives for greater energy and water efficiency. The dates and locations were as follows:

- October 26 - [Westin Hapuna Beach Resort \(Hawai'i Island\)](#)
- October 27 - [Kaua'i Island Utility Cooperative \(Kaua'i\)](#)
- November 1 - [Prince Waikīkī \(O'ahu\)](#)

The forums were sponsored by the Hawai'i Tourism Authority (HTA) to support the expansion of the HGBP to work with Clean Energy Wayfinders and address small businesses located statewide. Over 35 businesses across the state, both large and small in urban and rural areas were recognized this year by Governor Green at the largest HGBP award ceremony since 2000, held at the Hawai'i State Capitol on June 29, 2023.

Over 100 participated in these hybrid forums that enabled HGBP to meet many of the participants in-person and establish a positive rapport and provide an opportunity to communicate on a more personal level. The virtual or online option was also provided for those not able to attend in person. Having both options available was valuable, convenient, and effective. The forums and HGBP awardees were also videotaped, with the support of HTA for future posting on multi-media outlets so others will be able to see and hear from featured green businesses in Hawai'i. The HGBP is accepting checklists for the next round of 2023-2024 green businesses to be recognized next Spring 2024.

IV. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

For the remainder of 2023 through June 2024, Hawai'i Community Foundation (HCF) will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA is providing \$1,350,000 in financial support to 28 community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike.

Read more about how destination management and stewardship is advancing in our islands on HTA's Holomua Site: <https://holomua.hawaiitourismauthority.org/>

‘Ōlelo Hawai‘i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

Over the past several months Bishop Museum has been arranging campus tours for state legislators. These tours highlight the work being done at Bishop Museum. Each tour includes a visit to the Digitization Lab where *He Aupuni Palapala* project staff share their collections knowledge and processes. Staff are also able to comment on the ways in which the work of *He Aupuni Palapala* helps to fulfill both Hawai‘i Tourism Authority’s and Bishop Museum’s strategic objectives. The legislator visits continued through October and culminated in a legislator day at Bishop Museum in November.

During the period of October 26 to November 25, 2023, *He Aupuni Palapala* project staff continued work to at the Hawaiian Historical Society for 4-8 hours per week. 8 volumes of nūpepa ‘ōlelo Hawai‘i were inventoried and condition reported, amounting to 1,748 pages.

At Bishop Museum, project staff digitized and processed 1,481 nūpepa pages. Throughout November, meetings were held to discuss workflow and build additional processes for tracking new metadata as the project moves forward.

Much of the latter part of the project period was spent in preparation for various community Lā Kū‘oko‘a celebrations at the end of November.

V. COMMUNITY PILLAR

Community Enrichment Program (CEP) & Signature Events Program (SEP) (DMAP Action Item)

HTA has contracted with the Hawai‘i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program (CEP) & Signature Events Program (SEP) for 2023. Supplemental 2 for HTA Contract 21038 was executed on March 28, 2023. On June 14, 2023, HTA announced it awarded \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state.

The following events took place in November 2023:

SIGNATURE EVENTS PROGRAM:

- **10/12-11/12:** 43rd Annual Hawai'i International Film Festival - O'ahu, Hawai'i Island, Maui, Kaua'i
- **11/2-5:** Hawai'i Food & Wine Festival on O'ahu
- **11/18:** Hawai'i Food & Wine Festival, Wailea, Maui
- **11/20-22:** Maui Invitational, O'ahu

COMMUNITY ENRICHMENT PROGRAM:

Statewide

- No events took place in November

Kaua'i

- **11/4:** Emalani Festival - Eō e Emalani i Alaka'i at Old Waimea Mill, Waimea Town
- **11/23:** Thanksgiving Turkey Trot on Kress Street, Downtown Līhu'e

O'ahu

- **11/4:** 17th AccesSurf Hawai'i Anniversary at White Plains Beach Park, 'Ewa Beach

Maui

- **11/11:** Festivals of Aloha Richard Ho'opi'i Leo Ki'eki'e Falsetto Contest at Ritz-Carlton Maui in Kapalua (CEP)
- **11/11:** 2023 Maui Music Festival Series - Stanton Kessler with Joe Cano Latin Jazz at ProArts Playhouse in Kīhei

Moloka'i & Lāna'i

- **11/4:** Festivals of Aloha Lānaʻi
- **11/17 & 11/18:** Festivals of Aloha Molokaʻi

Hawaiʻi Island

- **11/3-12:** 52nd Kona Coffee Cultural Festival in Kailua-Kona
- **11/30:** Island Science Lecture Series at Hawaii Keiki Museum, Kailua Kona

Communications and Outreach

This section covers communications and outreach not related to the Maui wildfires. Communications and outreach on that topic can be found in the “Maui Fire Response & Recovery” section toward the beginning of this report.

News Releases/Reports/Announcements

- HTA Message: Maui Visitor Arrivals, Economic Contributions Highlight Need for Continued Support Statewide
 - Drafted and distributed message highlighting HTA’s KPI of visitor spending. (November 1)
- Report: Hawaiʻi Hotel Performance Report for October 2023 (November 20)
- Report: Hawaiʻi Vacation Rental Performance Report for October 2023 (November 22)

News Bureau

- Coordinated and assisted with the following interviews and statements:
 - KITV, Arielle Argel: IG interview on Japan market recovery. (November 1)
 - Honolulu Star-Advertiser, Andrew Gomes: Daniel Nāhoʻopiʻi (DN) response on Hawaiʻi Convention Center roof repair funding to be

- reallocated by Gov. Green to support Maui recovery. (November 17)
- Honolulu Civil Beat, Stewart Yerton: DN interview on holiday travel and Japan market. (November 29)
 - KHON, Jenn Boneza: DN interview on American Cruise Lines' meetings and their interest in Hawai'i. (November 30)
 - Assisted with the following media relations:
 - Honolulu Civil Beat, Chad Blair: Requested edits to story on ethics training and confirmed with the Ethics Commission that all HTA staff were current and five board members having through December 31 to complete their training. (November 1)
 - Honolulu Star-Advertiser, Mark Ladao: Provided HTA response letter to the state auditor regarding HTA's audit. (November 2)
 - Honolulu Star-Advertiser, Allison Schaefer: Provided the Island Destination Brand Management and Marketing Services RFP and Planning Services for A Messaging Strategy and Tourism Recovery Plan IFB. (November 3)
 - Hawai'i Hospitality Magazine, Paula Bender: Provided World Surf League release with images for Hawai'i Gives section. (November 3)
 - POST Mag, Pedro Montaña (Mexico): Reviewed request for travel support and provided GoHawai'i website for recommendations. (November 6)
 - The Cultured Traveller Magazine, Lisa Weyman (London): Provided Barberstock online image library for destination feature on Hawai'i. (November 7)
 - YouTube Travel Vlogger, Chris Betzmann (Germany): Reviewed social partnership request and advised him to circle back in the new year to be connected to the Hawai'i Tourism Europe team. (November 15)
 - The Moloka'i Dispatch, Jack Kiyonaga: Provided information on HTA's Moloka'i community meeting for social post. (November 29)

Community Initiatives and Public Outreach

- HTA E-Bulletin
 - Drafted copy, edited, compiled images, created layout and distributed November 2023 HTA e-Bulletin in English.
- Japan Mission
 - Drafted talking points for DBEDT Director Tokioka.
- HTA Community Programs
 - Drafted and distributed e-blast reminding the public about the deadline to apply for funding opportunities on 'Umeke. (November 13)
- Allstate Maui Invitational
 - Provided edits to media advisory. (November 16)
- Mākaha Bridge Project
 - Drafted and distributed e-blast notifying the public about a road closure in West O'ahu impacting travel. (November 17)
- Kona Low Weather System
 - Drafted and distributed e-blast advising the public to remain vigilant as potential heavy rains and thunderstorms are anticipated to occur due to the Kona Low weather system. (November 28)
- Hawaiian Airlines Expanded Service
 - Drafted DN quote and edited news release. (November 28)
- Hawai'i Bowl (Signature Event)

- Provided HTA boilerplate for news release. (November 29)
- DMAP: Koko Head District Park Gate Installation
 - Drafted DN quote and edited City and County of Honolulu news release. (November 29)
- Kanu Hawai'i "Give Back December"
 - Drafted DN quote and edited joint news release. (November 29)
- PGA TOUR / The Sentry Partnership (January 4-7, 2024)
 - Participated in bi-weekly marketing and communications calls. (Ongoing)

HTA's Social Media

- Managed social media calendar, drafted copy, sourced images, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.

Facebook

- Number of followers: 28,455 (+16.4%)
- Engagement rate: 3%
- Number of engagements: 877 (-55.1%)
- Posts: 26

Instagram

- Number of followers: 10,419 (+34.6%)
- Engagement rate: 3.7%
- Number of engagements: 591 (-32.5%)
- Posts: 25

Twitter

- Number of followers: 43,426 (+4.6%)
- Engagement rate: 1.3%
- Number of engagements: 244 (-89.6%)
- Posts: 27

Linktree

- Views: 50
- Clicks: 17
- Clickthrough rate (CTR): 34%

Safety and Security

Visitor Assistance Program (VAP)

- Maui County's program handled 8 cases and helped 17 visitors in November. This included visitors primarily from the U.S. West market and Canada. The industry assisted with \$1,365 of in-kind contributions.
- Hawai'i County's program handled 28 cases in November and provided assistance to 49 visitors. This included visitors primarily from the U.S. West, Cruise and Europe markets. The industry assisted with \$5,445 of in-kind contributions.
- Kaua'i County's program handled 6 cases and provided assistance to 11 visitors in November. This included visitors from U.S. West/East market. The industry assisted with \$1,500 of in-kind contributions.
- City and County of Honolulu's program handled 40 cases and helped 82 visitors in November. This included visitors primarily from the U.S. West market. The industry assisted with \$10,280 of in-kind contributions.

VI. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- **Oceania MMA:** The supplemental contract for CON 21019 to cover services for calendar year 2024, has been fully executed. Amendments made to the contract via Supplemental 6 incorporate a revised Compensation and Payment Schedule.

The Scope of Service remain unchanged and the Time of Performance will be for CY2024.

- **US MMA:** HTUSA is finishing up its U.S. Marketing Maui Recovery Plan 1 that started at the end of August 2023. The objectives for this project was to re-create demand for Maui by adding dimension to the existing brand; share the unique and attractive visitor activities across the island to have potential and even repeat visitors realize there is so much more to do on Maui, including fire relief and recovery volunteer opportunities; create opportunities for Maui-based businesses to survive as the messaging will create a desire for visitor to support local.

There were series of organic and paid social media that ran during this contract term:

- Travel alerts (ongoing from August through October)
- Mahalo For Your Support (3) (August – September)
 - Mahalo – outpouring of Aloha
 - How you can help – support local orgs
- Mālama Maui (4) (August – September)
 - Highlighting Maui towns, local businesses, and experiences
- Kupa ‘Āina (8) (September – November)
 - Maui locals/voices sharing their stories
- Ola Maui (October – November)
 - Come visit us and explore Maui
- A partnership with PGA Tour/NBC Golf Channel included TV tournament broadcasts and mentions on pgatour.com, golfdigest.com, usatoday.com, and TPC Network. We also had 30-second PSAs on Golf Channel during the Champions Tour.
- LG also hosted native display ads which included interactive units on LG Smart TVs homepage and LG content stores, as well as QR code that drove donations to Maui Strong Fund.

The end of the year was also very busy for PR that hosted virtual media appointments and individual media visits between September and November. Also in November:

- Southern California Media Blitz in Los Angeles and San Diego with 1:1 meetings with AFAR, Travle + Leisure, Thrillist, Fodor's and more.
- New York Media Blitz with 1:1 meetings with Hemishpheres, skift, Conde Nast Traveler, while also engaging in Mālama volunteering in-market alongside media.
- Conde Nast Traveler Points of View Summit where the HTUSA team met with 145 top travel specialists, editors, and industry experts.
- Satellite Media Tour (November 8) with Board Member Mike White, who sat 24 back-to-back TV and radio interviews reaching an audience of 2.6M (As of November 16) in Los Angeles, San Diego, Dallas, Phoenix, Seattle, Denver, and Sacramento.
- Entertainment Tonight (November 6 – 10) where the importance of responsible, compassionate travel to Maui was emphasized by the ET hosts who were on the ground and later engaged in a Mālama experience on O'ahu at Kualoa Ranch, Waimea Valley, and Kōkua Learning Farm. These shows reached an audience of 4M daily.

In the world of Travel Trade the team worked with ALG Vacations ASCEND (October – November); Northstar, Travelliance, Meta + opportunistic on paid advertising (August – November); Virtuoso, Travel Leaders, and Signature (August – November). Signature Owners Meeting took place on Maui in September and yielded the following results:

- More than \$400,000 in donations and silent auction proceeds for the Hawai'i Community Foundation's Maui Strong Fund, Maui Food Bank, and Maui Humane Society.
- An additional \$75,000 - \$100,000 from AmaWaterways based on its booking incentive to give \$100 per booking for the next month to the STN Travel Elevates Maui Relief Fundraising effort.
- More than 7,000 pounds of supplies donated and delivered to maui charity partners.
- Hundreds of volunteer hours helping to make meals, serve at the Maui Humane Society, and sort through donated items.

- Tens of thousands of dollars spent at the “Maui Market” at the Andaz Maui supporting local Maui vendors.
- Tens of thousands of dollars in additional cash tips provided directly to staff that took care for the group.
- A \$2,000,000 infusion into the local economy during the three-day meeting.

Meet Hawai'i focused on retention and business development, strategic partner sales and marketing as well as paid digital media from August through November. The highlight was Maui Strong messaging at IMEX in October where 50 SITE members visited the Meet Hawai'i booth, 105 Maui related appointments were held, five Maui leads were secured (three for 2025 for \$4.2M, one for 2026 at \$1.1M and one for 2028 for \$3.2M. Total EEI, \$8.5M.

HTUSA also did a photoshoot on Maui to update digital (video and still) assets in our digital assets library, or Knowledge Bank, which is in the process of being uploaded by the Global Support Services Team. Currently there are 87 B-ROLL clips and over 200 still photos uploaded.

HTUSA will continue the momentum with US Marketing Maui Recovery Plan 2 beginning in January 2024, upon execution of a contract.

- **Global Support Services:** HTA released RFP 24-09 for Hawai'i Tourism Global Support Services for Brand Management and marketing on December 8, 2023. The current contract ends on December 31, 2023. The GSS team with support from HTUSA is currently working with Kanu Hawai'i to finalize incorporating its dashboard into the Mālama activities on GoHawaii.com to make available to visitors statewide, which will allow a user-friendly experience for accessing these activities.
- **Island Destination Brand Management & Marketing Services:** RFP 24-06 was issued on October 4, 2023. The pre-proposal conference was held via Zoom on October 9, 2023 at 9am. Proposals were due by 2:00pm on November 6, 2023. The Notice of Award was delivered to Hawai'i Visitors and Convention Bureau on December 15, and according to the RFP timeline, work is intending to begin work January 1, 2024.

- **Europe MMA:** Contract CON24004 for Europe MMA Brand Management & Marketing Services has been fully executed as of December 8, 2023. An onboarding meeting with the HTE team was conducted on December 14, 2023.
- **Canada Incremental Funding for Maui Recovery:** HTA staff is the process of executing the contract.
- **Japan Incremental Funding for Japan Market Recovery:** HTA staff is the process of executing the contract.

More details for each market are available in the appendices of this report.

Sports Programs

Maui Invitational

The 2023 Maui Invitational Tournament, a college basketball tournament, celebrated its 40th edition this November on O’ahu. The tournament was originally scheduled to be played at the Lahaina Civic Center on Maui from November 20 to 22, 2023. However, due to the Maui wildfires in and around Lahaina the event was relocated to the Stan Sheriff Center on the campus of the University of Hawai’i at Mānoa in Honolulu. Early economic impact reports estimate the event generated between \$28-\$30 million dollars for the state’s economy. It was also the first year with the insurance company Allstate as the main sponsor.

Brand Team Events/Meetings - (November)

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
11/2	Maui Hotel & Lodging Association Meeting	CBO	Lisa Paulson - MHLA Executive Director
11/2	Maui Visitors & Convention Bureau Meeting	CBO	DMAP Committee Members
11/2	Maui County Council Meeting	CBO	General Public
11/15	Native Hawaiian Convention	CEO, CBO, PAO, Director of Tourism Research	General Public
11/16	Ernst & Young Japan Meeting	CBO	Tomotaka Hirabayashi

11/20	Moloka'i Task Force Meeting	CBO	Maui Nui DMAP Representatives
11/27	Kilohana Meeting	CBO	CNHA Kilohana Committee Leaders

VII. DESTINATION STEWARDSHIP

Visitor Education & Post-Arrival Marketing

On November 15, HTA Chairman and Hawaiian Airlines Managing Director Blaine Miyasato was the keynote speaker at the 22nd Annual Native Hawaiian Convention. Furthermore an esteemed panel of tourism professionals – HTA Vice Chairperson Mahina Paishon, HTA Chief Stewardship Officer Kalani Ka'anā'anā, Old Lahaina Lū'au Director of Public and Cultural Relations Kawika Freitas, and Kahala Hotel & Resort General Manager Joe Ibarra – discussed the future of tourism in front of the 1300 attendees of the Native Hawaiian Convention. Following the panel, Kilohana hosted a huaka'i to demonstrate regenerative tourism. This bus tour of Central Maui's sacred spaces and was themed "Pihanakalani – Gathering pace of the ali'i." Advertisements in airport baggage claims continued to make significant impressions.

Technical Assistance

The needs assessment tools are nearing the final stages of approval and will inform stewardship, foundational, and new experiences. For stewardship, Kilohana has pivoted the approach after speaking to the first few communities. The team conducted site visits on Kaua'i at Hā'ena State Park, Waipā Market, and the Hanalei Initiative. For new experiences, the team met with Holoholo Charters, Kilohana Lū'au, and Smiths 'Ohana Lū'au during the site visits on Kaua'i. For foundational TA, the team is in the early stages of program exploration (including workforce development potential), pending results from needs assessment. The team will continue with community outreach.

Quality Assurance

The QA Program has ended its initial listening tour and entered a feedback integration phase. The Advisory Committee, made up of 28 experts from industry, community, and advocacy groups have begun debating the proposed certification criteria, while internal groups at Kilohana and HTA are evaluating branding proposals, and discussing integration with other HTA programs. Scoring concepts are being evaluated by outside experts. The anticipated announcement to the trade is planned for early May, with a go live date of early June.

Tour Guide Certification

The Tour Guide Certification has progressed from its information gathering phase to the program design phase. Over the next couple of months, lessons learned will be incorporated into a preliminary piloting model for HTA approval.

‘Umeke

On 11/13/23, Kilohana closed the `Umeke portal with 334 applications. `Umeke received, in particular, a large surplus of applications for Signature Events, Community Enrichment, and Resort Area Hawaiian Culture Initiatives. Since closing the portal, Kilohana spent the month of November developing the evaluation portal for applications and securing the list of approved evaluators. After receiving the approved evaluation committee list, Kilohana provided an updated timeline to accommodate an early January award date. Kilohana is coordinating the evaluation process and committees.

VIII. PLANNING DIVISION

Planning

Staff worked with SMS Research & Marketing Services, Inc. and the Disaster Response Permitted Interaction Group in the development of the Tourism Recovery Plan for Maui.

Efforts continued with Kilohana’s subcontractors, Solutions Pacific and Ward Research, to develop a needs assessment survey instrument and interview questions. The purpose of the needs assessment, targeted at businesses and community organizations, is to understand current challenges and opportunities for those currently operating or considering operating within the visitor industry throughout Hawai‘i.

Access & Product Development

Tourism Quality Assurance Program – The first set of advisory committee meetings were held on November 29. At this meeting, Kilohana introduced the purpose of the tourism quality assurance program and the committees’ roles.

IX. 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 October 2023 monthly visitor statistics on November 30, 2023, 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 December 2023 through February 2024 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 October 2023 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 issued the October 2023 Hawai'i Hotel Performance Report on November 20, 2023. The report and related October 2023 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 October 2023 Hawai'i Vacation Rental Performance Report on November 22, 2023. The report and related October 2023 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.

TRB published the Quarter 3 2023 Visitor Satisfaction and Activity (VSAT) report and related infographics on November 30, 2023. HTA also issued a news release for this report. 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 published the U.S. Traveler Profiles for October 2023 report. TRB also published the Canada Traveler Profiles for Q3 2023 report. These reports are based on data for selected traveler profile segments for each market compiled by Vision Insights. The reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Future Bookings Report, which is an evolution of the Weekly Travel Agency Bookings reports. These reports include both travel agency and direct air bookings data from ForwardKeys for U.S., Japan, Canada, Korea, and Australia. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Brand Health Trend report, which is an evolution of the Weekly Destination Brand Index Trends reports. These reports include consumer sentiment data from Vision Insights for U.S., Japan, Canada, Australia, and Korea. Trends are tracked for the State and each major island. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Canada, Australia, and Korea. Trends are tracked for O‘ahu, Maui, Kaua‘i, and Hawai‘i Island. These reports are posted on the Other Research page of the HTA website.

Daniel Nāho‘opi‘i, Jennifer Chun, Jeffrey Eslinger of HVCB, Faith Rex of SMS, and John White of MacNaughton presented at the 2023 Native Hawaiian Convention on November 15, 2023 at a session entitled “Economic Forecast: What does the data tell us?”

Jennifer Chun was on a panel for the Hawai‘i Economic Association’s webinar on November 16, 2023. The webinar was titled “Housing Residents and Visitors: What Does the Future Hold for Maui’s Hotels?”

Jennifer Chun represented DBEDT/HTA at UH TIM School’s Na Kukui Netlinks event on November 30, 2023.

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.

X. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of November 2023.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
24001	Rider Levett Bucknall Ltd.	Project Management / Construction Management Services for Hawai'i Convention Center Rooftop	\$1,775,915.00	\$1,775,915.00	11/22/2023	12/31/2026
24002 S1	Pacific Rim Concepts LLC	Tourism Conference Service Provider	N/A	\$200,000.00	11/30/2023	11/30/2024
Contract Type: • Sole Source † Procurement Exemption ⊖ Emergency			\$1,775,915.00			

XI. APPENDICES

8

Discussion and/or Action on the Report of the Disaster Response Permitted Interaction Group



Tourism Support for Maui's Recovery

Key Findings & Proposed Actions

Presentation to the HTA Board of Directors
SMS Research
December 21, 2023



Topics to be Covered

- Challenges including (*new additions in Italics*)
- Key measurable outcomes.
- Proposed strategies and actions (*new actions in italics*)
- Summary of strategies
- Considerations for future planning efforts.

Challenges (from interviews and data gathering)

- Housing availability is still a primary concern as many Lahaina residents are still residing in visitor-type accommodations and housing around the island.
 - Childcare is not available in many locations.
 - Fewer jobs available as the overall visitor count to Maui is down.
 - A high unemployment rate will exacerbate the housing situation
 - Many West Maui hotel workers living across the island are having a more difficult time returning to work because of transportation and childcare issues.
- Forecast for visitor arrivals to Maui is down through 2024
 - Overall, airline seats and intent to travel to Maui are down, affecting the whole island.
 - *Media coverage focused on the wildfire impact and the slow recovery rather than how the rest of Maui is open.*
 - *Some residents do not want tourists in West Maui, and/or the whole island of Maui.*
- *Group bookings for South and West Maui are looking weaker.*
 - *Groups will often book for multiple years at a time; therefore, if they decide to change venues for one year, the impact could be longer.*
 - *Wedding reservations are also down.*

Challenges (continued)

- Overall visitor count to the state is lower and the forecast is lower, meaning state revenue will be lower at a time we need to support Maui.
- Small businesses are seeing lower sales because of fewer visitors, loss of stores.
- In surveys potential visitors choosing not to book to Maui due to “high cost and change fees” and “out of respect for Lahaina residents.”
- *Social media inaccurate messages have a negative impact on visitors and residents.*
- *The Mālama Message is not being consistently reinforced at all visitor touchpoints: post-arrival at airports, on airlines, rental cars, hotels, and activities.*

Challenges (continued)

- Residents, businesses, and potential visitors are confused with inconsistent, sometimes conflicting messages.
 - Residents see too many websites and press releases, not sure where to go and which site to believe.
 - Messages not reaching the Lahaina ESL communities: Filipino and Pacific Islanders, due to primarily English messages, and different communication vehicles.
 - Affects signing up for assistance, job fairs, and knowing what to expect in the future.
 - Some visitors still believe that the affected area is much larger than it really is, they do not understand the geography of the state or Maui.
- *Many community members are still not clear about what HTA is responsible for, what they provide, and the organizational structure with HVCB and CNHA.*

Key Measurable Outcomes for the Plan

- Increase in travel intent to Maui (number of visitors who say they plan to visit Maui in 2024 and 2025).
- Growth in the tourism economy throughout the state.
 - More visitors to Kaua'i, O'ahu, Hawai'i Island, Moloka'i and Lāna'i in 2024.
 - Boost the State economy and Maui County recovery.
- Maui residents continue to be included in the tourism recovery discussion.
- More visitor industry jobs filled, increasing employment.
 - Collaborate with other departments and agencies on this outcome



Proposed Strategies & Related Actions

Focus on what HTA does best:
Regenerative Tourism and Communications
Actions that have a nexus with tourism.



1a. Increase visibility and call to action for travel to Hawai'i targeting high-potential markets. (ST-MT)

Proposed Actions

- Increase media and promotions to high-potential markets.
 - Use the Mālama Maui messaging that is being used for social media because it appears to be working. Messages show Maui residents doing activities around the island.
- Hold Saturation Events in markets showing signs of weakness.
- Messages should include a call to action to visit the state including Maui.
- *Develop and extend outreach targeting MCI group marketing managers and wedding planners on the benefits of gatherings on Maui and the State.*
- *Uplift the social media voices of the people of Maui and the State to bring balance to the online conversations.*

Rationale

- Advertising and promotional dollars have been much lower, resulting in a decline in airline seat bookings statewide, especially for Maui. There is still a misunderstanding about whether Hawai'i is ready and able to welcome visitors
- January is the most important month for promotion because that is when travel planning for the year takes place.

[\[1\]](#) ST is Short Term or within the next six months. MT is Mid-term six to twelve months.

1b. Support businesses to continue providing a consistent message to customers and potential visitors that Maui is open for visitors. (ST)

Proposed Actions

- Provide consistent messaging to reinforce GoHawaii.com as the primary site for accurate information for visitors and travel agents.
 - Provide additional promotions for businesses on GoHawaii.com.
- HTA can provide free booth space or reduced participation fees for Maui small businesses at certain domestic roadshows or travel trade events.
- Ensuring that the State and Maui welcome visitors.
- Provide marketing technical support by HTA's global marketing team – what to communicate to the various major market areas (i.e., updated info on business operations, how to utilize social media, and work with the travel trade and media.)
- Support Maui visitor industry businesses through additional funding for marketing co-ops in exchange for special rates and promotions.

Rationale

- All messages need to be focused on overcoming early messages that discouraged visitors from coming to Maui

2. Support and encourage consistent messaging and outreach to all Maui residents and businesses. (ST-MT)

Proposed Actions

- Develop and air local messages that share that many Maui residents want to return to work full-time, and it is a path to economic recovery. (Mākaukau campaign)
- Coordinate and sponsor a meeting of Public Information Officers (PIOs) with FEMA providing best practices on communications with residents. This may help guide a process to smooth out overlapping communications.
 - Support Maui Office of Recovery as they develop “transparent and comprehensive public recovery communications.
 - Messages are translated so they can be better understood by ESL community members.
- Sponsor community outreach events to residents affected by the wildfires to share information, provide access to services including mental health services, job postings, etc., and offer residents opportunities to gather and enjoy camaraderie with friends they may not have seen in a while. Events should take place in Kā’anapali and Central Maui. Events should be targeted to the general community as well as the Filipino and Pacific Island communities with translators available and people they know welcome them.

Rationale

- A consistent message will reduce confusion and help residents feel more secure and more willing to re-enter the workforce.
- Businesses need to plan for 2024 and beyond; therefore, they need to know as much as possible.
- Outreach efforts to ESL communities may be needed to assist members looking for work with finding the right jobs.

2b. Support and encourage consistent Mālama Maui message to visitors. (ST-MT)

Proposed Actions

- *Increase pre and post-arrival visitor communication and education.*
 - *Develop messaging that is more Maui site-specific and addresses some of the changes post-disaster (Changes in traffic patterns, where there is limited access or places to avoid, etc.)*
 - *Reinforce the Mālama Maui message.*
- *Encourage all outdated brochures to be taken off the racks ASAP.*

Rationale

- *The Mālama Message needs to be reinforced at visitor touchpoints post-arrival reminding visitors to be respectful of the environment and of the people.*
- *Repeat visitors may need more guidance on where they can and cannot travel.*

3. Support Maui small businesses that are experiencing significant reductions in sales. (ST-MT)

Proposed Actions

- Promote Maui small business events taking place on other islands “Made on Maui” markets were held on all islands. Events could have been better promoted. Additional events could be held throughout the year.
 - Provide media releases, placement on GoHawaii calendar and assist with finding appropriate venues.
- Promotion of websites that are offering “Maui Made” products during West Coast saturation visits.
 - Work with local Maui OED or Chamber of Commerce to have a list of products that are available online.
- Work with Maui County’s Office of Economic Development and Maui Chamber of Commerce to have a list of products that are available online.

Rationale

- Maui small businesses are significantly impacted by the reduction in the number of visitors on the island and need additional support.

4. Expand tourism product on Maui to provide new activities for visitors & support Maui businesses. (ST-MT)

Proposed Actions

- Through the Mālama Maui campaign, further promote other visitor destinations, such as Upcountry, East Maui, Paia, Makawao, and Kīhei, and the activities, restaurants, and small businesses that are open for business. Provide more current visuals to instill confidence in potential visitors that areas in Maui are open. This can include events and festivals to garner participation.
 - *Potential to cross-sell restaurants that are open in West Maui.*
- Encourage and support capacity building for small businesses, including small farmers or agricultural/fishing entities interested in agritourism.
- Remind hotels and shopping areas that many cultural practitioners are available to provide education and activities for residents and visitors.
- On other islands, promote the availability of Maui activities that now may be limited to certain parts of the island. Day trips.

Rationale

- Visitors need to be shown that there is much more to Maui than they may have previously thought,
- The current Mālama Maui campaign has been well received and needs additional funding for production to add more areas.
- Many locally owned small businesses are interested in expanding but do not know what steps to take.

5. Support providing longer-term housing for wildfire impacted households living in visitor-type accommodations. (ST-LT)

Proposed Actions

- Support County and State efforts to reach out-of-state owners of residential properties and encourage them to rent for at least a year to Lahaina residents who lost their homes.
- HTA can assist by providing resources to guide the communications effort.

Rationale

- The longer it takes to provide housing for residents, the longer it will take for some individuals to return to work, and for full economic recovery.

Summary of Strategies

- 1a. Increase the visibility and call to action for travel to Hawai'i targeting high-potential markets.
- 1b. Support businesses to continue providing a consistent message that Maui is open for visitors.
2. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.
3. Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.
4. Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.
5. Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by assisting with communications efforts to TVR owners.



Mahalo



09

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

HTA REGULAR BOARD MEETING

Thursday, December 21, 2023

Hō‘ike ‘Ikepili Noi‘i ‘Oihana Ho‘omāka‘ika‘i

Presentation and Discussion of Current Market Insights and Conditions in Hawai‘i and Key Major Hawai‘i Tourism Markets, including the United States, Japan, Canada, Oceania, and Cruise

Jennifer Chun

Director of Tourism Research

HAWAII TOURISM
AUTHORITY

The logo for the Department of Business, Economic Development & Tourism (DBEDT) features a stylized blue wave icon to the left of the acronym 'DBEDT' in large, bold, white letters. Below the acronym, the text 'STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM' is written in a smaller, white, sans-serif font.

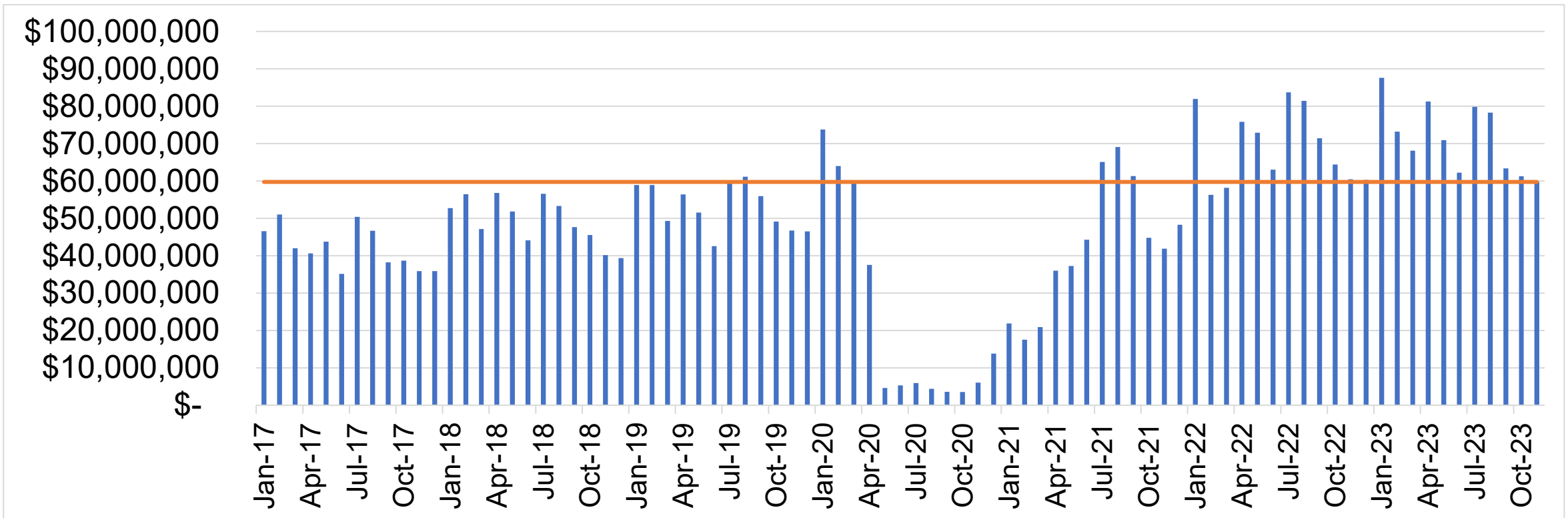
STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Table of Contents

- Monthly Highlights
 - TAT Collections
 - Unemployment
 - Jobs
- Market Trends and Insights
 - Skift Travel Health Index
 - US Travel Association Dashboards
- Air Ticket Booking Trends
- STR Hotel Forecast

November 2023 Highlights - State TAT Collections

- Preliminary November 2023 TAT Collections: \$59.8 million
- Preliminary YTD Fiscal 24 TAT Collections: \$342.6 million (-4.9%)
- YTD Fiscal 23 TAT Collections: \$361.5 million (-19.0 million)



Source: Department of Taxation

Scheduled Nonstop Seats to Hawai'i by Port Entry

December	Total			Domestic			International		
	2023	2022	2019	2023	2022	2019	2023	2022	2019
STATE	1,174,090	1,172,763	1,240,436	912,257	953,497	898,261	261,833	219,266	342,175
HONOLULU	738,173	674,238	750,881	511,029	495,173	456,929	227,144	179,065	293,952
KAHULUI	222,634	281,996	277,908	201,525	254,577	250,970	21,109	27,419	26,938
KONA	126,672	117,794	115,152	116,398	109,536	98,565	10,274	8,258	16,587
HILO	0	4,482	4,316	0	4,482	4,316	0	0	0
LIHU'E	86,611	94,253	92,179	83,305	89,729	87,481	3,306	4,524	4,698

January	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
STATE	1,147,363	1,152,458	1,194,820	879,813	929,924	843,040	267,550	222,534	351,780
HONOLULU	726,146	673,426	728,891	491,860	492,534	429,135	234,286	180,892	299,756
KAHULUI	223,119	274,175	261,360	201,392	245,941	232,723	21,727	28,234	28,637
KONA	117,621	116,864	119,054	108,346	107,458	101,061	9,275	9,406	17,993
HILO	0	1,162	2,656	0	1,162	2,656	0	0	0
LIHU'E	80,477	86,831	82,859	78,215	82,829	77,465	2,262	4,002	5,394

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of December 11, 2023, subject to change

Scheduled Nonstop Seats to Hawai'i by Port Entry

February	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
STATE	1,048,698	1,026,854	1,102,214	802,821	833,943	790,967	245,877	192,911	311,247
HONOLULU	667,785	595,411	661,452	452,539	439,238	400,161	215,246	156,173	261,291
KAHULUI	203,326	252,241	243,125	182,949	226,559	214,906	20,377	25,682	28,219
KONA	105,348	105,636	114,464	97,182	98,060	97,773	8,166	7,576	16,691
HILO	0	0	2,490	0	0	2,490	0	0	0
LIHU'E	72,239	73,566	80,683	70,151	70,086	75,637	2,088	3,480	5,046

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of December 11, 2023, subject to change

MARKET TRENDS AND INSIGHTS

National Travel Indicators

October, 2023

Compare to Prior Year or 2019
2019



Travel Spending (Tourism Economics)

↗ **+4.8%**

October vs. 2019

↗ **+3.9%**

YTD vs. 2019



Air Passengers (TSA)

↗ **+4.8%**

October vs. 2019

↗ **+1.1%**

YTD vs. 2019



Overseas Arrivals (NTTO)

↘ **-15.1%**

October vs. 2019

↘ **-23.6%**

YTD vs. 2019



Hotel Demand (STR)

↘ **-2.0%**

October vs. 2019

↘ **-1.7%**

YTD vs. 2019



Short-term Rental Demand (AIRDNA)

↗ **+57.0%**

October vs. 2019

↗ **+39.5%**

YTD vs. 2019

Insights

Air passenger volume increased 10% in October relative to the previous year.

Overseas arrivals year-on-year growth registered 21% this month, down from 28% y/y in September.

Hotel room demand growth versus 2022 contracted 1% in October, the first decline since April.

Group room demand within the top 25 markets increased 2% relative to the prior year.

Short-term rental demand growth accelerated in October, growing 17% relative to 2022.

Travel Indicators

% change relative to same month vs. 2019

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Travel Spending (Tourism Economics)	3%	6%	4%	5%	4%	4%	3%	3%	2%	2%	8%	5%
Air Passengers (TSA)	-4%	-8%	0%	3%	-1%	0%	-1%	1%	1%	-1%	5%	5%
Overseas Arrivals (NTTO)	-33%	-29%	-33%	-31%	-25%	-27%	-26%	-27%	-22%	-18%	-16%	-15%
Hotel Demand (STR)	-2%	0%	0%	0%	-1%	-2%	-3%	-2%	-3%	-5%	1%	-2%
Top 25 Group Hotel Demand* (STR)	-5%	-5%	-14%	-11%	-3%	-13%	-10%	-7%	-12%	-7%	-4%	0%
Short-term Rental Demand (AIRDNA)	31%	33%	39%	46%	37%	44%	44%	43%	33%	23%	38%	57%
National Park Visits (National Park Service)	-2%	0%	30%	11%	3%	-6%	-5%	-10%	-9%	-10%	-3%	2%

-33% 57%

Hawaii Travel Indicators

October, 2023

Select a State

Hawaii

Reporting Period

Month

Compare to Prior Year or 2019

2019

Hawaii Travel Impact

October, 2023

Travel Spending

\$2.54B

↗ +2.3% vs. 2019

Tax Revenue

\$154.2M

↗ +2.4% vs. 2019

U. S. Total Travel Impact

October, 2023

Travel Spending

\$105.04B

↗ +4.8% vs. 2019

Tax Revenue

\$7.2B

↗ +4.6% vs. 2019

Hawaii Travel Spending

	Travel Spending	vs. Prior Year	vs. 2019	Market Growth Index (US = 100)*
Nov-22	\$2.05B	↗ +32.0%	↘ -11.0%	87
Dec-22	\$2.06B	↗ +9.4%	↘ -11.2%	84
Jan-23	\$2.21B	↗ +24.0%	↗ +0.3%	97
Feb-23	\$2.19B	↗ +17.4%	↗ +0.5%	96
Mar-23	\$2.62B	↗ +12.8%	↗ +6.0%	102
Apr-23	\$2.55B	↗ +8.1%	↗ +5.6%	102
May-23	\$2.55B	↗ +9.1%	↗ +2.0%	99
Jun-23	\$2.60B	↗ +12.5%	↗ +1.5%	98
Jul-23	\$2.60B	↗ +5.7%	↘ -0.1%	98
Aug-23	\$2.47B	↗ +6.5%	↘ -3.2%	95
Sep-23	\$2.52B	↗ +12.9%	↗ +5.7%	98
Oct-23	\$2.54B	↗ +12.7%	↗ +2.3%	98

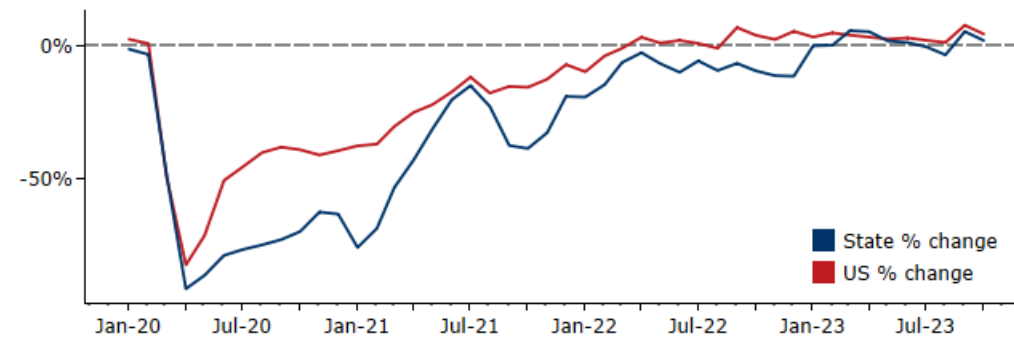
Source: Tourism Economics (Travel Spending)

* Market growth index indicates whether a state is performing better or worse than the national average relative to its pre-pandemic benchmark.

Travel spending data is considered "preliminary" and subject to change based on available inputs. It is recommended for directional trend analysis, and revisions may occur as available.

Travel Spending

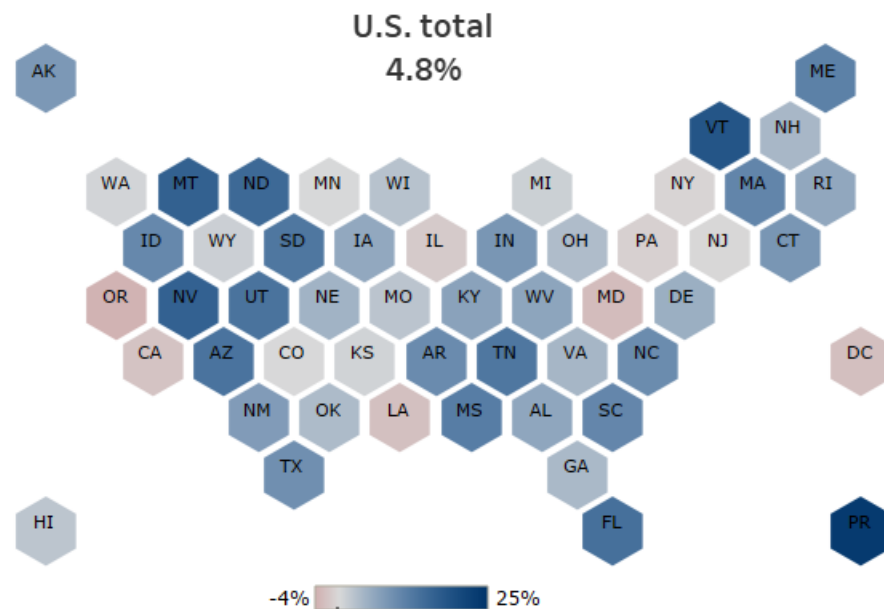
Hawaii vs U.S. total, % change relative to 2019



Travel Spending by State

October, 2023 (Month), % change vs. 2019

Travel Spending



↗ +2.3%

October vs. 2019
Travel Spending
(Tourism Economics)



↘ -4.0%

October vs. 2019
Air Passengers
(Airline Data Inc; TSA)



↘ -6.4%

October vs. 2019
Hotel Demand
(STR)



↘ -6.3%

October vs. 2019
L & H Jobs
(BLS)

Insights

Private jobs increased at a slower pace of 99,000 in October, compared to 246,000 in September. The Leisure & Hospitality (L&H) sector also experienced weaker jobs growth than the prior month, adding 19,000 jobs which represents 19% of private employment gains in October.

L&H jobs increased 3.6% year-on-year to 16.8 million jobs in October – 587,000 jobs above its level in the same month of last year.

Average hourly earnings growth continued to slow in October, expanding 4.1% year-on-year compared to 4.3% in September. The increase in L&H workers' average hourly earnings relative to 2022 also fell slightly to 4.5% in October from 4.8% in September.

Job Changes by Industry

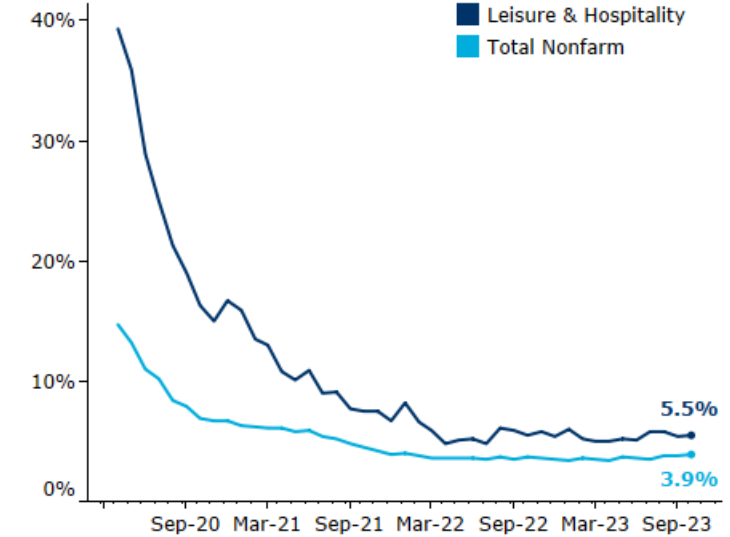
United States, October, 2023

Compare to 2019

	Jobs vs. previous month	Jobs vs. 2019	% change vs. 2019
Total Private	99K	5,259K	4%
Leisure and Hospitality	19K	12K	0%
Construction	23K	477K	6%
Education and Health Services	89K	1,367K	6%
Financial Activities	-3K	353K	4%
Government	51K	217K	1%
Information	-9K	154K	5%
Manufacturing	-35K	188K	1%
Mining and Logging	1K	-73K	-10%
Other Services	-1K	-8K	0%
Professional and Business Services	15K	1,602K	7%
Retail Trade	1K	10K	0%
Transportation and warehousing	-9K	1,014K	16%
Utilities	1K	14K	3%
Wholesale Trade	9K	194K	3%

Unemployment Rate

Unemployment rate among those previously employed in the industry, seasonally adjusted



Leisure & Hospitality Sub-Sectors and Air Transportation

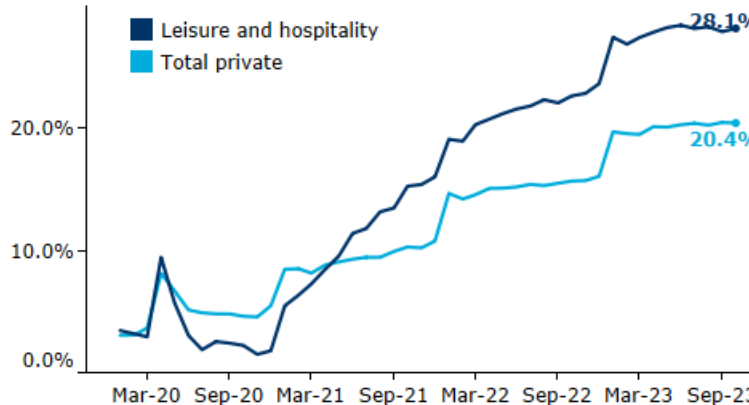
Transportation

% change relative to same month 2019

Industry	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total Private	4%	4%	4%	4%	4%	4%	4%
Leisure & Hospitality	0%	0%	1%	1%	0%	0%	0%
Accommodation	-10%	-11%	-10%	-10%	-10%	-10%	-10%
Arts, Entertainment & Recreation	1%	1%	1%	1%	1%	2%	2%
Food Services & Drinking Places	2%	2%	2%	2%	2%	2%	1%
Air transportation	7%	7%	7%	7%	8%	9%	9%

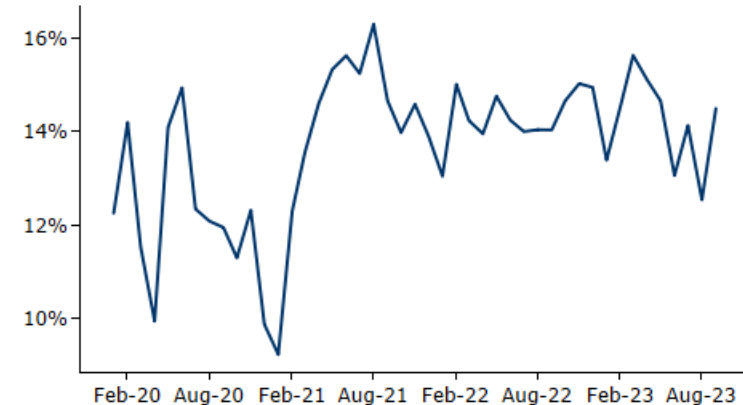
Average Hourly Earnings

% change relative to same month vs. 2019



L&H Job Openings

% share of Total Nonfarm job openings



Compare to 2019

Insights

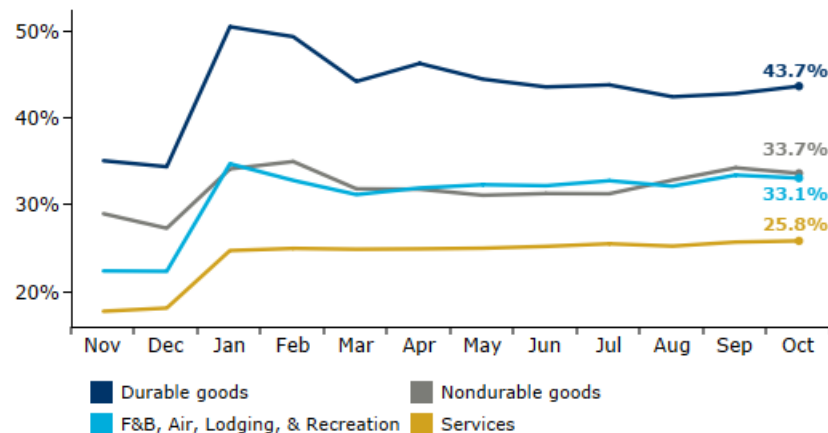
Consumer spending is beginning to slow as retail sales slipped 0.1% in October, and when adjusted for inflation fell 0.2%, the first contraction since March. Spending declined across many categories, including autos and gasoline stations, reflecting lower prices at the pump. It is noteworthy that the 8.6% year-on-year increase in the one retail category that reflects spending on services – restaurants and bars – was the weakest since March 2021. That suggests momentum is slowing – both because discretionary funds are shrinking and pent-up demand has been satisfied – but paychecks are still growing, which will put a floor under consumption.

Falling gasoline prices, a drop in shelter inflation, and continued declines in core goods prices kept headline and core inflation on a downward trajectory in October. There are signs that services inflation will prove sticky, reflecting the tight labor market conditions. Meanwhile, Travel Price Index (TPI) growth slowed to 0.9% year-on-year in October, compared to 4.3% in September, a result of weaker growth in lodging and falling transportation costs.

The slowdown in consumer spending is expected to continue as higher borrowing costs, rising delinquencies, tighter credit conditions, the restarting of student loan repayments and slowing wage gains are formidable headwinds squeezing household budgets. However, a resilient job market is sustaining growth in paychecks and the decline in inflation allows those paychecks to go further. But here too, the ground underneath is starting to buckle. Job growth is slowing and employers, particularly in the retail sector, are gearing up for a softer sales environment, cutting back on seasonal hiring.

Consumer Spending

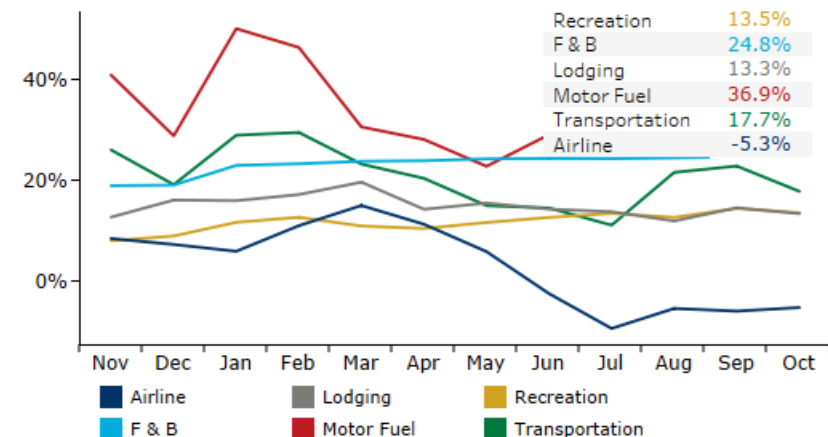
% change relative to same month vs. 2019, prior 12-month trend



Source: BEA

Travel Price Index, Major Components

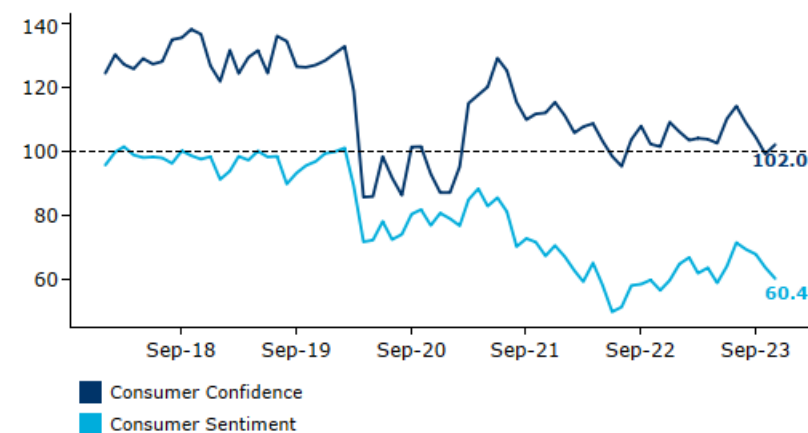
% change relative to same month vs. 2019, prior 12-month trend



Source: U.S. Travel Association

Consumer Confidence & Sentiment Index

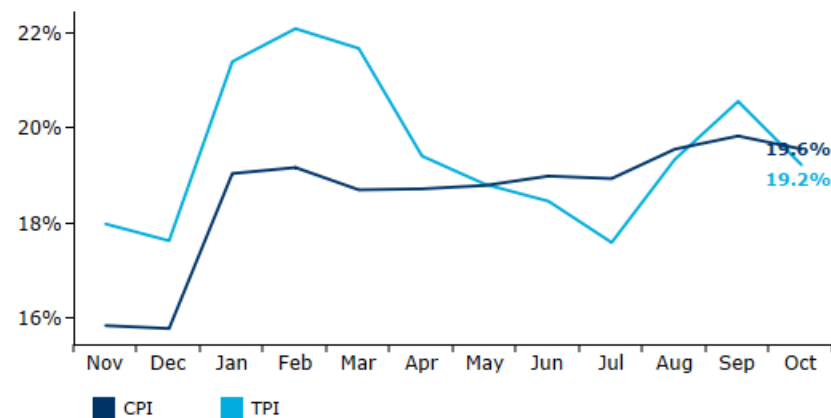
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel (TPI) and Consumer (CPI) Price Indices

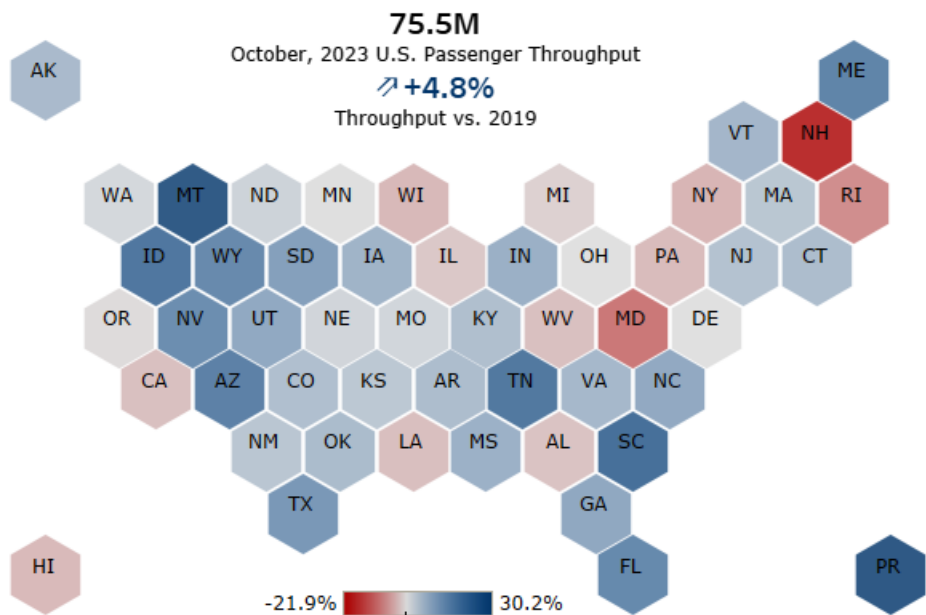
% change relative to same month vs. 2019, prior 12-months



Source: BLS (CPI); and U.S. Travel Association (TPI)

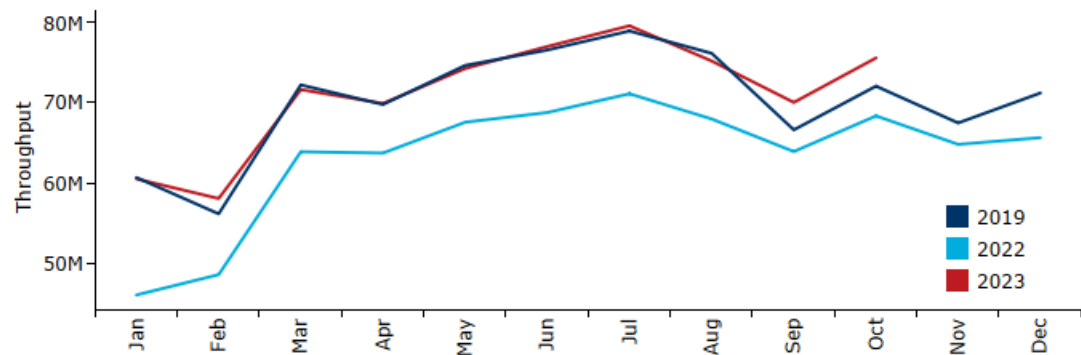
October, 2023 Passenger Throughput by State

All passengers (domestic + international), % change vs. 2019



U.S. Monthly Passenger Throughput

All passengers (domestic + international)



Passenger Throughput Trend Comparison

All passengers (domestic + international), Index (2019=100)

State/Territory Name
Multiple values

	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Arizona	100	108	106	107	98	114	111	105	113	115	111	110	110	117	119
California	81	89	88	89	83	90	90	91	92	93	93	92	90	95	97
Colorado	89	96	97	98	93	105	104	102	102	97	98	100	98	104	106
Illinois	87	91	90	92	87	98	92	91	93	92	95	95	93	98	98
Indiana	87	91	91	93	86	103	99	98	100	96	98	100	100	109	109
Kentucky	86	92	89	92	88	99	100	99	102	98	102	106	99	109	106
Massachusetts	87	92	94	93	86	97	93	96	95	96	98	98	97	101	104
Michigan	84	88	86	90	83	97	96	92	94	94	98	96	96	101	98
Minnesota	80	83	86	92	84	98	91	92	97	94	98	97	96	100	100
Missouri	89	94	91	94	84	97	96	98	99	98	101	103	100	104	102
Montana	105	115	115	114	101	126	124	118	115	114	117	118	120	132	130
Nevada	99	102	108	103	101	110	111	108	108	107	104	107	104	106	116
New Jersey	79	92	93	98	93	107	104	103	104	104	102	102	104	106	105
New York	86	89	88	92	86	96	93	92	91	89	89	91	91	92	96
North Carolina	89	97	93	96	91	106	103	106	105	104	106	108	103	111	110
Oregon	82	90	90	92	81	97	96	95	97	96	95	94	93	97	100
Pennsylvania	81	85	86	86	82	96	92	93	90	88	93	93	93	98	96
Puerto Rico	113	110	112	107	110	127	126	122	121	135	128	129	138	128	130
South Dakota	99	102	105	104	90	123	114	117	114	111	108	107	109	113	112
Texas	97	106	104	105	100	111	108	107	109	108	107	108	108	115	114
Virginia	89	95	93	95	91	103	101	103	102	103	106	107	103	111	107
Washington	85	92	93	92	83	94	98	93	97	94	98	99	97	101	101
United States	89	96	95	96	92	100	103	99	100	99	101	101	99	105	105

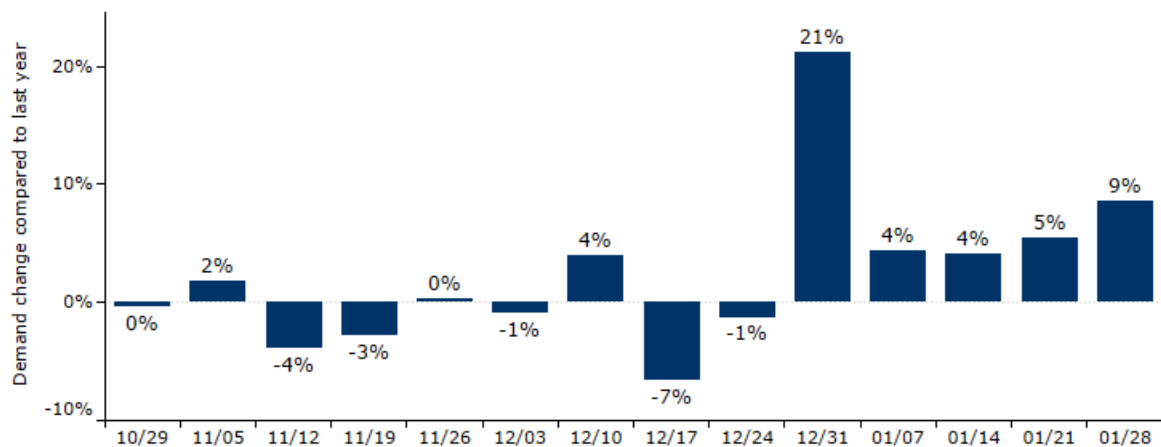
Legend: 79 (Red) to 138 (Dark Blue)

Domestic Leisure Travel

October, 2023

U.S. Hotel Leisure Demand Pace

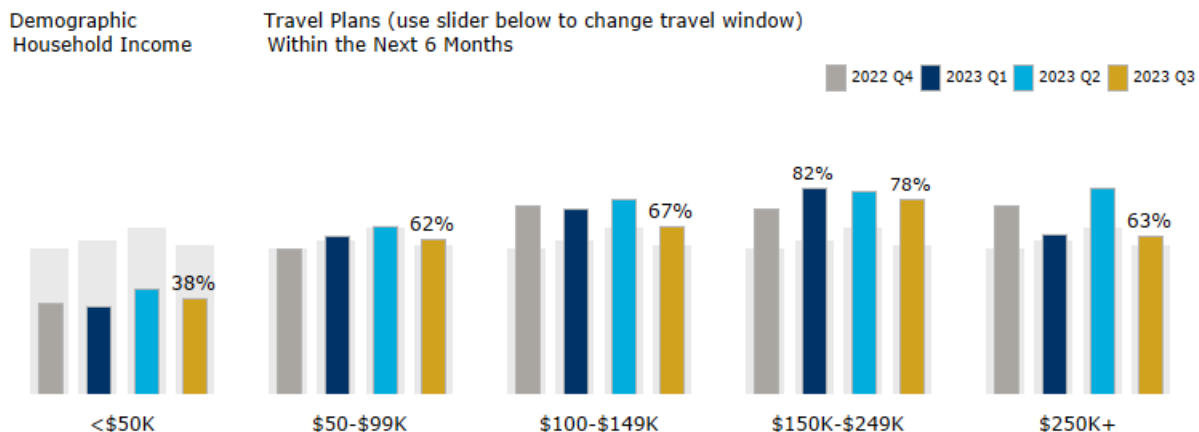
Leisure (include both leisure & business) hotel booking pace vs same time last year, as of 11/22/2023



Source: Amadeus

Planning Leisure Travel Within the Next 6 Months

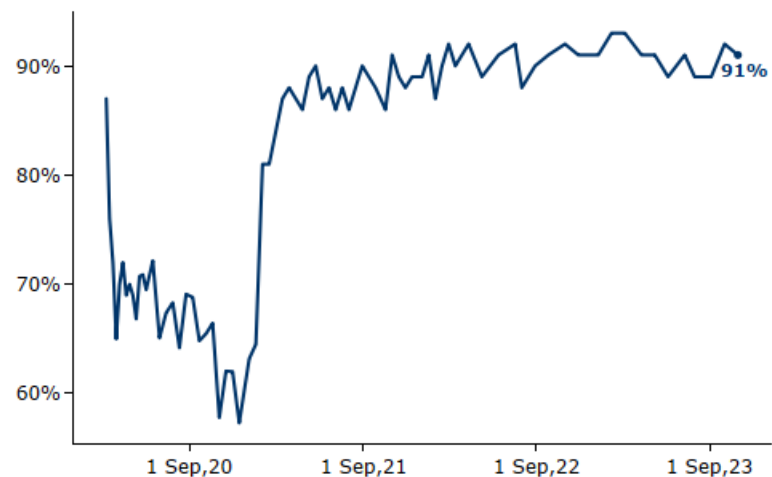
% of American Travelers



Source: MMGY Global's Portrait of American Travelers (released Q3 2023)

Consumer Travel Sentiment

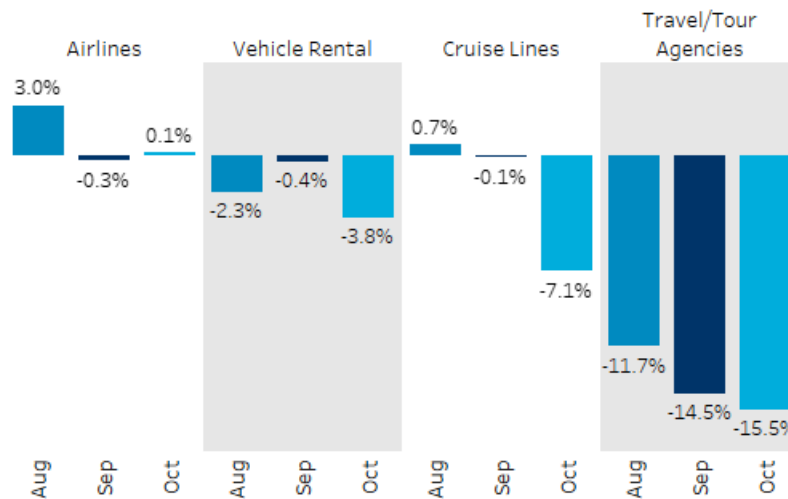
Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

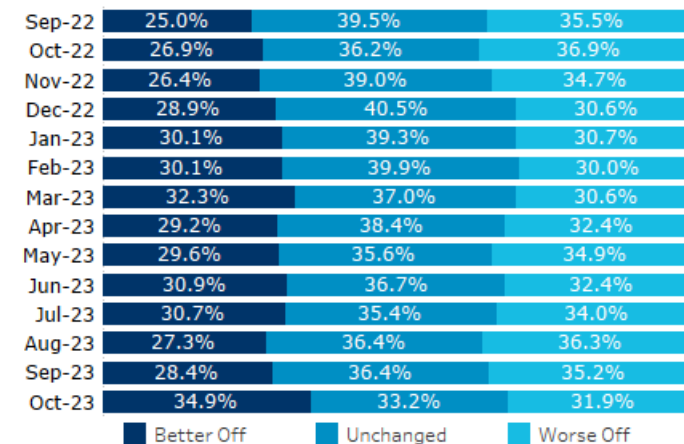
US Consumer Credit Card Spend

2023 3-month trend, % change YOY



Consumer Travel Sentiment

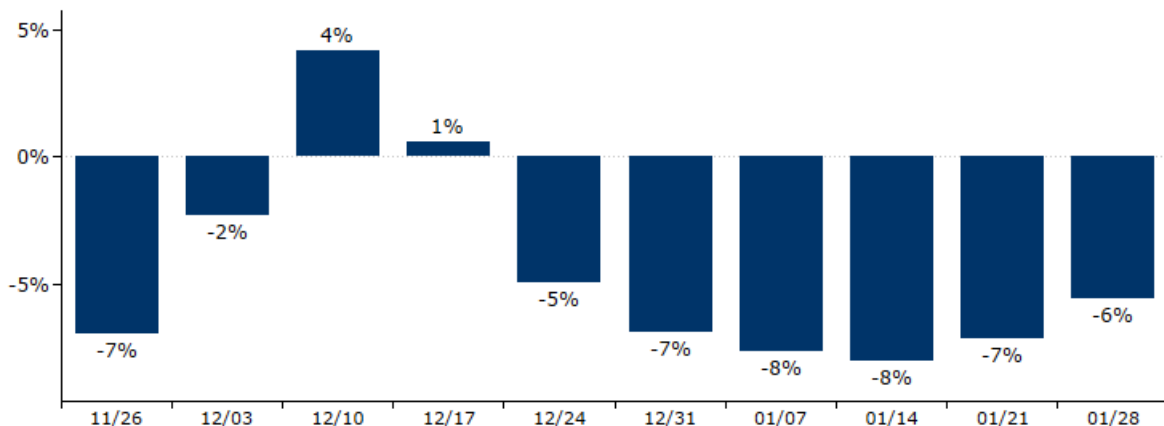
Are you worse or better off financially than you were a year ago?



Source: Future Partners

U.S. Hotel Business Demand Pace

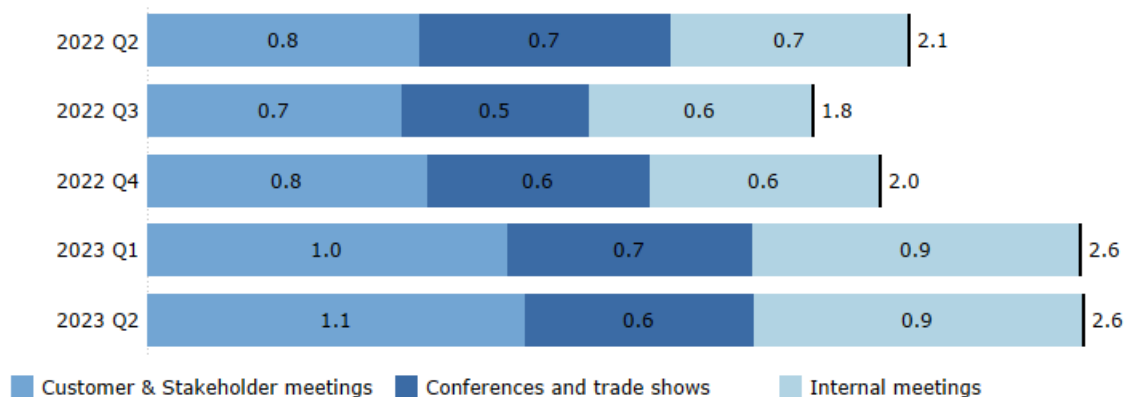
Business hotel booking pace vs same time last year, as of 11/22/2023



Source: Amadeus

Business Trip Count by Purpose of Trip

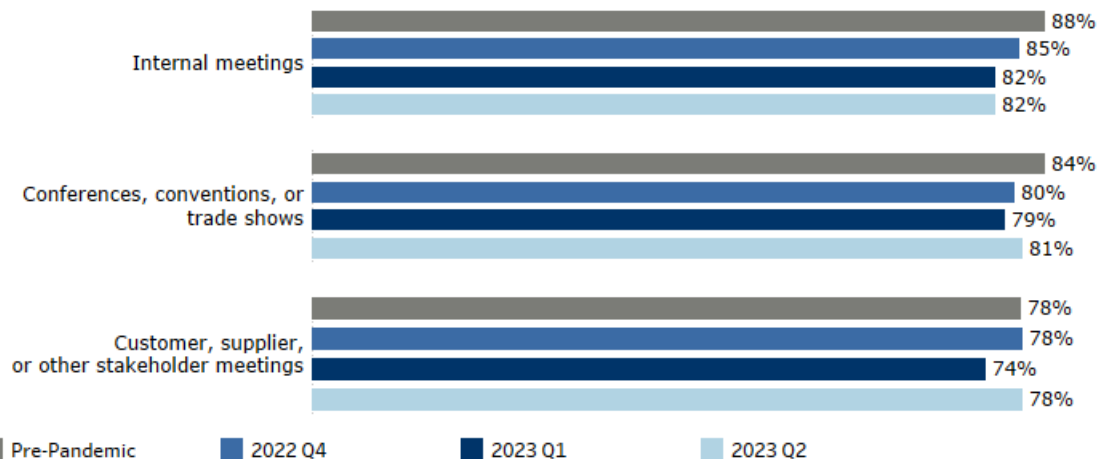
Business Travelers expected trips per month over the next 6-months



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Business Travel Plans Next Six Months

% share of respondents expecting to take at least one trip



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Corporate Executive's Views on Business Travel

Share of corporate executives that agree



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Insights

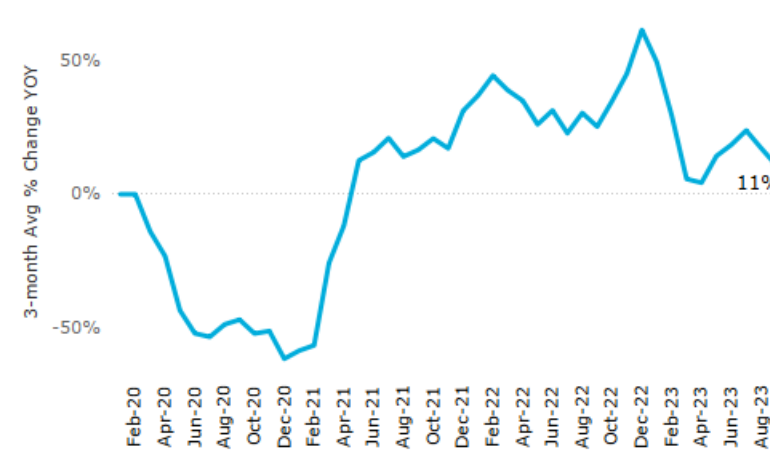
DMO/CVB group room nights in September grew 11% relative to 2022, compared to 17% in August.

DMO/CVB pace for room nights on the books remained unchanged for the final quarter of 2023, at 12% below 2019 levels.

In major cities and city centers, the share of respondents reporting an increase in demand for meetings, events, and incentive programs, slowed to 49% in October compared to 54% in June.

DMO/CVB Group Bookings

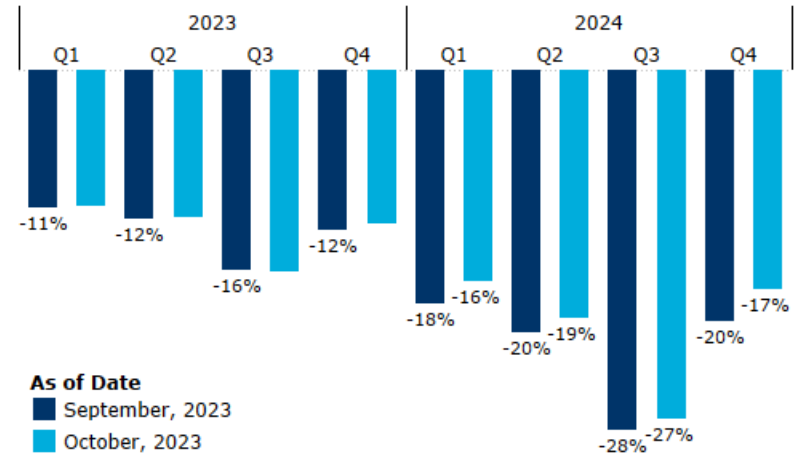
Room nights contracted in recent months for current and future years
3-month rolling average, % change over prior year



Source: Simpleview CRM (250+ U.S. DMOs)

DMO/CVB Room Nights on the Books

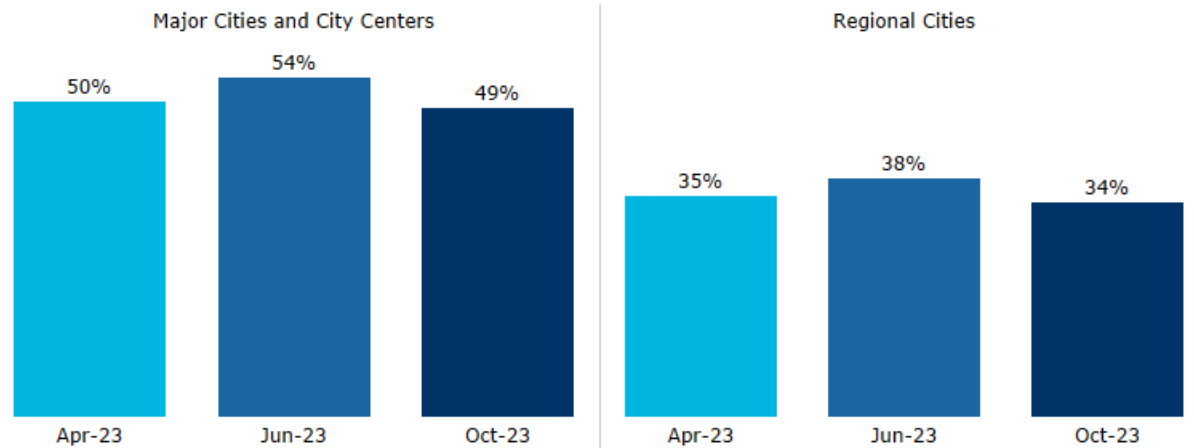
Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

Demand by Geography

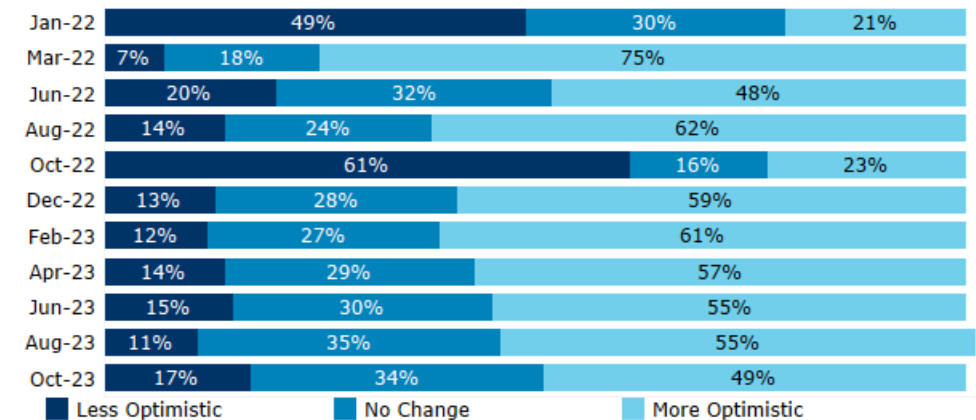
Where are you experiencing increased demand for meetings, events, and incentive programs?



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of April 2023, June 2023, October 2023

Meeting Planner Outlook

How the outlook for recovery has changed among meeting planners the past six weeks



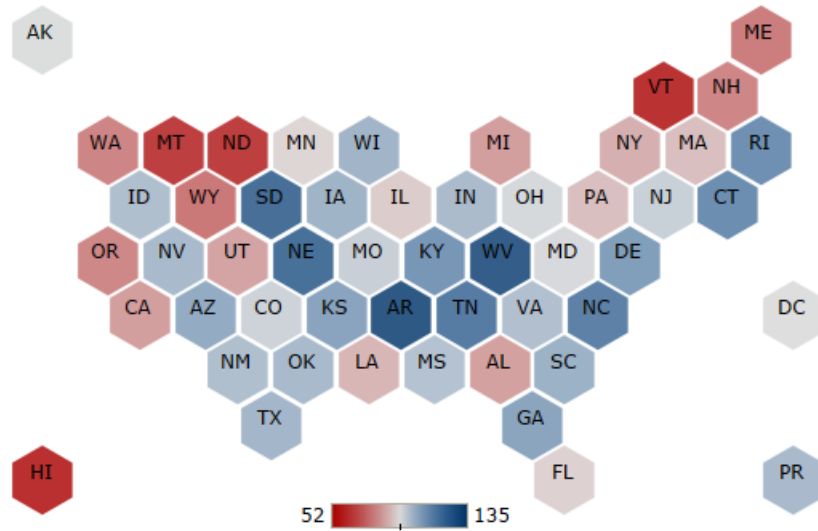
Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of October 2023

International Inbound Travel

October, 2023

Overseas Arrivals to U.S. by State (+PR)

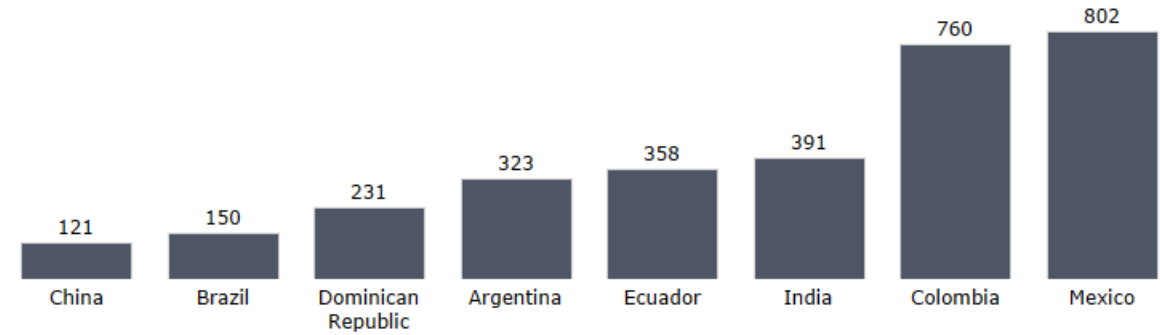
Visitor arrivals for October, 2023, Index (2019 = 100)



Visa Interview Wait Times, Average Days

As of November 27, 2023

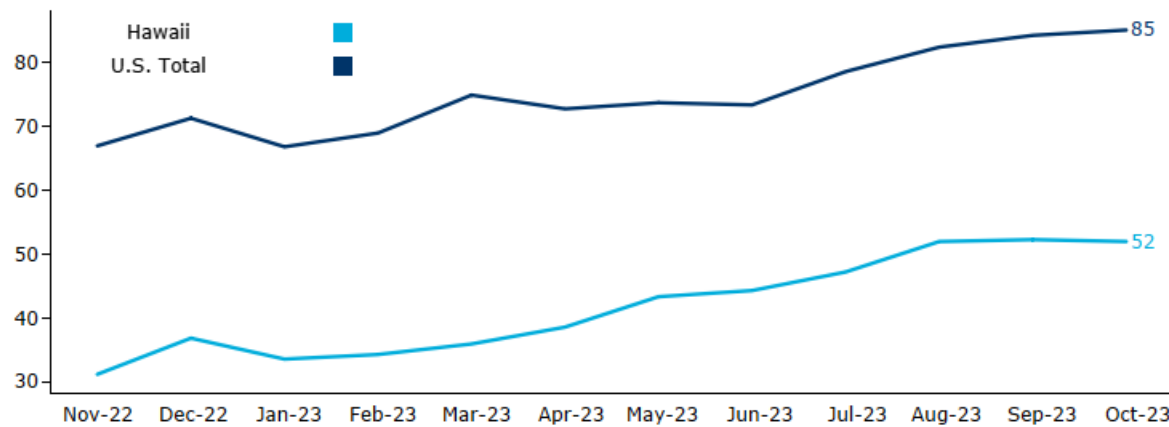
As of Date
November 27, 2023



Top-8 inbound markets for tourist visa required countries. Weighted average by 2019 consulate visa issuance.
Source: USTA

Overseas Arrivals to U.S. Total & Hawaii

Visitor arrivals to U.S. Total & Hawaii, (Index 2019 = 100)



International Arrivals to U.S. Total

Visitor arrivals to U.S. Total, (Index 2019 = 100)

Destination U.S. Total
Origin Multiple values

	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total Overseas	67	71	67	69	75	73	74	73	78	82	84	85
Canada (air)	115	114	137	126	129	125	121	107	113	111	107	
France	81	86	80	85	75	88	82	80	82	87	87	93
Germany	76	79	79	80	91	82	91	79	87	101	92	94
UK	80	86	80	81	89	73	77	73	83	85	81	84
Australia	67	72	68	72	71	69	68	73	68	70	73	82
China	24	27	19	20	35	35	34	35	36	47	48	50
Italy	77	87	87	83	90	74	78	80	85	97	97	97
Japan	24	26	27	28	33	30	37	38	44	49	50	46
South Korea	54	54	67	70	73	75	70	55	68	70	80	74

19 137

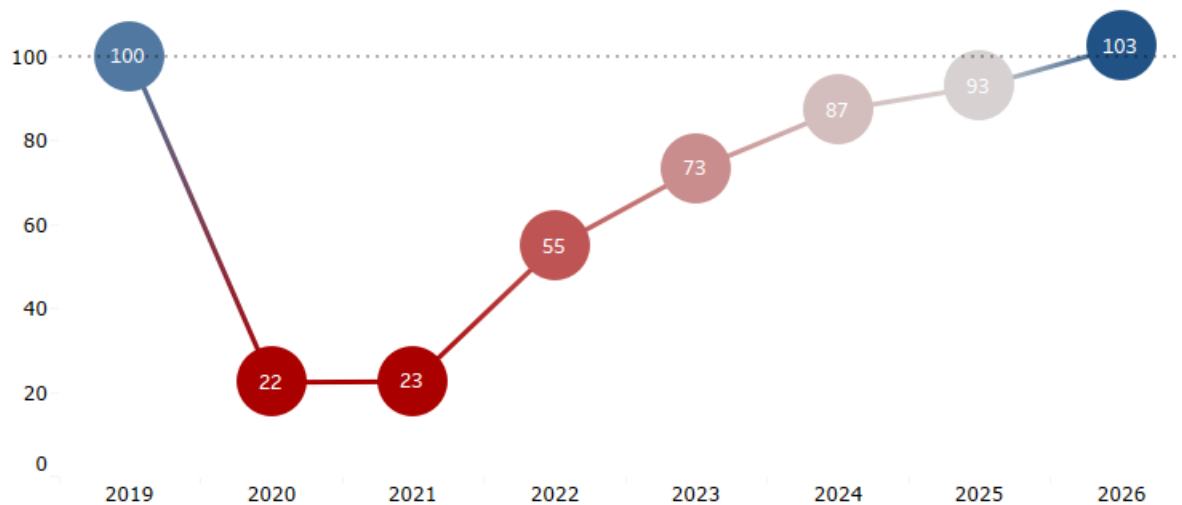
International Visitor Forecast

Forecasted in June, 2023

Total International Spending (real) in the U.S.

Forecasted recovery, relative to 2019 (index, 2019=100)

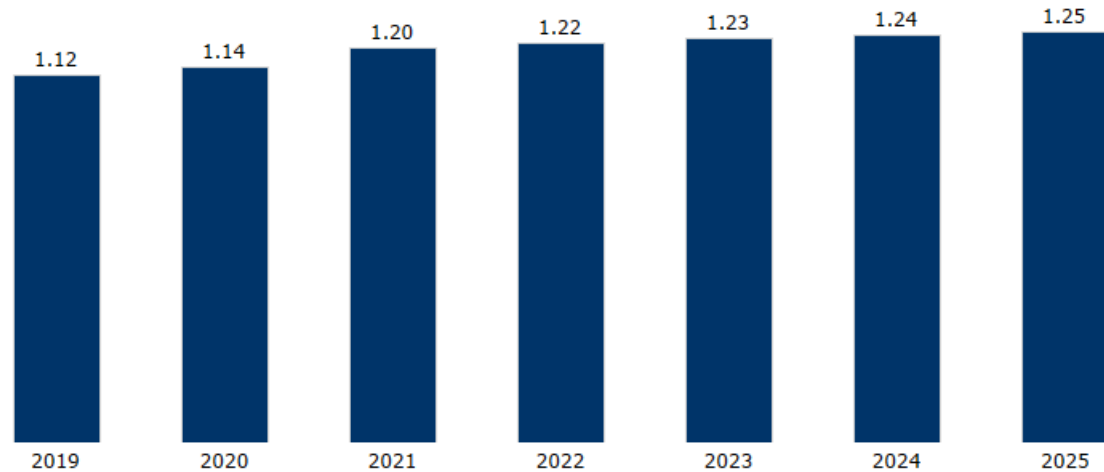
Indicator
Spending (real)



Exchange Rates

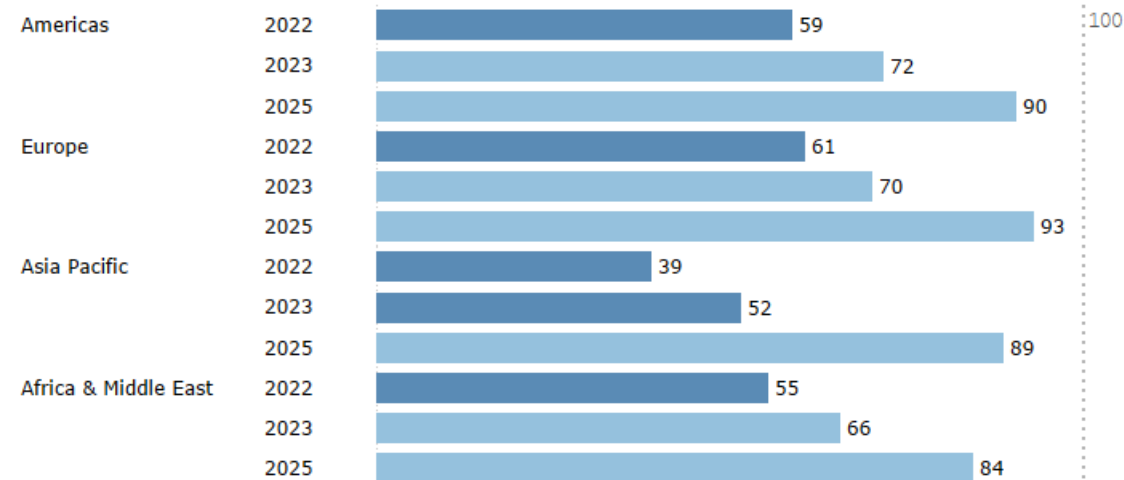
Forecasted exchange rate by year, US\$ per Euro

Currency
US\$ per Euro



International Spending (real) in the U.S. by World Region

Forecasted recovery for top-regions, relative to 2019 (index, 2019=100)



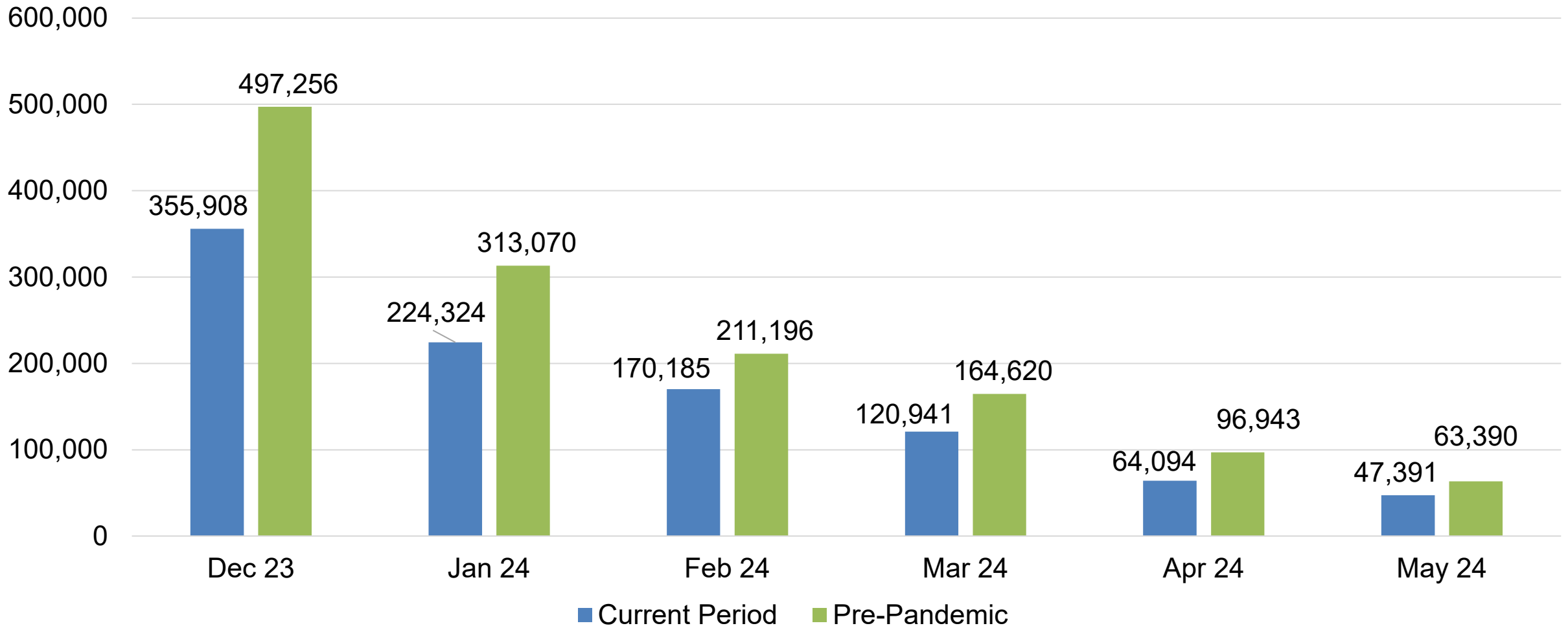
International Spending (real) in the U.S.

Forecasted recovery for top-10 origin markets, relative to 2019 (index, 2019=100)

	2021	2022	2023	2024	2025
Canada	11	59	81	90	97
Mexico	52	55	70	80	89
United Kingdom	10	63	71	86	96
China	2	30	36	75	92
Japan	3	13	30	54	73
Brazil	10	51	61	74	84
Germany	11	59	66	79	92
Australia	3	42	60	74	88
France	12	62	73	84	92

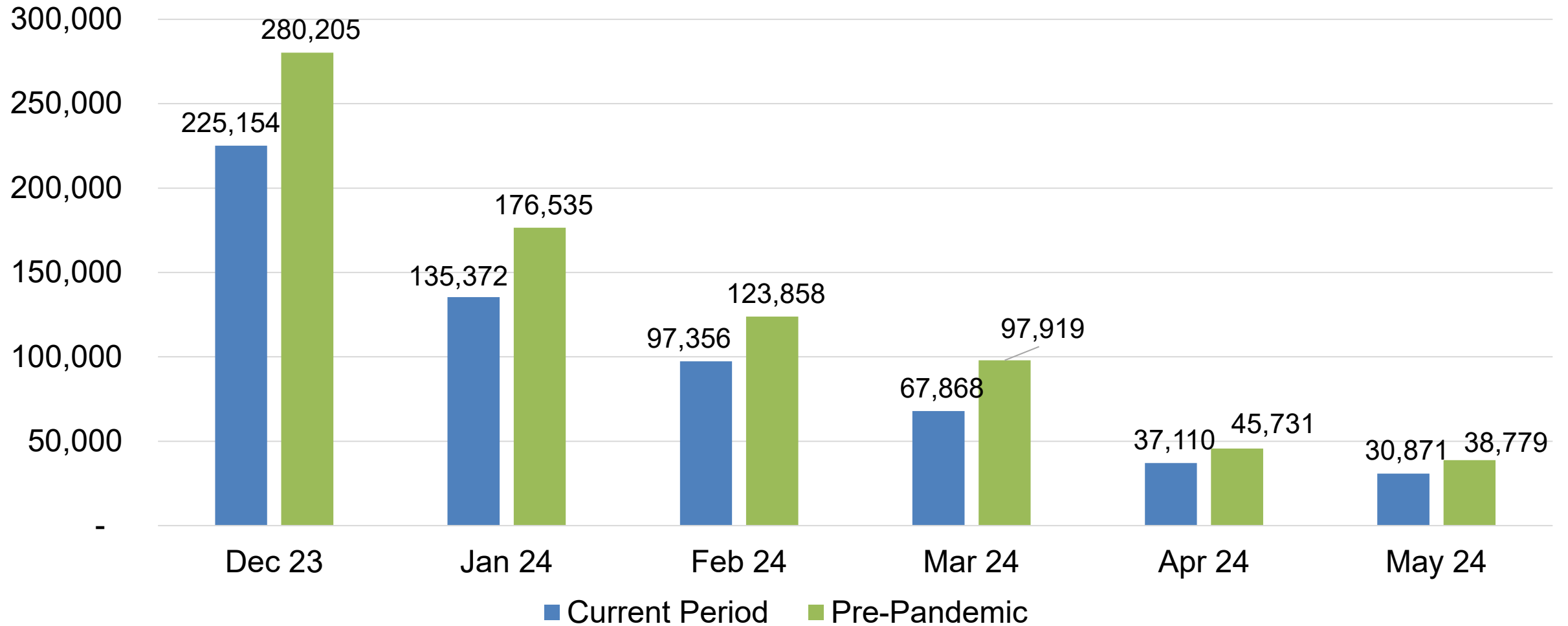
ARC/FORWARDKEYS DESTINATION GATEWAY AIR BOOKING TRENDS

Six Month Outlook: All Markets



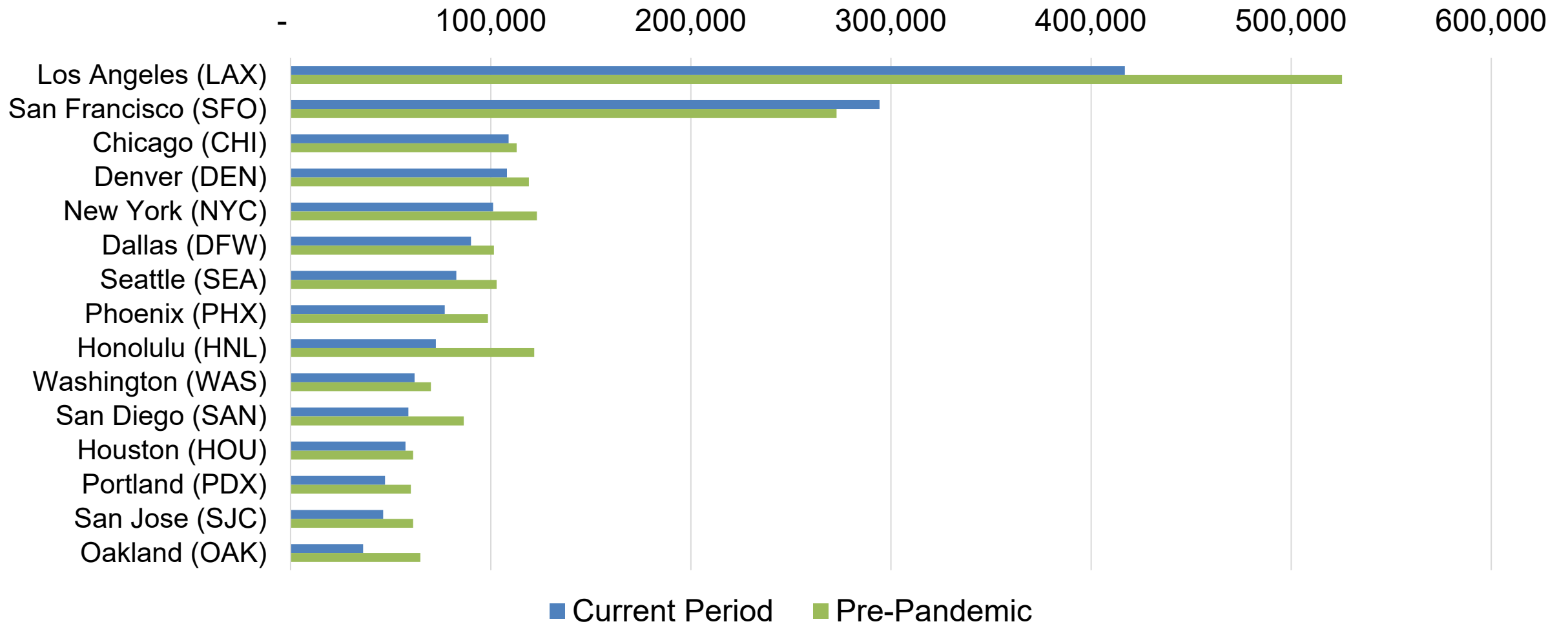
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: United States



Source: ARC/ForwardKeys Destination Gateway

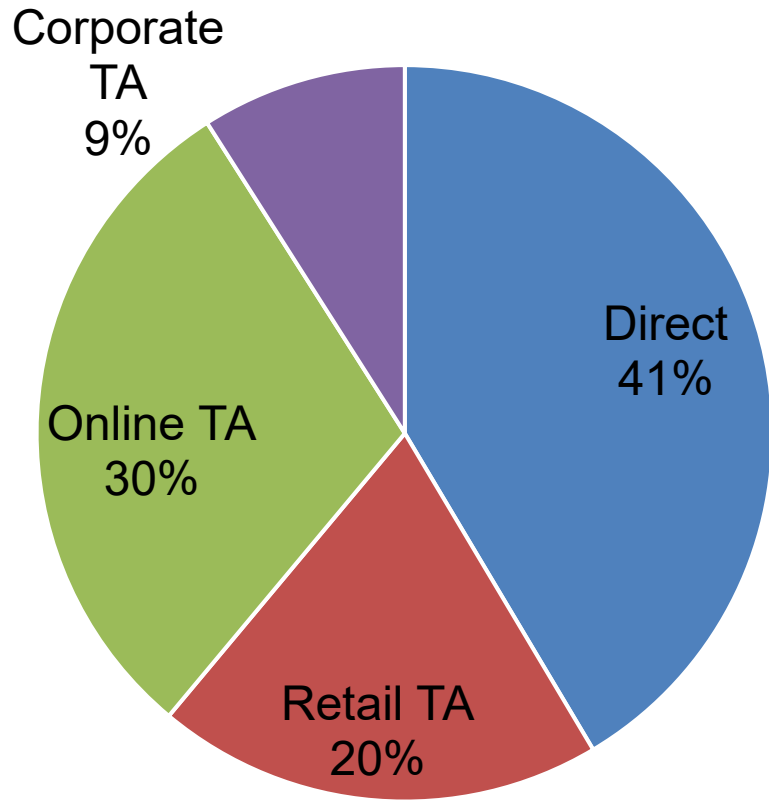
Trip Origins: United States



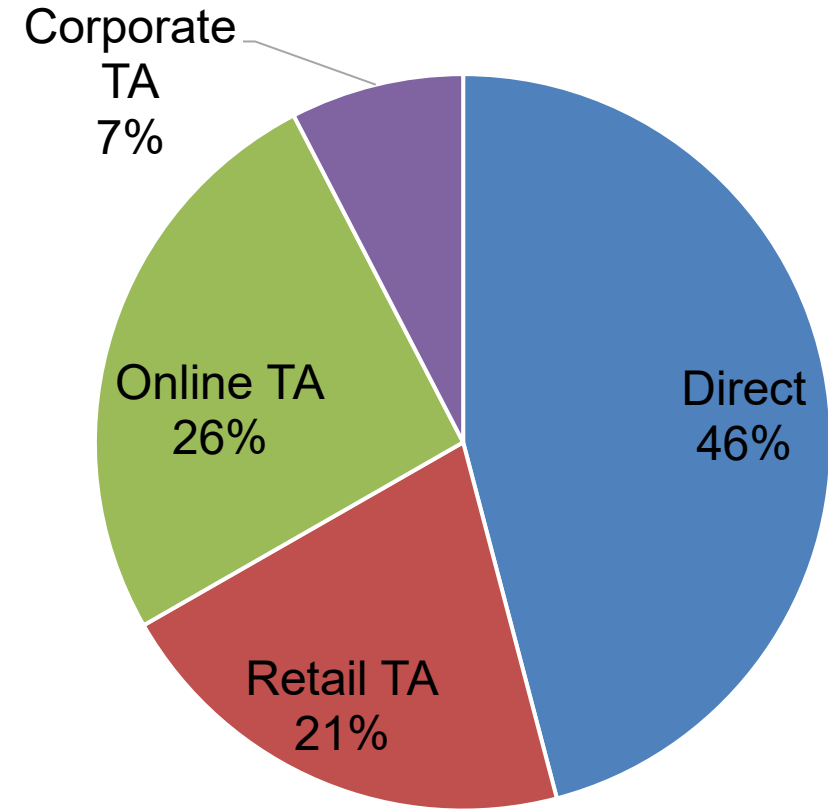
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: United States

Pre-Pandemic



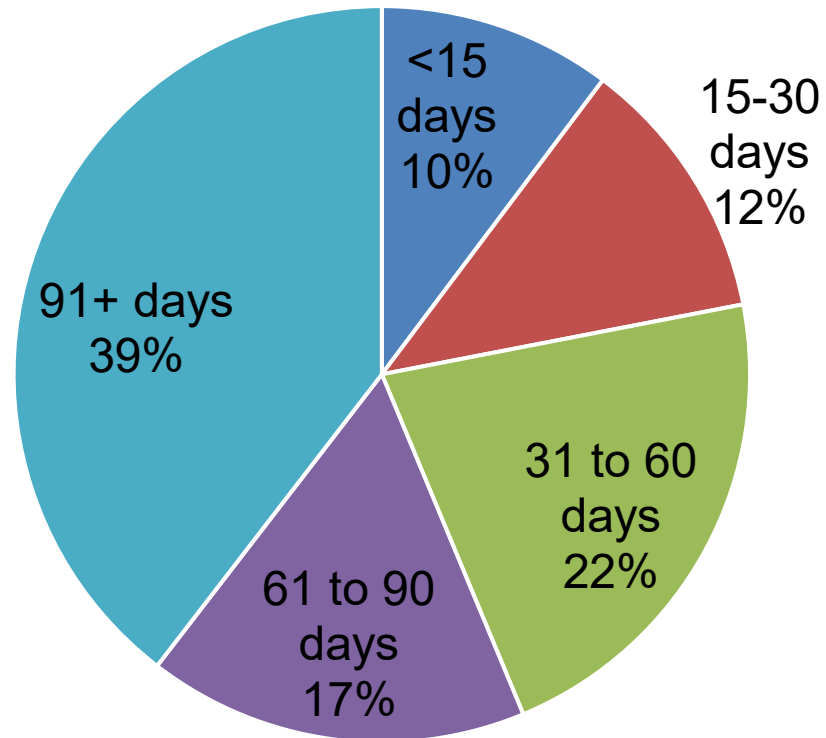
Current Period



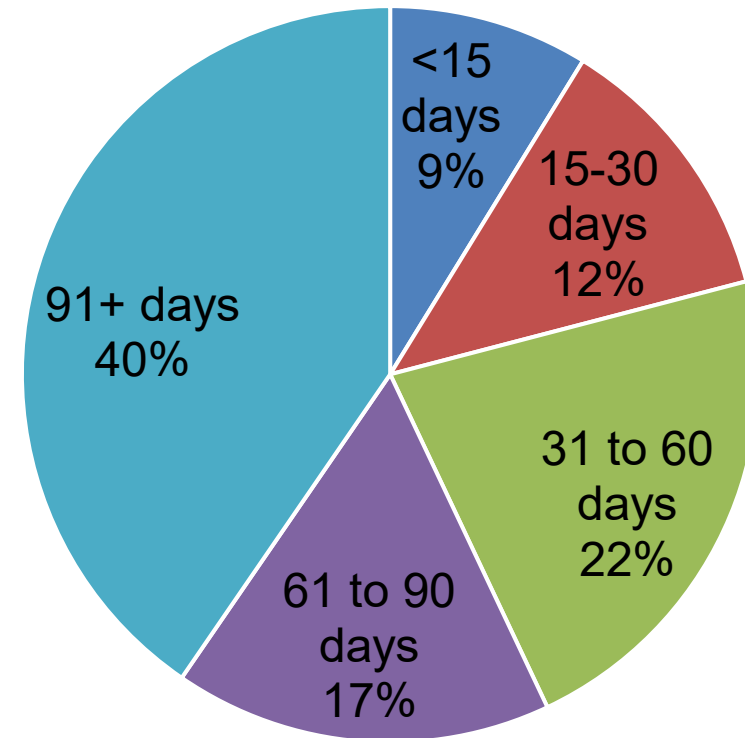
Source: ARC/ForwardKeys Destination Gateway

Lead Time: United States

Pre-Pandemic

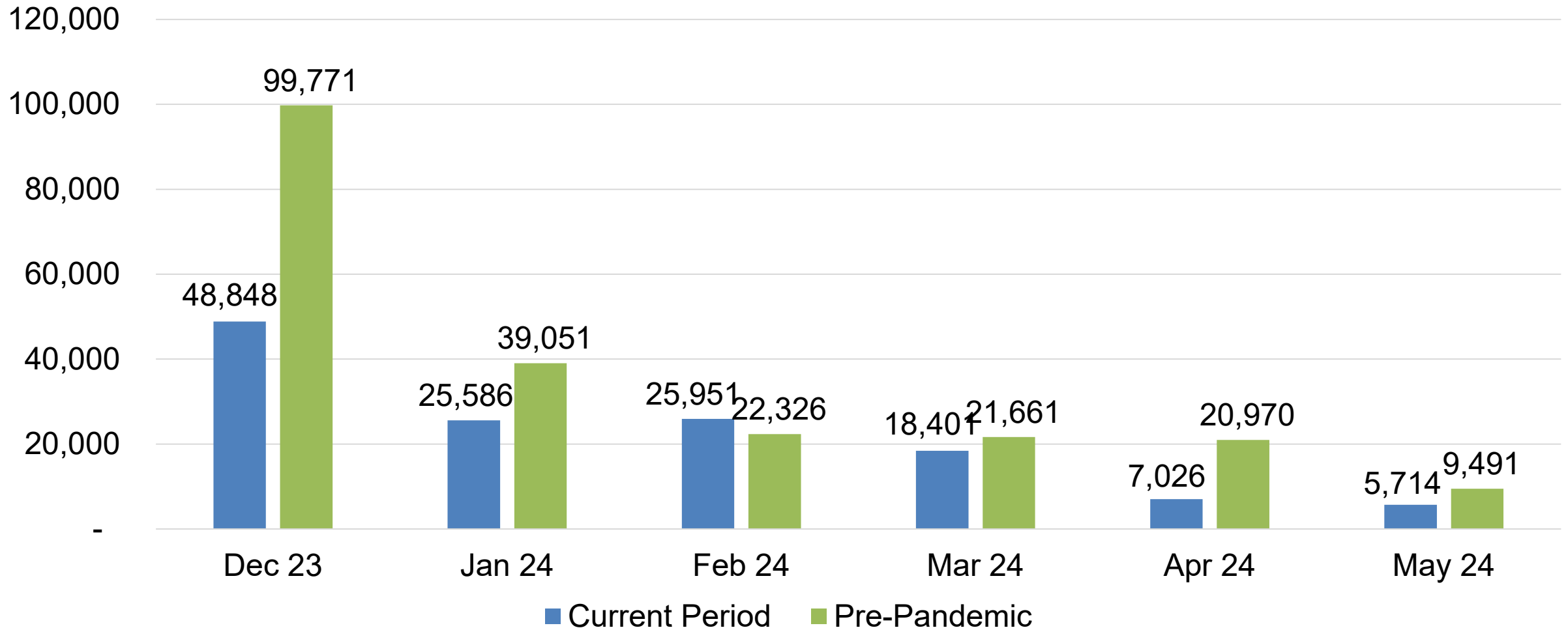


Current Period



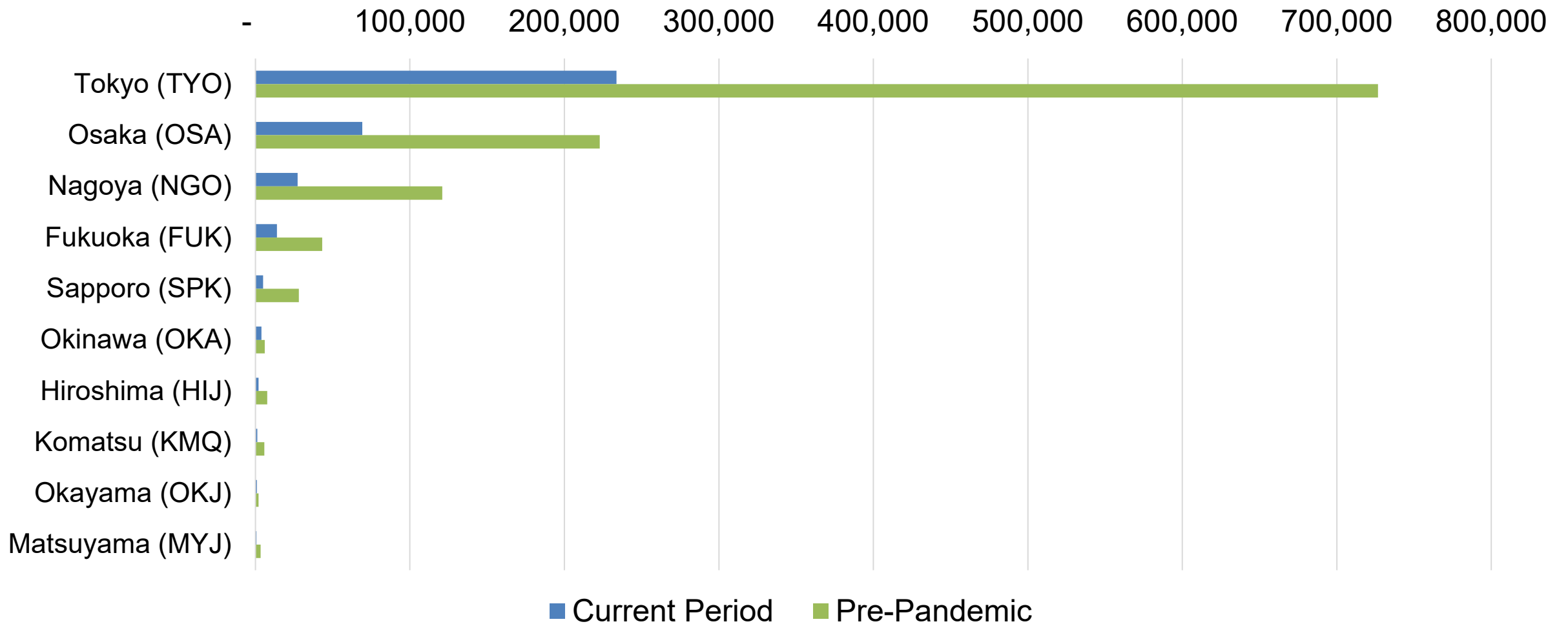
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Japan



Source: ARC/ForwardKeys Destination Gateway

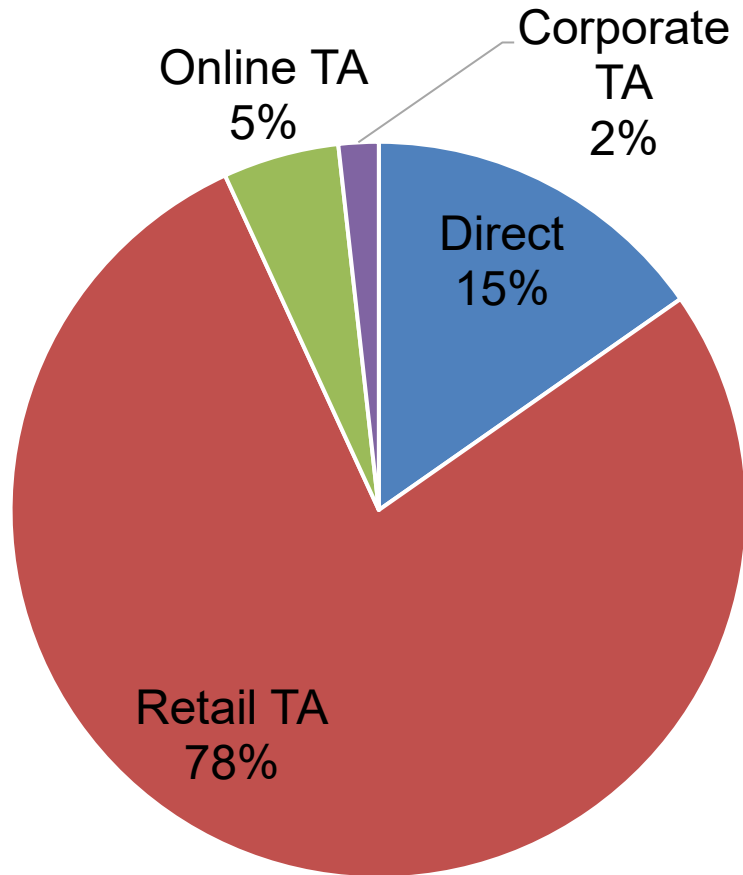
Trip Origins: Japan



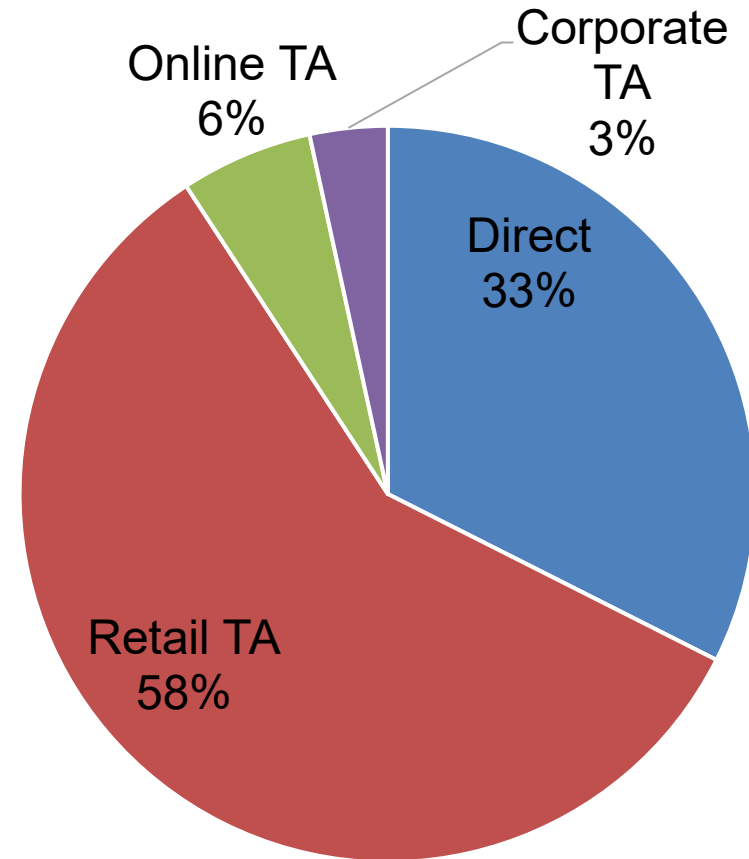
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Japan

Pre-Pandemic



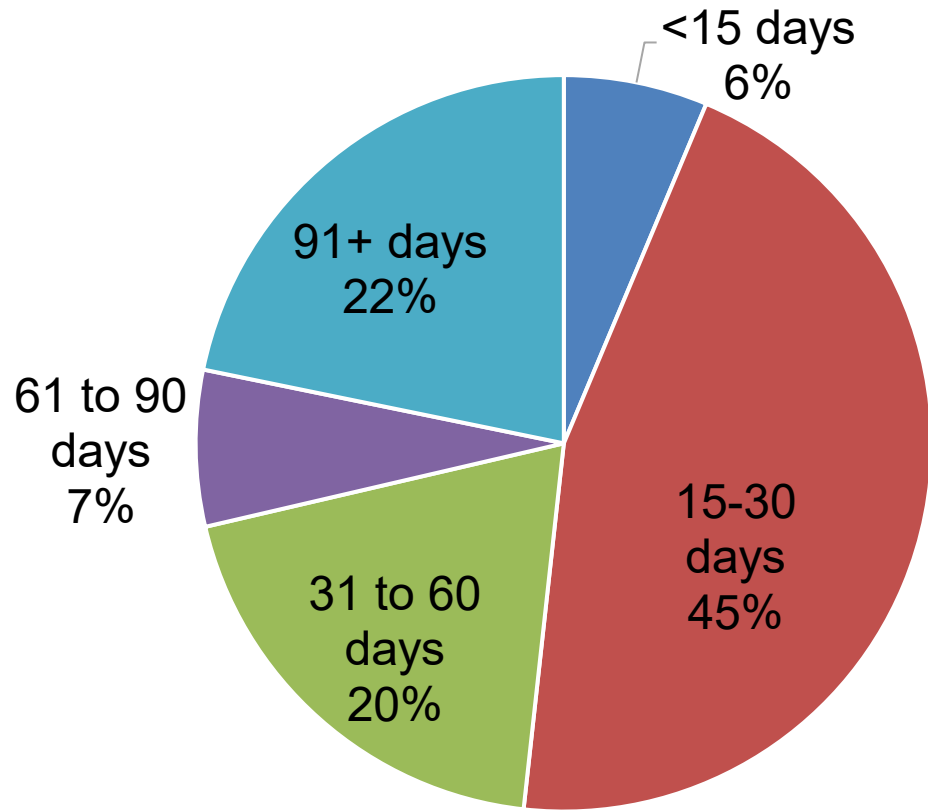
Current Period



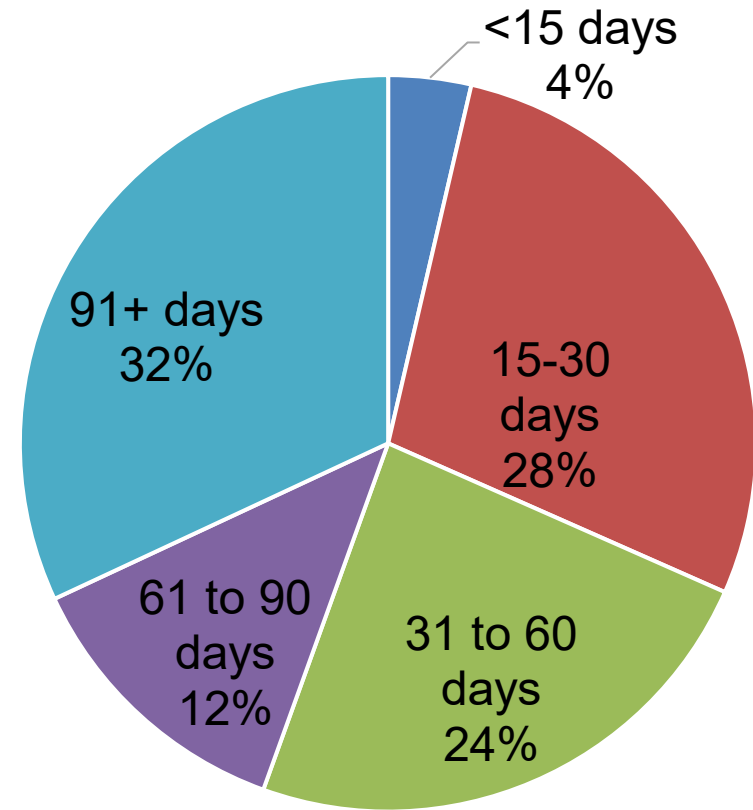
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Japan

Pre-Pandemic

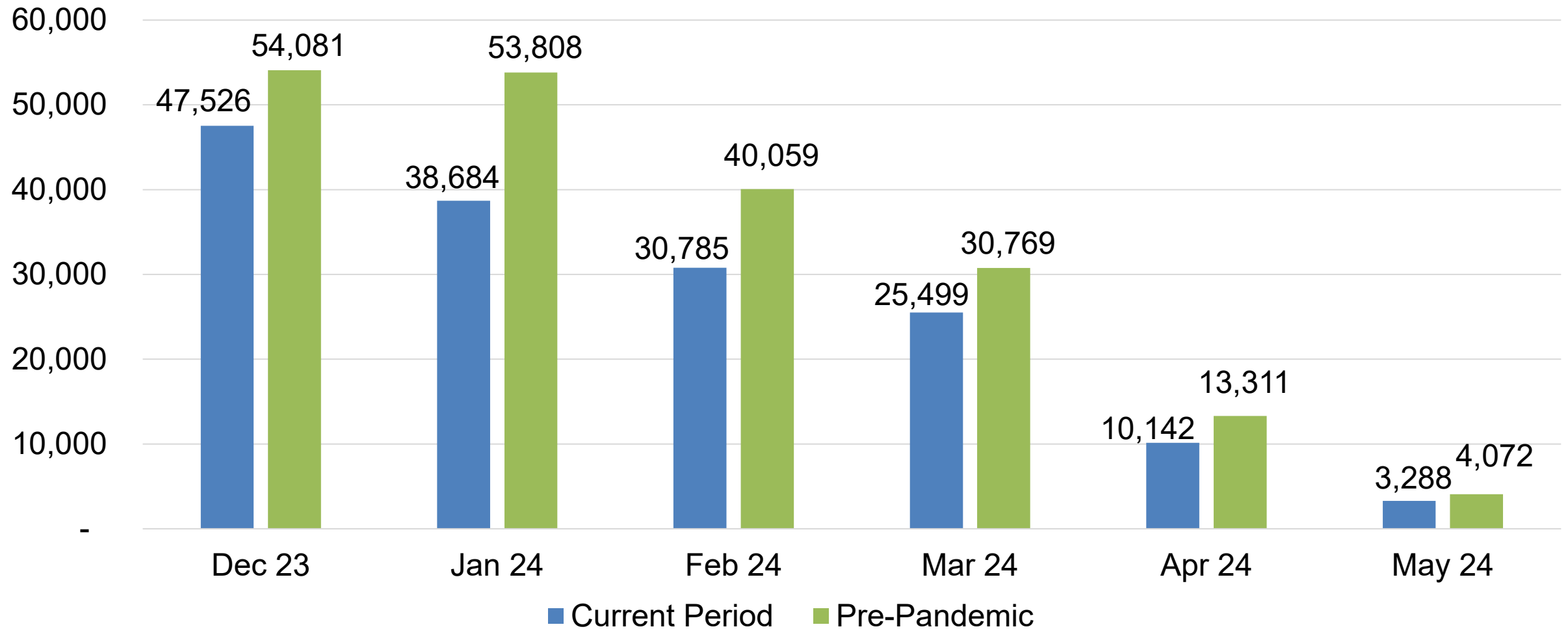


Current Period



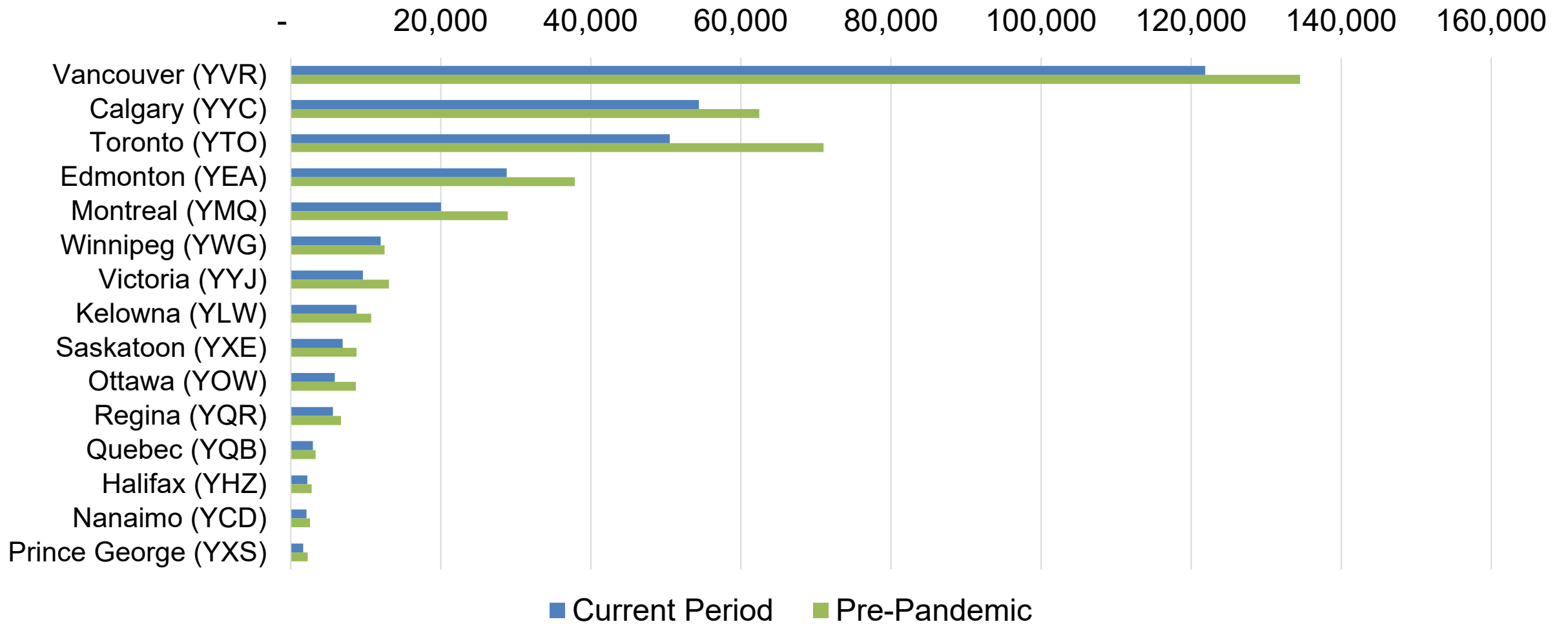
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Canada



Source: ARC/ForwardKeys Destination Gateway

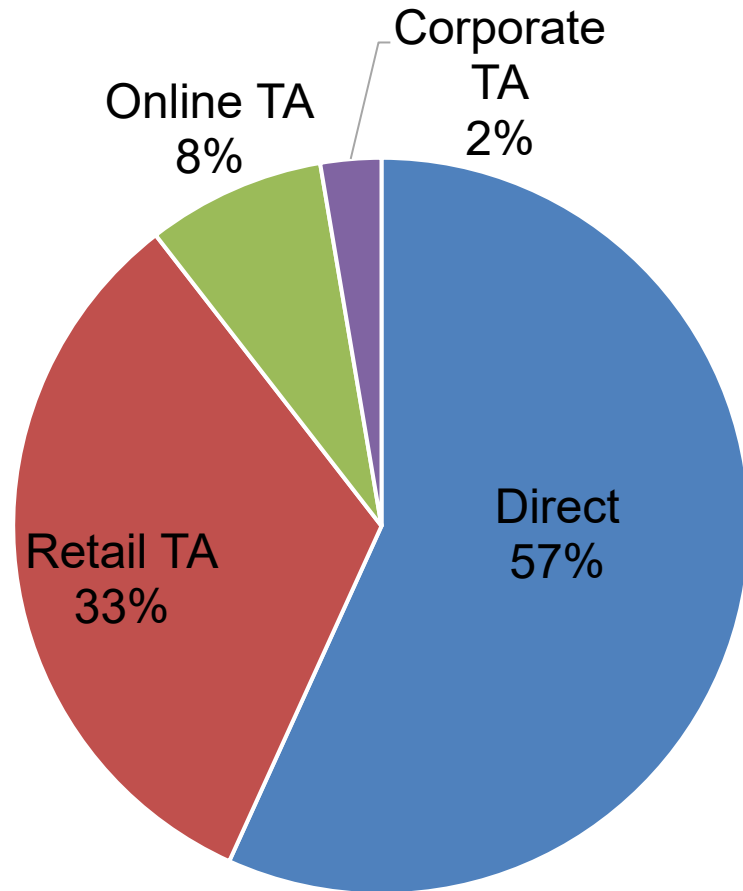
Trip Origins: Canada



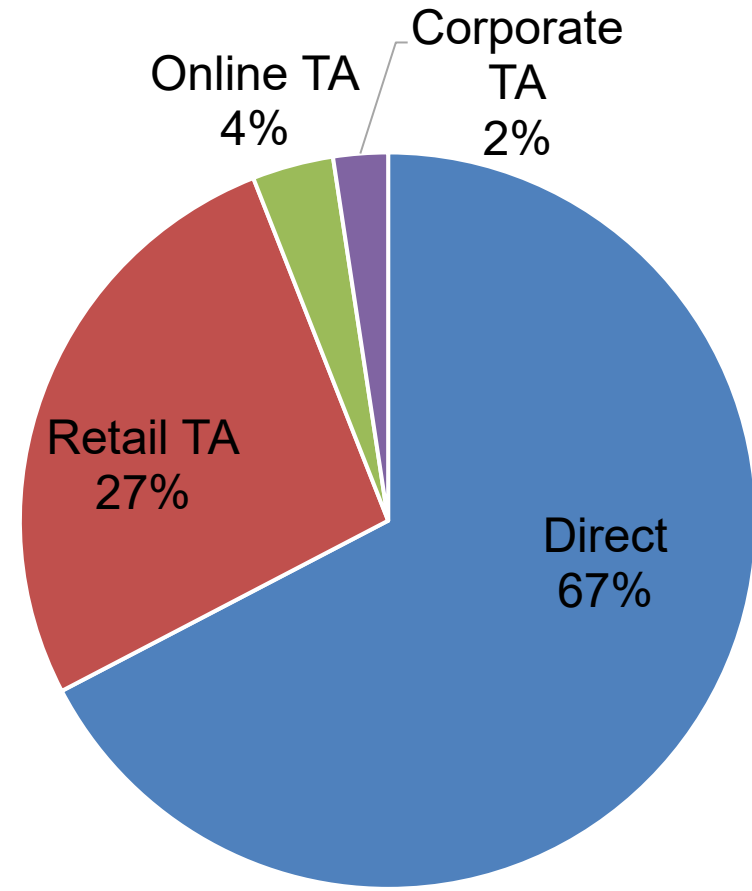
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Canada

Pre-Pandemic



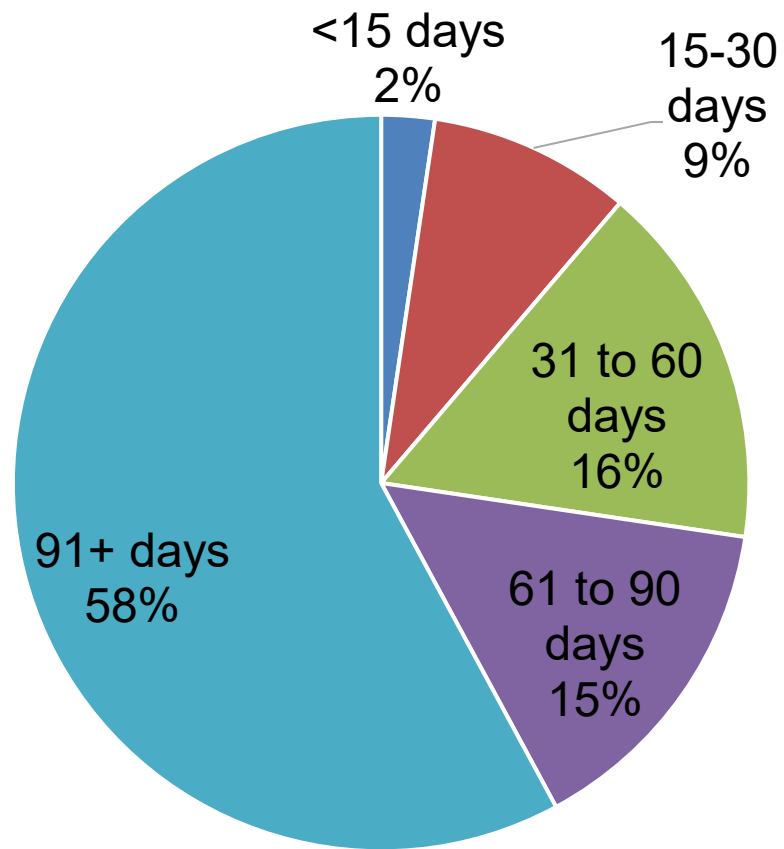
Current Period



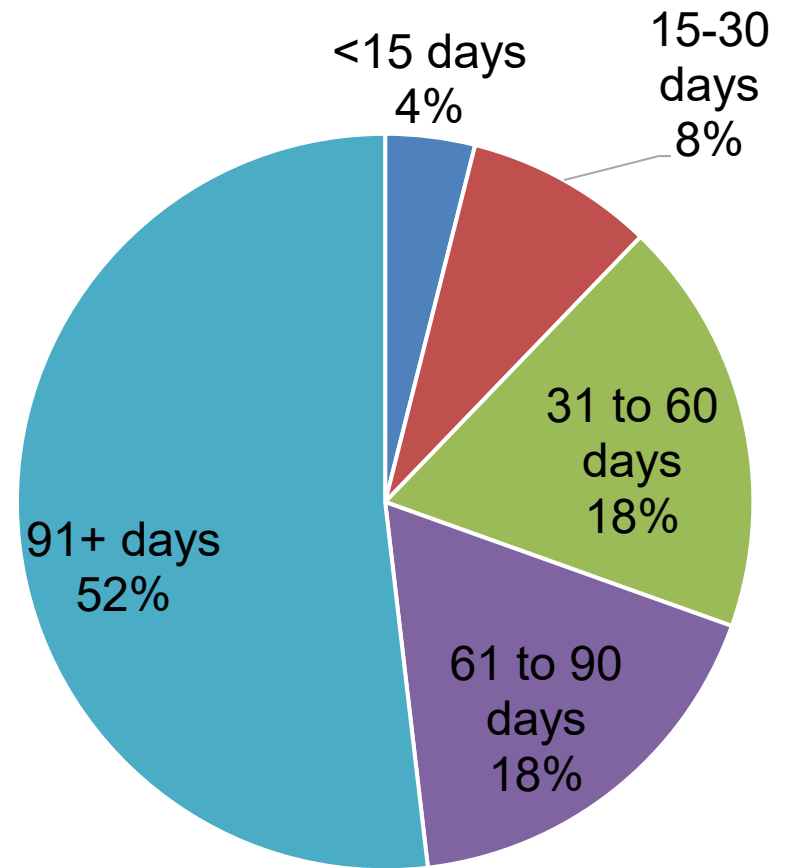
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Canada

Pre-Pandemic

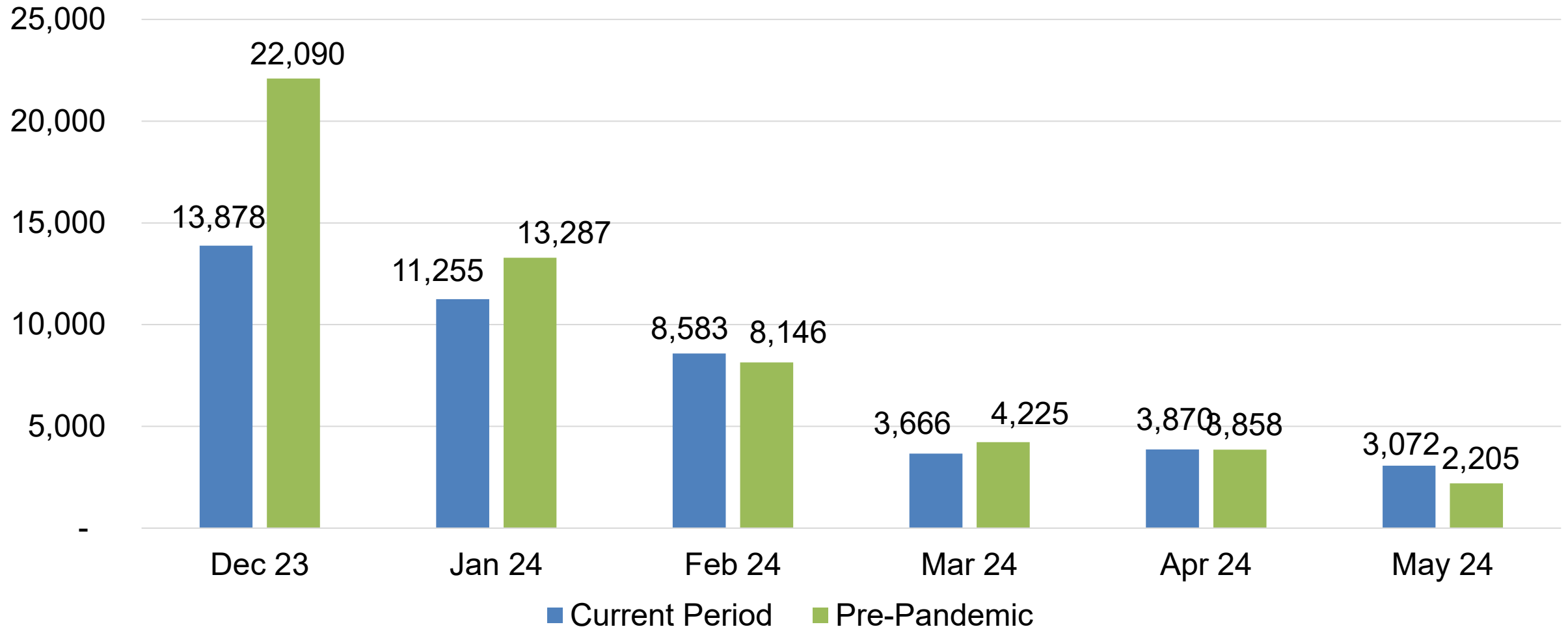


Current Period



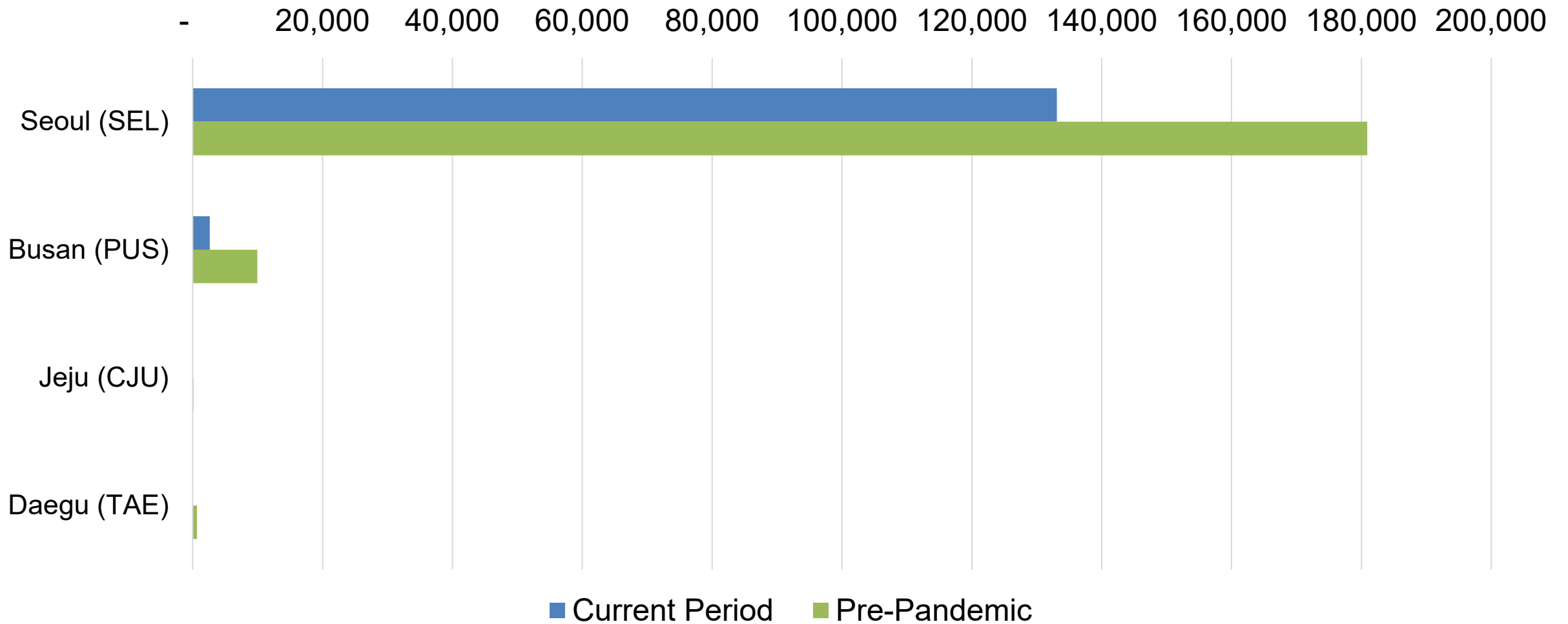
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Korea



Source: ARC/ForwardKeys Destination Gateway

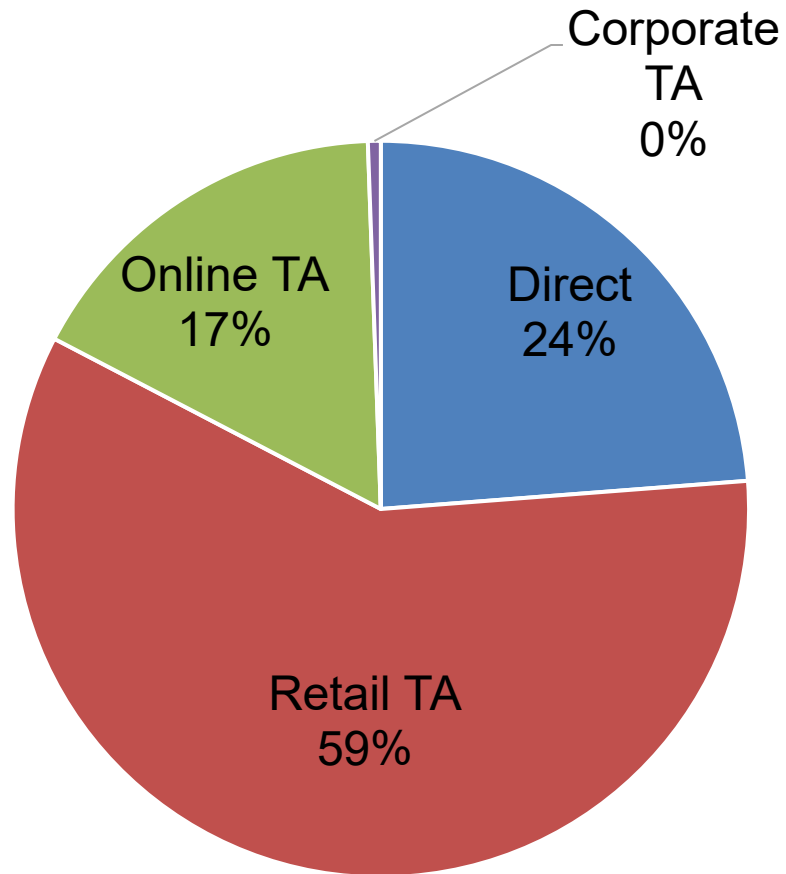
Trip Origins: Korea



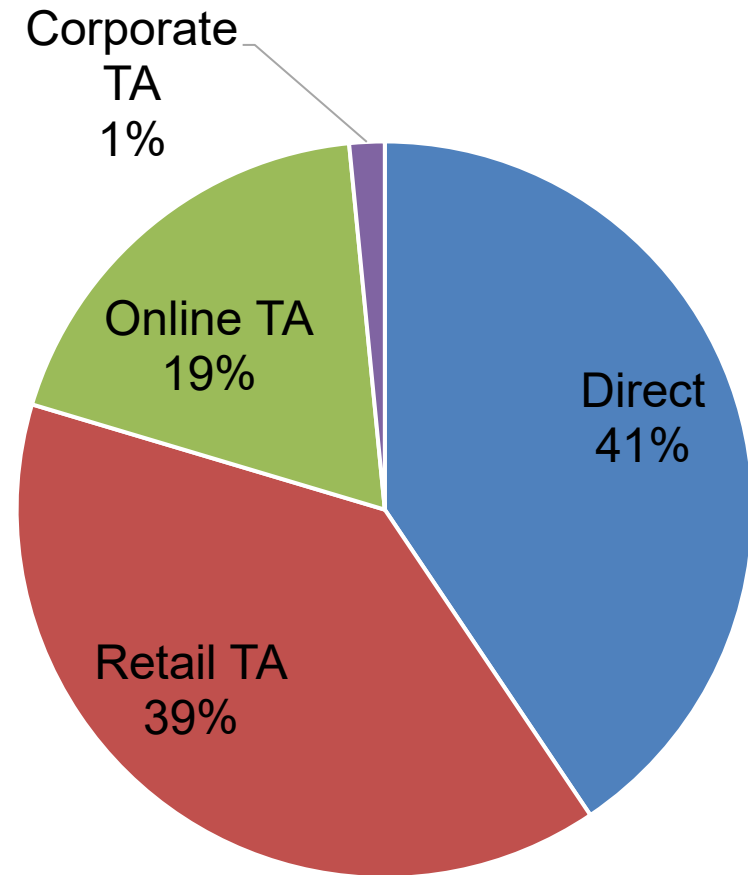
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Korea

Pre-Pandemic



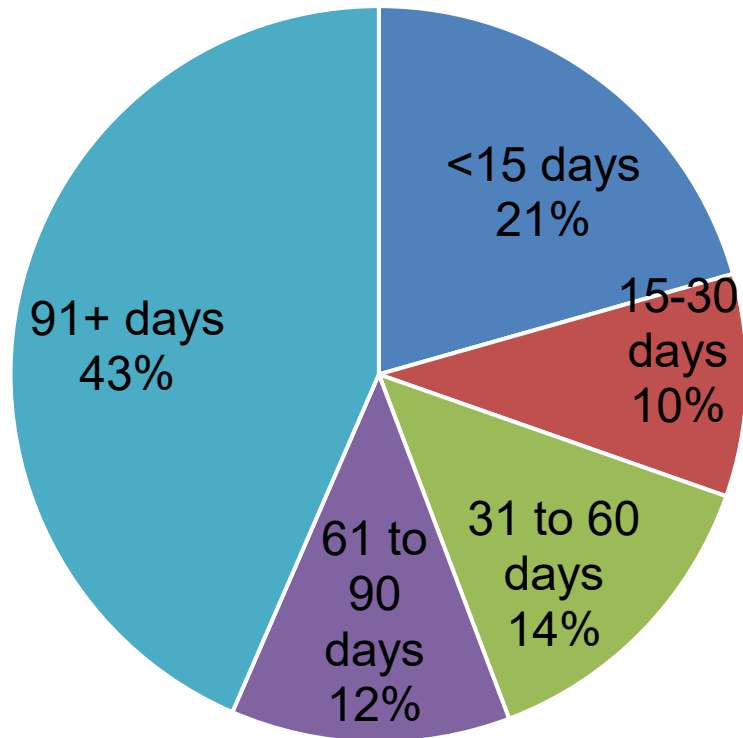
Current Period



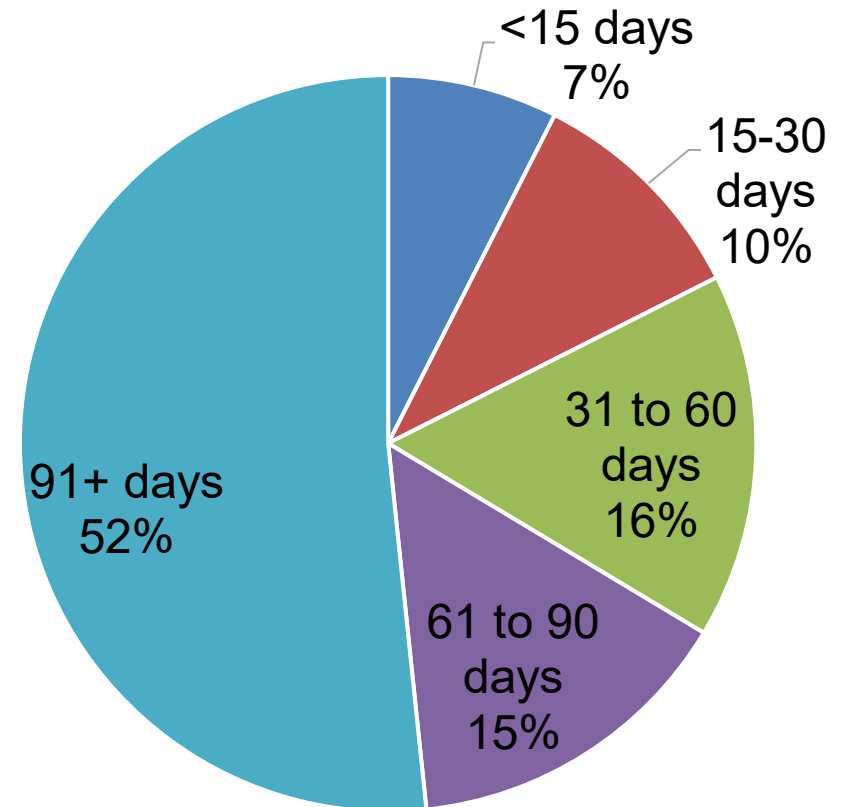
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Korea

Pre-Pandemic

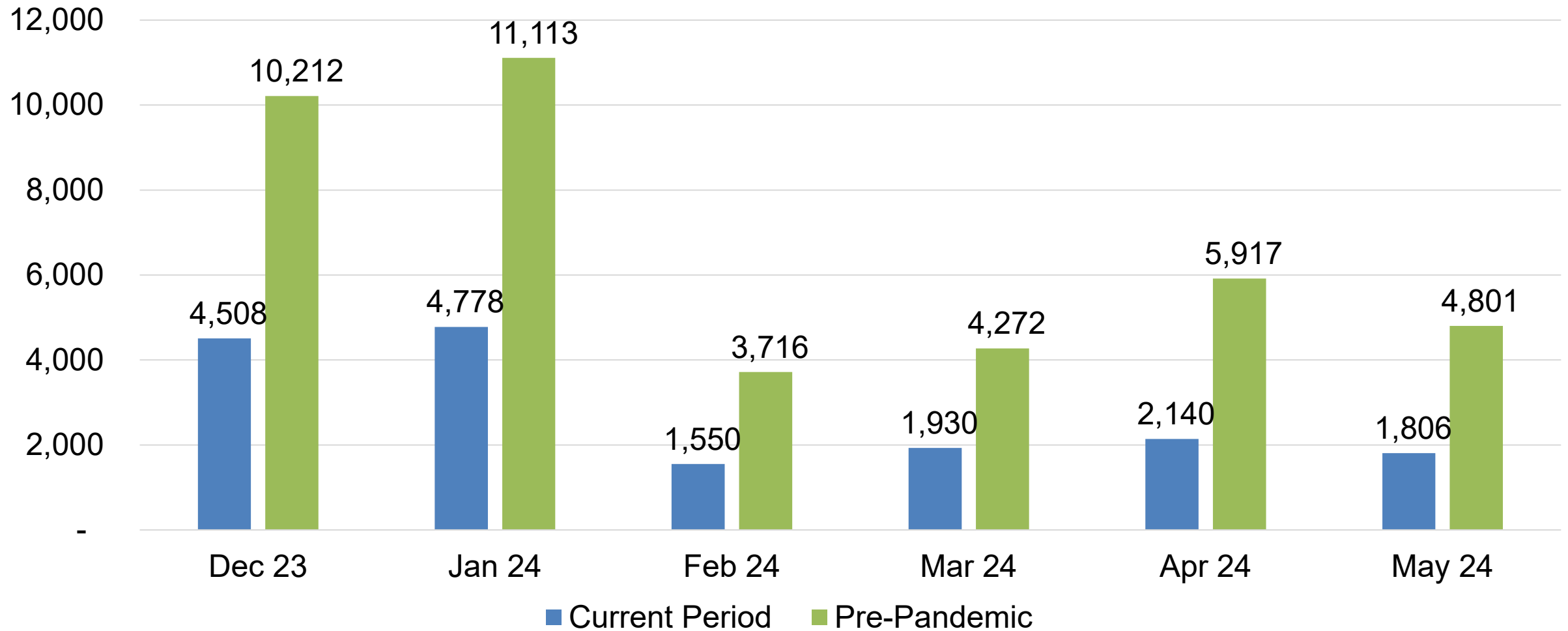


Current Period



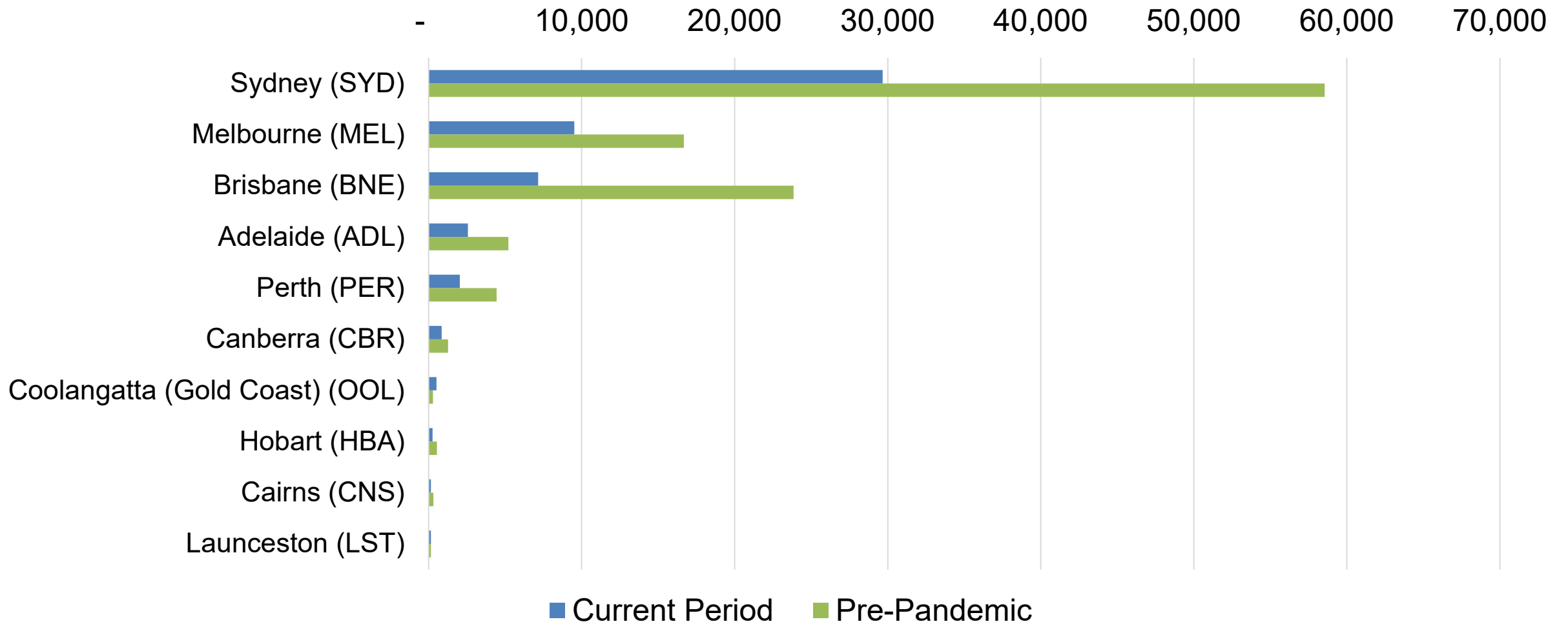
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Australia



Source: ARC/ForwardKeys Destination Gateway

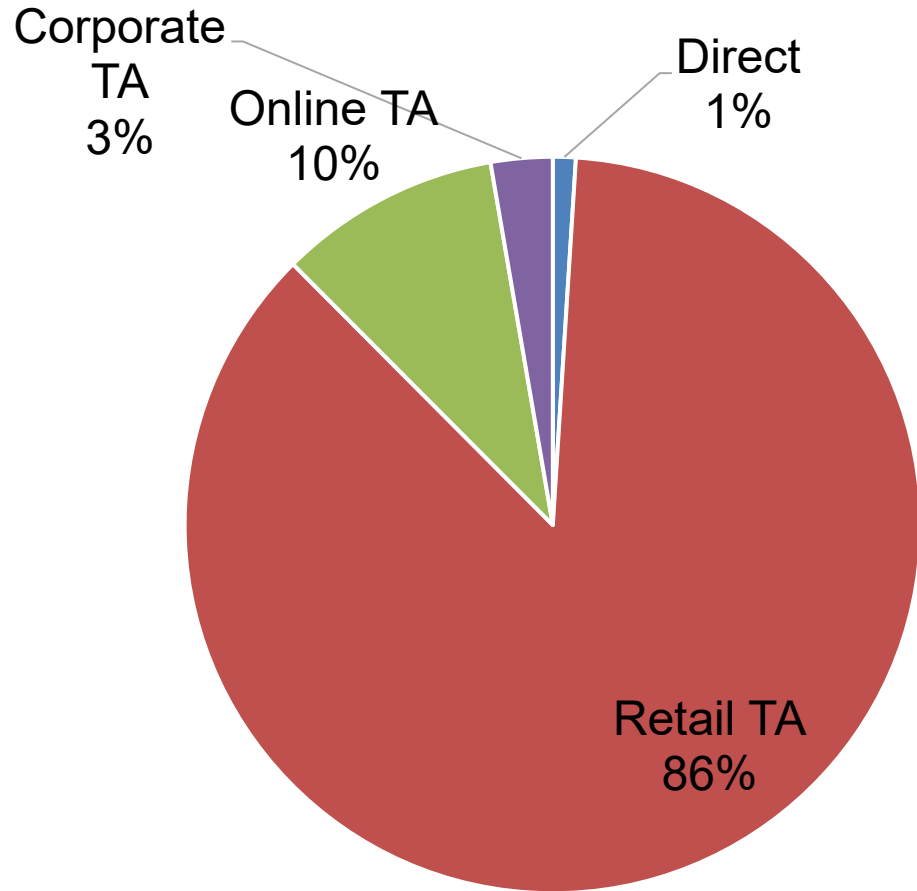
Trip Origins: Australia



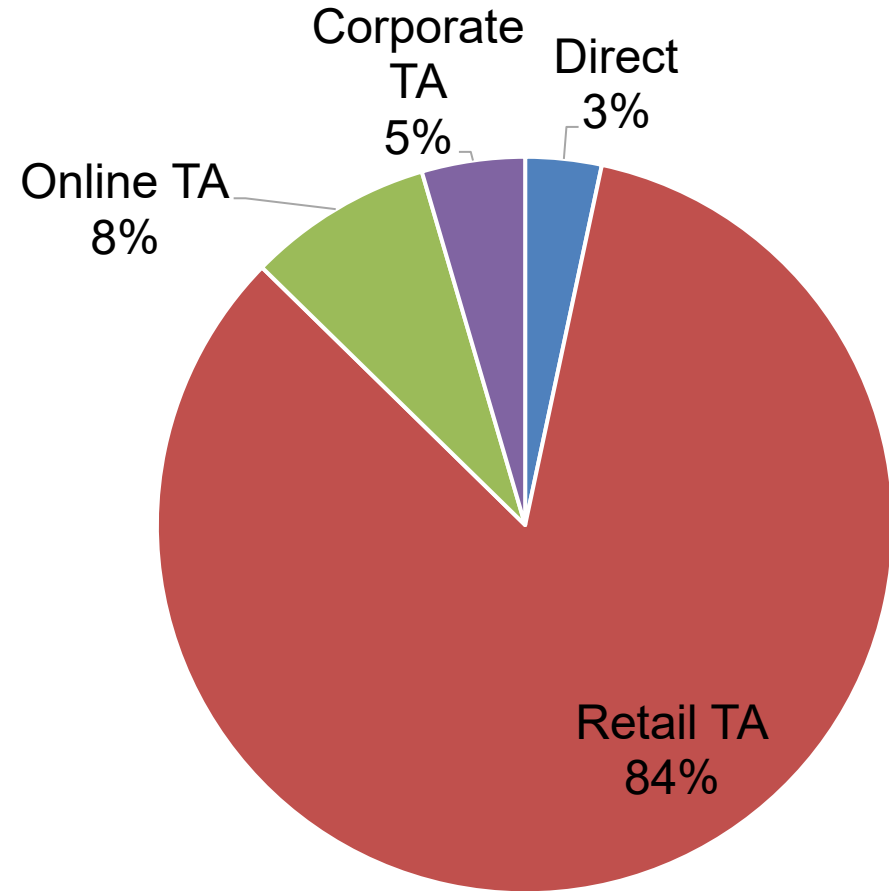
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Australia

Pre-Pandemic



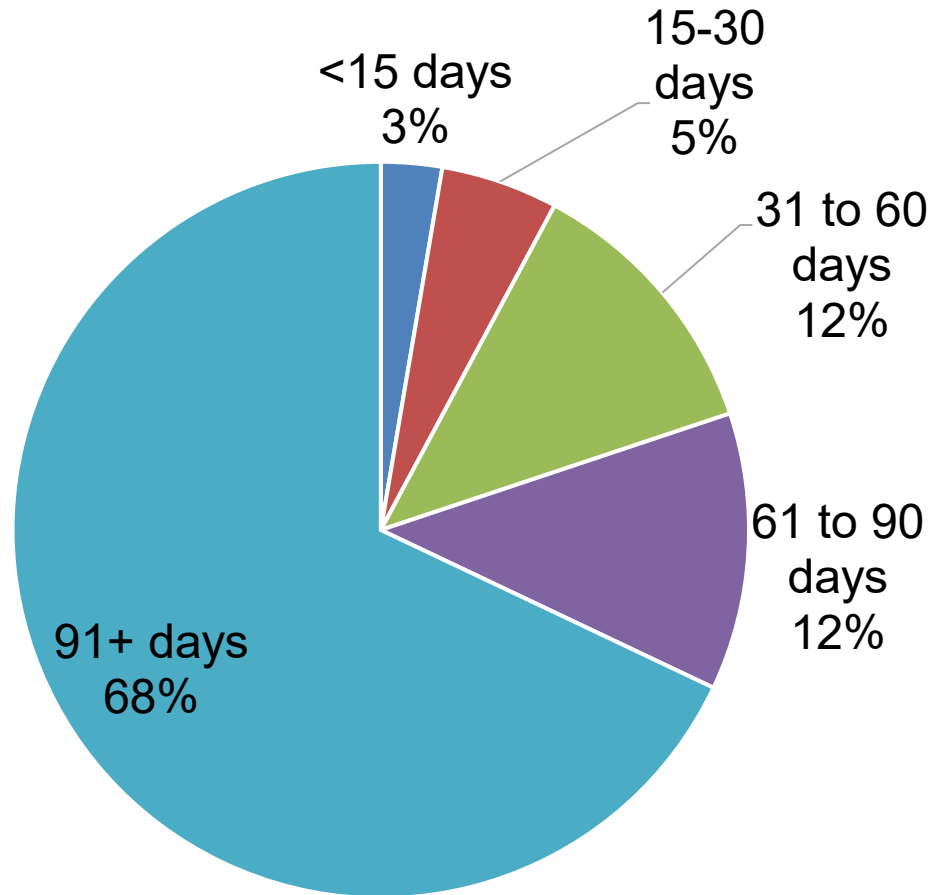
Current Period



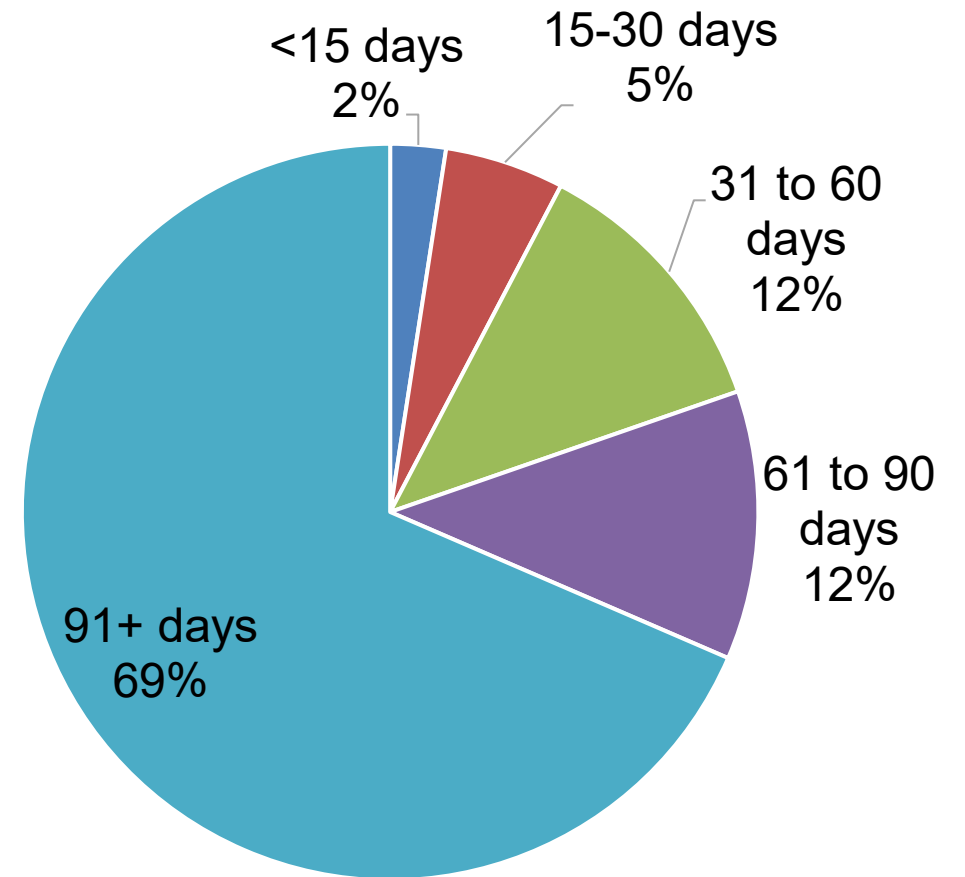
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Australia

Pre-Pandemic

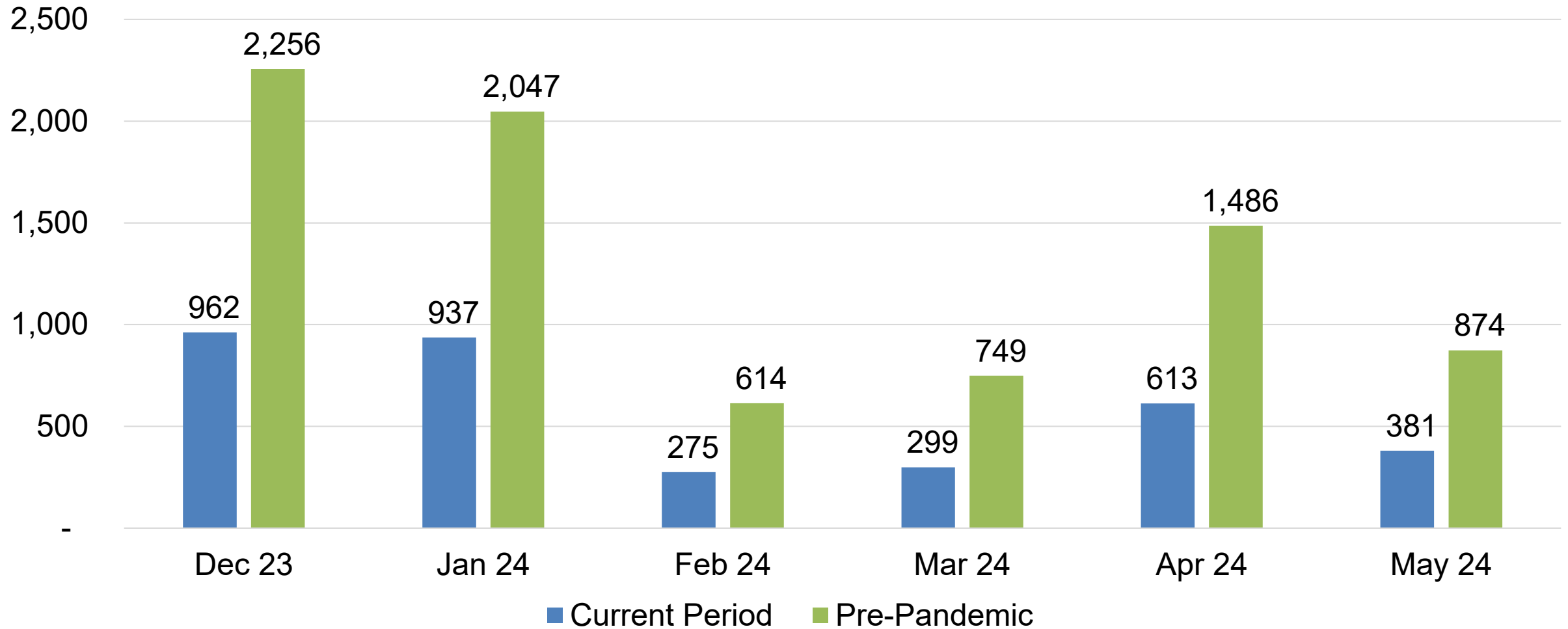


Current Period



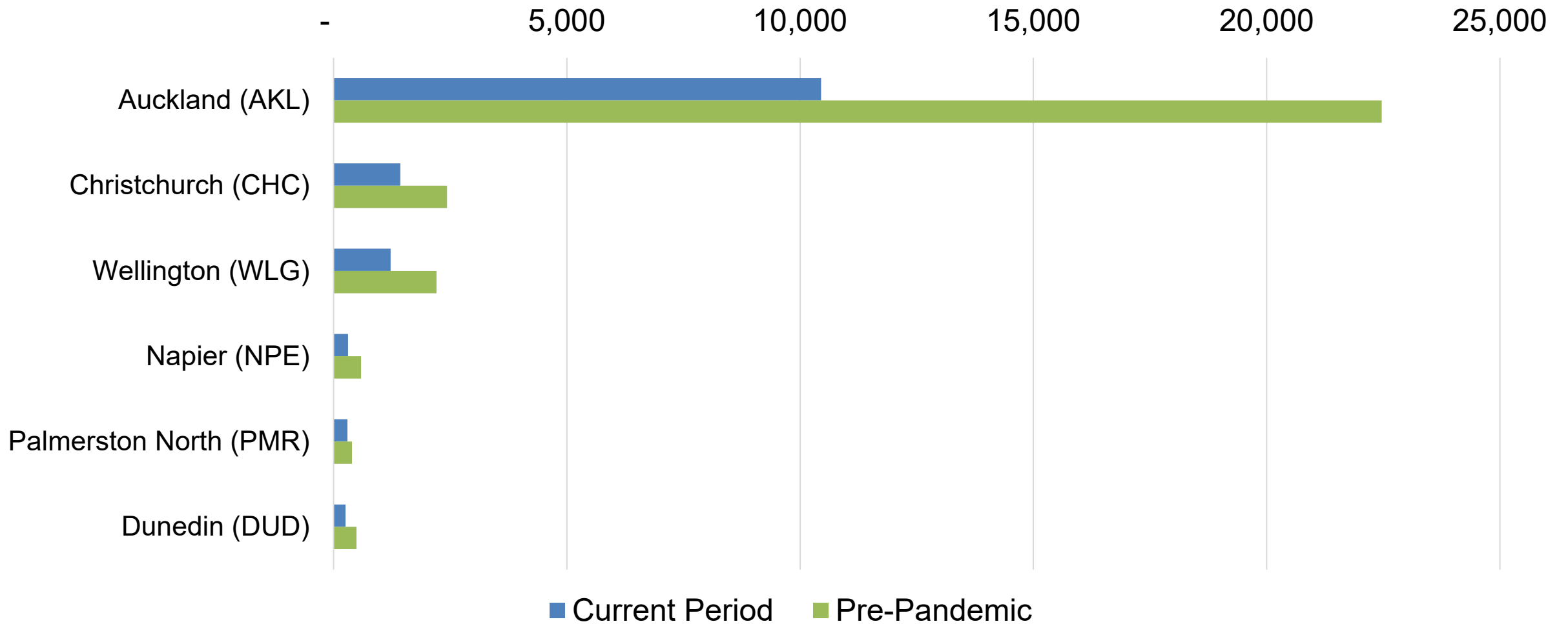
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: New Zealand



Source: ARC/ForwardKeys Destination Gateway

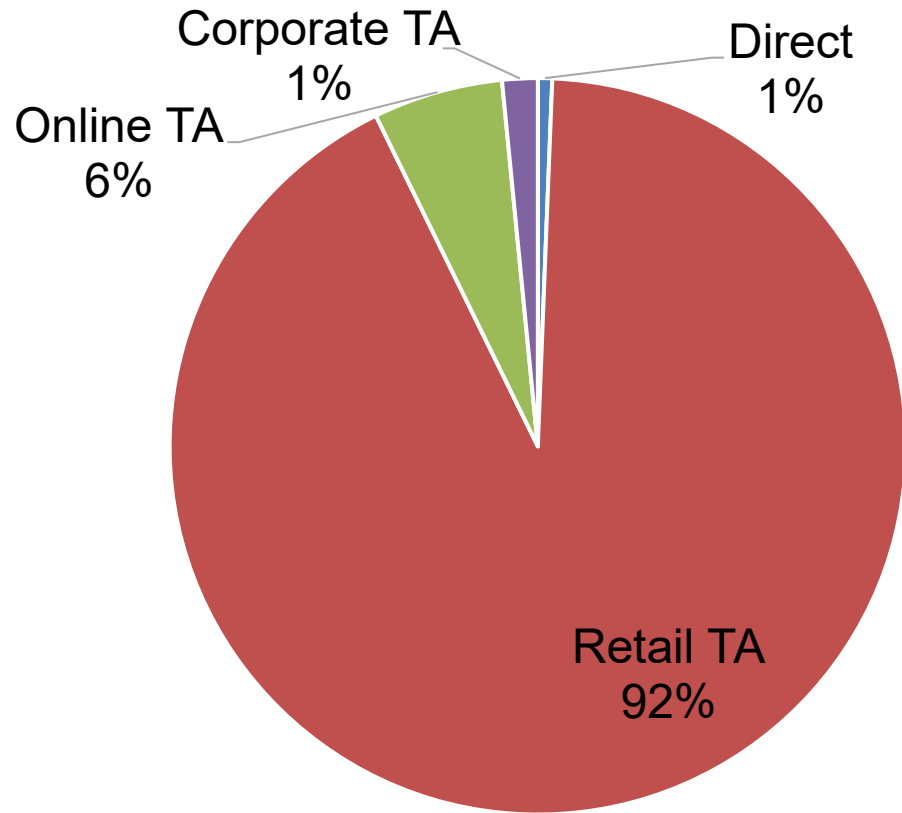
Trip Origins: New Zealand



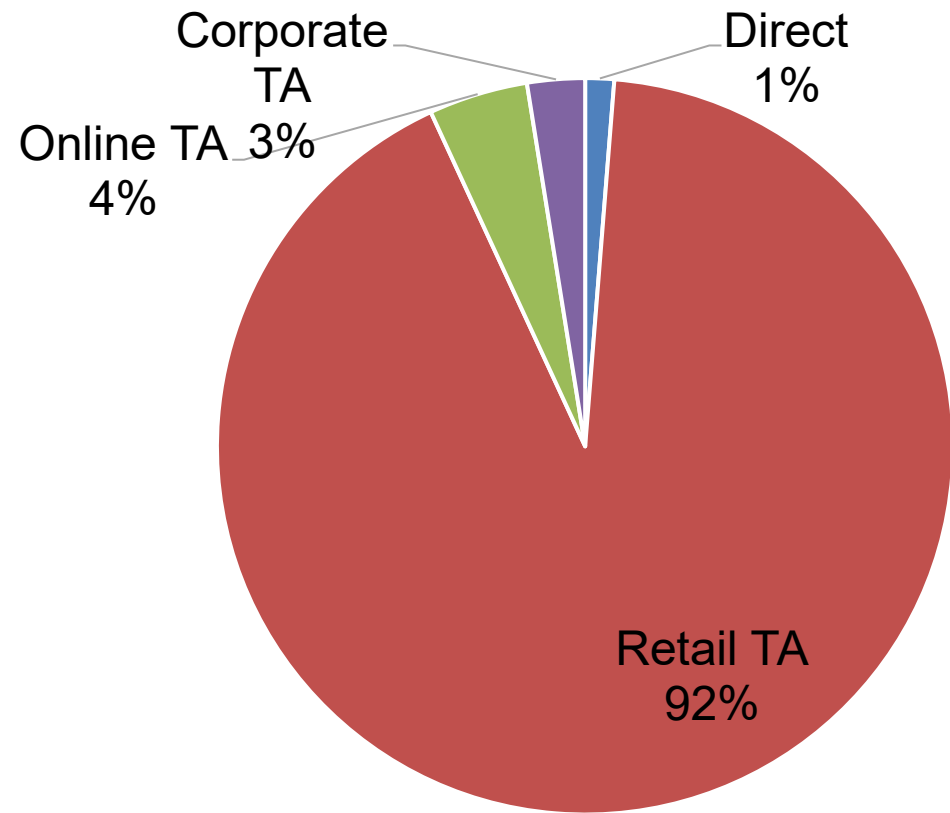
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: New Zealand

Pre-Pandemic



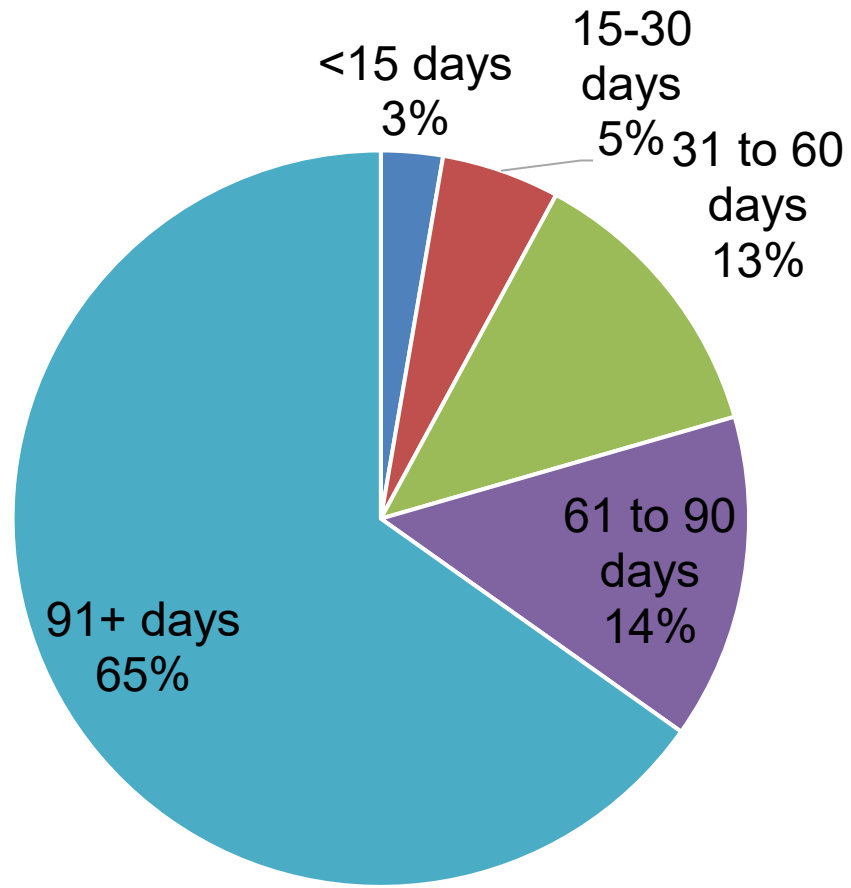
Current Period



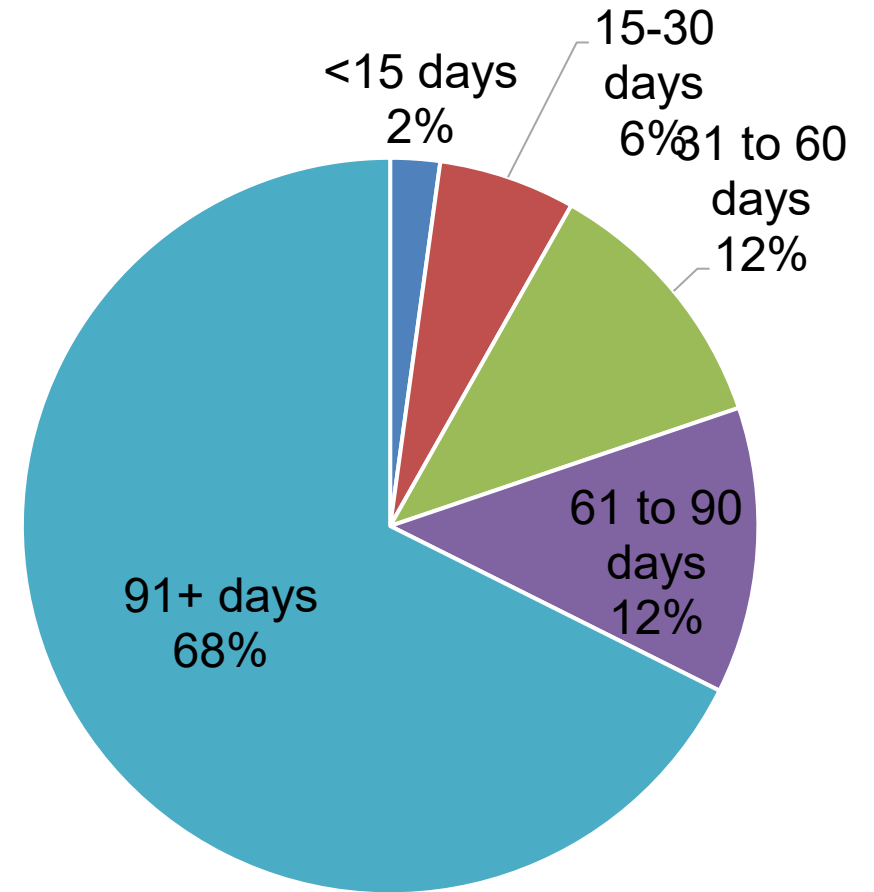
Source: ARC/ForwardKeys Destination Gateway

Lead Time: New Zealand

Pre-Pandemic

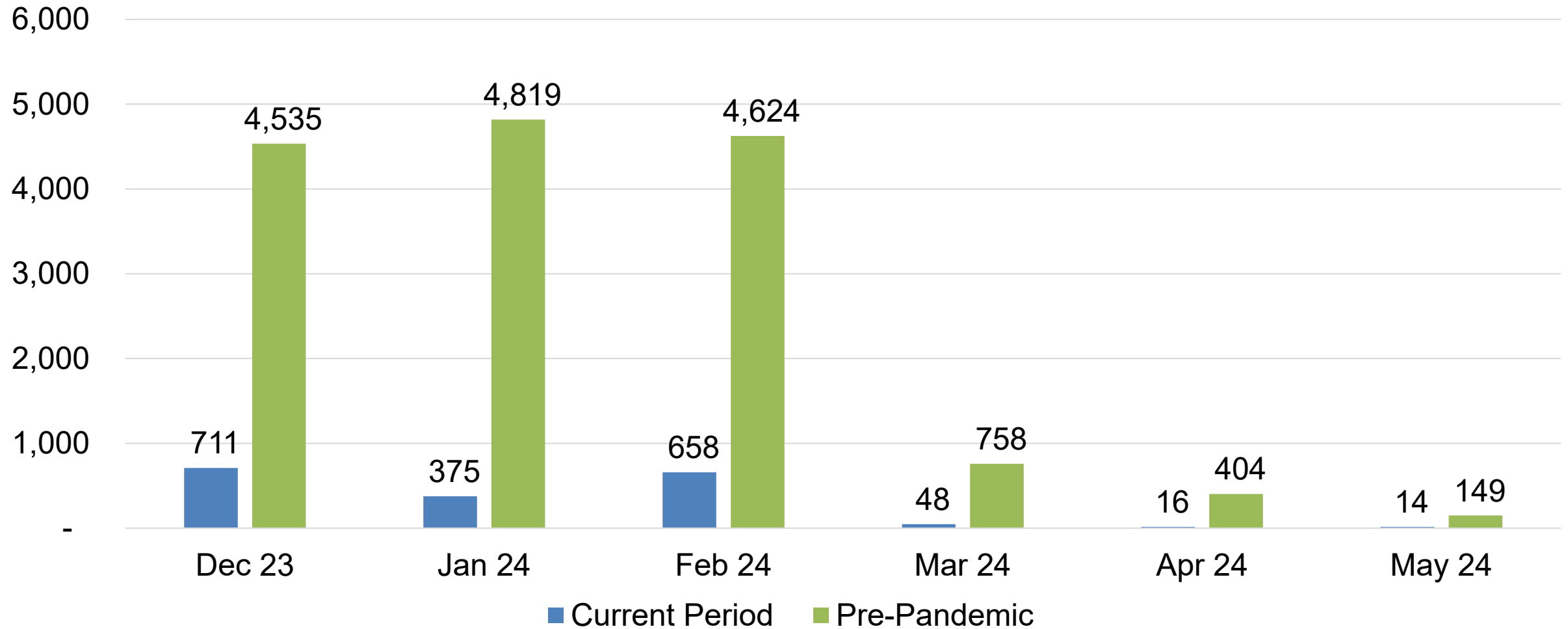


Current Period



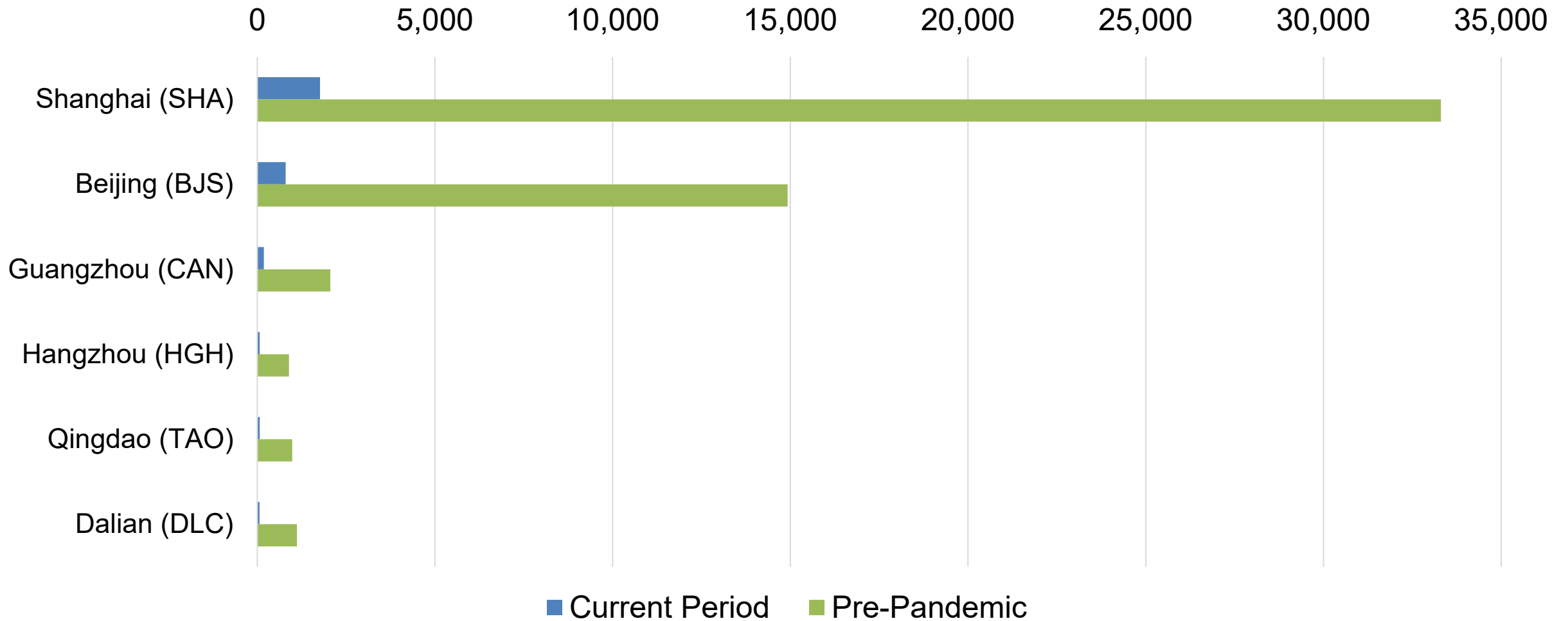
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: China



Source: ARC/ForwardKeys Destination Gateway

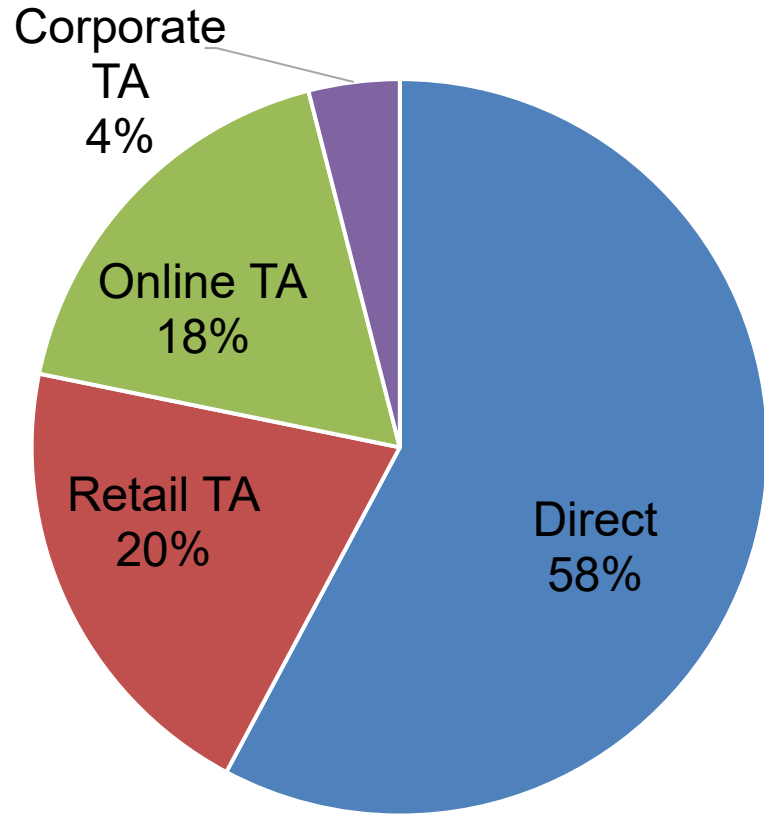
Trip Origins: China



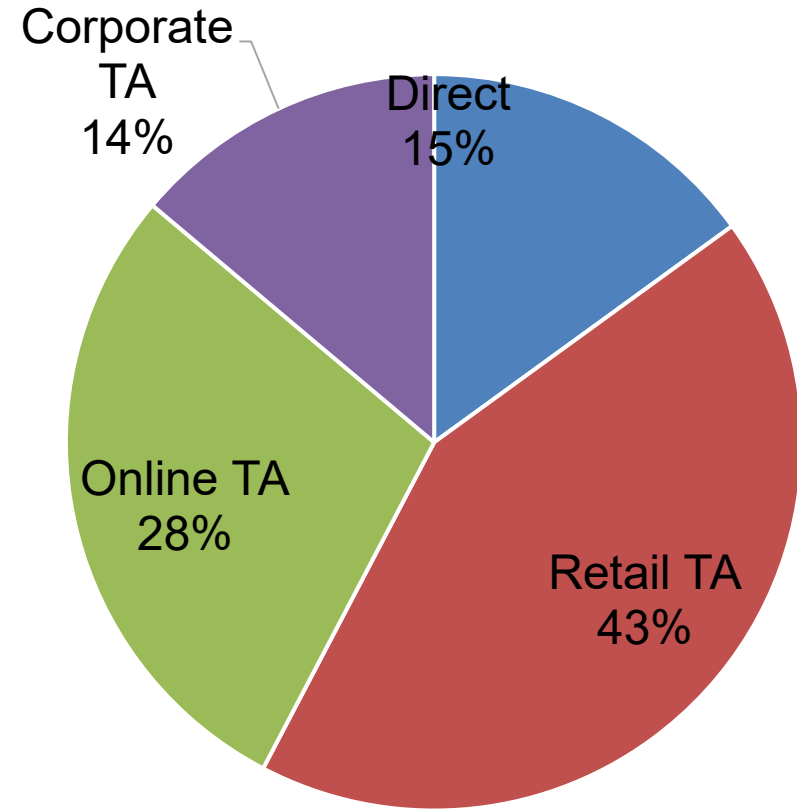
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: China

Pre-Pandemic



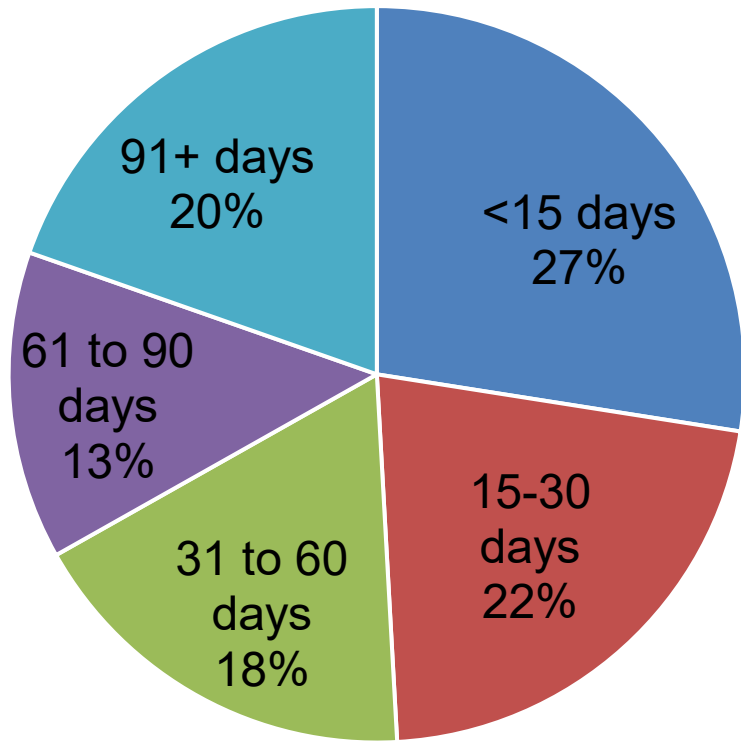
Current Period



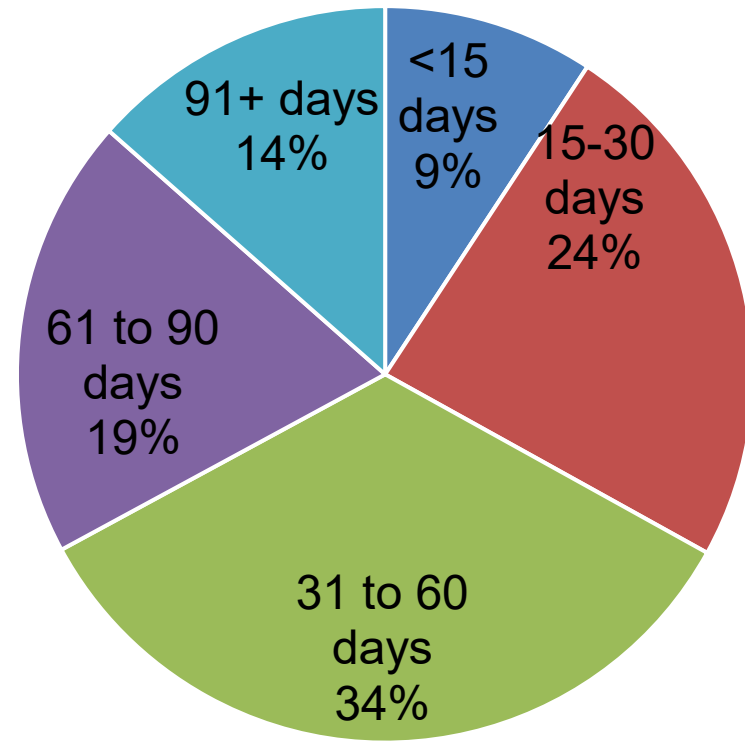
Source: ARC/ForwardKeys Destination Gateway

Lead Time: China

Pre-Pandemic



Current Period



Source: ARC/ForwardKeys Destination Gateway

STR Q3 2023 HOTEL PERFORMANCE FORECAST

State of Hawai'i STR Hotel Performance Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point Change		\$	% Change		\$	% Change	
2019	80.4%	0.8%	▲	\$ 283.58	2.1%	▲	\$ 228.03	3.1%	▲
2020	36.5%	-43.9%	▼	\$ 270.04	-4.8%	▼	\$ 98.58	-56.8%	▼
2021	57.5%	21.0%	▲	\$ 325.48	20.5%	▲	\$ 187.07	89.8%	▲
2022	73.4%	15.9%	▲	\$ 372.89	14.6%	▲	\$ 273.62	46.3%	▲
2023F	74.2%	0.8%	▲	\$ 380.54	2.1%	▲	\$ 282.33	3.2%	▲
2024F	74.8%	0.6%	▲	\$ 389.47	2.3%	▲	\$ 291.45	3.2%	▲

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

O'ahu STR Hotel Performance Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point Change		\$	% Change		\$	% Change	
2019	86.3%	0.5%	▲	\$ 235.39	3.5%	▲	\$ 203.08	4.0%	▲
2020	84.3%	-2.0%	▼	\$ 239.17	1.6%	▲	\$ 201.65	-0.7%	▼
2021	39.6%	-44.7%	▼	\$ 212.12	-11.3%	▼	\$ 84.07	-58.3%	▼
2022	55.7%	16.0%	▲	\$ 222.88	5.1%	▲	\$ 124.10	47.6%	▲
2023F	75.6%	20.0%	▲	\$ 266.56	19.6%	▲	\$ 201.61	62.5%	▲
2024F	80.4%	4.8%	▲	\$ 283.39	6.3%	▲	\$ 227.97	13.1%	▲

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Maui County STR Hotel Performance Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point Change		\$	% Change		\$	% Change	
2019	77.2%	2.5%	▲	\$ 397.61	3.5%	▲	\$ 307.00	6.9%	▲
2020	31.8%	-45.4%	▼	\$ 420.60	5.8%	▲	\$ 133.82	-56.4%	▼
2021	60.0%	28.2%	▲	\$ 512.22	21.8%	▲	\$ 307.47	129.8%	▲
2022	67.6%	7.6%	▲	\$ 603.15	17.8%	▲	\$ 408.00	32.7%	▲
2023F	64.7%	-3.0%	▼	\$ 606.06	0.5%	▲	\$ 392.00	-3.9%	▼
2024F	65.5%	0.8%	▲	\$ 619.55	2.2%	▲	\$ 405.99	3.6%	▲

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Hawai'i Island STR Hotel Performance Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point Change		\$	% Change		\$	% Change	
2019	75.9%	2.4%	▲	\$ 267.27	2.7%	▲	\$ 202.91	6.1%	▲
2020	36.3%	-39.6%	▼	\$ 267.95	0.3%	▲	\$ 97.39	-52.0%	▼
2021	60.3%	24.0%	▲	\$ 357.77	33.5%	▲	\$ 215.80	121.6%	▲
2022	73.4%	13.1%	▲	\$ 414.92	16.0%	▲	\$ 304.60	41.1%	▲
2023F	69.3%	-4.2%	▼	\$ 422.48	1.8%	▲	\$ 292.58	-3.9%	▼
2024F	70.8%	1.5%	▲	\$ 435.54	3.1%	▲	\$ 308.27	5.4%	▲

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

Kaua'i STR Hotel Performance Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct. Point Change		\$	% Change		\$	% Change	
2018	75.5%	-1.0%	▼	\$ 292.72	10.2%	▲	\$ 221.10	8.8%	▲
2019	71.8%	-3.7%	▼	\$ 286.98	-2.0%	▼	\$ 206.16	-6.8%	▼
2020	32.3%	-39.5%	▼	\$ 265.21	-7.6%	▼	\$ 85.67	-58.4%	▼
2021	57.0%	24.7%	▲	\$ 322.08	21.4%	▲	\$ 183.49	114.2%	▲
2022	77.2%	20.2%	▲	\$ 393.51	22.2%	▲	\$ 303.65	65.5%	▲
2023F	75.9%	-1.2%	▼	\$ 419.12	6.5%	▲	\$ 318.20	4.8%	▲

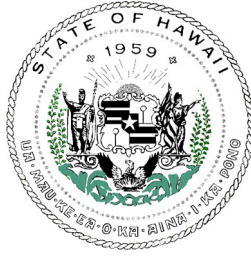
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

MAHALO!



10

Discussion and/or Action on HTA's Financial Report for November 2023



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
November 30, 2023

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority
November 30, 2023

TABLE OF CONTENTS

Balance Sheet3
Statement of Revenues, Expenditures, and Changes in Fund Balances4
Selected Management Disclosures5
Supplementary Information:
Bank of Hawaii Tourism Emergency Special Fund Trust and Checking Account Bank Statements.....8
Hawaii Convention Center Income Statement (prepared by AEG Management HCC)11

**Hawaii Tourism Authority
Balance Sheet
As of November 30, 2023**

	Tourism Funds	Convention Center Funds	Convention Center Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Assets						
General funds	43,171,697	8,499,420	-	-	-	51,671,117
Special funds (restricted)	14,404,061	36,321,473	-	-	-	50,725,534
Federal grants	-	-	-	-	13,574,717	13,574,717
Generabl obligation bonds	-	-	14,871,000	-	-	14,871,000
Cash and cash equivalents	-	-	-	1,365,464	-	1,365,464
Investments	-	-	-	3,595,993	-	3,595,993
Accounts Receivable*	250,693					250,693
Total assets	57,826,451	44,820,893	14,871,000	4,961,457	13,574,717	136,054,518
Liabilities and Fund Balances						
Fund balances						
Encumbered - General funds	34,489,498	2,095,063	-	-	-	36,584,561
Encumbered - Special funds	8,599,723	3,540,999	-	-	6,000,345	18,141,067
Unencumbered	14,737,230	39,184,831	14,871,000	4,961,457	7,574,372	81,328,890
Total fund balances	57,826,451	44,820,893	14,871,000	4,961,457	13,574,717	136,054,518
Total liabilities and fund balances	57,826,451	44,820,893	14,871,000	4,961,457	13,574,717	136,054,518

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
For the Month Ended November 30, 2023
Ending Fund Balance as of November 30, 2023

	Tourism Funds	Convention Center Funds	Convention Center Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Revenues						
Change in fair value	-	-	-	15,125	-	15,125
Interest and dividends, net	-	-	-	10,790	-	10,790
HCC operations	-	-	-	-	-	-
Other income	250,693	-	-	-	-	250,693
Total revenues	<u>250,693</u>	<u>-</u>	<u>-</u>	<u>25,915</u>	<u>-</u>	<u>276,608</u>
Expenditures						
Administrative	20,522	-	-	869	-	21,391
Branding	5,414,226	-	-	-	-	5,414,226
Destination management	98,307	-	-	-	-	98,307
Governance and org-wide*	61,371	-	-	-	-	61,371
HCC marketing	-	-	-	-	-	-
HCC operations	-	-	-	-	-	-
HCC repairs and maintenance	-	-	-	-	-	-
Natural resources	-	-	-	-	-	-
Perpetuating Hawaiian culture	190,594	-	-	-	-	190,594
Planning & evaluation	81,670	-	-	-	-	81,670
Resident and Industry Communications	56,400	-	-	-	-	56,400
Safety & Security	-	-	-	250,693	-	250,693
Salaries and fringe	169,186	-	-	-	-	169,186
Sports	100,000	-	-	-	-	100,000
Workforce	-	-	-	-	-	-
Total expenditures	<u>6,192,276</u>	<u>-</u>	<u>-</u>	<u>251,562</u>	<u>-</u>	<u>6,443,838</u>
Change in fund balances	<u>(5,941,583)</u>	<u>-</u>	<u>-</u>	<u>(225,647)</u>	<u>-</u>	<u>(6,167,230)</u>
Fund balances						
Beginning of month	63,768,034	44,820,893	14,871,000	5,187,104	13,574,717	142,221,748
Ending fund balance	<u>57,826,451</u>	<u>44,820,893</u>	<u>14,871,000</u>	<u>4,961,457</u>	<u>13,574,717</u>	<u>136,054,518</u>

* Refer to notes of the financial statements for more information.

Selected Management Disclosures

The Financial Reporting Entity

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism, for administrative purposes only. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members, including those recommended by the State Legislature. The Governor of the State appoints the 12 voting members.

Funds

The Authority's major funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The Tourism Special Fund accounts for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent.
- **General Funds** – The 2023 State legislature did not provide HTA an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds will lapse on June 30, 2024.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **General Funds (operations)** – The 2023 State legislature did not provide the HCC an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds will lapse on June 30, 2024.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, the Department of Budget and Finance (B&F) transferred HTA's \$64,000,000 CIP appropriation to aid in the Maui Wildfire Recovery efforts. The Legislature should reappropriate the funds as general obligation bonds for fiscal year 2025.

- **General Obligation Bonds** – Pursuant to Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. The funds will lapse on June 30, 2024.

Tourism Emergency Special Fund:

- **Tourism Emergency Special Fund** – The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund’s assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency under Section 201B-9. On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the eighth emergency proclamation dated November 6, 2023. The Authority has spent approximately \$251,000 on Maui wildfire response efforts. The Authority plans on spending approximately \$4.74M on an emergency marketing campaign for Maui.

Federal Funds:

- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii’s outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds’ financial statements are reported using the modified-cash basis of accounting.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures primarily consist of board meeting costs - including board member inter-island travel, audit expenses for the Authority and the HCC, and HCC facility insurance.

Encumbrances

Generally, encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually. The annual TAT distribution has not been made to HTA as of November 14, 2023.

Investments

The Authority’s investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

Employees' Retirement System of the State of Hawaii (ERS)

On June 30, 2022, management estimated the net pension liability of approximately \$5,733,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized pension expenses of approximately \$488,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$590,000 and \$972,000, respectively. Based on last year's pension expense, management estimates the June 30, 2023, pension expense to be approximately \$500,000.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2022, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,989,000. An actuarial valuation measured the net OPEB liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized OPEB expenses of approximately \$115,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows or resources related to OPEB of approximately \$212,000 and \$503,000, respectively. Based on last year's OPEB expense, management estimates the OPEB expense for June 30, 2023, to be approximately \$120,000.

Accrued Vacation

On June 30, 2022, management estimated the accrued vacation liability was approximately \$413,000, with a current liability of approximately \$129,000. Based on last year's accrued vacation liability, management estimates accrued vacation as of June 30, 2023, to be approximately \$420,000, with a current liability of approximately \$130,000.

Use of Estimates

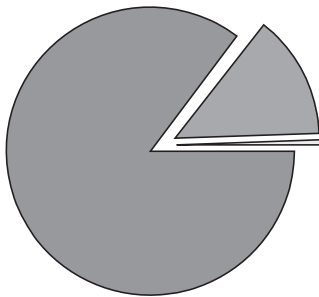
Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

Other Matters

HTA expects to be reimbursed by the Federal Emergency Management Agency (FEMA) for approximately \$251,000 for expenditures related to the immediate response to the Maui wildfires. All funds reimbursed by FEMA will be deposited to the General Fund.

Summary Of Investments

Investment Allocation



0.6%	CASH	26,774.00
14.0%	CASH EQUIVALENTS	589,382.69
85.4%	FIXED INCOME	3,595,993.10
100.0%	TOTAL	4,212,149.79

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	26,774.00	0.64	0	0.00
CASH EQUIVALENTS	589,382.69	13.99	30,825	5.23
FIXED INCOME	3,595,993.10	85.37	100,813	2.80
Total Fund	4,212,149.79	100.00	131,637	3.13

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	2,538.18	2,538.18	9.48
	ACCRUED INCOME	24,235.82	24,235.82	90.52
	TOTAL CASH	26,774.00*	26,774.00*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
589,382.69	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	589,382.69	589,382.69	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
585,000	US TREASURY NOTES 2.5% 01/31/2024	582,517.13	582,168.60	16.19



Statement Period
Account Number

11/01/2023 through 11/30/2023
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 2.25% 04/30/2024	497,754.55	493,595.00	13.73
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	496,264.78	489,765.00	13.62
500,000	US TREASURY NOTES 2.25% 10/31/2024	489,196.94	486,740.00	13.54
550,000	US TREASURY NOTES 2.5% 01/31/2025	537,296.38	533,846.50	14.85
500,000	US TREASURY NOTES 2.875% 04/30/2025	491,662.32	485,760.00	13.51
525,000	US TREASURY NOTES 4.75% 07/31/2025	523,708.01	524,118.00	14.58
	TOTAL U S TREASURY OBLIGATIONS	3,618,400.11*	3,595,993.10*	100.00*
	Total Fund	4,234,556.80*	4,212,149.79*	100.00*

Last statement: October 31, 2023
This statement: November 30, 2023
Total days in statement period: 30

Account:

Page 1 of 1
Number of Enclosures: (0)



00003649-TDBSAD11401201941865-LETTER02-000000
HAWAII TOURISM AUTHORITY
TOURISM EMERGENCY SPECIAL FUND
1801 KALAKAUA AVE 1ST FL
HONOLULU HI 96815

Direct inquiries to:
888 643-3888

BANK OF HAWAII
111 S KING ST
HONOLULU HI 96813

Bank of Hawaii

AVOID THE CLUTTER OF PAPER BY SWITCHING TO ONLINE STATEMENTS. IT'S EASY. JUST SIGN ON TO YOUR ONLINE BANKING ACCOUNT AND GO PAPERLESS TODAY! MEMBER FDIC.

Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$1,000,000.00
Low balance	\$749,307.48	Total additions	.00
Average balance	\$899,878.36	Total subtractions	<u>250,692.52</u>
		Ending balance	\$749,307.48

CHECKS

Number	Date	Amount	Number	Date	Amount
1001	11-20	135,187.15	1004	11-14	23,248.22
1002	11-30	8,454.59	1005	11-20	20,106.55
1003	11-17	63,696.01			

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
10-31	1,000,000.00	11-17	913,055.77	11-30	749,307.48
11-14	976,751.78	11-20	757,762.07		

MEMBER FDIC

EQUAL HOUSING LENDER

Hawaii Convention Center
Facility
Income Statement
From 10/01/2023 Through 10/31/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	348,939	229,262	119,677	181,464	1,282,035	942,502	339,533	863,975
Service Revenue	246,399	104,835	141,564	103,095	892,784	380,575	512,209	341,939
Total Direct Event Income	595,338	334,097	261,241	284,558	2,174,819	1,323,077	851,743	1,205,914
Direct Service Expenses	426,405	228,871	(197,534)	174,406	1,336,622	850,526	(486,096)	614,837
Net Direct Event Income	168,933	105,226	63,707	110,152	838,197	472,551	365,646	591,077
Ancillary Income								
Food and Beverage (Net)	881,389	492,244	389,145	889,429	4,377,974	2,538,902	1,839,072	1,728,248
Event Parking (Net)	83,757	102,106	(18,349)	60,791	385,220	393,843	(8,623)	288,146
Electrical Services	96,735	42,800	53,935	1,800	147,018	80,200	66,818	7,630
Audio Visual	93,634	30,158	63,476	64,430	267,022	121,695	145,328	140,927
Internet Services	27,108	0	27,108	0	55,354	0	55,354	0
Rigging Services	29,234	4,000	25,234	(2,286)	43,722	13,000	30,722	47,437
Business Center	0	0	0	0	0	0	0	0
Security Commissions	0	0	0	0	0	0	0	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	1,211,857	671,308	540,549	1,014,164	5,276,310	3,147,640	2,128,670	2,212,388
Total Event Income	1,380,790	776,534	604,256	1,124,317	6,114,507	3,620,190	2,494,316	2,803,465
Other Operating Income								
Non-Event Parking	70	433	(363)	1,196	940	1,732	(792)	1,844
Other Income	176,079	10,042	166,037	9,651	315,468	40,168	275,300	44,588
Total Other Operating Income	176,149	10,475	165,674	10,848	316,408	41,900	274,508	46,432
Total Gross Income	1,556,939	787,009	769,930	1,135,164	6,430,915	3,662,090	2,768,825	2,849,897
Net Salaries & Benefits								
Salaries & Wages	522,188	548,093	25,905	355,635	2,042,235	2,167,756	125,521	1,406,963
Payroll Taxes & Benefits	141,867	155,482	13,615	102,291	551,278	621,928	70,650	390,805
Labor Allocations to Events	(128,079)	(75,794)	52,285	(50,263)	(408,325)	(269,916)	138,409	(169,821)
Total Net Salaries & Benefits	535,977	627,781	91,805	407,663	2,185,188	2,519,768	334,580	1,627,947
Other Indirect Expenses								
Net Contracted Services	26,235	36,390	10,155	61,085	184,302	156,066	(28,236)	244,793
Operations	18,348	13,099	(5,249)	9,622	107,220	52,396	(54,824)	36,203
Repair & Maintenance	103,905	110,021	6,116	75,748	349,318	440,084	90,766	282,688
Operational Supplies	88,043	69,650	(18,393)	56,451	331,691	305,984	(25,707)	188,873
Insurance	26,553	27,730	1,177	25,109	118,658	120,521	1,863	85,020
Utilities	345,158	269,173	(75,985)	206,709	1,073,802	1,018,440	(55,362)	993,019
Meetings & Conventions	1,509	804	(705)	552	12,513	11,216	(1,297)	3,793
Promotions & Communications	0	6,266	6,266	1,382	0	25,064	25,064	11,627
General & Administrative	29,009	37,011	8,002	31,176	132,240	152,222	19,982	105,934
Management Fees	19,433	19,433	(0)	19,033	77,733	77,732	(1)	76,133
Other	3,988	4,733	745	8,824	19,959	18,932	(1,027)	14,261
Total Other Indirect	662,182	594,310	(67,872)	495,690	2,407,436	2,378,657	(28,779)	2,042,344
Net Income (Loss) before CIP Funded Expenses	358,780	(435,082)	793,863	231,811	1,838,291	(1,236,335)	3,074,626	(820,394)
CIP Funded Expenses	0	0	0	151	601	0	601	151
Net Income (Loss) from Operations	358,780	(435,082)	793,863	231,962	1,838,892	(1,236,335)	3,075,227	(820,243)
Fixed Asset Purchases	5,280	25,000	19,720	1,989	35,354	100,000	64,646	92,704
Net Income (Loss) After Fixed Asset Purchases	353,500	(460,082)	813,582	229,973	1,803,538	(1,336,335)	3,139,873	(912,947)

Hawaii Convention Center
Facility
Income Statement
From 10/01/2023 Through 10/31/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	1,530,325	930,116	600,209	1,227,315	6,847,780	4,861,486	1,986,294	2,741,688
Facility	1,112,950	540,558	572,392	432,530	3,439,265	2,042,827	1,396,438	1,788,093
Total Revenues	2,643,275	1,470,674	1,172,601	1,659,845	10,287,045	6,904,313	3,382,732	4,529,781
Expenses								
Food & Beverage	884,351	648,412	(235,939)	478,197	3,456,872	3,207,282	(249,590)	1,509,281
Facility	1,400,143	1,257,344	(142,799)	949,837	4,991,881	4,933,366	(58,515)	3,840,895
Total Expenses	2,284,495	1,905,756	(378,738)	1,428,034	8,448,754	8,140,648	(308,106)	5,350,175
Net Income (Loss) before CIP Funded Expenses	358,780	(435,082)	793,863	231,811	1,838,291	(1,236,335)	3,074,626	(820,394)
CIP Funded Expenses	0	0	0	151	601	0	601	151
Net Income (Loss) from Operations	358,780	(435,082)	793,863	231,962	1,838,892	(1,236,335)	3,075,227	(820,243)
Fixed Asset Purchases	5,280	25,000	19,720	1,989	35,354	100,000	64,646	92,704
Net Income (Loss) after Fixed Asset Purchases	<u>353,500</u>	<u>(460,082)</u>	<u>813,583</u>	<u>229,973</u>	<u>1,803,538</u>	<u>(1,336,335)</u>	<u>3,139,873</u>	<u>(912,947)</u>

11

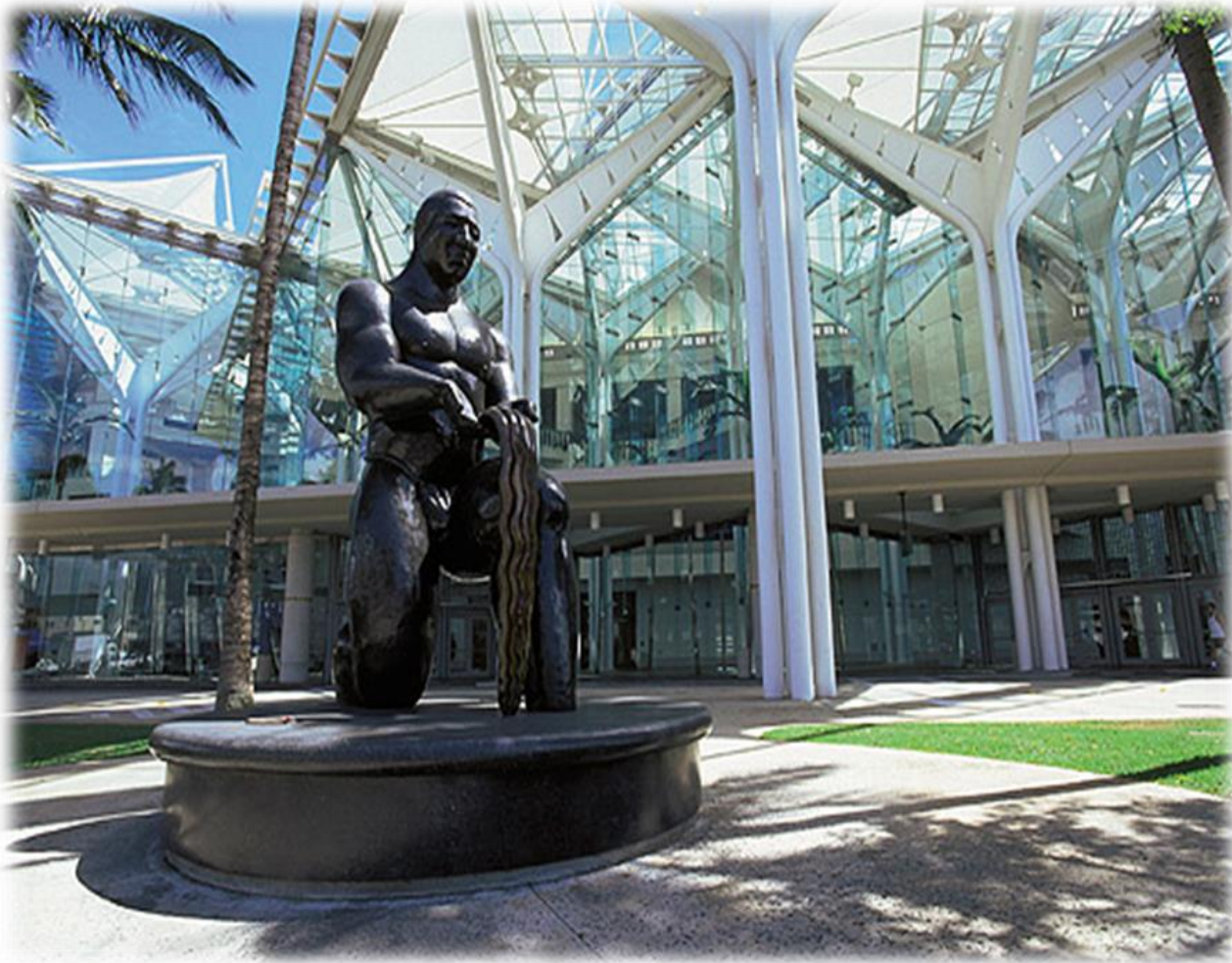
Discussion and/or Action on the Hawai'i Convention Center's November Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

11.1

Hawai'i Convention Center

**Update for November 2023
for December 2023 Board Meeting**

Hawai'i Convention Center



Update for
November 2023
For
(December 2023 meeting)

Financial Update

	Nov-23 Actual	FY 2024 Reforecast	FY 2024 Budget	Variance	FY 2023 Actual	FY 2022 Actual
Facility Number of Events	25	236	225	11	273	213
Facility Operating Revenue	\$3,076,600	\$22,660,200	\$18,354,500	\$4,305,700	\$14,310,800	\$7,178,200
Facility Other Income	\$169,400	\$1,462,700	\$125,700	\$1,337,000	\$135,700	\$78,500
Facility Total Revenue	\$3,246,000	\$24,122,900	\$18,480,200	\$5,642,700	\$14,446,500	\$7,256,700
Facility Operating Expenses	-\$2,014,600	-\$25,134,300	-\$23,812,600	-\$1,321,700	-\$18,412,200	-\$11,842,500
Facility Net Income/(Subsidy)	\$1,231,400	-\$1,011,400	-\$5,332,400	\$4,321,000	-\$3,965,700	-\$4,585,800
Local S&M Operating Expenses	-\$79,000	-\$1,223,700	-\$1,223,700	\$0	-\$959,400	-\$522,600
HCC Net Income/(Subsidy)	\$1,152,400	-\$2,235,100	-\$6,556,100	\$4,321,000	-\$4,925,100	-\$5,108,400

ROI November 2023 FYTD

HCC Revenue + State Revenue
+Tax Revenue
= \$253.9 M

HCC Expense + HVCB MCI
Expense = \$10.8 M

***ROI = For every dollar spent,
\$20.63 returned to the State***

Historical ROI:

11.23 - \$20.63 (2 CW's)
10.23 - \$23.16 (2 CW's)
09.23 - \$18.62 (1 CW)
08.23 - \$25.91 (1 CW)
07.23 - \$30.74 (4 CW's)
06.23 - \$4.19
05.23 - \$4.61
04.23 - \$4.58
03.23 - \$3.79
02.23 - \$4.24
01.23 - \$4.75
12.22 - \$5.40

FY 2024 (July 2023 – June 2024) Citywide Events

Alias	Lead ID	Lead Name	Account Name	Lead Type	Market Segment	Contract Room Block Begin	Contract Room Block End	Contract Rooms	Contract Peak Room	Out of Town Attendance	EEI Value	Tax Generation	Source Code
AN	18516	2023 CEC/ICMC Biennial Conference	Cryogenic Engineering Conference/International Cryogenic Materials Conference (CEC/ICMC)	Convention	A: Scientific	07/05/2023	07/15/2023	1537	250	700	\$4,651,493.88	\$544,224.78	Existing Client
LW	18321	INCOSE 2023 Symposium	International Council on Systems Engineering (INCOSE)	Convention	A: Scientific	07/11/2023	07/21/2023	1088	200	500	\$3,183,123.81	\$372,425.49	Cvent
TN	21407	AAU Global Games	Hawaiian AAU	Sports	C: Sports	07/13/2023	07/16/2023	800	200	800	\$2,795,308.30	\$327,051.07	HCC Referral
EG	20988	ICML 2023	on Machine Learning (ICML)	Convention	Technology	07/21/2023	07/30/2023	12666	1870	9,000	\$53,575,694.31	\$6,268,356.23	Party
HH	21176	HIS-Daito Kentaku Hawaii Campaign 2023	H.I.S.	Incentive	C: Real Estate	08/03/2023	08/16/2023	6600	1194	4,000	\$41,394,224.18	\$4,843,124.23	Other
EG	18517	Best Western 2023 Annual North American Convention	Best Western International Inc. (BW)	Convention	C: Franchise	09/12/2023	09/24/2023	7110	1459	2,200	\$15,824,672.67	\$1,851,486.70	Existing Client
LW	6199	PestWorld 2023	National Pest Management Association (NPMA)	Convention	A: Consumer Products	10/13/2023	10/21/2023	5403	1150	3,500	\$19,388,117.77	\$2,268,409.78	Existing Client
AN	8040	ACCP Chest 2023 Annual Meeting	American College of Chest Physicians (ACCP)	Convention	A: Medical, Healthcare	10/25/2023	11/01/2023	15120	3000	6,000	\$56,378,984.13	\$6,596,341.14	Direct Sales Call
LW	19167	Annual Meeting of the Society for Social Studies of Science 2023	Society for Social Studies of Science	Convention	A: Educational	11/04/2023	11/13/2023	2279	500	1,000	\$6,191,018.66	\$724,349.18	Other
AT	21755	BNI GLOBAL CONVENTION 2024	BNI Global	Convention	Confidential	11/09/2023	11/19/2023	3325	670	2,500	\$21,083,027.85	\$2,466,714.26	3rd Party
AT	22160	Mauli Jim Maui Invitational	MCI Group - Texas	Incentive	A: MCI, Travel	11/10/2023	11/29/2023	7840	1296	3,000	\$24,017,208.45	\$2,810,013.39	Direct Sales Call
EG	20572	Applied Materials 2023 FTC	Applied Materials	Convention	C: High Tech	11/22/2023	12/03/2023	6210	1300	1,300	\$11,813,918.80	\$1,382,228.50	Direct Sales Calls
akoh	19300	Amway Indonesia 2021	Amway Indonesia	Incentive	C: Multi Level Marketing	12/10/2023	12/13/2023	500	125	250	\$739,182.57	\$86,484.36	Existing Client
TN	21521	TransPacific Volleyball Championships 2024	Lanikai Athletics	Sports	C: Sports	01/10/2024	01/16/2024	1200	264	2,000	\$9,425,353.63	\$1,102,766.37	Existing Client
TN	21620	Hawaiian AAU Grand Prix 2024	Hawaiian AAU	Sports	C: Sports	02/15/2024	02/18/2024	800	200	1,200	\$4,166,998.45	\$487,538.82	Existing Client
LW	21783	National Defense Industrial Association (NDIA) - 2024 Pacific Operational Science and Technology Conference	National Defense Industrial Association (NDIA)	Convention	A: Government	02/29/2024	03/09/2024	1138	198	1,600	\$5,059,926.68	\$592,011.42	Existing Client
LW	11935	AAG Annual Meeting 2024	American Association of Geographers	Convention	A: Scientific	04/12/2024	04/21/2024	6097	1205	8,500	\$47,085,428.87	\$5,508,995.18	3rd Party
AN	20842	Globe Life - AIL Convention 2024	Globelife formerly Torchmark Corporation	Convention	C: Insurance	04/28/2024	05/04/2024	4559	1400	2,500	\$14,162,758.07	\$1,657,042.69	Cvent
KP	21621	Capricorn Biennial Convention 2024	Capricorn Travel Australia Pty Ltd	Convention	C: Business Services, Consulting	05/05/2024	05/10/2024	3948	658	700	\$3,115,680.70	\$364,534.64	Other
LW	19182	CHI 2024 Conference	Association for Computing Machinery (ACM)	Convention	A: Technology	05/09/2024	05/17/2024	9421	1600	3,500	\$19,882,077.38	\$2,326,203.05	Bele Program
AN	18900	2024 NCORE Annual Meeting	The National Conference on Race & Ethnicity in American Higher Education (NCORE)	Convention	A: Fraternal, Service	05/27/2024	06/01/2024	19787	4050	6,000	\$36,193,457.02	\$4,234,634.47	Internet Lead/E-Mail
LW	11914	ASPB 2024 Annual Meeting	American Society of Plant Biologists (ASPB)	Convention	A: Scientific	06/16/2024	07/01/2024	6047	985	1,600	\$8,863,139.55	\$1,036,987.33	Existing Client

FY 24	
Total Bookings	19
Total Contract Rooms	118,810
Total Attendees	56,600
Total EEI Value	\$363,151,376.86
Total Tax Generation	\$42,488,711.07

Source: December 2023 Meet Hawai'i Pace "Definites on the Books FY" Report



Definite Local Bookings for next 3 months

	Dec 2023			
	Start Date	End Date	Description	Forecast Attendance
1	12/01/23	12/06/23	PSI Seminars	400
2	12/01/23	12/03/23	Feather Artwork Workshop #8	20
3	12/02/23	12/02/23	Make-A-Wish-Hawaii Jingle Rock Run Packet Pick-Up	1,000
4	12/03/23	12/03/23	Oahu Church of Christ - Missions Sunday	375
5	12/04/23	12/04/23	Human Rights Conference - Challenges to Democracy	400
6	12/06/23	12/06/23	Cardax / ZanthoSyn / AX3	100
7	12/07/23	12/11/23	2023 Honolulu Marathon Expo	60,000
8	12/08/23	12/08/23	Honolulu Board of REALTORS General Membership Meeting	1,000
9	12/08/23	12/10/23	Meditation Retreat 2023	400
10	12/09/23	12/09/23	Ohana Pacific Health Holiday Paina	300
11	12/09/23	12/09/23	JROTC Military Ball	700
12	12/13/23	12/13/23	Advancing a Circular Economy in Hawai`i	200
13	12/14/23	12/14/23	HPU Commencement	2,000
14	12/15/23	12/15/23	DHOJV Employee Christmas Party	175
15	12/16/23	12/17/23	Aloha Region Christmas Festival Tournament	1,500
16	12/16/23	12/16/23	POSTPONED: DATES TBC Lei of Stars	300
17	12/16/23	12/16/23	HPU School of Nursing Pinning & Recognition Ceremony	300
18	12/16/23	12/16/23	Super Saturday Hawaii Winter Festival	2,000
19	12/20/23	12/20/23	MHS Winter Ball	550
20	12/21/23	12/21/23	HTDC Tech Fair	300
21	12/21/23	12/21/23	HTDC Tech Fair - DBEDT Interviews	300

Cont...

Definite Local Bookings for next 3 months

	Jan 2024			
	Start Date	End Date	Description	Forecast Attendance
1	01/03/24	01/06/24	The IAFOR International Conference on Education 2024 (IICE Hawaii 2024)	180
2	01/04/24	01/04/24	2024 Hawaii Principals Forum	400
3	01/05/24	01/06/24	The Whole Bead Show	300
4	01/06/24	01/06/24	Yamamoto Organizational	350
5	01/10/24	01/10/24	Yadao Organizational Open	300
6	01/11/24	01/11/24	2024 Sony Open Gala Dinner	1,000
7	01/11/24	01/11/24	Tsuruda Organizational Open	250
8	01/13/24	01/14/24	Hawaii Royale Winter '24	2,500
9	01/17/24	01/18/24	Amazon Connect Boot Camp	60
10	01/25/24	01/26/24	Hawaii Dental Association Convention 2024	3,000
11	01/27/24	01/27/24	Fight To Win 2024	1,000
12	01/30/24	01/31/24	Career and Technical Student Organization Convention	1,000

Cont...

Definite Local Bookings for next 3 months

	Feb 2024			
	Start Date	End Date	Description	Forecast Attendance
1	02/02/24	02/02/24	Professional Community Day 3	150
2	02/03/24	02/04/24	Aloha Region President's Tournament	1,500
3	02/05/24	02/05/24	2024 HIDEOE/AMLE Middle Level Summit	2,000
4	02/08/24	02/08/24	YP Program Launch Party	75
5	02/14/24	02/25/24	2024 Spring Festival Gala	2,500
6	02/19/24	02/22/24	Pacific Water Conference	800
7	02/20/24	02/20/24	Second Look Meeting	1,200
8	02/23/24	02/25/24	Amazing Comic Con	3,000
9	02/23/24	02/23/24	Joy of Sake	1,000
10	02/24/24	02/24/24	Slammedenuff Hawaii Car Show	800
11	02/26/24	02/29/24	Annual Pacific Rim International Conference on Disability and Diversity	750
12	02/27/24	02/28/24	Hawaii State Judiciary Bar Exams	250

Recent Events @ Hawai'i Convention Center

- Honolulu Mineral, Fossil, Gem & Jewelry Show, Nov 8-12, 5,200 attendees
- Applied Materials FTC 2023, Nov 24-Dec 2, 1,300 attendees (CW)
- 2023 Honolulu Marathon Expo, Dec 7 -13, 60,000 attendees



Upcoming Local/Citywide Events

- TransPacific Volleyball Championships 2024, Jan 13-15, 2024, 2000 attendees (CW)
- Hawaiian AAU Grand Prix 2024, Feb 17-19, 2024, 4000 attendees (CW)
- Joy of Sake, Feb 23, 2024, 1,000 attendees



Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)
 - 2023 Made in Hawaii Festival (12 trees)
 - 2023 Okinawan Festival (11 trees)

Total Contributions	Partner Trees Planted
\$20,346.11	8,817
<u>HCC Carbon Offset Trees Planted</u>	
252	

9,069
Total Legacy Trees Planted



245.77
MTCO₂e
Carbon Offset

As of October 2023
(total carbon offset costs)



ICML
International Conference
On Machine Learning



LEGENDS Acquisition of ASM Global

- Legends is well known in the industry for **premium experiences**.
- They provide venue planning and project management, premium sales, sponsorship, hospitality and merchandise services to many of the world's most iconic sports, entertainment and attraction brands.
- This acquisition will add Convention Center management to their upscale portfolio of venues and services.



Repair, Maintenance and Replacement Projects Update

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Nov 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ -	\$ 2,000,000	\$ 30,000,000	\$ 32,000,000				\$ 64,000,000
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair	\$ 7,706,791	1	\$ 71,071	\$ 7,635,720						\$ 7,706,791
013	Ballroom Roof Repairs	\$ 2,271,093	1	\$ 29,519	\$ 2,241,574						\$ 2,271,093
012	Parapet Roof Repairs	\$ 3,066,470	1	\$ 25,555	\$ 3,040,915						\$ 3,066,470
003	Kalākaua Kitchen Exterior Wall Repair	\$ 2,440,752	1	\$ 313,460		\$ 2,127,292					\$ 2,440,752
007	Kitchen Hood Control Panel Replacement	\$ 341,407	1	\$ 18,770	\$ 322,636						\$ 341,406
008	Pantry 348 Walk-in Refrigerator Replacement	\$ 135,443	1	\$ 54,637	\$ 80,806						\$ 135,443
009	Slate Tile Repair	\$ 2,142,108	1	\$ 150,018	\$ 1,992,090						\$ 2,142,108
010	Chiller Replacement	\$ 6,909,252	1	\$ 180,912	\$ 6,728,340						\$ 6,909,252
014	Lobby Water Feature	\$ 1,086,810	3	\$ 3,932			\$ 1,082,878				\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 2,973,864	1	\$ 38,020	\$ 2,935,843						\$ 2,973,863
022	Chill Water Pipe Reinsulation	\$ 677,894	1	\$ 306,864	\$ 371,030						\$ 677,894
023	Air Wall Repairs	\$ 400,000	1	\$ 16,155	\$ 383,845						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 203,531	1	\$ 147,721	\$ 55,810						\$ 203,531
026	IT Network Upgrades	\$ 125,000	3	\$ -		\$ 55,000	\$ 70,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -			\$ 375,000	\$ 375,000			\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155			\$ 249,845	\$ 250,000			\$ 500,000
030	FB China and Equipment Upgrade	\$ 5,300,000	1	\$ -	\$ 2,500,000	\$ 2,800,000					\$ 5,300,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	3	\$ 2,362			\$ 1,069,139				\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	1	\$ 166,165	\$ 233,835						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	1	\$ 155,504	\$ 75,844						\$ 231,348
041	Children's Courtyard Repair	\$ 329,162	1	\$ -			\$ 329,162				\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	1	\$ -	\$ 351,113						\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	2	\$ 377		\$ 401,005					\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	1	\$ -	\$ 100,000	\$ 125,000	\$ 118,394				\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 15,865,737	1	\$ 9,058	\$ 6,900,000	\$ 2,640,000	\$ 6,316,678				\$ 15,865,736

Current project
Cumming-managed project
HCC-managed project
CM/PM - to be assigned



Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Nov 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
046	LED Light Upgrade	\$ 4,781,506	1	\$ 68,293	\$ 4,713,213						\$ 4,781,506
048	Electrical Harmonics Testing	\$ 100,000	3	\$ -			\$ 100,000				\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 421,315	1	\$ 219,521	\$ 201,794						\$ 421,315
050	Main Kitchen Flooring Replacement	\$ 2,046,380	1/3	\$ 19,019	\$ 200,000	\$ 1,827,360					\$ 2,046,379
051	PBX System Replacement	\$ 90,505	1	\$ -	\$ 90,505						\$ 90,505
052	Ride-on Sweeper Replacement	\$ 55,000	1	\$ 100	\$ 54,900						\$ 55,000
053	Forklift Replacement	\$ 175,000	1	\$ 171,832	\$ 3,168						\$ 175,000
054	Boardroom Upgrade	\$ 1,099,549	3	\$ 73,263			\$ 1,026,286				\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	3	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 341,407	1	\$ 18,770	\$ 322,636						\$ 341,406
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196	\$ 61,021	\$ 76,783					\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,266,870	1	\$ 12,640	\$ 1,254,230						\$ 1,266,870
065	Transformer Replacement	\$ 140,297	1	\$ 294	\$ 140,002						\$ 140,296
066	Kitchen Boiler Replacement	\$ 130,000	1	\$ -	\$ 130,000						\$ 130,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 11,048,647	1	\$ 34,545	\$ 4,415,590	\$ 6,598,512					\$ 11,048,647
069	Parking System Upgrade	\$ 528,382	1	\$ 28,382	\$ 500,000						\$ 528,382
070	Parking Garage Floor Sealing	\$ 250,000	1	\$ -		\$ 250,000					\$ 250,000
071	Access Control Upgrade	\$ 2,000,000	2	\$ -		\$ 1,000,000	\$ 1,000,000				\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 80,000	1	\$ -	\$ 80,000						\$ 80,000
073	Common Area Furniture Upgrade	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
074	Ice Rink and Equipment	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
075	Exterior Building Painting	\$ 2,416,382	1	\$ -	\$ 1,188,316	\$ 1,228,066					\$ 2,416,382
076	Main Kitchen Freezer Repair	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
077	Interior Building Painting	\$ 7,000,000	1	\$ -	\$ 7,000,000						\$ 7,000,000
078	Pot Wash Machine Replacement	\$ 75,000	1	\$ -	\$ 75,000						\$ 75,000
079	Digital Signage Upgrade	\$ 6,150,000	1	\$ -	\$ 150,000	\$ 6,000,000					\$ 6,150,000
080	Water Remediation	\$ 167,851	1	\$ -	\$ 167,851						\$ 167,851
081	Facility Equipment Replacement	\$ 1,000,000	1	\$ -	\$ 500,000	\$ 500,000					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	1	\$ 131,376	\$ 300,000	\$ 568,624					\$ 1,000,000
	Legal Retainer	\$ 151,094		\$ 112,768	\$ 38,326						\$ 151,094
	GRAND TOTAL	\$ 165,058,237		\$ 2,646,297	\$ 61,200,566	\$ 56,598,986	\$ 43,987,382	\$ 625,000	\$ -	\$ -	

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Main Kitchen Dishwasher Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Walk-in Refrigerator Replacement*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Main Kitchen Freezer Repair*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Digital Signage Upgrade*

Repair, Maintenance and Replacement Projects Completed (since 2020)

COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*
- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*



Mahalo Nui Loa

11.2
ASM Global
Hawai'i Convention Center
FINANCIAL STATEMENTS
November 2023



**ASM GLOBAL
HAWAII CONVENTION CENTER**

**FINANCIAL STATEMENTS
(Unaudited)**

November 30, 2023

Hawaii Tourism Authority:

Daniel Nahoopii, Chief Administrative Officer
Isaac Choy, Vice President of Finance
Talon Kishi, Budget and Fiscal Officer
Maile Carvalho, Accounting Assistant

ASM:


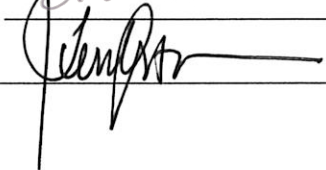
Dan Hoffend, Executive Vice President Convention Centers
Mark Rozells, Chief Financial Officer
Jeffrey Wong, Senior Vice President, Finance Americas
Joe Scheper, Corporate Director Finance & Business Support, Convention Centers

Hawaii Convention Center:

Teri Orton, General Manager
Mari Tait, Director of Operations
Sherry Kaiwi, Director of Event Management
Noelle Liew, Director of Finance
Malia De Leon, Director of Human Resources
Robert Carnes, Director of Security
Dennis Longneckner, Chief Engineer
Michael Meyer, Accounting Manager

Levy Restaurants – Hawaii Convention Center

Michael Griffith, Director of Food & Beverage
Brooke Tadena, Chef

Director of Finance: 
General Manager: 

December 18, 2023



1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel (808) 943-3500
kelepa'i fax (808) 943-3599
kahua pa'a web www.hawaiiiconvention.com

Date: December 18, 2023

To: Daniel Nahoopii, HTA Chief Administrative Officer
Isaac Choy, HTA Vice President of Finance

From: Teri Orton, General Manager
Noelle Liew, Director of Finance

Subject: Hawaii Convention Center Financial Statements – November 2023

Our event calendar for the month of November was brimming with a diverse array of events. We successfully hosted familiar local events such as the Hawaii Food and Wine Festival and Schools of the Future, new events like the Honolulu Mineral, Fossil, Gem & Jewelry Show and Hawaiian Airlines Purpose and Values Expo as well as facilitating city-wide gatherings including the Society for Social Studies of Science (SSSS) and Applied Materials (AM). In addition, we continued to house the Department of Business and Economic Development and Federal Emergency Management Association in support of the Maui wildfires. Total facility revenue for the month exceeded \$3.2 million which was \$1 million more than budgeted and we posted net income of \$1.2 million which was \$1.2 million more than planned. This is our fifth consecutive month of posting a positive bottom line.

The economic and financial impacts of citywide business, like SSSS and AM and the prior eight city-wide events we have hosted during the past five months highlight the importance to improved results for both the State and HCC. For the fiscal year to date ended November 2023, the economic impact and tax generation of city-wide events are \$215.2 million and \$25.2 million, respectively and HCC gross revenue is \$13.5 million which is \$4.4 million higher than budgeted and net income is \$3 million which is \$4.4 million better than budgeted.

We want to highlight that in September 2023, we transferred our Repairs and Maintenance and advance deposit funds from a savings account into a government treasury obligation that will yield significantly higher returns on interest. The current return is 5%.

For the fiscal year ending June 30, 2024, we are reforecasting gross revenues of \$24.1 million, which includes \$1.4 million of interest income, and a net loss of \$1 million vs budgeted gross revenues \$18.5 million and net loss of \$5.3 million. Even adjusting for the removal of interest income, however, we are continuing to forecast a strong fiscal year financially that out performs budget expectations.



Hawaii Convention Center
Consolidated Balance Sheet
November 30, 2023 and November 30, 2022
(In Whole Numbers)

	Unaudited 11/30/23	Audited 11/30/22
Assets		
Current Assets		
Cash	42,782,796	36,641,867
Accounts Receivable, Net	2,511,331	23,889,367
Prepaid	219,677	211,485
Deposits	0	0
Total Current Assets	<u>45,513,804</u>	<u>60,742,719</u>
Fixed Assets		
Building Improvements	1,044,164	106,741
Furniture & Fixtures	85,480	0
Machinery & Equipment	295,277	0
Computer Equipment	62,787	29,090
Work in Progress	1,669,282	107,583
Total Fixed Assets	<u>3,156,990</u>	<u>243,414</u>
Total Assets	<u><u>48,670,794</u></u>	<u><u>60,986,133</u></u>
Liabilities		
Current Liabilities		
Accounts Payable	835,532	741,813
Accrued Expenses	1,198,579	1,153,000
Advance Deposits	2,045,442	1,978,265
Total Current Liabilities	<u>4,079,553</u>	<u>3,873,078</u>
Equity		
Funds Remitted	(217,230,935)	(214,859,910)
Funding Received	413,590,488	423,154,765
Retained Earnings	(154,471,462)	(149,771,767)
Net Income (Loss)		
HCC Facility	3,104,947	(1,139,394)
HCC Sales & Marketing	(401,797)	(270,639)
Total Net Income (Loss)	<u>2,703,150</u>	<u>(1,410,033)</u>
Total Equity	<u>44,591,241</u>	<u>57,113,055</u>
Total Liabilities and Equity	<u><u>48,670,794</u></u>	<u><u>60,986,133</u></u>

Hawaii Convention Center

Cash

As of 11/30/2023

(In Whole Numbers)

As of 11/30/2023

Cash

Cash Operating-Facility	227,932
Cash Operating-Sales & Marketing	448,679
Cash Revenue	2,045,442
Cash Repairs & Maintenance Fund	40,054,243
Petty Cash	4,000
Change Fund Parking	2,500
Total Cash	<u>42,782,796</u>

Hawai'i Convention Center

Accounts Receivable Aging

November 30, 2023

(In Whole Numbers)

Facility			
Time	Amount	%	12/15/2023
Current	1,694,305	67%	1,631,228
Over 30	407,254	16%	224,794
Over 60	123,192	5%	111,987
Over 90	286,580	11%	280,980
	<u>2,511,331</u>	<u>100%</u>	<u>2,248,989</u>

Over 90:

119,601	American Red Cross-Shelter Assistance	In contact with agency
47,458	DEBDT-FEMA COMM CENTER	In contact with agency
40,518	DBEDT-DBEDT COMM CENTER	In contact with agency
39,944	AAU Global Games	In contact with client
16,449	HPE HTA Tourism Conference	In collections, contractor paying slowly.
8,052	Hawai'i Conservation Alliance	In contact with client
7,140	DBEDT-DBEDT COMM CENTER	In contact with agency
6,365	HVCB	In contact with partner
3,901	RNDC	In contact with client
332	Destiny MMA	In contact with client
308	Southeastern Delegation of the AMA	In contact with client
80	American College of Obstetricians	In contact with client
58	Punahou School	In contact with client
<u>290,205</u>		
<u>(9,224)</u>	Allowance for doubtful accounts	
<u>280,980</u>		

Hawaii Convention Center

Statement of Cash Flows

As of 11/30/2023

(In Whole Numbers)

	<u>Current Month</u>	<u>Year-To-Date</u>
Cash Flow from operating activities		
Net Income/(Loss)	1,187,653	2,703,149
Accounts Receivable	(802,226)	397,565
Deposits and other assets	45,556	(140,451)
Accounts payable	(518,673)	(772,928)
Accrued expenses	283,267	189,557
Advance deposits	<u>(234,434)</u>	<u>(180,123)</u>
Total Cash Flow from operating activities	<u>(38,857)</u>	<u>2,196,770</u>
Cash Flow from investing activities		
Capital Assets	<u>(578,587)</u>	<u>(1,801,178)</u>
Total Cash Flow from investing activities	<u>(578,587)</u>	<u>(1,801,178)</u>
Cash flows from financing activities		
Contributions received from the State of Hawaii	0	2,500,580
Funds remitted to the State of Hawaii	<u>(353,500)</u>	<u>(2,141,053)</u>
Total Cash flows from financing activities	<u>(353,500)</u>	<u>359,527</u>
Net increase/(decrease) in cash and cash equivalents	<u>(392,357)</u>	<u>2,556,297</u>
Cash and cash equivalents at beginning of period	43,753,740	42,027,677
Cash and cash equivalents at end of period	<u><u>42,782,796</u></u>	<u><u>42,782,796</u></u>

Facility

HAWAII CONVENTION CENTER
 JULY 1, 2023 TO JUNE 30, 2024
 Lead Income Statement - Comparison

		ACTUAL 07/23-11/23 FY 2024	FORECAST 12/23-6/24 FY 2024	FORECAST 07/23-06/24 FY 2024	VARIANCE
	Total				
Event Income					
Direct Event Income					
Rental Income	3,921,900	1,744,995	2,540,465	4,285,460	(363,560)
Service Income	993,600	1,020,863	471,192	1,492,055	(498,455)
Service Expenses	(2,514,270)	(1,577,971)	(1,398,889)	(2,976,860)	462,591
Total Direct Event Income	2,401,230	1,187,887	1,612,767	2,800,654	(399,424)
Ancillary Income					
Gross F&B Revenue	11,501,500	9,138,782	5,573,779	14,712,561	(3,211,061)
Direct F&B Expenses	(5,452,200)	(3,079,094)	(2,449,822)	(5,528,916)	76,716
Gross Parking	1,337,300	540,862	715,677	1,256,539	80,761
Parking Expense	(210,400)	(66,643)	(107,225)	(173,868)	(36,532)
Electrical Service	131,800	167,528	30,520	198,048	(66,248)
A/V Service	415,300	330,022	243,294	573,316	(158,016)
Internet Service	10,100	59,462	9,500	68,962	(58,862)
Rigging Service	43,000	44,721	28,500	73,221	(30,221)
Total Ancillary Income	7,776,401	7,135,640	4,044,223	11,179,863	(3,403,462)
Total Event Income	10,177,631	8,323,527	5,656,990	13,980,517	(3,802,886)
Other Income					
Parking, Non-Event	5,200	940	1,675	2,615	2,585
Interest	60,000	455,316	940,000	1,395,316	(1,335,316)
Miscellaneous Income	60,500	29,538	35,231	64,769	(4,269)
Total Other Income	125,700	485,794	976,906	1,462,700	(1,337,000)
Adjusted Gross Income	10,303,331	8,809,322	6,633,896	15,443,217	(5,139,887)
Operating Expenses					
Facility Salaries & Wages	5,242,700	1,953,902	3,293,284	5,247,186	(4,485)
Benefits	1,643,300	619,926	1,015,589	1,635,515	7,785
Less: Event Labor Allocations	(735,300)	(492,098)	(355,903)	(848,001)	112,700
Net Employee Wages & Benefit	6,150,700	2,081,730	3,952,970	6,034,700	116,000
Contracted Services	2,197,550	1,242,029	1,434,207	2,676,236	(478,686)
General & Administrative	312,500	96,469	238,385	334,854	(22,354)
Operations	120,900	64,667	74,934	139,601	(18,701)
Repair & Maintenance	1,259,550	395,115	864,435	1,259,550	-
Supplies	507,900	114,484	418,838	533,322	(25,422)
Insurance	244,800	85,764	159,036	244,800	-
Utilities	3,161,300	1,386,326	2,241,206	3,627,532	(466,231)
Other	47,400	10,649	36,744	47,393	7
Management Fees	466,400	97,165	369,235	466,400	-
F&B Overhead Expense	2,635,900	1,220,760	1,689,786	2,910,546	(274,646)
Less: Expenses Allocated	(1,778,970)	(1,109,746)	(1,034,694)	(2,144,440)	365,470
Total Operating Expenses	15,325,931	5,685,412	10,445,083	16,130,495	(804,564)
Net Income (Loss) From Operation:	(5,022,600)	3,123,910	(3,811,187)	(687,278)	4,335,323
Other Income (Expenses)	(9,800)	(18,363)	(5,759)	(24,122)	(14,322)
Net Income After Other Income (E):	(5,032,400)	3,105,547	(3,816,946)	(711,400)	4,321,001
Fixed Asset Purchases	(300,000)	(70,602)	(229,398)	(300,000)	-
Net Income (Loss) after Fixed Asse	(5,332,400)	3,034,945	(4,046,344)	(1,011,400)	4,321,001
Gross Building Revenues					
Gross Building Revenues	6,978,700	4,394,248	5,016,054	9,410,301	(2,431,601)
Gross Building Expenses	15,724,500	6,198,231	10,496,568	16,694,799	(970,299)
Building Net Income (Loss)	(8,745,801)	(1,803,983)	(5,480,515)	(7,284,498)	1,461,302
Gross F&B Revenues					
Gross F&B Revenues	11,501,500	9,138,782	5,573,779	14,712,561	(3,211,061)
Gross F&B Expenses	8,088,100	4,299,854	4,139,608	8,439,462	(351,363)
F&B Net Income (Loss)	3,413,400	4,838,928	1,434,171	6,273,099	(2,859,698)
Facility Net Cash Flow	(5,332,400)	3,034,945	(4,046,344)	(1,011,400)	4,321,001
Total Gross Revenues					
Total Gross Revenues	18,480,200	13,533,030	10,589,833	24,122,862	(5,642,662)
Total Gross Expenses	23,812,600	10,498,085	14,636,177	25,134,262	(1,321,662)
Total Facility Net Cash Flow	(5,332,400)	3,034,945	(4,046,344)	(1,011,400)	4,321,001

Hawaii Convention Center
Facility
Income Statement
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	462,960	366,216	96,744 A	200,508	1,744,995	1,308,718	436,277	1,064,483
Service Revenue	128,076	89,230	38,846 A	193,516	1,020,861	469,805	551,056	535,455
Total Direct Event Income	591,036	455,446	135,590	394,023	2,765,855	1,778,523	987,333	1,599,937
Direct Service Expenses	241,348	263,420	22,072 B	255,924	1,577,970	1,113,946	(464,024)	870,761
Net Direct Event Income	349,689	192,026	157,663	138,100	1,187,885	664,577	523,309	729,176
Ancillary Income								
Food and Beverage (Net)	1,681,714	813,706	868,008 A	422,728	6,059,688	3,352,608	2,707,080	2,150,976
Event Parking (Net)	88,998	122,363	(33,365) C	44,935	474,218	516,206	(41,988)	333,081
Electrical Services	20,511	12,400	8,111	17,275	167,529	92,600	74,929	24,905
Audio Visual	63,000	62,456	544	75,916	330,022	184,150	145,872	216,843
Internet Services	4,107	0	4,107	1,338	59,461	0	59,461	1,338
Rigging Services	1,000	2,000	(1,000)	2,200	44,722	15,000	29,722	49,637
Business Center	0	0	0	0	0	0	0	0
Security Commissions	0	0	0	0	0	0	0	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	1,859,330	1,012,925	846,405	564,392	7,135,640	4,160,564	2,975,075	2,776,780
Total Event Income	2,209,018	1,204,951	1,004,068	702,492	8,323,525	4,825,141	3,498,384	3,505,956
Other Operating Income								
Non-Event Parking	0	433	(433)	0	940	2,165	(1,225)	1,844
Other Income	169,386	10,042	159,344 D	8,562	484,854	50,210	434,644	53,150
Total Other Operating Income	169,386	10,475	158,911	8,562	485,794	52,375	433,419	54,994
Total Gross Income	2,378,404	1,215,426	1,162,978	711,054	8,809,319	4,877,516	3,931,803	3,560,951
Net Salaries & Benefits								
Salaries & Wages	498,316	533,513	35,197 E	396,229	2,540,551	2,701,269	160,718	1,803,192
Payroll Taxes & Benefits	141,897	155,482	13,585 E	102,354	693,175	777,410	84,235	493,159
Labor Allocations to Events	(72,070)	(59,923)	12,147 B	(114,143)	(480,396)	(329,839)	150,557	(283,964)
Total Net Salaries & Benefits	568,143	629,072	60,929	384,440	2,753,331	3,148,840	395,509	2,012,387
Other Indirect Expenses								
Net Contracted Services	51,850	41,268	(10,582) F	55,785	236,152	197,334	(38,818)	300,578
Operations	13,294	13,099	(195)	17,255	120,515	65,495	(55,020)	53,458
Repair & Maintenance	74,810	110,021	35,211 F	103,536	424,128	550,105	125,977	386,224
Operational Supplies	72,230	83,260	11,030 A	36,517	403,920	389,244	(14,676)	225,390
Insurance	34,700	32,188	(2,512)	20,643	153,358	152,709	(649)	105,663
Utilities	232,168	244,091	11,923 G	293,878	1,305,969	1,262,531	(43,438)	1,286,897
Meetings & Conventions	3,619	804	(2,815)	2,648	16,132	12,020	(4,112)	6,441
Promotions & Communications	0	6,266	6,266	1,848	0	31,330	31,330	13,475
General & Administrative	32,047	38,688	6,641	52,429	164,287	190,910	26,623	158,362
Management Fees	19,433	19,433	(0)	19,033	97,167	97,165	(2)	95,167
Other	9,455	4,733	(4,722)	42,040	29,414	23,665	(5,749)	56,301
Total Other Indirect	543,606	593,851	50,245	645,613	2,951,042	2,972,508	21,466	2,687,957
Net Income (Loss) before CIP Funded Expenses	1,266,655	(7,497)	1,274,152	(318,999)	3,104,946	(1,243,832)	4,348,778	(1,139,393)
CIP Funded Expenses	0	0	0	234	601	0	601	384
Net Income (Loss) from Operations	1,266,655	(7,497)	1,274,152	(318,765)	3,105,547	(1,243,832)	4,349,379	(1,139,009)
Fixed Asset Purchases	35,248	25,000	(10,248) F	8,265	70,602	125,000	54,398	100,969
Net Income (Loss) After Fixed Asset Purchases	1,231,407	(32,497)	1,263,904	(327,030)	3,034,945	(1,368,832)	4,403,777	(1,239,978)

Hawaii Convention Center
Facility
Income Statement
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	2,291,002	1,497,217	793,785	755,903	9,138,782	6,358,703	2,780,079	3,497,591
Facility	954,981	693,169	261,812	569,026	4,394,246	2,735,996	1,658,250	2,357,119
Total Revenues	<u>3,245,983</u>	<u>2,190,386</u>	<u>1,055,597</u>	<u>1,324,929</u>	<u>13,533,028</u>	<u>9,094,699</u>	<u>4,438,329</u>	<u>5,854,710</u>
Expenses								
Food & Beverage	842,982	914,046	71,064	494,614	4,299,854	4,121,328	(178,526)	2,003,894
Facility	1,136,346	1,283,837	147,491	1,149,314	6,128,227	6,217,203	88,976	4,990,209
Total Expenses	<u>1,979,328</u>	<u>2,197,883</u>	<u>218,555</u>	<u>1,643,928</u>	<u>10,428,082</u>	<u>10,338,531</u>	<u>(89,551)</u>	<u>6,994,103</u>
Net Income (Loss) before CIP Funded Expenses	<u>1,266,655</u>	<u>(7,497)</u>	<u>1,274,152</u>	<u>(318,999)</u>	<u>3,104,946</u>	<u>(1,243,832)</u>	<u>4,348,778</u>	<u>(1,139,393)</u>
CIP Funded Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>234</u>	<u>601</u>	<u>0</u>	<u>601</u>	<u>384</u>
Net Income (Loss) from Operations	<u>1,266,655</u>	<u>(7,497)</u>	<u>1,274,152</u>	<u>(318,765)</u>	<u>3,105,547</u>	<u>(1,243,832)</u>	<u>4,349,379</u>	<u>(1,139,009)</u>
Fixed Asset Purchases	<u>35,248</u>	<u>25,000</u>	<u>(10,248)</u>	<u>8,265</u>	<u>70,602</u>	<u>125,000</u>	<u>54,398</u>	<u>100,969</u>
Net Income (Loss) after Fixed Asset Purchases	<u><u>1,231,407</u></u>	<u><u>(32,497)</u></u>	<u><u>1,263,904</u></u>	<u><u>(327,030)</u></u>	<u><u>3,034,945</u></u>	<u><u>(1,368,832)</u></u>	<u><u>4,403,777</u></u>	<u><u>(1,239,978)</u></u>

Hawaii Convention Center
Facility
Income Statement 2
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Facility								
Revenue	954,981	693,169	261,812	569,026	4,394,246	2,735,996	1,658,250	2,357,119
Expenses	1,136,346	1,283,837	147,491	1,149,314	6,128,227	6,217,203	88,976	4,990,209
Net Income (Loss)	<u>(181,365)</u>	<u>(590,668)</u>	<u>409,303</u>	<u>(580,288)</u>	<u>(1,733,981)</u>	<u>(3,481,207)</u>	<u>1,747,226</u>	<u>(2,633,090)</u>
Food & Beverage								
Revenue	2,291,002	1,497,217	793,785	755,903	9,138,782	6,358,703	2,780,079	3,497,591
Expenses	842,982	914,046	71,064	494,614	4,299,854	4,121,328	(178,526)	2,003,894
Net Income (Loss)	<u>1,448,020</u>	<u>583,171</u>	<u>864,849</u>	<u>261,289</u>	<u>4,838,928</u>	<u>2,237,375</u>	<u>2,601,553</u>	<u>1,493,697</u>
Net Income (Loss) before CIP Funded Expenses	<u>1,266,655</u>	<u>(7,497)</u>	<u>1,274,152</u>	<u>(318,999)</u>	<u>3,104,947</u>	<u>(1,243,832)</u>	<u>4,348,779</u>	<u>(1,139,393)</u>
CIP Funded Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>234</u>	<u>601</u>	<u>0</u>	<u>601</u>	<u>384</u>
Net Income (Loss) from Operations	<u>1,266,655</u>	<u>(7,497)</u>	<u>1,274,152</u>	<u>(318,765)</u>	<u>3,105,548</u>	<u>(1,243,832)</u>	<u>4,349,380</u>	<u>(1,139,009)</u>
Fixed Asset Purchases	<u>35,248</u>	<u>25,000</u>	<u>(10,248)</u>	<u>8,265</u>	<u>70,602</u>	<u>125,000</u>	<u>54,398</u>	<u>100,969</u>
Net Income (Loss) after Fixed Asset Purchases	<u><u>1,231,407</u></u>	<u><u>(32,497)</u></u>	<u><u>1,263,904</u></u>	<u><u>(327,030)</u></u>	<u><u>3,034,946</u></u>	<u><u>(1,368,832)</u></u>	<u><u>4,403,778</u></u>	<u><u>(1,239,978)</u></u>

Hawaii Convention Center
Facility
Income Statement
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

Current Month Variance Explanations over \$10,000

- A We budgeted for 20 licensed events and 25 materialized resulting in positive variances in Rental Income, Service and F&B. City-wide event, Applied Materials, drove the significant increase in revenue, particularly in F&B. HCC also continued to be used by the Department of Business and Economic Development and FEMA due to the Maui Wild Fires resulting in additional pick-up revenue. See Event Income Statements.
- B The increase in Direct Service Expenses, Labor Allocation to Events and Operational Supplies is directly related to the increase in Direct Event Income to service the needs of various events.
- C Event parking for the Hawaiian Purpose and Values Expo event was overbudgeted. See Event Income Statement.
- D CIP and advance deposit funds were transferred from savings accounts into Dreyfus Treasury Obligations currently yielding 4.98% in interest. This movement will have a significant positive impact on HCC's P&L for the remainder of the fiscal year.
- E Due to staffing vacancies.
- F Timing differences.
- G Water and sewer usage was less than planned due to less attendance than budgeted.

Hawaii Convention Center

Events

(In Whole Numbers)

NOVEMBER 2023		NOVEMBER 2022	
EVENT	EVENT INCOME	EVENT	EVENT INCOME
Applied Materials FTC 2023	1,067,325	2022 AMA Interim Meeting of the HOD	299,574
Schools of the Future	227,682	Honeymoon Friends Filming	77,927
Hawaiian Airlines Purpose and Values Expo	184,477	PBX-22	70,128
Honolulu Mineral, Fossil, Gem & Jewelry Show	129,576	Hawai'i Electric Annual Leadership Meeting	25,779
Meeting with the Filipino Community	90,755	Hawaiian Dredging Construction Company	24,617
2023 Society for Social Studies of Science	88,139	HMSA Annual Meeting	18,966
2023 WSB - O'ahu Fall Event	72,060	Election Night Watch Party	16,293
Hawai'i Pacific Model United Nations	60,281	Hawai'i Pacific Model United Nations	28,332
Hawai'i Food & Wine Festival	52,709	Hawai'i Food and Wine Festival	37,045
Aloha Region Thanksgiving Tournament	39,383	Aloha Region Thanksgiving Tournament	31,167
Shawn Ray Hawaiian Classic	31,721	Shawn Ray Hawaiian Classic	15,468
DOC-Maui Wild Fires-Governor's/FEMA	24,593	Super Saturday Showcase	9,668
Maui Invitational Tournament	22,354	Kaiser Permanente - Sales Team Building	9,614
Hawai'i Housing Solutions Conference	19,708	Cancer Survivorship Conference	7,096
Hawai'i State Public Charter School Commission	19,107	Visitor Public Safety Meeting	3,574
Second Look Meeting	15,052	2022 Applied Superconductivity Conference-Adj	2,068
DOC-Maui Wild Fires-DEBDT COM	14,738	EMT 1 Written Test	1,645
TRY Group 2023	10,408	TRY Group 2022	6,160
Protect Our Waters Conference	10,290	Protect Our Water Conference	8,748
NPMA 2023 PestWorld - Adj	10,099	CNHA Resource 'ahā	1,242
Professional Community Day 2	5,952	Dragon Beat Recital-Taiko Drumming Concert	1,176
Coin Show Expo 2023	5,821	Coin Show Expo 2022	9,756
Ken Honda: Happy Money Seminar	4,711	Kaiser Permanente - Quality Meeting	815
Mana Up Showcase Concert	3,974	Kaiser Permanente - Nursing Leadership Traini	277
National Association of Attorneys General Train	545	HVCB-ASM Global November Functions	(59)
41st Annual Okinawan Festival - Adj	170	HTA November Functions	(113)
Department Operations Center-Maui Wild Fires	1	2022 Fall Honolulu - NACAC-Adj	(206)
ASM-HVCB Monthly Functions	1	Mid-Pacific Audio Visual Training	(445)
G12 Hawai'i Conference - Adj	(2,616)	Project Hangar - Adj	(3,820)
	<u>\$ 2,209,016</u>		<u>\$ 702,492</u>

Hawaii Convention Center
Event Income Statement
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	22,853	0	22,853
Event Days	72	0	72
Square Footage	3,506,321	0	3,506,321
Total Statistical Data	<u>3,529,246</u>	<u>0</u>	<u>3,529,246</u>
Rental Income			
Rent Income	737,460	938,077	(200,617)
Rental Discount-HCC	(274,500)	(571,861)	297,361
Total Rental Income	<u>462,960</u>	<u>366,216</u>	<u>96,744</u>
Service Income			
Labor Billed	0	13,700	(13,700)
On Call Security Billed	42,388	19,590	22,798
Changeover Setup Billed	30,180	6,600	23,580
Police/Fire Billed	0	1,800	(1,800)
First Aid Billed	13,545	11,990	1,555
Cleaning Billed	1,725	2,800	(1,075)
Equipment Rental Billed	20,450	24,700	(4,250)
Utilities Billed	15,295	6,000	9,295
Insurance Billed	1,240	550	690
Telephone Billed	0	1,000	(1,000)
Carbon Off-Set Billed	1,495	0	1,495
Business Center Revenue	1,759	500	1,259
Facility Wages	(20,326)	(13,390)	(6,936)
Security Wages	(3,470)	(14,679)	11,209
Contracted Security Labor	(13,243)	(15,308)	2,065
HCC On-call Security Staffing	(31,979)	(13,562)	(18,417)
Contracted Facility Labor	(56,809)	(76,058)	19,249
Police/Fire Expense	0	(1,710)	1,710
Contracted First Aid	(11,833)	(10,391)	(1,442)
Janitorial Wages	(11,035)	(8,900)	(2,135)
Contracted Janitorial Wages	(73,242)	(93,722)	20,480
Allocated Utilities Expense	(11,515)	(6,400)	(5,115)
Engineering Wages	(4,900)	(8,300)	3,400
IT Wages	(359)	(500)	141
Insurance Expense	(1,140)	(500)	(640)
Carbon Off-Set Expense	(1,495)	0	(1,495)
Total Service Income	<u>(113,271)</u>	<u>(174,190)</u>	<u>60,919</u>
Food and Beverage			
Concessions Food Sales	41,060	48,000	(6,940)
Concessions Bar NA Bev Sales	14,484	16,500	(2,016)
Concessions Bar Alcohol Sales	3,457	12,000	(8,543)
Kiosk Food Sales	9,337	0	9,337
Kiosk Bar NA Bev Sales	12,592	0	12,592
Kiosk Bar Alcohol Sales	5,630	0	5,630
COS-Food	(8,564)	(11,760)	3,196
COS-Concessions Bar-NA Bev	(796)	(2,805)	2,009
COS-Alcohol	(3,160)	(1,980)	(1,180)
COS-Food	(1,948)	0	(1,948)
COS-Kiosk-NA Bev	(691)	0	(691)
COS-Alcohol	(455)	0	(455)
Catering Food Sales	1,026,924	910,700	116,224
Catering Bar NA Beverage Sales	595,411	67,200	528,211
Catering Bar Alcohol Sales	84,315	80,000	4,315
Catering Other Sales	77,729	119,500	(41,771)

Hawaii Convention Center
Event Income Statement
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Catering Service Charge	420,063	243,317	176,746
COS-Food	(204,537)	(223,122)	18,585
COS Catering Bar-NA Bev	(33,294)	(11,424)	(21,870)
COS-Alcohol	(8,405)	(13,200)	4,795
Contracted Labor-F&B	(330,666)	(419,220)	88,554
Contracted Labor-Concessions	(11,432)	0	(11,432)
Contracted Labor-Kiosk	(5,340)	0	(5,340)
Total Food and Beverage	1,681,714	813,706	868,008
Parking			
Self Parking Sales	105,941	150,392	(44,451)
Contracted Self Parking Labor	(16,943)	(28,029)	11,086
Total Parking	88,998	122,363	(33,365)
Electrical Services			
Gross Contracted Electrical Sales	51,277	31,000	20,277
Electrical Concessionaire Share	(30,766)	(18,600)	(12,166)
Total Electrical Services	20,511	12,400	8,111
Audio Visual			
Gross Contracted Audio Visual	292,884	312,228	(19,344)
Audio Visual Concessionaire Share	(229,885)	(249,772)	19,888
Total Audio Visual	63,000	62,456	544
Internet Services			
Gross Contracted Internet Sales	41,070	85,000	(43,930)
Internet Concessionaire Share	(36,963)	(85,000)	48,037
Total Internet Services	4,107	0	4,107
Rigging Services			
Gross Contracted Rigging Sales	5,000	10,000	(5,000)
Rigging Concessionaire Share	(4,000)	(8,000)	4,000
Total Rigging Services	1,000	2,000	(1,000)
Total Event Income	2,209,018	1,204,951	1,004,068

Hawaii Convention Center
Event Income Statement
3857700 - Applied Materials FTC 2023
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	279,380	(279,380)
Rental Discount-HCC	0	(279,380)	279,380
Total Rental Income	0	0	0
Service Income			
On Call Security Billed	0	6,000	(6,000)
Changeover Setup Billed	0	6,000	(6,000)
Police/Fire Billed	0	1,800	(1,800)
First Aid Billed	0	3,000	(3,000)
Equipment Rental Billed	0	7,000	(7,000)
Telephone Billed	0	1,000	(1,000)
Business Center Revenue	1,400	0	1,400
Facility Wages	0	(975)	975
Security Wages	0	(1,300)	1,300
Contracted Security Labor	0	(300)	300
HCC On-call Security Staffing	0	(4,154)	4,154
Contracted Facility Labor	0	(10,800)	10,800
Police/Fire Expense	0	(1,710)	1,710
Contracted First Aid	0	(2,600)	2,600
Janitorial Wages	0	(400)	400
Contracted Janitorial Wages	0	(15,000)	15,000
Allocated Utilities Expense	0	(1,000)	1,000
Engineering Wages	0	(500)	500
IT Wages	0	(250)	250
Total Service Income	1,400	(14,189)	15,589
Food and Beverage			
Concessions Bar Alcohol Sales	0	5,000	(5,000)
Kiosk Food Sales	271	0	271
Kiosk Bar NA Bev Sales	1,281	0	1,281
Kiosk Bar Alcohol Sales	15	0	15
COS-Alcohol	0	(825)	825
COS-Food	(57)	0	(57)
COS-Kiosk-NA Bev	(70)	0	(70)
COS-Alcohol	(1)	0	(1)
Catering Food Sales	556,514	596,200	(39,686)
Catering Bar NA Beverage Sales	505,708	32,000	473,708
Catering Bar Alcohol Sales	36,250	75,000	(38,750)
Catering Other Sales	7,692	0	7,692
Catering Service Charge	252,649	161,736	90,913
COS-Food	(84,412)	(146,069)	61,657
COS Catering Bar-NA Bev	(15,693)	(5,440)	(10,253)
COS-Alcohol	(3,483)	(12,375)	8,892
Contracted Labor-F&B	(192,176)	(243,582)	51,406
Contracted Labor-Kiosk	(304)	0	(304)
Total Food and Beverage	1,064,184	461,645	602,539
Parking			
Self Parking Sales	1,741	3,570	(1,829)
Contracted Self Parking Labor	0	(1,464)	1,464
Total Parking	1,741	2,106	(365)
Electrical Services			
Gross Contracted Electrical Sales	0	5,000	(5,000)
Electrical Concessionaire Share	0	(3,000)	3,000

Hawaii Convention Center
 Event Income Statement
 3857700 - Applied Materials FTC 2023
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Total Electrical Services	<u>0</u>	<u>2,000</u>	<u>(2,000)</u>
Audio Visual			
Gross Contracted Audio Visual	0	90,000	(90,000)
Audio Visual Concessionaire Share	<u>0</u>	<u>(72,000)</u>	<u>72,000</u>
Total Audio Visual	<u>0</u>	<u>18,000</u>	<u>(18,000)</u>
Internet Services			
Gross Contracted Internet Sales	0	27,000	(27,000)
Internet Concessionaire Share	<u>0</u>	<u>(27,000)</u>	<u>27,000</u>
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>1,067,325</u>	<u>469,562</u>	<u>597,763</u>

Hawaii Convention Center
Event Income Statement
3870900 - Schools of the Future
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	515	0	515
Event Days	4	0	4
Square Footage	346,044	0	346,044
Total Statistical Data	<u>346,563</u>	<u>0</u>	<u>346,563</u>
Rental Income			
Rent Income	91,040	93,165	(2,125)
Rental Discount-HCC	(45,520)	(46,583)	1,063
Total Rental Income	<u>45,520</u>	<u>46,583</u>	<u>(1,063)</u>
Service Income			
On Call Security Billed	2,665	3,250	(585)
Changeover Setup Billed	300	600	(300)
First Aid Billed	1,540	1,200	340
Cleaning Billed	300	250	50
Equipment Rental Billed	1,900	3,000	(1,100)
Utilities Billed	1,800	0	1,800
Carbon Off-Set Billed	412	0	412
Facility Wages	(1,947)	(1,040)	(907)
Security Wages	(138)	(1,300)	1,162
Contracted Security Labor	(421)	(1,900)	1,479
HCC On-call Security Staffing	(2,020)	(2,250)	230
Contracted Facility Labor	(4,365)	(3,000)	(1,365)
Contracted First Aid	(1,345)	(1,040)	(305)
Janitorial Wages	(828)	(500)	(328)
Contracted Janitorial Wages	(6,056)	(6,000)	(56)
Allocated Utilities Expense	(1,980)	(750)	(1,230)
Engineering Wages	(170)	(400)	230
Carbon Off-Set Expense	(412)	0	(412)
Total Service Income	<u>(10,765)</u>	<u>(9,880)</u>	<u>(885)</u>
Food and Beverage			
Catering Food Sales	145,212	131,000	14,212
Catering Bar NA Beverage Sales	34,523	24,000	10,523
Catering Bar Alcohol Sales	5,090	5,000	90
Catering Other Sales	1,567	1,500	67
Catering Service Charge	42,510	36,800	5,710
COS-Food	(22,068)	(32,095)	10,027
COS Catering Bar-NA Bev	(1,073)	(4,080)	3,007
COS-Alcohol	(489)	(825)	336
Contracted Labor-F&B	(40,245)	(55,524)	15,279
Total Food and Beverage	<u>165,027</u>	<u>105,776</u>	<u>59,251</u>
Parking			
Self Parking Sales	14,418	16,660	(2,243)
Contracted Self Parking Labor	(1,736)	(2,620)	884
Total Parking	<u>12,681</u>	<u>14,040</u>	<u>(1,359)</u>
Electrical Services			
Gross Contracted Electrical Sales	10,200	5,000	5,200
Electrical Concessionaire Share	(6,120)	(3,000)	(3,120)
Total Electrical Services	<u>4,080</u>	<u>2,000</u>	<u>2,080</u>
Audio Visual			
Gross Contracted Audio Visual	49,255	40,000	9,255
Audio Visual Concessionaire Share	(39,404)	(32,000)	(7,404)

Hawaii Convention Center
 Event Income Statement
 3870900 - Schools of the Future
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Audio Visual	<u>9,851</u>	<u>8,000</u>	<u>1,851</u>
Internet Services			
Gross Contracted Internet Sales	12,877	12,000	877
Internet Concessionaire Share	<u>(11,589)</u>	<u>(12,000)</u>	<u>411</u>
Total Internet Services	<u>1,288</u>	<u>0</u>	<u>1,288</u>
Total Event Income	<u>227,682</u>	<u>166,519</u>	<u>61,163</u>

Hawaii Convention Center
Event Income Statement
3863000 - Hawaiian Airlines Purpose and Values Expo
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	2,100	0	2,100
Event Days	9	0	9
Square Footage	248,369	0	248,369
Total Statistical Data	<u>250,478</u>	<u>0</u>	<u>250,478</u>
Rental Income			
Rent Income	39,475	39,475	0
Total Rental Income	<u>39,475</u>	<u>39,475</u>	<u>0</u>
Service Income			
Equipment Rental Billed	0	500	(500)
Facility Wages	(481)	(520)	39
Security Wages	(298)	(650)	352
Contracted Security Labor	(3,202)	(300)	(2,902)
Contracted Facility Labor	(2,058)	(2,200)	142
Janitorial Wages	(1,987)	(400)	(1,587)
Contracted Janitorial Wages	(5,195)	(1,030)	(4,165)
Engineering Wages	(275)	(200)	(75)
Total Service Income	<u>(13,495)</u>	<u>(4,800)</u>	<u>(8,695)</u>
Food and Beverage			
Concessions Bar NA Bev Sales	14	0	14
Concessions Bar Alcohol Sales	623	0	623
COS-Concessions Bar-NA Bev	(1)	0	(1)
COS-Alcohol	(570)	0	(570)
COS-Food	(6)	0	(6)
COS-Kiosk-NA Bev	(17)	0	(17)
COS-Alcohol	(454)	0	(454)
Catering Food Sales	107,016	0	107,016
Catering Bar NA Beverage Sales	20,181	0	20,181
Catering Bar Alcohol Sales	29,910	0	29,910
Catering Other Sales	3,917	0	3,917
Catering Service Charge	36,135	0	36,135
COS-Food	(16,263)	0	(16,263)
COS Catering Bar-NA Bev	(626)	0	(626)
COS-Alcohol	(2,874)	0	(2,874)
Contracted Labor-F&B	(32,002)	0	(32,002)
Contracted Labor-Concessions	(123)	0	(123)
Contracted Labor-Kiosk	(1,154)	0	(1,154)
Total Food and Beverage	<u>143,706</u>	<u>0</u>	<u>143,706</u>
Parking			
Self Parking Sales	7,776	37,500	(29,724)
Contracted Self Parking Labor	(1,553)	(5,000)	3,447
Total Parking	<u>6,223</u>	<u>32,500</u>	<u>(26,277)</u>
Audio Visual			
Gross Contracted Audio Visual	42,022	5,000	37,022
Audio Visual Concessionaire Share	(33,618)	(4,000)	(29,618)
Total Audio Visual	<u>8,404</u>	<u>1,000</u>	<u>7,404</u>
Internet Services			
Gross Contracted Internet Sales	1,637	1,000	637
Internet Concessionaire Share	(1,474)	(1,000)	(474)
Total Internet Services	<u>164</u>	<u>0</u>	<u>164</u>

Hawaii Convention Center

Event Income Statement

3863000 - Hawaiian Airlines Purpose and Values Expo

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Event Income	<u>184,477</u>	<u>68,175</u>	<u>116,302</u>

Hawaii Convention Center

Event Income Statement

3808500 - Honolulu Mineral, Fossil, Gem & Jewelry Show

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	5,200	0	5,200
Event Days	9	0	9
Square Footage	1,038,474	0	1,038,474
Total Statistical Data	<u>1,043,683</u>	<u>0</u>	<u>1,043,683</u>
Rental Income			
Rent Income	159,525	95,715	63,810
Rental Discount-HCC	<u>(31,905)</u>	<u>0</u>	<u>(31,905)</u>
Total Rental Income	<u>127,620</u>	<u>95,715</u>	<u>31,905</u>
Service Income			
On Call Security Billed	15,048	0	15,048
First Aid Billed	3,325	0	3,325
Cleaning Billed	1,125	0	1,125
Equipment Rental Billed	0	500	(500)
Utilities Billed	4,200	0	4,200
Insurance Billed	0	275	(275)
Facility Wages	(2,148)	(520)	(1,628)
Security Wages	(92)	(650)	558
Contracted Security Labor	(557)	(300)	(257)
HCC On-call Security Staffing	(11,408)	0	(11,408)
Contracted Facility Labor	(3,374)	(6,250)	2,876
Contracted First Aid	(2,905)	0	(2,905)
Janitorial Wages	(331)	(400)	69
Contracted Janitorial Wages	(7,967)	(9,000)	1,033
Allocated Utilities Expense	(1,050)	0	(1,050)
Engineering Wages	(222)	(200)	(22)
Insurance Expense	0	(250)	250
Total Service Income	<u>(6,356)</u>	<u>(16,795)</u>	<u>10,439</u>
Food and Beverage			
Concessions Food Sales	0	5,000	(5,000)
Concessions Bar NA Bev Sales	0	1,000	(1,000)
COS-Food	0	(1,225)	1,225
COS-Concessions Bar-NA Bev	0	(170)	170
Contracted Labor-F&B	0	(1,680)	1,680
Total Food and Beverage	<u>0</u>	<u>2,925</u>	<u>(2,925)</u>
Parking			
Self Parking Sales	8,869	28,560	(19,691)
Contracted Self Parking Labor	<u>(556)</u>	<u>(5,160)</u>	<u>4,604</u>
Total Parking	<u>8,313</u>	<u>23,400</u>	<u>(15,087)</u>
Audio Visual			
Gross Contracted Audio Visual	0	1,000	(1,000)
Audio Visual Concessionaire Share	0	(800)	800
Total Audio Visual	<u>0</u>	<u>200</u>	<u>(200)</u>
Internet Services			
Gross Contracted Internet Sales	0	1,000	(1,000)
Internet Concessionaire Share	0	(1,000)	1,000
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>129,576</u>	<u>105,445</u>	<u>24,131</u>

Hawaii Convention Center
Event Income Statement
4011700 - Meeting with the Filipino Community
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	1,000	0	1,000
Event Days	1	0	1
Square Footage	27,602	0	27,602
Total Statistical Data	<u>28,603</u>	<u>0</u>	<u>28,603</u>
Rental Income			
Rent Income	12,890	0	12,890
Total Rental Income	<u>12,890</u>	<u>0</u>	<u>12,890</u>
Service Income			
On Call Security Billed	8,580	0	8,580
Changeover Setup Billed	180	0	180
First Aid Billed	280	0	280
Equipment Rental Billed	4,860	0	4,860
Carbon Off-Set Billed	33	0	33
Facility Wages	(761)	0	(761)
Security Wages	(46)	0	(46)
Contracted Security Labor	(286)	0	(286)
HCC On-call Security Staffing	(6,504)	0	(6,504)
Contracted Facility Labor	(2,557)	0	(2,557)
Contracted First Aid	(245)	0	(245)
Janitorial Wages	(207)	0	(207)
Contracted Janitorial Wages	(1,189)	0	(1,189)
Engineering Wages	(348)	0	(348)
Carbon Off-Set Expense	(33)	0	(33)
Total Service Income	<u>1,758</u>	<u>0</u>	<u>1,758</u>
Food and Beverage			
Catering Food Sales	70,000	0	70,000
Catering Service Charge	16,100	0	16,100
COS-Food	(10,638)	0	(10,638)
Contracted Labor-F&B	(17,935)	0	(17,935)
Total Food and Beverage	<u>57,527</u>	<u>0</u>	<u>57,527</u>
Parking			
Self Parking Sales	5,500	0	5,500
Contracted Self Parking Labor	(109)	0	(109)
Total Parking	<u>5,391</u>	<u>0</u>	<u>5,391</u>
Audio Visual			
Gross Contracted Audio Visual	53,325	0	53,325
Audio Visual Concessionaire Share	(40,537)	0	(40,537)
Total Audio Visual	<u>12,788</u>	<u>0</u>	<u>12,788</u>
Internet Services			
Gross Contracted Internet Sales	4,000	0	4,000
Internet Concessionaire Share	(3,600)	0	(3,600)
Total Internet Services	<u>400</u>	<u>0</u>	<u>400</u>
Total Event Income	<u>90,755</u>	<u>0</u>	<u>90,755</u>

Hawaii Convention Center
Event Income Statement
3729100 - 2023 Society for Social Studies of Science Annual Meeting
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	1,000	0	1,000
Event Days	5	0	5
Square Footage	385,032	0	385,032
Total Statistical Data	<u>386,037</u>	<u>0</u>	<u>386,037</u>
Rental Income			
Rent Income	116,540	54,065	62,475
Rental Discount-HCC	<u>(116,540)</u>	<u>(54,065)</u>	<u>(62,475)</u>
Total Rental Income	<u>0</u>	<u>0</u>	<u>0</u>
Service Income			
Labor Billed	0	500	(500)
On Call Security Billed	9,551	8,000	1,551
Changeover Setup Billed	1,150	0	1,150
First Aid Billed	2,870	2,000	870
Equipment Rental Billed	1,448	1,000	448
Utilities Billed	540	0	540
Insurance Billed	890	0	890
Business Center Revenue	309	500	(191)
Facility Wages	(2,507)	(975)	(1,532)
Security Wages	(276)	(1,040)	764
Contracted Security Labor	(3,166)	(3,700)	534
HCC On-call Security Staffing	(6,615)	(5,538)	(1,077)
Contracted Facility Labor	(7,755)	(13,125)	5,370
Contracted First Aid	(2,507)	(1,733)	(774)
Janitorial Wages	(2,483)	(1,000)	(1,483)
Contracted Janitorial Wages	(9,798)	(20,000)	10,202
Allocated Utilities Expense	(135)	(3,150)	3,015
Engineering Wages	(590)	(500)	(90)
IT Wages	(239)	(250)	11
Insurance Expense	<u>(840)</u>	<u>0</u>	<u>(840)</u>
Total Service Income	<u>(20,153)</u>	<u>(39,011)</u>	<u>18,858</u>
Food and Beverage			
Concessions Food Sales	5,241	15,000	(9,759)
Concessions Bar NA Bev Sales	3,342	7,000	(3,658)
Concessions Bar Alcohol Sales	2,834	0	2,834
Kiosk Food Sales	2,871	0	2,871
Kiosk Bar NA Bev Sales	1,905	0	1,905
COS-Food	(1,093)	(3,675)	2,582
COS-Concessions Bar-NA Bev	(183)	(1,190)	1,007
COS-Alcohol	(2,590)	0	(2,590)
COS-Food	(599)	0	(599)
COS-Kiosk-NA Bev	(105)	0	(105)
Catering Food Sales	54,626	50,000	4,626
Catering Bar NA Beverage Sales	18,277	5,000	13,277
Catering Bar Alcohol Sales	11,868	0	11,868
Catering Other Sales	1,567	3,500	(1,933)
Catering Service Charge	19,498	12,650	6,848
COS-Food	(8,406)	(12,250)	3,844
COS Catering Bar-NA Bev	(567)	(850)	283
COS-Alcohol	(1,140)	0	(1,140)
Contracted Labor-F&B	(16,755)	(26,082)	9,327
Contracted Labor-Concessions	(2,212)	0	(2,212)
Contracted Labor-Kiosk	(925)	0	(925)

Hawaii Convention Center

Event Income Statement

3729100 - 2023 Society for Social Studies of Science Annual Meeting

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Food and Beverage	<u>87,454</u>	<u>49,103</u>	<u>38,351</u>
Parking			
Self Parking Sales	7,497	2,737	4,760
Contracted Self Parking Labor	<u>(3,825)</u>	<u>(1,567)</u>	<u>(2,258)</u>
Total Parking	<u>3,672</u>	<u>1,170</u>	<u>2,502</u>
Electrical Services			
Gross Contracted Electrical Sales	0	21,000	(21,000)
Electrical Concessionaire Share	<u>0</u>	<u>(12,600)</u>	<u>12,600</u>
Total Electrical Services	<u>0</u>	<u>8,400</u>	<u>(8,400)</u>
Audio Visual			
Gross Contracted Audio Visual	76,025	108,728	(32,703)
Audio Visual Concessionaire Share	<u>(60,146)</u>	<u>(86,982)</u>	<u>26,837</u>
Total Audio Visual	<u>15,879</u>	<u>21,746</u>	<u>(5,866)</u>
Internet Services			
Gross Contracted Internet Sales	12,877	40,000	(27,124)
Internet Concessionaire Share	<u>(11,589)</u>	<u>(40,000)</u>	<u>28,411</u>
Total Internet Services	<u>1,288</u>	<u>0</u>	<u>1,288</u>
Total Event Income	<u>88,139</u>	<u>41,408</u>	<u>46,732</u>

Hawaii Convention Center

Event Income Statement

3935600 - 2023 WSB - Oahu Fall Event

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	6,200	0	6,200
Event Days	2	0	2
Square Footage	409,372	0	409,372
Total Statistical Data	<u>415,574</u>	<u>0</u>	<u>415,574</u>
Rental Income			
Rent Income	56,760	0	56,760
Total Rental Income	<u>56,760</u>	<u>0</u>	<u>56,760</u>
Service Income			
On Call Security Billed	3,185	0	3,185
First Aid Billed	665	0	665
Equipment Rental Billed	2,900	0	2,900
Carbon Off-Set Billed	487	0	487
Business Center Revenue	50	0	50
Facility Wages	(638)	0	(638)
Security Wages	(92)	0	(92)
Contracted Security Labor	(1,014)	0	(1,014)
HCC On-call Security Staffing	(2,414)	0	(2,414)
Contracted Facility Labor	(3,926)	0	(3,926)
Contracted First Aid	(581)	0	(581)
Janitorial Wages	(207)	0	(207)
Contracted Janitorial Wages	(3,330)	0	(3,330)
Engineering Wages	(464)	0	(464)
Carbon Off-Set Expense	(487)	0	(487)
Total Service Income	<u>(5,866)</u>	<u>0</u>	<u>(5,866)</u>
Food and Beverage			
Concessions Food Sales	7,901	0	7,901
Concessions Bar NA Bev Sales	2,855	0	2,855
Kiosk Food Sales	6,165	0	6,165
Kiosk Bar NA Bev Sales	9,098	0	9,098
COS-Food	(1,648)	0	(1,648)
COS-Concessions Bar-NA Bev	(157)	0	(157)
COS-Food	(1,286)	0	(1,286)
COS-Kiosk-NA Bev	(499)	0	(499)
Catering Food Sales	105	0	105
Catering Bar NA Beverage Sales	340	0	340
Catering Service Charge	102	0	102
COS-Food	(50)	0	(50)
COS Catering Bar-NA Bev	(48)	0	(48)
Contracted Labor-Concessions	(2,084)	0	(2,084)
Contracted Labor-Kiosk	(2,957)	0	(2,957)
Total Food and Beverage	<u>17,837</u>	<u>0</u>	<u>17,837</u>
Parking			
Self Parking Sales	4,550	0	4,550
Contracted Self Parking Labor	(1,221)	0	(1,221)
Total Parking	<u>3,329</u>	<u>0</u>	<u>3,329</u>
Total Event Income	<u><u>72,060</u></u>	<u><u>0</u></u>	<u><u>72,060</u></u>

Hawaii Convention Center
Event Income Statement
3921900 - Hawaii Pacific Model United Nations
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	350	0	350
Event Days	4	0	4
Square Footage	195,344	0	195,344
Total Statistical Data	<u>195,698</u>	<u>0</u>	<u>195,698</u>
Rental Income			
Rent Income	36,690	19,020	17,670
Total Rental Income	<u>36,690</u>	<u>19,020</u>	<u>17,670</u>
Service Income			
Equipment Rental Billed	0	200	(200)
Carbon Off-Set Billed	232	0	232
Facility Wages	(1,175)	(520)	(655)
Security Wages	(138)	(390)	252
Contracted Security Labor	0	(1,000)	1,000
Contracted Facility Labor	(2,761)	(2,200)	(561)
Janitorial Wages	(496)	(400)	(96)
Contracted Janitorial Wages	(1,219)	(860)	(359)
Engineering Wages	(106)	(200)	94
Carbon Off-Set Expense	(232)	0	(232)
Total Service Income	<u>(5,896)</u>	<u>(5,370)</u>	<u>(526)</u>
Food and Beverage			
Catering Food Sales	22,853	13,500	9,353
Catering Bar NA Beverage Sales	2,681	2,500	181
Catering Other Sales	342	0	342
Catering Service Charge	5,873	3,680	2,193
COS-Food	(3,473)	(3,308)	(165)
COS Catering Bar-NA Bev	(83)	(425)	342
Contracted Labor-F&B	(6,100)	(5,510)	(590)
Total Food and Beverage	<u>22,093</u>	<u>10,437</u>	<u>11,656</u>
Parking			
Self Parking Sales	2,735	2,000	735
Contracted Self Parking Labor	0	(1,500)	1,500
Total Parking	<u>2,735</u>	<u>500</u>	<u>2,235</u>
Audio Visual			
Gross Contracted Audio Visual	21,893	8,000	13,893
Audio Visual Concessionaire Share	(17,514)	(6,400)	(11,114)
Total Audio Visual	<u>4,379</u>	<u>1,600</u>	<u>2,779</u>
Internet Services			
Gross Contracted Internet Sales	2,800	0	2,800
Internet Concessionaire Share	(2,520)	0	(2,520)
Total Internet Services	<u>280</u>	<u>0</u>	<u>280</u>
Total Event Income	<u>60,281</u>	<u>26,187</u>	<u>34,094</u>

Hawaii Convention Center

Event Income Statement

3895400 - Hawaii Food & Wine Festival

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	753	0	753
Event Days	7	0	7
Square Footage	79,578	0	79,578
Total Statistical Data	<u>80,338</u>	<u>0</u>	<u>80,338</u>
Rental Income			
Rent Income	20,350	20,895	(545)
Rental Discount-HCC	<u>(12,000)</u>	<u>(17,000)</u>	<u>5,000</u>
Total Rental Income	<u>8,350</u>	<u>3,895</u>	<u>4,455</u>
Service Income			
Labor Billed	0	9,500	(9,500)
On Call Security Billed	1,100	1,300	(200)
First Aid Billed	350	240	110
Cleaning Billed	0	1,300	(1,300)
Equipment Rental Billed	3,180	4,200	(1,020)
Utilities Billed	6,475	4,000	2,475
Facility Wages	(380)	(1,170)	790
Security Wages	(92)	(1,170)	1,078
Contracted Security Labor	(696)	(1,120)	424
HCC On-call Security Staffing	(986)	(900)	(86)
Contracted Facility Labor	(961)	(3,750)	2,789
Contracted First Aid	(306)	(208)	(98)
Janitorial Wages	(769)	(800)	31
Contracted Janitorial Wages	(3,946)	(5,500)	1,554
Allocated Utilities Expense	(1,619)	(1,000)	(619)
Engineering Wages	(422)	(2,000)	1,578
IT Wages	<u>(120)</u>	<u>0</u>	<u>(120)</u>
Total Service Income	<u>807</u>	<u>2,922</u>	<u>(2,115)</u>
Food and Beverage			
Catering Bar NA Beverage Sales	1,500	0	1,500
Catering Other Sales	36,100	44,500	(8,400)
Catering Service Charge	345	0	345
COS Catering Bar-NA Bev	(82)	0	(82)
Contracted Labor-F&B	<u>(137)</u>	<u>(12,460)</u>	<u>12,323</u>
Total Food and Beverage	<u>37,726</u>	<u>32,040</u>	<u>5,686</u>
Parking			
Self Parking Sales	5,310	5,712	(402)
Contracted Self Parking Labor	<u>(271)</u>	<u>(1,149)</u>	<u>878</u>
Total Parking	<u>5,039</u>	<u>4,563</u>	<u>476</u>
Audio Visual			
Gross Contracted Audio Visual	3,456	2,000	1,456
Audio Visual Concessionaire Share	<u>(2,668)</u>	<u>(1,600)</u>	<u>(1,068)</u>
Total Audio Visual	<u>787</u>	<u>400</u>	<u>387</u>
Total Event Income	<u>52,709</u>	<u>43,820</u>	<u>8,889</u>

Hawaii Convention Center
Event Income Statement
3848700 - Aloha Region Thanksgiving Tournament
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	1,253	0	1,253
Event Days	3	0	3
Square Footage	266,256	0	266,256
Total Statistical Data	<u>267,512</u>	<u>0</u>	<u>267,512</u>
Rental Income			
Rent Income	49,090	32,800	16,290
Rental Discount-HCC	(32,690)	(16,400)	(16,290)
Total Rental Income	<u>16,400</u>	<u>16,400</u>	<u>0</u>
Service Income			
Labor Billed	0	1,200	(1,200)
On Call Security Billed	0	1,040	(1,040)
Changeover Setup Billed	5,600	0	5,600
First Aid Billed	1,855	960	895
Equipment Rental Billed	1,232	1,500	(268)
Utilities Billed	400	0	400
Facility Wages	(2,865)	(1,300)	(1,565)
Security Wages	(184)	(1,950)	1,766
Contracted Security Labor	(2,020)	(1,680)	(340)
HCC On-call Security Staffing	0	(720)	720
Contracted Facility Labor	(5,253)	(6,250)	997
Contracted First Aid	(1,620)	(832)	(788)
Janitorial Wages	(496)	(500)	4
Contracted Janitorial Wages	(7,528)	(8,000)	472
Allocated Utilities Expense	(100)	0	(100)
Engineering Wages	(170)	(700)	530
Total Service Income	<u>(11,149)</u>	<u>(17,232)</u>	<u>6,083</u>
Food and Beverage			
Concessions Food Sales	24,952	19,000	5,952
Concessions Bar NA Bev Sales	6,386	7,500	(1,114)
COS-Food	(5,204)	(4,655)	(549)
COS-Concessions Bar-NA Bev	(351)	(1,275)	924
Catering Other Sales	1,504	0	1,504
Contracted Labor-F&B	0	(7,420)	7,420
Contracted Labor-Concessions	(6,072)	0	(6,072)
Total Food and Beverage	<u>21,215</u>	<u>13,150</u>	<u>8,065</u>
Parking			
Self Parking Sales	14,782	18,000	(3,218)
Contracted Self Parking Labor	(2,170)	(3,000)	830
Total Parking	<u>12,612</u>	<u>15,000</u>	<u>(2,388)</u>
Audio Visual			
Gross Contracted Audio Visual	1,531	0	1,531
Audio Visual Concessionaire Share	(1,224)	0	(1,224)
Total Audio Visual	<u>306</u>	<u>0</u>	<u>306</u>
Total Event Income	<u>39,383</u>	<u>27,318</u>	<u>12,065</u>

Hawaii Convention Center
Event Income Statement
3905700 - Shawn Ray Hawaiian Classic 2023
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	1,025	0	1,025
Event Days	2	0	2
Square Footage	112,034	0	112,034
Total Statistical Data	<u>113,061</u>	<u>0</u>	<u>113,061</u>
Rental Income			
Rent Income	15,505	15,505	0
Total Rental Income	<u>15,505</u>	<u>15,505</u>	<u>0</u>
Service Income			
On Call Security Billed	1,365	0	1,365
First Aid Billed	630	420	210
Cleaning Billed	200	0	200
Equipment Rental Billed	3,205	200	3,005
Utilities Billed	1,590	0	1,590
Facility Wages	(415)	(390)	(25)
Security Wages	(92)	(390)	298
Contracted Security Labor	(619)	(300)	(319)
HCC On-call Security Staffing	(1,035)	0	(1,035)
Contracted Facility Labor	(1,634)	(1,250)	(384)
Contracted First Aid	(550)	(364)	(186)
Janitorial Wages	(207)	(400)	193
Contracted Janitorial Wages	(3,114)	(1,030)	(2,084)
Allocated Utilities Expense	(398)	0	(398)
Engineering Wages	(359)	(200)	(159)
Total Service Income	<u>(1,433)</u>	<u>(3,704)</u>	<u>2,271</u>
Food and Beverage			
Concessions Food Sales	2,966	3,000	(34)
Concessions Bar NA Bev Sales	1,887	0	1,887
Concessions Bar Alcohol Sales	0	5,000	(5,000)
Kiosk Food Sales	30	0	30
Kiosk Bar NA Bev Sales	308	0	308
Kiosk Bar Alcohol Sales	5,615	0	5,615
COS-Food	(619)	(735)	116
COS-Concessions Bar-NA Bev	(104)	0	(104)
COS-Alcohol	0	(825)	825
Catering Other Sales	4,274	0	4,274
Contracted Labor-F&B	(641)	(2,240)	1,599
Contracted Labor-Concessions	(941)	0	(941)
Total Food and Beverage	<u>12,775</u>	<u>4,200</u>	<u>8,575</u>
Parking			
Self Parking Sales	5,500	600	4,900
Contracted Self Parking Labor	(1,682)	0	(1,682)
Total Parking	<u>3,818</u>	<u>600</u>	<u>3,218</u>
Audio Visual			
Gross Contracted Audio Visual	0	1,000	(1,000)
Audio Visual Concessionaire Share	0	(800)	800
Total Audio Visual	<u>0</u>	<u>200</u>	<u>(200)</u>
Internet Services			
Gross Contracted Internet Sales	560	0	560
Internet Concessionaire Share	(504)	0	(504)
Total Internet Services	<u>56</u>	<u>0</u>	<u>56</u>

Hawaii Convention Center

Event Income Statement

3905700 - Shawn Ray Hawaiian Classic 2023

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rigging Services			
Gross Contracted Rigging Sales	5,000	5,000	0
Rigging Concessionaire Share	<u>(4,000)</u>	<u>(4,000)</u>	<u>0</u>
Total Rigging Services	<u>1,000</u>	<u>1,000</u>	<u>0</u>
Total Event Income	<u><u>31,721</u></u>	<u><u>17,801</u></u>	<u><u>13,920</u></u>

Hawaii Convention Center
 Event Income Statement
 4010201 - DOC-Maui Wild Fires-Governor's/FEMA
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	24,600	0	24,600
Total Rental Income	<u>24,600</u>	<u>0</u>	<u>24,600</u>
Service Income			
Equipment Rental Billed	1,860	0	1,860
Security Wages	(529)	0	(529)
Contracted Janitorial Wages	<u>(1,338)</u>	<u>0</u>	<u>(1,338)</u>
Total Service Income	<u>(7)</u>	<u>0</u>	<u>(7)</u>
Food and Beverage			
Catering Other Sales	5,000	0	5,000
Catering Service Charge	5,572	0	5,572
COS-Food	(7,458)	0	(7,458)
COS Catering Bar-NA Bev	(2,114)	0	(2,114)
Contracted Labor-F&B	<u>(1,000)</u>	<u>0</u>	<u>(1,000)</u>
Total Food and Beverage	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u><u>24,593</u></u>	<u><u>0</u></u>	<u><u>24,593</u></u>

Hawaii Convention Center
Event Income Statement
4032500 - Maui Invitational Tournament
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	200	0	200
Event Days	2	0	2
Square Footage	180,686	0	180,686
Total Statistical Data	180,888	0	180,888
Rental Income			
Rent Income	36,160	0	36,160
Rental Discount-HCC	(23,328)	0	(23,328)
Total Rental Income	12,833	0	12,833
Service Income			
On Call Security Billed	975	0	975
Changeover Setup Billed	22,950	0	22,950
First Aid Billed	280	0	280
Equipment Rental Billed	776	0	776
Carbon Off-Set Billed	211	0	211
Facility Wages	(2,810)	0	(2,810)
Security Wages	(46)	0	(46)
HCC On-call Security Staffing	(739)	0	(739)
Contracted Facility Labor	(11,894)	0	(11,894)
Contracted First Aid	(245)	0	(245)
Janitorial Wages	(166)	0	(166)
Contracted Janitorial Wages	(3,701)	0	(3,701)
Engineering Wages	(654)	0	(654)
Carbon Off-Set Expense	(211)	0	(211)
Total Service Income	4,727	0	4,727
Food and Beverage			
Catering Food Sales	368	0	368
Catering Bar NA Beverage Sales	595	0	595
Catering Other Sales	285	0	285
Catering Service Charge	221	0	221
COS-Food	(148)	0	(148)
COS Catering Bar-NA Bev	(33)	0	(33)
Contracted Labor-F&B	(149)	0	(149)
Total Food and Beverage	1,139	0	1,139
Parking			
Self Parking Sales	2,355	0	2,355
Contracted Self Parking Labor	(298)	0	(298)
Total Parking	2,057	0	2,057
Audio Visual			
Gross Contracted Audio Visual	4,663	0	4,663
Audio Visual Concessionaire Share	(3,464)	0	(3,464)
Total Audio Visual	1,199	0	1,199
Internet Services			
Gross Contracted Internet Sales	4,000	0	4,000
Internet Concessionaire Share	(3,600)	0	(3,600)
Total Internet Services	400	0	400
Total Event Income	22,354	0	22,354

Hawaii Convention Center
Event Income Statement
3959900 - Hawaii Housing Solutions Conference
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	312	0	312
Event Days	2	0	2
Square Footage	30,022	0	30,022
Total Statistical Data	<u>30,336</u>	<u>0</u>	<u>30,336</u>
Rental Income			
Rent Income	5,105	0	5,105
Rental Discount-HCC	(2,553)	0	(2,553)
Total Rental Income	<u>2,553</u>	<u>0</u>	<u>2,553</u>
Service Income			
Equipment Rental Billed	160	0	160
Carbon Off-Set Billed	36	0	36
Facility Wages	(380)	0	(380)
Security Wages	(46)	0	(46)
Contracted Facility Labor	(968)	0	(968)
Janitorial Wages	(166)	0	(166)
Contracted Janitorial Wages	(1,427)	0	(1,427)
Engineering Wages	(117)	0	(117)
Carbon Off-Set Expense	(36)	0	(36)
Total Service Income	<u>(2,944)</u>	<u>0</u>	<u>(2,944)</u>
Food and Beverage			
Catering Food Sales	16,800	0	16,800
Catering Bar NA Beverage Sales	2,330	0	2,330
Catering Service Charge	4,400	0	4,400
COS-Food	(2,553)	0	(2,553)
COS Catering Bar-NA Bev	(72)	0	(72)
Contracted Labor-F&B	(4,517)	0	(4,517)
Total Food and Beverage	<u>16,388</u>	<u>0</u>	<u>16,388</u>
Parking			
Self Parking Sales	1,830	0	1,830
Total Parking	<u>1,830</u>	<u>0</u>	<u>1,830</u>
Audio Visual			
Gross Contracted Audio Visual	8,195	0	8,195
Audio Visual Concessionaire Share	(6,314)	0	(6,314)
Total Audio Visual	<u>1,881</u>	<u>0</u>	<u>1,881</u>
Total Event Income	<u>19,708</u>	<u>0</u>	<u>19,708</u>

Hawaii Convention Center
Event Income Statement
3913200 - Hawaii State Public Charter School Commission
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	168	0	168
Event Days	2	0	2
Square Footage	14,378	0	14,378
Total Statistical Data	<u>14,548</u>	<u>0</u>	<u>14,548</u>
Rental Income			
Rent Income	4,090	3,805	285
Rental Discount-HCC	(1,268)	(1,903)	635
Total Rental Income	<u>2,823</u>	<u>1,903</u>	<u>920</u>
Service Income			
Equipment Rental Billed	0	200	(200)
Carbon Off-Set Billed	28	0	28
Facility Wages	(380)	(390)	10
Security Wages	(46)	(390)	344
Contracted Security Labor	0	(300)	300
Contracted Facility Labor	(847)	(2,200)	1,353
Janitorial Wages	(166)	(400)	234
Contracted Janitorial Wages	(1,427)	(1,030)	(397)
Engineering Wages	(106)	(200)	94
Carbon Off-Set Expense	(28)	0	(28)
Total Service Income	<u>(2,972)</u>	<u>(4,710)</u>	<u>1,738</u>
Food and Beverage			
Catering Food Sales	17,154	25,000	(7,846)
Catering Bar NA Beverage Sales	1,352	0	1,352
Catering Service Charge	4,256	5,750	(1,494)
COS-Food	(2,607)	(6,125)	3,518
COS Catering Bar-NA Bev	(42)	0	(42)
Contracted Labor-F&B	(4,519)	(8,610)	4,091
Total Food and Beverage	<u>15,594</u>	<u>16,015</u>	<u>(421)</u>
Parking			
Self Parking Sales	885	600	285
Total Parking	<u>885</u>	<u>600</u>	<u>285</u>
Audio Visual			
Gross Contracted Audio Visual	11,451	1,000	10,451
Audio Visual Concessionaire Share	(8,714)	(800)	(7,914)
Total Audio Visual	<u>2,737</u>	<u>200</u>	<u>2,537</u>
Internet Services			
Gross Contracted Internet Sales	400	0	400
Internet Concessionaire Share	(360)	0	(360)
Total Internet Services	<u>40</u>	<u>0</u>	<u>40</u>
Total Event Income	<u>19,107</u>	<u>14,008</u>	<u>5,099</u>

Hawaii Convention Center
 Event Income Statement
 3990800 - Second Look Meeting
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	900	0	900
Event Days	1	0	1
Square Footage	24,002	0	24,002
Total Statistical Data	<u>24,903</u>	<u>0</u>	<u>24,903</u>
Rental Income			
Rent Income	11,620	0	11,620
Total Rental Income	<u>11,620</u>	<u>0</u>	<u>11,620</u>
Service Income			
On Call Security Billed	341	0	341
First Aid Billed	280	0	280
Equipment Rental Billed	40	0	40
Facility Wages	(313)	0	(313)
Security Wages	(46)	0	(46)
Contracted Security Labor	(105)	0	(105)
HCC On-call Security Staffing	(258)	0	(258)
Contracted Facility Labor	(1,521)	0	(1,521)
Contracted First Aid	(245)	0	(245)
Janitorial Wages	(83)	0	(83)
Contracted Janitorial Wages	(951)	0	(951)
Engineering Wages	(53)	0	(53)
Total Service Income	<u>(2,913)</u>	<u>0</u>	<u>(2,913)</u>
Parking			
Self Parking Sales	6,062	0	6,062
Contracted Self Parking Labor	(434)	0	(434)
Total Parking	<u>5,628</u>	<u>0</u>	<u>5,628</u>
Audio Visual			
Gross Contracted Audio Visual	2,807	0	2,807
Audio Visual Concessionaire Share	(2,089)	0	(2,089)
Total Audio Visual	<u>718</u>	<u>0</u>	<u>718</u>
Total Event Income	<u>15,052</u>	<u>0</u>	<u>15,052</u>

Hawaii Convention Center
 Event Income Statement
 4010202 - DOC-Maui Wild Fires-DEBDT COM
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	16,500	0	16,500
Total Rental Income	<u>16,500</u>	<u>0</u>	<u>16,500</u>
Service Income			
Equipment Rental Billed	105	0	105
Security Wages	(529)	0	(529)
Contracted Janitorial Wages	<u>(1,338)</u>	<u>0</u>	<u>(1,338)</u>
Total Service Income	<u>(1,762)</u>	<u>0</u>	<u>(1,762)</u>
Total Event Income	<u><u>14,738</u></u>	<u><u>0</u></u>	<u><u>14,738</u></u>

Hawaii Convention Center
 Event Income Statement
 3955300 - TRY Group 2023
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	100	0	100
Event Days	4	0	4
Square Footage	35,233	0	35,233
Total Statistical Data	<u>35,337</u>	<u>0</u>	<u>35,337</u>
Rental Income			
Rent Income	12,265	0	12,265
Total Rental Income	<u>12,265</u>	<u>0</u>	<u>12,265</u>
Service Income			
Equipment Rental Billed	220	0	220
Insurance Billed	350	0	350
Facility Wages	(1,063)	0	(1,063)
Security Wages	(184)	0	(184)
Contracted Facility Labor	(1,351)	0	(1,351)
Janitorial Wages	(1,325)	0	(1,325)
Contracted Janitorial Wages	(2,467)	0	(2,467)
Engineering Wages	(170)	0	(170)
Insurance Expense	(300)	0	(300)
Total Service Income	<u>(6,290)</u>	<u>0</u>	<u>(6,290)</u>
Parking			
Self Parking Sales	5,667	0	5,667
Contracted Self Parking Labor	(1,234)	0	(1,234)
Total Parking	<u>4,433</u>	<u>0</u>	<u>4,433</u>
Total Event Income	<u>10,408</u>	<u>0</u>	<u>10,408</u>

Hawaii Convention Center
Event Income Statement
3932800 - Protect Our Waters Conference
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	187	0	187
Event Days	2	0	2
Square Footage	28,618	0	28,618
Total Statistical Data	<u>28,807</u>	<u>0</u>	<u>28,807</u>
Rental Income			
Rent Income	5,600	0	5,600
Rental Discount-HCC	(2,800)	0	(2,800)
Total Rental Income	<u>2,800</u>	<u>0</u>	<u>2,800</u>
Service Income			
Equipment Rental Billed	240	0	240
Utilities Billed	290	0	290
Carbon Off-Set Billed	34	0	34
Facility Wages	(224)	0	(224)
Security Wages	(46)	0	(46)
Contracted Security Labor	(125)	0	(125)
Contracted Facility Labor	(1,188)	0	(1,188)
Janitorial Wages	(249)	0	(249)
Contracted Janitorial Wages	(2,616)	0	(2,616)
Allocated Utilities Expense	(73)	0	(73)
Engineering Wages	(117)	0	(117)
Carbon Off-Set Expense	(34)	0	(34)
Total Service Income	<u>(4,106)</u>	<u>0</u>	<u>(4,106)</u>
Food and Beverage			
Catering Food Sales	7,235	0	7,235
Catering Bar NA Beverage Sales	1,380	0	1,380
Catering Service Charge	1,981	0	1,981
COS-Food	(1,099)	0	(1,099)
COS Catering Bar-NA Bev	(43)	0	(43)
Contracted Labor-F&B	(1,980)	0	(1,980)
Total Food and Beverage	<u>7,474</u>	<u>0</u>	<u>7,474</u>
Parking			
Self Parking Sales	2,370	0	2,370
Contracted Self Parking Labor	(203)	0	(203)
Total Parking	<u>2,167</u>	<u>0</u>	<u>2,167</u>
Audio Visual			
Gross Contracted Audio Visual	8,960	0	8,960
Audio Visual Concessionaire Share	(7,168)	0	(7,168)
Total Audio Visual	<u>1,792</u>	<u>0</u>	<u>1,792</u>
Internet Services			
Gross Contracted Internet Sales	1,640	0	1,640
Internet Concessionaire Share	(1,476)	0	(1,476)
Total Internet Services	<u>164</u>	<u>0</u>	<u>164</u>
Total Event Income	<u>10,290</u>	<u>0</u>	<u>10,290</u>

Hawaii Convention Center
 Event Income Statement
 2522300 - NPMA 2023 PestWorld
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Service Income			
Allocated Utilities Expense	(6,060)	0	(6,060)
Total Service Income	(6,060)	0	(6,060)
Electrical Services			
Gross Contracted Electrical Sales	40,398	0	40,398
Electrical Concessionaire Share	(24,239)	0	(24,239)
Total Electrical Services	16,159	0	16,159
Total Event Income	10,099	0	10,099

Hawaii Convention Center
Event Income Statement
3941700 - Professional Community Day 2
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	150	0	150
Event Days	2	0	2
Square Footage	11,960	0	11,960
Total Statistical Data	<u>12,112</u>	<u>0</u>	<u>12,112</u>
Rental Income			
Rent Income	2,100	0	2,100
Rental Discount-HCC	(1,050)	0	(1,050)
Total Rental Income	<u>1,050</u>	<u>0</u>	<u>1,050</u>
Service Income			
Facility Wages	(359)	0	(359)
Security Wages	(46)	0	(46)
Contracted Facility Labor	(908)	0	(908)
Janitorial Wages	(166)	0	(166)
Contracted Janitorial Wages	(1,843)	0	(1,843)
Engineering Wages	(53)	0	(53)
Total Service Income	<u>(3,374)</u>	<u>0</u>	<u>(3,374)</u>
Food and Beverage			
Catering Food Sales	6,129	0	6,129
Catering Bar NA Beverage Sales	1,666	0	1,666
Catering Service Charge	1,793	0	1,793
COS-Food	(931)	0	(931)
COS Catering Bar-NA Bev	(51)	0	(51)
Contracted Labor-F&B	(1,723)	0	(1,723)
Total Food and Beverage	<u>6,883</u>	<u>0</u>	<u>6,883</u>
Parking			
Self Parking Sales	945	0	945
Total Parking	<u>945</u>	<u>0</u>	<u>945</u>
Audio Visual			
Gross Contracted Audio Visual	1,682	0	1,682
Audio Visual Concessionaire Share	(1,262)	0	(1,262)
Total Audio Visual	<u>420</u>	<u>0</u>	<u>420</u>
Internet Services			
Gross Contracted Internet Sales	280	0	280
Internet Concessionaire Share	(252)	0	(252)
Total Internet Services	<u>28</u>	<u>0</u>	<u>28</u>
Total Event Income	<u>5,952</u>	<u>0</u>	<u>5,952</u>

Hawaii Convention Center
Event Income Statement
3915800 - Coin Show Expo 2023
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	1,000	0	1,000
Event Days	4	0	4
Square Footage	30,960	0	30,960
Total Statistical Data	<u>31,964</u>	<u>0</u>	<u>31,964</u>
Rental Income			
Rent Income	8,160	8,160	0
Total Rental Income	<u>8,160</u>	<u>8,160</u>	<u>0</u>
Service Income			
First Aid Billed	1,470	1,050	420
Equipment Rental Billed	192	2,700	(2,508)
Utilities Billed	0	600	(600)
Facility Wages	(403)	(650)	247
Security Wages	(276)	(1,300)	1,024
Contracted Security Labor	(1,032)	(1,008)	(24)
Contracted Facility Labor	(1,369)	(1,250)	(119)
Contracted First Aid	(1,284)	(910)	(374)
Janitorial Wages	(166)	(500)	334
Contracted Janitorial Wages	(1,680)	(1,100)	(580)
Allocated Utilities Expense	0	(150)	150
Engineering Wages	(170)	(400)	230
Total Service Income	<u>(4,718)</u>	<u>(2,918)</u>	<u>(1,800)</u>
Food and Beverage			
Catering Bar NA Beverage Sales	510	500	10
Catering Service Charge	117	115	2
COS Catering Bar-NA Bev	(28)	(85)	57
Contracted Labor-F&B	(47)	(172)	125
Total Food and Beverage	<u>552</u>	<u>358</u>	<u>194</u>
Parking			
Self Parking Sales	2,400	4,165	(1,765)
Contracted Self Parking Labor	(746)	(1,123)	377
Total Parking	<u>1,654</u>	<u>3,042</u>	<u>(1,388)</u>
Audio Visual			
Gross Contracted Audio Visual	718	0	718
Audio Visual Concessionaire Share	(545)	0	(545)
Total Audio Visual	<u>173</u>	<u>0</u>	<u>173</u>
Total Event Income	<u>5,821</u>	<u>8,642</u>	<u>(2,821)</u>

Hawaii Convention Center
 Event Income Statement
 3932000 - Ken Honda: Happy Money Seminar
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	140	0	140
Event Days	3	0	3
Square Footage	8,436	0	8,436
Total Statistical Data	<u>8,579</u>	<u>0</u>	<u>8,579</u>
Rental Income			
Rent Income	3,700	0	3,700
Total Rental Income	<u>3,700</u>	<u>0</u>	<u>3,700</u>
Service Income			
Carbon Off-Set Billed	10	0	10
Facility Wages	(359)	0	(359)
Security Wages	(138)	0	(138)
Contracted Facility Labor	(605)	0	(605)
Janitorial Wages	(166)	0	(166)
Contracted Janitorial Wages	(1,130)	0	(1,130)
Engineering Wages	(53)	0	(53)
Carbon Off-Set Expense	(10)	0	(10)
Total Service Income	<u>(2,450)</u>	<u>0</u>	<u>(2,450)</u>
Parking			
Self Parking Sales	3,150	0	3,150
Contracted Self Parking Labor	(733)	0	(733)
Total Parking	<u>2,417</u>	<u>0</u>	<u>2,417</u>
Audio Visual			
Gross Contracted Audio Visual	4,421	0	4,421
Audio Visual Concessionaire Share	(3,377)	0	(3,377)
Total Audio Visual	<u>1,044</u>	<u>0</u>	<u>1,044</u>
Total Event Income	<u>4,711</u>	<u>0</u>	<u>4,711</u>

Hawaii Convention Center
Event Income Statement
4023800 - Mana Up Showcase Concert
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	245	0	245
Event Days	1	0	1
Square Footage	9,738	0	9,738
Total Statistical Data	<u>9,984</u>	<u>0</u>	<u>9,984</u>
Rental Income			
Rent Income	3,995	0	3,995
Rental Discount-HCC	(1,998)	0	(1,998)
Total Rental Income	<u>1,998</u>	<u>0</u>	<u>1,998</u>
Service Income			
Cleaning Billed	100	0	100
Equipment Rental Billed	200	0	200
Carbon Off-Set Billed	12	0	12
Facility Wages	(359)	0	(359)
Security Wages	(46)	0	(46)
Contracted Facility Labor	(787)	0	(787)
Janitorial Wages	(207)	0	(207)
Contracted Janitorial Wages	(1,189)	0	(1,189)
Engineering Wages	(232)	0	(232)
Carbon Off-Set Expense	(12)	0	(12)
Total Service Income	<u>(2,520)</u>	<u>0</u>	<u>(2,520)</u>
Food and Beverage			
Catering Bar Alcohol Sales	1,197	0	1,197
Catering Other Sales	1,648	0	1,648
Catering Service Charge	321	0	321
COS-Alcohol	(115)	0	(115)
Contracted Labor-F&B	(110)	0	(110)
Total Food and Beverage	<u>2,941</u>	<u>0</u>	<u>2,941</u>
Parking			
Self Parking Sales	1,725	0	1,725
Contracted Self Parking Labor	(170)	0	(170)
Total Parking	<u>1,555</u>	<u>0</u>	<u>1,555</u>
Total Event Income	<u>3,974</u>	<u>0</u>	<u>3,974</u>

Hawaii Convention Center

Event Income Statement

3964700 - National Association of Attorneys General Training & Research Institute

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	55	0	55
Event Days	3	0	3
Square Footage	<u>24,183</u>	<u>0</u>	<u>24,183</u>
Total Statistical Data	<u><u>24,241</u></u>	<u><u>0</u></u>	<u><u>24,241</u></u>
Rental Income			
Rent Income	5,700	0	5,700
Rental Discount-HCC	<u>(2,850)</u>	<u>0</u>	<u>(2,850)</u>
Total Rental Income	<u>2,850</u>	<u>0</u>	<u>2,850</u>
Service Income			
Facility Wages	(359)	0	(359)
Security Wages	(46)	0	(46)
Contracted Facility Labor	(726)	0	(726)
Janitorial Wages	(166)	0	(166)
Contracted Janitorial Wages	(2,794)	0	(2,794)
Engineering Wages	<u>(53)</u>	<u>0</u>	<u>(53)</u>
Total Service Income	<u>(4,144)</u>	<u>0</u>	<u>(4,144)</u>
Food and Beverage			
Catering Bar NA Beverage Sales	1,105	0	1,105
Catering Service Charge	254	0	254
COS Catering Bar-NA Bev	(61)	0	(61)
Contracted Labor-F&B	<u>(101)</u>	<u>0</u>	<u>(101)</u>
Total Food and Beverage	<u>1,197</u>	<u>0</u>	<u>1,197</u>
Audio Visual			
Gross Contracted Audio Visual	2,483	0	2,483
Audio Visual Concessionaire Share	<u>(1,841)</u>	<u>0</u>	<u>(1,841)</u>
Total Audio Visual	<u>642</u>	<u>0</u>	<u>642</u>
Total Event Income	<u><u>545</u></u>	<u><u>0</u></u>	<u><u>545</u></u>

Hawaii Convention Center
 Event Income Statement
 3578300 - 41st Annual Okinawan Festival
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Service Income			
Allocated Utilities Expense	(102)	0	(102)
Total Service Income	(102)	0	(102)
Electrical Services			
Gross Contracted Electrical Sales	680	0	680
Electrical Concessionaire Share	(408)	0	(408)
Total Electrical Services	272	0	272
Total Event Income	170	0	170

Hawaii Convention Center
 Event Income Statement
 4010200 - Department Operations Center - Maui Wild Fires
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Food and Beverage			
Catering Food Sales	22,742	0	22,742
Catering Bar NA Beverage Sales	3,263	0	3,263
Catering Other Sales	10,000	0	10,000
Catering Service Charge	27,785	0	27,785
COS-Food	(43,049)	0	(43,049)
COS Catering Bar-NA Bev	(11,262)	0	(11,262)
Contracted Labor-F&B	(9,478)	0	(9,478)
Total Food and Beverage	<u>1</u>	<u>0</u>	<u>1</u>
Total Event Income	<u><u>1</u></u>	<u><u>0</u></u>	<u><u>1</u></u>

Hawaii Convention Center
 Event Income Statement
 2023001 - ASM-HVCB Monthly Functions
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Food and Beverage			
Catering Other Sales	1,523	0	1,523
Catering Service Charge	118	0	118
COS Catering Bar-NA Bev	(913)	0	(913)
COS-Alcohol	(304)	0	(304)
Contracted Labor-F&B	(423)	0	(423)
Total Food and Beverage	1	0	1
Total Event Income	1	0	1

Hawaii Convention Center
 Event Income Statement
 3990700 - G12 Hawaii Conference
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Actual	Budget	Variance
Service Income			
On Call Security Billed	(423)	0	(423)
Equipment Rental Billed	(2,068)	0	(2,068)
Total Service Income	(2,491)	0	(2,491)
Parking			
Self Parking Sales	(125)	0	(125)
Total Parking	(125)	0	(125)
Total Event Income	(2,616)	0	(2,616)

Hawaii Convention Center
 Event Income Statement
 2023000 - HTA Monthly Functions
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Food and Beverage			
Catering Food Sales	170	0	170
Catering Other Sales	2,310	0	2,310
Catering Service Charge	33	0	33
COS-Food	(1,382)	0	(1,382)
COS Catering Bar-NA Bev	(503)	0	(503)
Contracted Labor-F&B	(628)	0	(628)
Total Food and Beverage	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

Hawaii Convention Center
Event Income Statement
3879200 - 22nd Annual Native Hawaiian Convention
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	91,675	(91,675)
Rental Discount-HCC	0	(45,838)	45,838
Total Rental Income	0	45,838	(45,838)
Service Income			
First Aid Billed	0	2,000	(2,000)
Equipment Rental Billed	0	1,000	(1,000)
Utilities Billed	0	400	(400)
Facility Wages	0	(1,040)	1,040
Security Wages	0	(650)	650
Contracted Security Labor	0	(300)	300
Contracted Facility Labor	0	(8,000)	8,000
Contracted First Aid	0	(1,733)	1,733
Janitorial Wages	0	(400)	400
Contracted Janitorial Wages	0	(7,000)	7,000
Allocated Utilities Expense	0	(100)	100
Engineering Wages	0	(200)	200
Total Service Income	0	(16,023)	16,023
Food and Beverage			
Concessions Food Sales	0	6,000	(6,000)
Concessions Bar NA Bev Sales	0	1,000	(1,000)
Concessions Bar Alcohol Sales	0	2,000	(2,000)
COS-Food	0	(1,470)	1,470
COS-Concessions Bar-NA Bev	0	(170)	170
COS-Alcohol	0	(330)	330
Catering Food Sales	0	15,000	(15,000)
Catering Other Sales	0	70,000	(70,000)
Catering Service Charge	0	3,450	(3,450)
COS-Food	0	(3,675)	3,675
Contracted Labor-F&B	0	(27,286)	27,286
Total Food and Beverage	0	64,519	(64,519)
Parking			
Self Parking Sales	0	14,280	(14,280)
Contracted Self Parking Labor	0	(2,580)	2,580
Total Parking	0	11,700	(11,700)
Total Event Income	0	106,034	(106,034)

Hawaii Convention Center
Event Income Statement
3914400 - Illumination
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	85,907	(85,907)
Rental Discount-HCC	0	(42,954)	42,954
Total Rental Income	0	42,954	(42,954)
Service Income			
Labor Billed	0	2,500	(2,500)
Cleaning Billed	0	1,250	(1,250)
Equipment Rental Billed	0	2,000	(2,000)
Utilities Billed	0	1,000	(1,000)
Facility Wages	0	(260)	260
Security Wages	0	(260)	260
Contracted Facility Labor	0	(2,700)	2,700
Janitorial Wages	0	(500)	500
Contracted Janitorial Wages	0	(5,000)	5,000
Allocated Utilities Expense	0	(250)	250
Engineering Wages	0	(1,000)	1,000
Total Service Income	0	(3,220)	3,220
Food and Beverage			
Catering Food Sales	0	10,000	(10,000)
Catering Bar NA Beverage Sales	0	3,200	(3,200)
Catering Service Charge	0	3,036	(3,036)
COS-Food	0	(2,450)	2,450
COS Catering Bar-NA Bev	0	(544)	544
Contracted Labor-F&B	0	(4,546)	4,546
Total Food and Beverage	0	8,696	(8,696)
Parking			
Self Parking Sales	0	3,000	(3,000)
Contracted Self Parking Labor	0	(500)	500
Total Parking	0	2,500	(2,500)
Audio Visual			
Gross Contracted Audio Visual	0	50,000	(50,000)
Audio Visual Concessionaire Share	0	(40,000)	40,000
Total Audio Visual	0	10,000	(10,000)
Internet Services			
Gross Contracted Internet Sales	0	3,000	(3,000)
Internet Concessionaire Share	0	(3,000)	3,000
Total Internet Services	0	0	0
Rigging Services			
Gross Contracted Rigging Sales	0	5,000	(5,000)
Rigging Concessionaire Share	0	(4,000)	4,000
Total Rigging Services	0	1,000	(1,000)
Total Event Income	0	61,930	(61,930)

Hawaii Convention Center
Event Income Statement
3937300 - Mauga-Faamama Wedding
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	0	11,620	(11,620)
Rental Discount-HCC	0	(5,810)	5,810
Total Rental Income	<u>0</u>	<u>5,810</u>	<u>(5,810)</u>
Service Income			
Equipment Rental Billed	0	200	(200)
Facility Wages	0	(390)	390
Security Wages	0	(390)	390
Contracted Security Labor	0	(300)	300
Contracted Facility Labor	0	(2,200)	2,200
Janitorial Wages	0	(400)	400
Contracted Janitorial Wages	0	(824)	824
Engineering Wages	0	(200)	200
Total Service Income	<u>0</u>	<u>(4,504)</u>	<u>4,504</u>
Food and Beverage			
Catering Food Sales	0	30,000	(30,000)
Catering Service Charge	0	6,900	(6,900)
COS-Food	0	(7,350)	7,350
Contracted Labor-F&B	0	(10,332)	10,332
Total Food and Beverage	<u>0</u>	<u>19,218</u>	<u>(19,218)</u>
Parking			
Self Parking Sales	0	3,000	(3,000)
Contracted Self Parking Labor	0	(600)	600
Total Parking	<u>0</u>	<u>2,400</u>	<u>(2,400)</u>
Total Event Income	<u>0</u>	<u>22,924</u>	<u>(22,924)</u>

Hawaii Convention Center
 Event Income Statement
 3737400 - College Hoops 2023
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	0	81,240	(81,240)
Rental Discount-HCC	0	(60,930)	60,930
Total Rental Income	<u>0</u>	<u>20,310</u>	<u>(20,310)</u>
Service Income			
First Aid Billed	0	1,120	(1,120)
Facility Wages	0	(1,170)	1,170
Security Wages	0	(1,950)	1,950
Contracted Security Labor	0	(1,000)	1,000
Contracted Facility Labor	0	(4,650)	4,650
Contracted First Aid	0	(971)	971
Janitorial Wages	0	(500)	500
Contracted Janitorial Wages	0	(8,000)	8,000
Engineering Wages	0	(600)	600
Total Service Income	<u>0</u>	<u>(17,721)</u>	<u>17,721</u>
Parking			
Self Parking Sales	0	5,000	(5,000)
Contracted Self Parking Labor	0	(1,000)	1,000
Total Parking	<u>0</u>	<u>4,000</u>	<u>(4,000)</u>
Audio Visual			
Gross Contracted Audio Visual	0	200	(200)
Audio Visual Concessionaire Share	0	(160)	160
Total Audio Visual	<u>0</u>	<u>40</u>	<u>(40)</u>
Total Event Income	<u><u>0</u></u>	<u><u>6,629</u></u>	<u><u>(6,629)</u></u>

Hawaii Convention Center

Event Income Statement

3919900 - Healthcare Association of Hawaii Meeting

From 11/1/2023 Through 11/30/2023

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	<u>0</u>	<u>1,180</u>	<u>(1,180)</u>
Total Rental Income	<u>0</u>	<u>1,180</u>	<u>(1,180)</u>
Service Income			
Insurance Billed	0	275	(275)
Facility Wages	0	(520)	520
Security Wages	0	(195)	195
Contracted Security Labor	0	(1,200)	1,200
Contracted Facility Labor	0	(300)	300
Janitorial Wages	0	(200)	200
Contracted Janitorial Wages	0	(900)	900
Engineering Wages	0	(200)	200
Insurance Expense	<u>0</u>	<u>(250)</u>	<u>250</u>
Total Service Income	<u>0</u>	<u>(3,490)</u>	<u>3,490</u>
Parking			
Self Parking Sales	0	1,428	(1,428)
Contracted Self Parking Labor	<u>0</u>	<u>(258)</u>	<u>258</u>
Total Parking	<u>0</u>	<u>1,170</u>	<u>(1,170)</u>
Audio Visual			
Gross Contracted Audio Visual	0	300	(300)
Audio Visual Concessionaire Share	<u>0</u>	<u>(240)</u>	<u>240</u>
Total Audio Visual	<u>0</u>	<u>60</u>	<u>(60)</u>
Total Event Income	<u>0</u>	<u>(1,080)</u>	<u>1,080</u>

Hawaii Convention Center
Event Income Statement
0000000 - Non Job ID Specific
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rental Income			
Rent Income	0	4,470	(4,470)
Rental Discount-HCC	0	(1,000)	1,000
Total Rental Income	<u>0</u>	<u>3,470</u>	<u>(3,470)</u>
Service Income			
Equipment Rental Billed	0	500	(500)
Facility Wages	0	(1,560)	1,560
Security Wages	0	(704)	704
Contracted Security Labor	0	(600)	600
Contracted Facility Labor	0	(5,933)	5,933
Janitorial Wages	0	(1,200)	1,200
Contracted Janitorial Wages	0	(3,448)	3,448
Engineering Wages	0	(600)	600
Total Service Income	<u>0</u>	<u>(13,545)</u>	<u>13,545</u>
Food and Beverage			
Catering Food Sales	0	40,000	(40,000)
Catering Service Charge	0	9,200	(9,200)
COS-Food	0	(9,800)	9,800
Contracted Labor-F&B	0	(13,776)	13,776
Total Food and Beverage	<u>0</u>	<u>25,624</u>	<u>(25,624)</u>
Parking			
Self Parking Sales	0	3,580	(3,580)
Contracted Self Parking Labor	0	(508)	508
Total Parking	<u>0</u>	<u>3,072</u>	<u>(3,072)</u>
Audio Visual			
Gross Contracted Audio Visual	0	5,000	(5,000)
Audio Visual Concessionaire Share	0	(3,990)	3,990
Total Audio Visual	<u>0</u>	<u>1,010</u>	<u>(1,010)</u>
Internet Services			
Gross Contracted Internet Sales	0	1,000	(1,000)
Internet Concessionaire Share	0	(1,000)	1,000
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>0</u>	<u>19,631</u>	<u>(19,631)</u>

Hawaii Convention Center
Indirect Expenses by Department
500 - Executive
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	26,202	32,008	5,806	23,257	129,581	160,040	30,459	96,257
Wages-Nonexempt	7,670	9,325	1,655	4,496	42,639	46,625	3,986	17,487
OT-Nonexempt	1,220	150	(1,070)	(102)	6,489	750	(5,739)	2,132
Bonus-Performance	0	0	0	0	(6,908)	0	6,908	0
Vacation Expense	639	0	(639)	0	3,337	0	(3,337)	3,053
Total Salaries & Wages	35,731	41,483	5,752	27,652	175,138	207,415	32,277	118,928
Payroll Taxes & Benefits								
Payroll Taxes	3,087	3,232	145	2,064	12,109	16,160	4,051	10,314
Benefits	2,302	4,133	1,831	1,866	11,471	20,665	9,194	9,209
401 (k)	1,152	1,242	90	950	5,964	6,210	246	5,200
Workers Compensat...	747	1,017	270	630	4,621	5,085	464	3,218
Total Payroll Taxes & ...	7,288	9,624	2,336	5,511	34,166	48,120	13,954	27,941
Total Net Salaries & Ben...	43,019	51,107	8,088	33,162	209,304	255,535	46,231	146,869
Other Indirect Expenses								
Meetings & Conventions								
Meals & Entertainm...	(567)	0	567	0	0	0	0	0
Meetings & Convent...	395	0	(395)	289	3,945	0	(3,945)	1,746
Dues & Subscriptions	1,669	700	(969)	1,500	2,971	3,500	529	3,696
Total Meetings & Con...	1,497	700	(797)	1,789	6,916	3,500	(3,416)	5,441
General & Administrative								
Employee Training	846	5,225	4,379	506	4,436	26,125	21,689	2,206
Miscellaneous G & A	0	17	17	0	0	85	85	0
Total General & Admi...	846	5,242	4,396	506	4,436	26,210	21,774	2,206
Other								
FF & E Expense	0	33	33	0	680	165	(515)	0
Total Other	0	33	33	0	680	165	(515)	0
Total Other Indirect Exp...	2,344	5,975	3,631	2,295	12,031	29,875	17,844	7,647
Total Operating Expenses	45,362	57,082	11,720	35,457	221,335	285,410	64,075	154,516

Hawaii Convention Center
 Indirect Expenses by Department
 505 - Finance
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	16,573	16,392	(181)	17,971	81,041	81,960	919	89,040
Wages-Nonexempt	3,060	4,008	948	0	18,524	20,040	1,516	0
OT-Nonexempt	0	83	83	0	0	415	415	0
Bonus-Performance	0	0	0	0	(234)	0	234	0
Vacation Expense	133	0	(133)	0	765	0	(765)	1,337
Total Salaries & Wages	19,766	20,483	717	17,971	100,096	102,415	2,319	90,376
Payroll Taxes & Benefits								
Payroll Taxes	1,552	1,870	318	1,227	6,752	9,350	2,598	5,981
Benefits	2,029	2,050	21	1,452	10,446	10,250	(196)	7,181
401 (k)	630	617	(13)	490	3,136	3,085	(51)	2,692
Workers Compensat...	255	500	245	392	1,769	2,500	731	1,989
Total Payroll Taxes & ...	4,466	5,037	571	3,561	22,104	25,185	3,081	17,843
Total Net Salaries & Ben...	24,232	25,520	1,288	21,532	122,200	127,600	5,400	108,219
Other Indirect Expenses								
Net Contracted Services								
Armored Car Service	0	0	0	35	237	0	(237)	215
Total Net Contracted ...	0	0	0	35	237	0	(237)	215
General & Administrative								
Payroll Fees	3,265	4,158	893	3,002	16,590	20,790	4,200	17,113
Employee Training	0	0	0	0	90	0	(90)	0
Total General & Admi...	3,265	4,158	893	3,002	16,680	20,790	4,110	17,113
Total Other Indirect Exp...	3,265	4,158	893	3,037	16,917	20,790	3,873	17,329
Total Operating Expenses	27,497	29,678	2,181	24,569	139,117	148,390	9,273	125,548

Hawaii Convention Center
Indirect Expenses by Department
510 - Operations
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	18,785	33,792	15,007	16,995	93,070	168,960	75,890	81,391
Janitorial-Exempt	12,269	16,250	3,981	9,330	60,827	81,250	20,423	41,362
Janitorial-Nonexempt	16,745	27,800	11,055	14,672	102,712	139,000	36,288	70,531
Janitorial-Overtime	194	450	256	75	3,982	2,250	(1,732)	1,368
Maintenance-Exempt	14,154	20,708	6,554	14,524	77,472	103,540	26,068	71,958
Maintenance-Nonex...	26,408	32,608	6,200	30,801	142,231	163,040	20,809	142,833
Maintenance-OT	9	275	266	0	420	1,375	955	142
Landscaping-Exempt	5,555	5,417	(138)	4,964	27,555	27,085	(470)	24,625
Landscaping-Nonex...	7,927	15,142	7,215	8,870	44,390	75,710	31,320	34,896
IT/Telcom-Exempt	17,116	16,858	(258)	16,458	84,802	84,290	(512)	77,753
Bonus-Performance	0	0	0	0	(2,419)	0	2,419	0
Vacation Expense	3,932	0	(3,932)	0	28,857	0	(28,857)	20,435
Total Salaries & Wages	123,094	169,300	46,206	116,689	663,900	846,500	182,600	567,295
Payroll Taxes & Benefits								
Payroll Taxes	10,934	8,792	(2,142)	9,231	56,206	43,960	(12,246)	45,565
Benefits	23,839	32,992	9,153	19,236	118,694	164,960	46,266	93,818
401 (k)	2,654	3,450	796	2,211	14,055	17,250	3,195	11,807
Workers Compensat...	2,790	4,142	1,352	3,627	19,407	20,710	1,303	18,395
Total Payroll Taxes & ...	40,217	49,376	9,159	34,305	208,363	246,880	38,517	169,585
Labor Allocations to Events								
Allocated Janitorial-...	(11,035)	(8,900)	2,135	(8,736)	(47,321)	(56,600)	(9,279)	(36,848)
Allocated Maintenanc...	(4,900)	(8,300)	(3,400)	(15,095)	(33,232)	(34,300)	(1,068)	(41,254)
Allocated IT/Telcom...	(359)	(842)	(483)	(19,494)	(7,536)	(4,210)	3,326	(22,066)
Total Labor Allocation...	(16,295)	(18,042)	(1,747)	(43,326)	(88,089)	(95,110)	(7,021)	(100,167)
Total Net Salaries & Ben...	147,016	200,634	53,618	107,668	784,174	998,270	214,096	636,713
Other Indirect Expenses								
Net Contracted Services								
Contracted Cleaning...	73,742	93,722	19,980	67,750	425,788	314,858	(110,930)	277,809
Contracted Cleaning...	12,631	4,550	(8,081)	400	28,684	22,750	(5,934)	22,344
Contracted Bldg Cle...	0	1,858	1,858	0	3,744	9,290	5,546	4,229
Contracted Landscap...	0	867	867	0	0	4,335	4,335	0
Other Contracted S...	9,659	31,467	21,808	11,238	63,989	157,335	93,346	59,056
Allocated Contract P...	0	(1,710)	(1,710)	0	0	(6,130)	(6,130)	0
Allocated Contract S...	(73,242)	(93,722)	(20,480)	(63,208)	(421,982)	(314,858)	107,124	(274,238)
Allocated Other Exp...	0	0	0	(500)	(1,474)	0	1,474	(500)
Total Net Contracted ...	22,790	37,032	14,242	15,680	98,749	187,580	88,831	88,701
Operations								
Trash Removal-Gre...	838	350	(488)	1,414	2,644	1,750	(894)	2,670
Trash Removal	5,521	5,500	(21)	7,478	41,564	27,500	(14,064)	24,520
Water Feature	0	250	250	0	1,574	1,250	(324)	1,843
Landscaping	315	2,683	2,368	3,035	9,333	13,415	4,082	7,302
Equipment Rental	524	633	109	524	5,518	3,165	(2,353)	2,618
Vehicle Maintenance	0	200	200	212	670	1,000	330	317
Allocated Trash Re...	0	0	0	(1,800)	(11,700)	0	11,700	(3,600)
Total Operations	7,198	9,616	2,418	10,861	49,603	48,080	(1,523)	35,669
Repair & Maintenance								
Gen Bldg Repairs & ...	9,178	12,550	3,372	13,052	16,677	62,750	46,073	48,216
Elevator Escalator	43,816	39,525	(4,291)	36,930	200,159	197,625	(2,534)	188,382
HVAC Systems	6,771	16,017	9,246	17,504	47,087	80,085	32,998	58,229
Machinery & Equip...	(63)	4,083	4,146	6,041	7,898	20,415	12,517	8,043
Maintenance Agree...	12,117	23,288	11,171	18,283	53,811	116,440	62,629	52,187
Total Repair & Mainte...	71,819	95,463	23,644	91,810	325,632	477,315	151,683	355,057
Operational Supplies								
Telecom Equipment...	0	583	583	0	393	2,915	2,522	1,852
General Building Su...	1,070	2,542	1,472	1,115	4,780	12,710	7,930	27,796
Bulbs & Lamps	2,083	2,400	317	0	6,351	12,000	5,649	4,742
Electrical	1,762	1,800	38	1,845	1,670	9,000	7,330	12,695
Fuel Propane	526	400	(126)	370	3,282	2,000	(1,282)	3,712
Plumbing	0	3,100	3,100	37	2,179	15,500	13,321	10,658

Hawaii Convention Center
 Indirect Expenses by Department
 510 - Operations
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Building Chemicals	514	2,500	1,986	1,454	10,306	12,500	2,194	13,260
Small Tools	15	50	35	0	119	250	131	1,300
HVAC Supplies	0	11,250	11,250	0	0	56,250	56,250	0
Paint	0	300	300	0	0	1,500	1,500	0
Janitorial Supplies	6,348	9,000	2,653	2,378	39,974	45,000	5,026	20,664
Uniforms	0	225	225	1,013	2,649	1,125	(1,524)	740
Signage	0	750	750	(1,199)	513	3,750	3,237	2,382
Landscaping Supplies	516	917	401	107	1,509	4,585	3,076	1,434
Total Operational Sup...	12,833	35,817	22,984	7,119	73,726	179,085	105,359	101,234
Meetings & Conventions								
Meetings & Convent...	0	0	0	0	4,904	4,000	(904)	141
Dues & Subscriptions	0	62	62	0	0	310	310	0
Total Meetings & Con...	0	62	62	0	4,904	4,310	(594)	141
General & Administrative								
Computer Expense	0	2,333	2,333	2,439	943	11,665	10,722	4,539
Employee Training	0	0	0	97	52	125	73	5,593
Miscellaneous G & A	0	225	225	0	15	1,125	1,110	1,430
Total General & Admi...	0	2,558	2,558	2,536	1,011	12,915	11,905	11,562
Other								
FF & E Expense	0	667	667	31,481	3,737	3,335	(402)	44,445
Total Other	0	667	667	31,481	3,737	3,335	(402)	44,445
Total Other Indirect Exp...	114,641	181,215	66,574	159,488	557,362	912,620	355,258	636,809
Total Operating Expenses	261,656	381,849	120,193	267,156	1,341,536	1,910,890	569,354	1,273,523

Hawaii Convention Center
Indirect Expenses by Department
515 - Security
From 11/1/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Security-Exempt	43,959	37,925	(6,034)	32,666	206,238	189,625	(16,613)	152,651
Security-Nonexempt	88,791	87,304	(1,487)	85,589	533,757	470,224	(63,533)	315,867
Security-OT	1,316	0	(1,316)	1,193	17,280	0	(17,280)	5,749
Bonus-Performance	0	0	0	0	(2,009)	0	2,009	0
Vacation Expense	3,162	0	(3,162)	0	17,667	0	(17,667)	16,648
Total Salaries & Wages	137,227	125,229	(11,998)	119,448	772,932	659,849	(113,083)	490,915
Payroll Taxes & Benefits								
Payroll Taxes	12,351	13,100	749	9,554	73,205	65,500	(7,705)	40,404
Benefits	20,511	21,800	1,289	15,918	92,361	109,000	16,639	77,557
401 (k)	1,751	900	(851)	1,419	9,406	4,500	(4,906)	8,460
Workers Compensat...	4,490	8,200	3,710	2,647	32,862	41,000	8,138	13,424
Total Payroll Taxes & ...	39,103	44,000	4,897	29,538	207,834	220,000	12,166	139,846
Labor Allocations to Events								
Allocated Security-E...	(3,470)	(14,679)	(11,209)	(7,129)	(30,765)	(70,255)	(39,490)	(33,085)
Allocated On-Call Se...	(31,979)	(13,562)	18,417	(55,436)	(284,967)	(101,514)	183,453	(114,062)
Total Labor Allocation...	(35,449)	(28,241)	7,208	(62,565)	(315,732)	(171,769)	143,963	(147,147)
Total Net Salaries & Ben...	140,881	140,988	107	86,422	665,033	708,080	43,047	483,614
Other Indirect Expenses								
Net Contracted Services								
Contracted Security	35,688	15,308	(20,380)	61,366	251,375	65,558	(185,817)	254,886
Other Contracted S...	17,116	0	(17,116)	14,040	72,463	0	(72,463)	65,797
Allocated Contract P...	0	0	0	0	(5,457)	0	5,457	(550)
Allocated Contracte...	(16,943)	0	16,943	(24,776)	(66,645)	0	66,645	(76,383)
Allocated Contract S...	(13,243)	(15,308)	(2,065)	(19,640)	(144,759)	(65,558)	79,201	(90,104)
Total Net Contracted ...	22,617	0	(22,617)	30,990	106,978	0	(106,978)	153,646
Repair & Maintenance								
Gen Bldg Repairs & ...	0	8,917	8,917	0	17,191	44,585	27,394	2,183
Maintenance Agree...	7,188	0	(7,188)	0	34,362	0	(34,362)	0
Total Repair & Mainte...	7,188	8,917	1,729	0	51,553	44,585	(6,968)	2,183
Operational Supplies								
First Aid	0	75	75	0	0	375	375	0
Uniforms	(2)	225	227	0	1,271	1,125	(146)	950
Security	536	400	(136)	2,676	5,617	2,000	(3,617)	3,056
Parking Supplies	526	417	(109)	0	3,342	2,085	(1,257)	644
Total Operational Sup...	1,060	1,117	57	2,676	10,230	5,585	(4,645)	4,650
General & Administrative								
Employee Training	0	0	0	0	3,957	0	(3,957)	0
Total General & Admi...	0	0	0	0	3,957	0	(3,957)	0
Other								
FF & E Expense	5,985	0	(5,985)	0	6,320	0	(6,320)	0
Total Other	5,985	0	(5,985)	0	6,320	0	(6,320)	0
Total Other Indirect Exp...	36,850	10,034	(26,816)	33,666	179,036	50,170	(128,866)	160,479
Total Operating Expenses	177,731	151,022	(26,709)	120,088	844,070	758,250	(85,820)	644,092

Hawaii Convention Center
 Indirect Expenses by Department
 520 - Event Services
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	27,482	34,925	7,443	23,533	149,487	174,625	25,138	114,223
Wages-Nonexempt	3,788	4,333	546	4,150	3,788	21,665	17,878	22,168
OT-Nonexempt	113	150	38	786	113	750	638	6,643
Facility-Exempt	5,923	6,067	144	5,280	26,239	30,335	4,096	24,960
Facility-Nonexempt	24,429	14,342	(10,087)	6,937	98,451	71,710	(26,741)	33,212
Facility-OT	3,431	250	(3,181)	1,464	17,304	1,250	(16,054)	4,206
Bonus-Performance	0	0	0	0	(2,917)	0	2,917	0
Vacation Expense	800	0	(800)	0	3,060	0	(3,060)	3,199
Total Salaries & Wages	65,966	60,067	(5,899)	42,150	295,523	300,335	4,812	208,611
Payroll Taxes & Benefits								
Payroll Taxes	5,770	5,704	(66)	3,146	25,388	28,520	3,132	15,582
Benefits	14,801	11,708	(3,093)	8,424	50,887	58,540	7,653	41,113
401 (k)	1,370	1,433	63	1,148	7,685	7,165	(520)	6,279
Workers Compensat...	1,699	1,467	(232)	1,372	9,811	7,335	(2,476)	6,960
Total Payroll Taxes & ...	23,640	20,312	(3,328)	14,091	93,771	101,560	7,789	69,935
Labor Allocations to Events								
Allocated Facility-Ev...	(20,326)	(13,390)	6,936	(8,253)	(76,574)	(62,460)	14,114	(36,650)
Total Labor Allocation...	(20,326)	(13,390)	6,936	(8,253)	(76,574)	(62,460)	14,114	(36,650)
Total Net Salaries & Ben...	69,279	66,989	(2,290)	47,988	312,720	339,435	26,715	241,896
Other Indirect Expenses								
Net Contracted Services								
Contracted Facility ...	58,302	76,058	17,756	45,975	323,709	312,710	(10,999)	201,498
Other Contracted S...	18,278	10,391	(7,887)	6,956	72,509	40,529	(31,980)	36,850
Allocated Contract P...	(11,833)	(8,388)	3,445	(6,941)	(57,481)	(41,940)	15,541	(34,901)
Allocated Contract S...	(56,809)	(76,058)	(19,249)	(37,172)	(304,774)	(312,710)	(7,936)	(149,848)
Allocated Other Exp...	(1,495)	0	1,495	(576)	(20,115)	0	20,115	(1,985)
Total Net Contracted ...	6,443	2,003	(4,440)	8,242	13,848	(1,411)	(15,259)	51,613
Operations								
Equipment Rental	748	458	(290)	1,073	3,363	2,290	(1,073)	3,038
Total Operations	748	458	(290)	1,073	3,363	2,290	(1,073)	3,038
Operational Supplies								
Gen Building Suppli...	7,431	1,767	(5,664)	1,056	27,543	8,835	(18,708)	8,398
Laundry	0	4,167	4,167	0	3,676	20,835	17,159	0
Uniforms	574	0	(574)	0	811	0	(811)	0
Total Operational Sup...	8,005	5,934	(2,071)	1,056	32,030	29,670	(2,360)	8,398
Meetings & Conventions								
Meals & Entertainm...	122	0	(122)	0	222	0	(222)	0
Meetings & Convent...	0	0	0	0	0	2,000	2,000	0
Total Meetings & Con...	122	0	(122)	0	222	2,000	1,778	0
General & Administrative								
Miscellaneous G & A	0	350	350	0	0	1,750	1,750	2,519
Total General & Admi...	0	350	350	0	0	1,750	1,750	2,519
Other								
FF & E Expense	0	83	83	0	7,625	415	(7,210)	0
Total Other	0	83	83	0	7,625	415	(7,210)	0
Total Other Indirect Exp...	15,317	8,828	(6,489)	10,371	57,087	34,714	(22,373)	65,568
Total Operating Expenses	84,597	75,817	(8,780)	58,359	369,807	374,149	4,342	307,464

Hawaii Convention Center
 Indirect Expenses by Department
 535 - Food & Beverage
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	106,057	98,892	(7,165)	70,381	509,675	494,460	(15,215)	317,377
Wages-Nonexempt	0	9,017	9,017	0	0	45,085	45,085	0
Bonus-Performance	10,476	9,042	(1,434)	1,938	23,287	45,210	21,923	9,689
Total Salaries & Wages	116,533	116,951	418	72,319	532,962	584,755	51,793	327,066
Payroll Taxes & Benefits								
Payroll Taxes	11,703	12,750	1,047	6,098	55,012	63,750	8,738	26,179
Benefits	10,699	9,708	(991)	6,393	49,717	48,540	(1,177)	28,912
Workers Compensat...	4,781	4,675	(106)	2,857	22,208	23,375	1,167	12,919
Total Payroll Taxes & ...	27,183	27,133	(50)	15,348	126,937	135,665	8,728	68,010
Total Net Salaries & Ben...	143,716	144,084	368	87,667	659,899	720,420	60,521	395,076
Other Indirect Expenses								
Net Contracted Services								
Other Contracted S...	0	2,233	2,233	838	16,341	11,165	(5,176)	6,403
Total Net Contracted ...	0	2,233	2,233	838	16,341	11,165	(5,176)	6,403
Operations								
Trash Removal	4,418	2,333	(2,085)	3,993	19,895	11,665	(8,230)	12,128
Small Equipment	931	692	(239)	1,328	47,654	3,460	(44,194)	2,623
Total Operations	5,349	3,025	(2,324)	5,321	67,549	15,125	(52,424)	14,751
Repair & Maintenance								
Gen Bldg Repairs & ...	(4,197)	5,000	9,197	11,726	29,012	25,000	(4,012)	27,132
Maintenance Agree...	0	58	58	0	0	290	290	0
Total Repair & Mainte...	(4,197)	5,058	9,255	11,726	29,012	25,290	(3,722)	27,132
Operational Supplies								
General Building Su...	31,752	28,447	(3,305)	18,392	191,255	120,815	(70,440)	84,044
Janitorial Supplies	4,277	7,486	3,209	1,934	24,844	31,794	6,950	16,061
Laundry	13,331	4,792	(8,539)	5,340	65,027	23,960	(41,067)	12,854
Uniforms	972	250	(722)	0	7,201	1,250	(5,951)	0
Total Operational Sup...	50,332	40,975	(9,357)	25,666	288,327	177,819	(110,508)	112,959
Insurance								
Insurance	18,149	12,288	(5,861)	5,755	72,123	51,709	(20,414)	27,564
Total Insurance	18,149	12,288	(5,861)	5,755	72,123	51,709	(20,414)	27,564
Utilities								
Telephone	275	400	125	425	2,176	2,000	(176)	2,037
Total Utilities	275	400	125	425	2,176	2,000	(176)	2,037
Meetings & Conventions								
Meals & Entertainm...	1,999	0	(1,999)	859	3,944	0	(3,944)	859
Meetings & Convent...	0	0	0	0	0	2,000	2,000	0
Dues & Subscriptions	0	42	42	0	146	210	64	0
Total Meetings & Con...	1,999	42	(1,957)	859	4,090	2,210	(1,880)	859
Promotions & Communications								
Promotional	0	5,833	5,833	1,848	0	29,165	29,165	13,475
Total Promotions & Co...	0	5,833	5,833	1,848	0	29,165	29,165	13,475
General & Administrative								
Professional Fees-L...	0	0	0	60	1,174	0	(1,174)	769
Professional Fees-O...	0	0	0	0	439	0	(439)	0
Bank Service Charges	191	50	(141)	162	990	250	(740)	553
Payroll Fees	56	58	2	44	301	290	(11)	230
Postage	51	42	(9)	251	521	210	(311)	291
Rental Office Equip...	74	417	343	769	(164)	2,085	2,249	1,683
Office Supplies	691	175	(516)	339	6,048	875	(5,173)	1,801
Printing & Stationary	0	0	0	0	3,030	0	(3,030)	0
Coporate Travel	5,280	1,667	(3,613)	14,500	18,787	8,335	(10,452)	16,114
Licenses & Fees	2,317	0	(2,317)	0	4,043	0	(4,043)	1,089
Credit Card Discounts	4,054	5,105	1,051	494	23,762	22,870	(892)	10,253
Computer Expense	5,416	7,750	2,334	4,715	13,317	38,750	25,433	24,240
Employee Training	0	1,250	1,250	0	9,937	6,250	(3,687)	0
Miscellaneous G & A	(59)	83	142	0	(942)	415	1,357	0
Total General & Admi...	18,071	16,597	(1,474)	21,334	81,243	80,330	(913)	57,023

Hawaii Convention Center
 Indirect Expenses by Department
 535 - Food & Beverage
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Current Month Actual</u>	<u>Current Month Budget</u>	<u>Variance</u>	<u>Current Month Prior Year</u>	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Variance</u>	<u>YTD Prior Year</u>
Total Other Indirect Exp...	<u>89,978</u>	<u>86,451</u>	<u>(3,527)</u>	<u>73,772</u>	<u>560,861</u>	<u>394,813</u>	<u>(166,048)</u>	<u>262,203</u>
Total Operating Expenses	<u><u>233,694</u></u>	<u><u>230,535</u></u>	<u><u>(3,159)</u></u>	<u><u>161,439</u></u>	<u><u>1,220,760</u></u>	<u><u>1,115,233</u></u>	<u><u>(105,527)</u></u>	<u><u>657,279</u></u>

Hawaii Convention Center
 Indirect Expenses by Department
 545 - HTA
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	<u>Current Month Actual</u>	<u>Current Month Budget</u>	<u>Variance</u>	<u>Current Month Prior Year</u>	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Variance</u>	<u>YTD Prior Year</u>
Other Indirect Expenses								
Repair & Maintenance								
Gen Bldg Repairs & ...	0	0	0	0	17,539	0	(17,539)	0
Total Repair & Mainte...	0	0	0	0	17,539	0	(17,539)	0
Total Other Indirect Exp...	0	0	0	0	17,539	0	(17,539)	0
Total Operating Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>17,539</u>	<u>0</u>	<u>(17,539)</u>	<u>0</u>

Hawaii Convention Center
 Indirect Expenses by Department
 555 - Overhead
 From 11/1/2023 Through 11/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Labor Allocations to Events								
Allocated IT/Telcom.....	0	(250)	(250)	0	0	(500)	(500)	0
Total Labor Allocation...	0	(250)	(250)	0	0	(500)	(500)	0
Total Net Salaries & Ben...	0	(250)	(250)	0	0	(500)	(500)	0
Other Indirect Expenses								
Insurance								
Insurance	17,691	20,400	2,709	15,863	85,765	102,000	16,235	81,264
Allocated Insurance	(1,140)	(500)	640	(975)	(4,530)	(1,000)	3,530	(3,165)
Total Insurance	16,551	19,900	3,349	14,888	81,235	101,000	19,765	78,099
Utilities								
Electricity	214,903	216,699	1,796	275,000	1,213,257	1,138,151	(75,106)	1,164,891
Cable TV Services	238	242	4	234	1,182	1,210	28	1,171
Gas & Fuel	4,608	3,500	(1,108)	6,758	34,635	17,500	(17,135)	23,686
Telephone	3,668	4,400	732	3,369	18,100	22,000	3,900	16,596
Water & Sewage	19,992	25,000	5,008	19,060	119,150	125,000	5,850	105,702
Allocated Utilities	(11,515)	(6,150)	5,365	(10,968)	(82,531)	(43,330)	39,201	(27,188)
Total Utilities	231,893	243,691	11,798	293,453	1,303,793	1,260,531	(43,262)	1,284,860
Promotions & Communications								
Promotional	0	433	433	0	0	2,165	2,165	0
Total Promotions & Co...	0	433	433	0	0	2,165	2,165	0
General & Administrative								
Professional Fees-L...	974	417	(557)	4,963	1,759	2,085	326	21,752
Professional Fees-O...	53	4,225	4,172	8,591	10,306	21,125	10,819	9,336
Bank Service Charges	1,693	1,000	(693)	692	5,907	5,000	(907)	4,420
Postage	(5)	125	130	906	(22)	625	647	2,639
Rental Office Equip...	176	583	407	1,144	3,297	2,915	(382)	4,870
Office Supplies	264	350	86	2,753	2,964	1,750	(1,214)	3,361
Printing & Stationary	0	208	208	0	0	1,040	1,040	0
Coporate Travel	0	0	0	0	3,043	0	(3,043)	0
Licenses & Fees	279	575	296	215	1,286	2,875	1,589	3,163
Sales & Use Tax	467	650	183	2,030	4,515	3,250	(1,265)	3,840
Credit Card Discounts	2,966	1,200	(1,766)	2,347	13,736	6,000	(7,736)	9,812
Employee Relations	2,998	417	(2,581)	1,411	10,170	2,085	(8,085)	4,746
Miscellaneous G & A	0	33	33	0	0	165	165	0
Total General & Admi...	9,865	9,783	(82)	25,051	56,961	48,915	(8,046)	67,940
Management Fees								
Management Fee Cl...	19,433	19,433	(0)	19,033	97,167	97,165	(2)	95,167
Total Management Fees	19,433	19,433	(0)	19,033	97,167	97,165	(2)	95,167
Other								
Community Relations	3,071	2,917	(154)	10,126	9,651	14,585	4,934	10,472
Expenses Prior to A...	400	200	(200)	200	800	1,000	200	1,000
Miscellaneous	0	833	833	0	0	4,165	4,165	0
Expenses - Reimb ...	0	0	0	234	601	0	(601)	384
Total Other	3,471	3,950	479	10,559	11,052	19,750	8,698	11,857
Total Other Indirect Exp...	281,212	297,190	15,978	362,985	1,550,208	1,529,526	(20,682)	1,537,922
Total Operating Expenses	281,212	296,940	15,728	362,985	1,550,208	1,529,026	(21,182)	1,537,922

Sales & Marketing

Hawaii Convention Center
Sales and Marketing
Reforecast
From 12/01/2023 Through 6/30/2024
(In Whole Numbers)

	YTD Actual	Projected Next Month thru 6/30/24	Reforecast thru 6/30/24	7/01/23 - 6/30/24 Budget	Variance	7/01/22 - 6/30/23 Actual
Other Operating Income						
Other Income	0	0	0	0	0	0
Total Other Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Gross Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Salaries & Benefits						
Salaries & Wages	192,621	362,522	555,143	543,600	(11,543)	389,834
Payroll Taxes & Benefits	43,697	74,246	117,943	141,400	23,457	93,452
Total Net Salaries & Benefits	<u>236,318</u>	<u>436,768</u>	<u>673,086</u>	<u>685,000</u>	<u>11,914</u>	<u>483,286</u>
Other Indirect Expenses						
Repair & Maintenance	36,003	53,598	89,601	89,600	(1)	82,815
Utilities	2,909	5,950	8,859	3,600	(5,259)	5,046
Meetings & Conventions	6,403	20,452	26,855	24,800	(2,055)	9,547
Promotions & Communications	95,145	269,786	364,931	360,200	(4,731)	354,399
General & Administrative	16,486	19,114	35,600	33,400	(2,200)	11,634
Other	8,533	16,235	24,768	27,100	2,332	12,647
Total Other Indirect Expenses	<u>165,479</u>	<u>385,135</u>	<u>550,614</u>	<u>538,700</u>	<u>(11,914)</u>	<u>476,088</u>
Net Income (Loss) from Operations	<u>(401,797)</u>	<u>(821,903)</u>	<u>(1,223,700)</u>	<u>(1,223,700)</u>	<u>(0)</u>	<u>(959,374)</u>
Fixed Asset Purchases	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Income (Loss) After Fixed Asset Purchases	<u>(401,797)</u>	<u>(821,903)</u>	<u>(1,223,700)</u>	<u>(1,223,700)</u>	<u>(0)</u>	<u>(959,374)</u>

Hawaii Convention Center
Sales and Marketing
Income Statement
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	0	0	0	0	0	0	0	0
Total Other Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Gross Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Salaries & Benefits								
Salaries & Wages	42,060	39,708	(2,352)	26,440	192,621	198,540	5,919	119,467
Payroll Taxes & Benefits	9,472	11,164	1,692	6,288	43,697	55,820	12,123	28,301
Total Net Salaries & Benefits	<u>51,531</u>	<u>50,872</u>	<u>(659)</u>	<u>32,728</u>	<u>236,318</u>	<u>254,360</u>	<u>18,042</u>	<u>147,769</u>
Other Indirect Expenses								
Repair & Maintenance	6,265	7,467	1,202	6,881	36,003	37,335	1,332	38,603
Operational Supplies	0	0	0	0	0	0	0	0
Utilities	406	300	(106)	367	2,909	1,500	(1,409)	2,107
Meetings & Conventions								
Meals & Entertainment	0	500	500	0	2,469	2,500	31	0
Meetings & Conventions	150	0	(150)	263	973	9,300	8,327	4,263
Dues & Subscriptions	2,743	175	(2,568)	863	2,961	875	(2,086)	938
Total Meetings & Conventions	<u>2,893</u>	<u>675</u>	<u>(2,218)</u>	<u>1,126</u>	<u>6,403</u>	<u>12,675</u>	<u>6,272</u>	<u>5,201</u>
Promotions & Communications								
Photography	9,254	1,133	(8,121)	623	10,586	5,665	(4,921)	2,194
Advertising	0	2,083	2,083	5,235	8,424	10,415	1,991	15,390
Web Development & Maint	2,913	1,867	(1,046)	2,537	6,032	9,335	3,303	6,469
Market Research	0	0	0	0	0	0	0	0
Promotional	3,289	20,175	16,886 A	23,619	70,104	20,875	(49,229)	43,765
Total Promotions & Comm	<u>15,456</u>	<u>25,258</u>	<u>9,802</u>	<u>32,013</u>	<u>95,145</u>	<u>46,290</u>	<u>(48,855)</u>	<u>67,818</u>
Marketing Flexibility Fund	0	0	0	0	0	0	0	0
General & Administrative	878	1,775	897	553	16,486	8,875	(7,611)	3,906
Management Fees	0	0	0	0	0	0	0	0
Other	1,571	2,258	687	1,047	8,533	11,290	2,757	5,236
Total Other Indirect Expenses	<u>27,470</u>	<u>37,733</u>	<u>10,263</u>	<u>41,987</u>	<u>165,479</u>	<u>117,965</u>	<u>(47,514)</u>	<u>122,870</u>
Net Income (Loss) from Operations	<u>(79,001)</u>	<u>(88,605)</u>	<u>9,604</u>	<u>(74,716)</u>	<u>(401,797)</u>	<u>(372,325)</u>	<u>(29,472)</u>	<u>(270,639)</u>
Fixed Asset Purchases	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Income (Loss) After Fixed Asset Purchases	<u><u>(79,001)</u></u>	<u><u>(88,605)</u></u>	<u><u>9,604</u></u>	<u><u>(74,716)</u></u>	<u><u>(401,797)</u></u>	<u><u>(372,325)</u></u>	<u><u>(29,472)</u></u>	<u><u>(270,639)</u></u>

Hawaii Convention Center
Sales and Marketing
Income Statement
From 11/01/2023 Through 11/30/2023
(In Whole Numbers)

Current Month Variance Explanations over \$5,000

A Timing difference.

11.3
ASM Global
Hawai'i Convention Center
REPAIRS & MAINTENANCE REPORT

HTA BOD MEETING – 12/21/23
R&M Report

In the last month, ASM Global achieved the following in our top projects:

1. Awarded the **Exterior Painting RFP** to Jade Painting. Currently executing contract, target start mid-February 2024.
2. Awarded FB equipment replacement projects
 - a. **Main Kitchen Dishwasher replacement** to Bargreen Ellingson
 - i. Demolition of old unit completed.
 - b. **Walk-in Refrigerator replacement**; 3rd fl satellite kitchen to Alaka'i Mechanical
 - i. Removal and install scheduled for mid-January 2024.
3. Current project updates
 - a. **Exterior Planter repair** (Diede Construction), scheduling investigative work for end January 2024.
 - b. **Chiller Replacement** (JCI), awaiting permit, scheduled installation Q2 2024.
4. Received proposals for following projects, currently being evaluated
 - a. **House Sound Audio Upgrade**
 - b. **LED Lighting Upgrade**
 - c. **Kitchen Flooring Replacement**
5. RFP's for the following projects to be issued in early January 2024
 - a. **Escalator Replacement**
 - b. **Parapet Roof Repairs**

To date, ASM Global has completed 29 projects at a cost of \$25M.

Details of these projects are included in your Board packets.

12

Presentation and Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

GLOBAL MCI SALES UPDATE

Regular Meeting of The Hawai'i Tourism Authority

December 21, 2023



MĀLAMA MAUI UPDATE



MAUI RECOVERY

MCI Outreach

- Strategic Partnership Maui focus;
 - Corporate Market: CEMA December Roadshow
 - Incentive Market: Incentive Research Foundation
- Northstar Leadership Forum Dec 10 – 13, 2023
 - Meet Hawai'i Hosted Breakfast Malama Maui

Skift
MEETINGS

Deductions

Maui Loses \$11 Million a Day as Visitors Stay Away

Rayna Katz
Topic: 07/24 - 08/07



Smartmeetings
The Intelligent Way to Plan

Breaking

Hawai'i is Open for Business

by ErinG Parsley | August 23, 2023



Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires

Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reyes, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawaii right now.



SALES PRODUCTION UPDATE



DEFINITIONS

Sales Production

- New volume of events and room nights for any future year

Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur



CITYWIDE SALES PRODUCTION

November 2023 Year-to-Date (YTD)

Citywide Room Nights	Nov 2023	Nov 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	8,961	5,305	+69%	115,048	64,753	+78%
Citywide Tentative RN	17,362	42,917	-60%	392,212	287,529	+36%
#Citywide Booked Events	6	1	+500%	29	9	+222%

As reported in Meet Hawai'i Global draft MCI Status Report – November 2023



FUTURE PACE (Consumption)

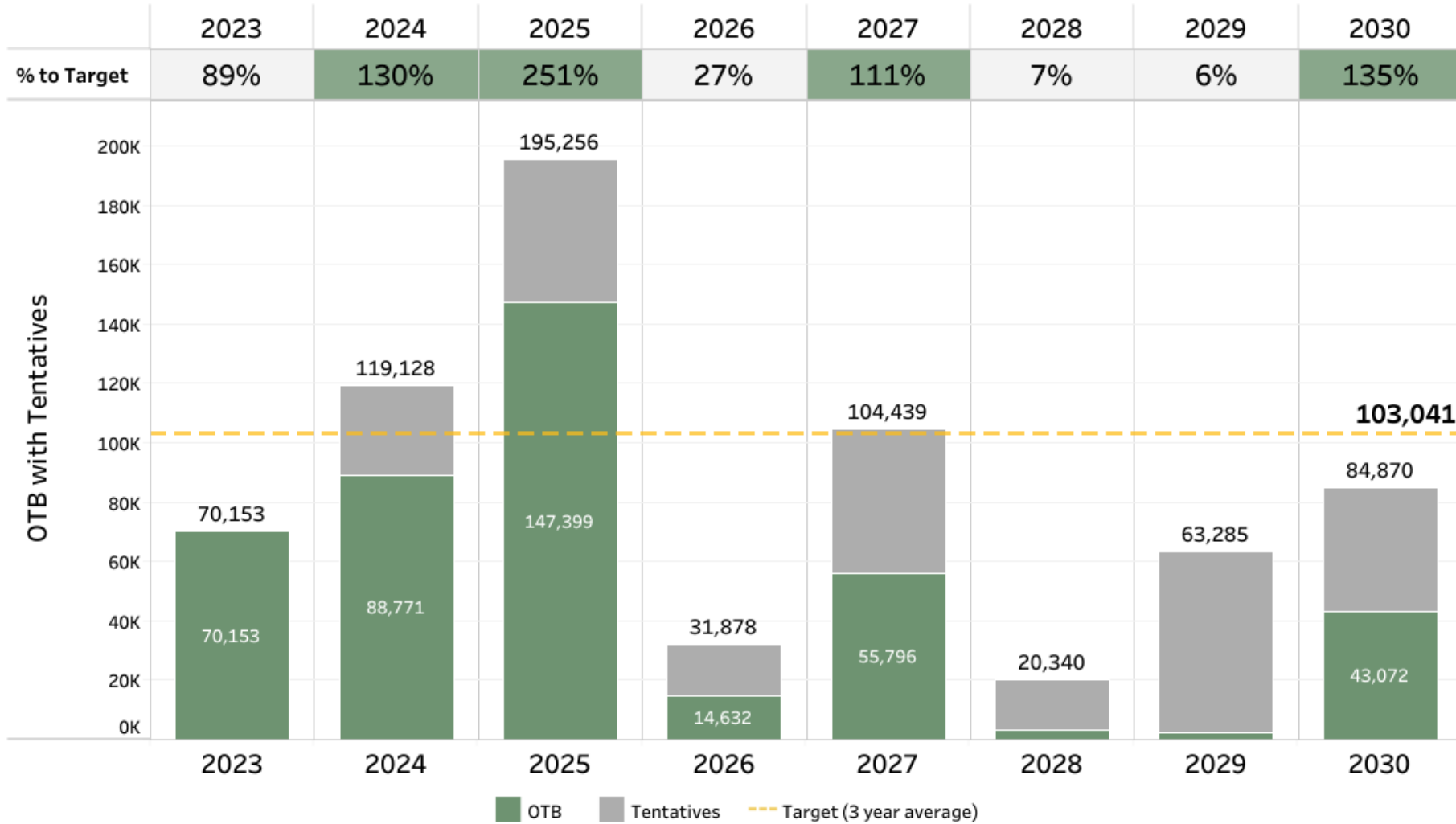
Citywide Events Booked at HCC



Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target. Data last refreshed on 12/15/2023 11:20 PM

- Citywide
- Single Property



HCC BOOKING TREND (CONSUMPTION)

Calendar Year	11/10/23	12/10/23
2020	3	3
2021	0	0
2022	8	8
2023	15	15
2024	14	15
2025	11	12
2026	2	4
2027	5	6
2028	1	2
2029	1	1
2030	2	2
Total	62	68

Updated 12/10/23



Events Strategy Collaboration

Sales Production

- Meet Hawai'i and HCC collaborated on Joint Event Goal for greater alignment
- Continued focus on hiring Corporate Citywide Seller (Book short-term corporate opportunities)
- Citywide Team and Individual Event Goal Cy 2024
- Targeting Citywide Tentative Events for 2026 – 2030



Future Pace Definite Events

*Hawai'i Eight Year Future Pace Citywide 12/15/2023

CY	EVENTS OTB	EVENTS TARGET	EVENTS VARIANCE	% VARIANCE	Events LTB	EVENTS TENTATIVE	EVENT GOAL
2024	15	9	6	+67%	13	8	28
2025	12	7	5	+71%	16	10	28
2026	4	5	(1)	-20%	25	5	28
2027	6	4	2	+50%	22	6	28
2028	2	3	(1)	-33%	26	2	28
2029	1	2	(1)	-50%	27	3	28
2030	2	2	0	0%	26	3	28



Forecasted Calendar Year End 2023 Events To Book

Calendar Year	Convention Center Events on the Books	Forecasted to Close by End CY 2023	Total
2023	15	0	15
2024	15	3	18
2025	12	4	16
2026	4	1	5
2027	6	0	5
2028	2	1	3



MAHALO!



13

Presentation, Discussion and/or Action on the FY25 Supplemental Budget***

FORM A PRINTED AS A HANDOUT

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Department Priority: 1

Program ID/Org. Code: BED113-TO
Program Title: Hawai'i Tourism Authority

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

Trade-Off/Transfer (+)___ (-) ___
Conversion of Unbudgeted Positions X
Fixed Cost/Entitlement ___
Federal Fund Adjustment ___
2023 Wildfires Recovery ___
Health and Safety, Court Orders,
Consent Decrees, Fed Mandates ___
Full Year Funding for Eligible Positions X
Second Year Funding X
Other ___

I. TITLE OF REQUEST:

Description of Request:

The 2023 Legislature did not fund HTA for fiscal years 2024 and 2025. As such, HTA is seeking \$70,000,000 of second year cash flow for HTA. We also request the extension of 25.00 unauthorized positions for FY 25 as indicated in attachment A to this worksheet, of which 24.00 positions are exempt and 1.00 civil service, 20.00.00 positions filled and 5.00 vacant. Lastly, we request approval for 13.00 additional exempt positions for fiscal year 2025, making 38.00 total employees for HTA.

II. OPERATING COST SUMMARY

	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
	FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services	-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
B. Other Current Expenses	-	-	-	-	-	66,618,412.00	68,950,056.42	71,363,308.39	73,861,024.19	76,446,160.04
C. Equipment	-	-	-	-	-	-	-	-	-	-
L. Current Lease Payments	-	-	-	-	-	-	-	-	-	-
M. Motor Vehicles	-	-	-	-	-	-	-	-	-	-
TOTAL REQUEST	-	-	-	38.00	-	69,915,316.38	72,362,352.46	74,895,034.79	77,516,361.01	80,229,433.64

By MOF:

A	-	38.00	-	69,915,316.38	72,362,352.46	74,895,034.79	77,516,361.01	80,229,433.64
B								
N								
P								
R								
S								
T								
U								
W								
X								

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

III. OPERATING COST DETAILS

A. Personal Services (List all positions)

	MOF	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
		FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	75,417.66	78,057.28	80,789.29	83,616.91	86,543.50
HTA Director of Planning, SRNA	A	-	-	-	1.00	-	131,865.93	136,481.23	141,258.08	146,202.11	151,319.18
HTA Account Specialist, SRNA	A	-	-	-	1.00	-	65,783.79	68,086.23	70,469.24	72,935.67	75,488.42
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA VP of Finance, SRNA	A	-	-	-	1.00	-	150,835.33	156,114.56	161,578.57	167,233.82	173,087.01
HTA Procurement Specialist, SRNA	A	-	-	-	1.00	-	59,046.30	61,112.92	63,251.87	65,465.69	67,756.99
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA Procurement Manager, SRNA	A	-	-	-	1.00	-	86,195.17	89,212.00	92,334.42	95,566.12	98,910.94
HTA Public Affairs Officer, SRNA	A	-	-	-	1.00	-	153,843.58	159,228.11	164,801.09	170,569.13	176,539.05
HTA Senior Brand Manager, SRNA	A	-	-	-	1.00	-	117,446.20	121,556.82	125,811.30	130,214.70	134,772.21
HTA Executive Assistant, SRNA	A	-	-	-	1.00	-	88,992.10	92,106.82	95,330.56	98,667.13	102,120.48
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA Chief Brand Officer, SRNA	A	-	-	-	1.00	-	175,821.24	181,974.98	188,344.10	194,936.15	201,758.91
HTA Senior Brand Manager, SRNA	A	-	-	-	1.00	-	109,900.70	113,747.23	117,728.38	121,848.87	126,113.58
HTA Budget & Fiscal Officer, SRNA	A	-	-	-	1.00	-	107,737.74	111,508.56	115,411.36	119,450.76	123,631.54
HTA Contracts & Administrative Manager, SRNA	A	-	-	-	1.00	-	64,640.16	66,902.57	69,244.16	71,667.70	74,176.07
HTA Administrative Assistant, SRNA	A	-	-	-	1.00	-	52,209.36	54,036.69	55,927.97	57,885.45	59,911.44
HTA Chief Administrative Officer, SRNA	A	-	-	-	1.00	-	172,382.05	178,415.42	184,659.96	191,123.06	197,812.36
HTA Administrative Assistant, SRNA	A	-	-	-	1.00	-	62,004.83	64,175.00	66,421.12	68,745.86	71,151.97
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA President and CEO - vacant, SRNA	A	-	-	-	1.00	-	271,923.75	281,441.08	291,291.52	301,486.72	312,038.76
HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling, SRNA	A	-	-	-	1.00	-	66,297.60	68,618.02	71,019.65	73,505.33	76,078.02
HTA Administrative Assistant (Branding) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	59,046.30	61,112.92	63,251.87	65,465.69	67,756.99
HTA Planner (Planning) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	75,417.66	78,057.28	80,789.29	83,616.91	86,543.50
Chief Stewardship Officer (Destination Stewardship) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	175,821.24	181,974.98	188,344.11	194,936.15	201,758.92
HTA Contracts Managers (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	41,436.00	42,886.26	44,387.28	45,940.83	47,548.76
HTA Compliance Officer (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	62,154.00	64,329.39	66,580.92	68,911.25	71,323.14
HTA Administrative Assistant (Compliance) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Administrative Assistant (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Administrative Assistant (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Public Information Specialist (Communications) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	37,500.00	38,812.50	40,170.94	41,576.92	43,032.11
HTA Administrative Assistant (Destination Stewardship) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	26,104.68	27,018.34	27,963.99	28,942.73	29,955.72

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

HTA Administrative Assistant (Destination Stewardship) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	26,104.68	27,018.34	27,963.99	28,942.73	29,955.72
HTA Destination Manager Maui County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager City & County Honolulu - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Kaua'i County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Hawai'i County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Molokai - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
Fringe Benefits											
Subtotal Personal Service Costs		-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
By MOF											
A		-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
B		-	-	-	-	-	-	-	-	-	-
N		-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses (List by line item)											
Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	-	-	-	-	-	850,000.00	879,750.00	910,541.25	942,410.19	975,394.55
Branding - CON 23003 - USA MMA	A	-	-	-	-	-	15,204,991.00	15,737,165.69	16,287,966.48	16,858,045.31	17,448,076.90
Branding - CON 23004 - Japan MMA	A	-	-	-	-	-	6,500,000.00	6,727,500.00	6,962,962.50	7,206,666.19	7,458,899.50
Branding - New Contract # TBD - Island Chapters	A	-	-	-	-	-	3,200,000.00	3,312,000.00	3,427,920.00	3,547,897.20	3,672,073.60
Branding - New Contract # TBD - Island Support Services	A	-	-	-	-	-	1,375,000.00	1,423,125.00	1,472,934.38	1,524,487.08	1,577,844.13
Branding - CON 21019 - Oceania MMA	A	-	-	-	-	-	1,290,905.00	1,336,086.68	1,382,849.71	1,431,249.45	1,481,343.18
Branding - CON 24004 - Europe MMA	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Branding - CON 23016 - Canada MMA	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Branding - CON 20007 - Korea MMA	A	-	-	-	-	-	433,640.00	448,817.40	464,526.01	480,784.42	497,611.87
Branding - New Contract # TBD - Korea MMA	A	-	-	-	-	-	466,360.00	482,682.60	499,576.49	517,061.67	535,158.83
Branding - CON 24002 - Tourism Conference	A	-	-	-	-	-	300,000.00	310,500.00	321,367.50	332,615.36	344,256.90
Communication & Outreach - CON 20010 - Website Support Services	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Communication & Outreach - CON 22001 - HTA Web Support	A	-	-	-	-	-	25,000.00	25,875.00	26,780.63	27,717.95	28,688.08
Destination Management - CON 23008 - Support Services for Destination Stewardship	A	-	-	-	-	-	9,245,852.00	9,569,456.82	9,904,387.81	10,251,041.38	10,609,827.83
Destination Management - New Contract # TBD - DMAP Implementation	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Governance - includes board travel expenses, board meeting costs, and financial audit services	A	-	-	-	-	-	125,000.00	129,375.00	133,903.13	138,589.73	143,440.38
HCC Marketing - CON 22003 - Global MCI	A	-	-	-	-	-	5,500,000.00	5,692,500.00	5,891,737.50	6,097,948.31	6,311,376.50
Natural Resources - MOA 22012 - Hawaii Green Business Program	A	-	-	-	-	-	50,000.00	51,750.00	53,561.25	55,435.89	57,376.15

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Natural Resources - New Contract # TBD - STAH	A	-	-	-	-	-	50,000.00	51,750.00	53,561.25	55,435.89	57,376.15
Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	-	-	-	-	-	700,000.00	724,500.00	749,857.50	776,102.51	803,266.10
Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	-	-	-	-	-	500,000.00	517,500.00	535,612.50	554,358.94	573,761.50
Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	-	-	-	-	-	61,000.00	63,135.00	65,344.73	67,631.79	69,998.90
Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	-	-	-	-	-	54,000.00	55,890.00	57,846.15	59,870.77	61,966.24
Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	-	-	-	-	-	35,000.00	36,225.00	37,492.88	38,805.13	40,163.31
Planning - New Contract # TBD- Product Development Plan	A	-	-	-	-	-	350,000.00	362,250.00	374,928.75	388,051.26	401,633.05
Planning - New Contract TBD - Tourism Strategic Plan Update	A	-	-	-	-	-	300,000.00	310,500.00	321,367.50	332,615.36	344,256.90
Planning - New Contract TBD - Airline Route Development Program	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Planning - CON 22004 - Festival and Event Valuations	A	-	-	-	-	-	180,000.00	186,300.00	192,820.50	199,569.22	206,554.14
Planning - New Contract # TBD - Program Evaluation	A	-	-	-	-	-	90,000.00	93,150.00	96,410.25	99,784.61	103,277.07
Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	-	-	-	-	-	89,000.00	92,115.00	95,339.03	98,675.89	102,129.55
Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	-	-	-	-	-	370,000.00	382,950.00	396,353.25	410,225.61	424,583.51
Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	-	-	-	-	-	55,000.00	56,925.00	58,917.38	60,979.48	63,113.77
Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	-	-	-	-	-	55,000.00	56,925.00	58,917.38	60,979.48	63,113.77
Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	-	-	-	-	-	170,000.00	175,950.00	182,108.25	188,482.04	195,078.91
Sports - New Contract # TBD - PGA	A	-	-	-	-	-	2,038,850.00	2,110,209.75	2,184,067.09	2,260,509.44	2,339,627.27
Sports - New Contract # TBD - LPGA	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Sports - CON 24003 - Big West Conference	A	-	-	-	-	-	167,000.00	172,845.00	178,894.58	185,155.89	191,636.34
Travel - Board Meetings and Programs	A	-	-	-	-	-	190,000.00	196,650.00	203,532.75	210,656.40	218,029.37
Other - Opportunity Fund	A	-	-	-	-	-	10,000,000.00	10,350,000.00	10,712,250.00	11,087,178.75	11,475,230.01
Other - FY 2024 Carryover	A	-	-	-	-	-	2,696,814.00	2,791,202.49	2,888,894.58	2,990,005.89	3,094,656.09
Workforce - New Contract # TBD - Workforce Development	A	-	-	-	-	-	150,000.00	155,250.00	160,683.75	166,307.68	172,128.45
Subtotal Other Current Expenses							66,618,412	68,950,056	71,363,308	73,861,024	76,446,160
By MOF	A			0			66,618,412	68,950,056	71,363,308	73,861,024	76,446,160
	B			0			0	0	0	0	0
	N			0			0	0	0	0	0
C. Equipment (List by line item)											
Subtotal Equipment							-	-	-	-	-
By MOF	A			-			-	-	-	-	-
	B			-			-	-	-	-	-
	N			-			-	-	-	-	-

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

L. Current Lease Payments (Note each lease)											
Subtotal Current Lease Payments			-			-	-	-	-	-	
By MOF	A		-			-	-	-	-	-	
	B		-			-	-	-	-	-	
	N		-			-	-	-	-	-	
M. Motor Vehicles (List Vehicles)											
Subtotal Motor Vehicles			-			-	-	-	-	-	
By MOF	A		-			-	-	-	-	-	
	B		-			-	-	-	-	-	
	N		-			-	-	-	-	-	
TOTAL REQUEST		0.00	0.00	0	38.00	0.00	69,915,316	72,362,352	74,895,035	77,516,361	80,229,434

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

IV. JUSTIFICATION OF REQUEST

The legislature did not provide funding to HTA for fiscal years 2024 or 2025 in Act 164 SLH 2023. HTA should receive funding for the agency's mission to develop, coordinate, and implement state policies and directions for tourism and related activities. HTA is requesting \$69,812,515 for FY 2025. Branding contracts will cost approximately \$30.7M, which includes \$15.2M for USA marketing and \$10.7M for international markets. Marketing the Hawai'i Convention Center will cost approximately \$5.5M. HTA also plans to spend \$10.2M on destination management and destination stewardship contracts. The State must remain vigilant and proactive to keep Hawai'i a competitive tourism destination. Each potential visitor to the State must always examine the opportunity cost to visit Hawai'i instead of another destination. With systemic problems such as high cost of living, homelessness, and the degradation of public infrastructure and natural resources, Hawai'i's main economic driver continues to face many headwinds.

The Office of the Auditor's 2018 audit included vital recommendations for HTA's procurement and contract management processes. Five new positions will be assigned to the accounting department. These five new positions will provide HTA's accounting department with the additional human resources required to address the auditor's remarks and to help HTA comply with all applicable laws, rules, and regulations. Two new positions will be required to assist with HTA's destination management and stewardship programs, and one new position for additional support in public affairs.

V. RELATIONSHIP OF THE REQUEST TO STATE PLAN OR FUNCTIONAL PLAN

Refer to the response to IV- Justification above.

VI. INFORMATION SYSTEMS AND TECHNOLOGY

N/A

VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES

None at this time.

VIII. IMPACT ON FACILITY REQUIREMENTS (R&M, CIP)

N/A

IX. EXTERNAL CONFORMANCE REQUIREMENTS

Following HRS 103D and related HAR requirements.

X. REQUIRED LEGISLATION (Please specify appropriate statutes; i.e., HRS)

None at this time.

XI. OTHER COMMENTS

None at this time.

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Prog ID	Org Code	Cost Element	Program Category - Contract Number - Contract Title	MOF	Psn No.	FTE (P)	FTE (T)	Note 1	
								FY 24 \$	FY 25 \$
BED113	TO	B	Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	N/A	N/A	N/A	-	850,000
BED113	TO	B	Branding - CON 23003 - USA MMA	A	N/A	N/A	N/A	-	15,204,991
BED113	TO	B	Branding - CON 23004 - Japan MMA	A	N/A	N/A	N/A	-	6,500,000
BED113	TO	B	Branding - New Contract # TBD - Island Chapters	A	N/A	N/A	N/A	-	3,200,000
BED113	TO	B	Branding - New Contract # TBD - Island Support Services	A	N/A	N/A	N/A	-	1,375,000
BED113	TO	B	Branding - CON 21019 - Oceania MMA	A	N/A	N/A	N/A	-	1,290,905
BED113	TO	B	Branding - CON 24004 - Europe MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 23016 - Canada MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 20007 - Korea MMA	A	N/A	N/A	N/A	-	433,640
BED113	TO	B	Branding - New Contract # TBD - Korea MMA	A	N/A	N/A	N/A	-	466,360
BED113	TO	B	Branding - CON 24002 - Tourism Conference	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Communication & Outreach - CON 20010 - Website Support Services	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Communication & Outreach - CON 22001 - HTA Web Support	A	N/A	N/A	N/A	-	25,000
BED113	TO	B	Destination Management - CON 23008 - Support Services for Destination Stewardship	A	N/A	N/A	N/A	-	9,245,852
BED113	TO	B	Destination Management - New Contract # TBD - DMAP Implementation	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Governance - includes board travel expenses, board meeting costs, and financial audit services	A	N/A	N/A	N/A	-	125,000
BED113	TO	B	HCC Marketing - CON 22003 - Global MCI	A	N/A	N/A	N/A	-	5,500,000
BED113	TO	B	Natural Resources - MOA 22012 - Hawaii Green Business Program	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Natural Resources - New Contract # TBD - STAH	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	N/A	N/A	N/A	-	700,000
BED113	TO	B	Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	N/A	N/A	N/A	-	500,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	N/A	N/A	N/A	-	61,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	N/A	N/A	N/A	-	54,000
BED113	TO	B	Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	N/A	N/A	N/A	-	35,000
BED113	TO	B	Planning - New Contract # TBD- Product Development Plan	A	N/A	N/A	N/A	-	350,000
BED113	TO	B	Planning - New Contract TBD - Tourism Strategic Plan Update	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Planning - New Contract TBD - Airline Route Development Program	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Planning - CON 22004 - Festival and Event Valuations	A	N/A	N/A	N/A	-	180,000
BED113	TO	B	Planning - New Contract # TBD - Program Evaluation	A	N/A	N/A	N/A	-	90,000
BED113	TO	B	Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	N/A	N/A	N/A	-	89,000
BED113	TO	B	Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	N/A	N/A	N/A	-	370,000
BED113	TO	B	Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	N/A	N/A	N/A	-	170,000
BED113	TO	B	Sports - New Contract # TBD - PGA	A	N/A	N/A	N/A	-	2,038,850
BED113	TO	B	Sports - New Contract # TBD - LPGA	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Sports - CON 24003 - Big West Conference	A	N/A	N/A	N/A	-	167,000
BED113	TO	B	Travel - Programs	A	N/A	N/A	N/A	-	190,000
BED113	TO	B	Workforce - New Contract # TBD - Workforce Development	A	N/A	N/A	N/A	-	150,000

BED113	TO	B	Other - Opportunity Fund	A	N/A	N/A	N/A	-	10,000,000
BED113	TO	B	Other - FY 2024 Carryover	A	N/A	N/A	N/A	-	2,696,814
Total								-	66,618,412

Note 2

Note 3

Note 1 HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5.

Note 2 The opportunity fund will be utilized in markets with market share impact and retention opportunities. HTA will seek out conditions where these funds will have the greatest return on investment. Per HTA policies and procedures, any expenditure greater than \$250,000 will require Board approval. Setting aside approximately 15% of HTA funds for marketing opportunities and emergencies in the wake of the Maui wildfires will be prudent and serve the best interest of the State.

Note 3 To pay for services rendered at the end of fiscal year 2024.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note

Prog ID	Org Code	Cost Element	Item Description / Position Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$	
BED113	TO	A	HTA Brand Manager	A	00124319	1.00	-	-	75,417.66	
BED113	TO	A	HTA Director of Planning	A	00124312	1.00	-	-	131,865.93	
BED113	TO	A	HTA Account Specialist	A	00124329	1.00	-	-	65,783.79	
BED113	TO	A	HTA Brand Manager	A	00124324	1.00	-	-	76,934.22	
BED113	TO	A	HTA VP of Finance	A	00124313	1.00	-	-	150,835.33	
BED113	TO	A	HTA Procurement Specialist	A	00124328	1.00	-	-	59,046.30	
BED113	TO	A	HTA Brand Manager	A	00124321	1.00	-	-	76,934.22	
BED113	TO	A	HTA Procurement Manager	A	00124326	1.00	-	-	86,195.17	
BED113	TO	A	HTA Public Affairs Officer	A	00124311	1.00	-	-	153,843.58	
BED113	TO	A	HTA Senior Brand Manager	A	00124316	1.00	-	-	117,446.20	
BED113	TO	A	HTA Executive Assistant	A	00124310	1.00	-	-	88,992.10	
BED113	TO	A	HTA Brand Manager	A	00124322	1.00	-	-	76,934.22	
BED113	TO	A	HTA Chief Brand Officer	A	00124308	1.00	-	-	175,821.24	
BED113	TO	A	HTA Senior Brand Manager	A	00124318	1.00	-	-	109,900.70	
BED113	TO	A	HTA Budget & Fiscal Officer	A	00124327	1.00	-	-	107,737.74	
BED113	TO	A	HTA Contracts & Administrative Manager	A	00124325	1.00	-	-	64,640.16	
BED113	TO	A	HTA Administrative Assistant	A	00124314	1.00	-	-	52,209.36	
BED113	TO	A	HTA Chief Administrative Officer	A	00124309	1.00	-	-	172,382.05	
BED113	TO	A	HTA Administrative Assistant	A	00124330	1.00	-	-	62,004.83	
BED113	TO	A	HTA Brand Manager	A	00124320	1.00	-	-	76,934.22	
BED113	TO	A	HTA President and CEO - vacant	A	00124306	1.00	-	-	271,923.75	
BED113	TO	A	HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling	A	00125064	1.00	-	-	66,297.60	
BED113	TO	A	HTA Administrative Assistant (Branding) - vacant and in the process of filling	A	00124315	1.00	-	-	59,046.30	
BED113	TO	A	HTA Planner	A	00124323	1.00	-	-	75,417.66	Note 3
BED113	TO	A	Chief Stewardship Officer	A	00124317	1.00	-	-	175,821.24	Note 3
BED113	TO	A	HTA Contracts Managers - vacant and need to create position	A	TBD	1.00	-	-	41,436.00	Note 2 50% of full-year salary
BED113	TO	A	HTA Compliance Officer - vacant and need to create position	A	TBD	1.00	-	-	62,154.00	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Compliance) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Public Information Specialist - vacant and need to create position	A	TBD	1.00	-	-	37,500.00	Note 4 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68	Note 4 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68	Note 4 50% of full-year salary
BED113	TO	A	HTA Destination Manager Maui County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED113	TO	A	HTA Destination Manager City & County Honolulu - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5

BED113	TO	A	HTA Destination Manager Kaua'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Hawai'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Molokai - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
Total						38	-	-	3,296,904	

Note HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5. Personnel expenditures for FY 2024 will be approximately \$2,526,480.

Note 2 HTA Contracts Manager (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA contracts manager will be responsible for enforcing policies and procedures that ensures HTA's contracting practices align with the best interest of the State and foster appropriate use of public funds.

Note 2 HTA Compliance Officer (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA compliance officer will be responsible for ensuring that HTA's procurement and contracting policies, procedures, and practices comply with all applicable laws, rules, and regulations, which include but are not limited to Hawaii Revised Statute (HRS), Hawaii Administrative Rules (HAR), and federal funding guidance 2 CFR Part 200.

Note 2 HTA Administrative Assistant (compliance; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the compliance officer to ensure HTA's policies, procedures, and practices comply with all applicable laws, rules, and regulations.

Note 2 HTA Administrative Assistant x2 (accounting; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the accounting department to process accounting documents and ensuring accounting records are complete, accurate, and properly filed.

Note 3 HTA Planner (redescribed position) - To support the Director of Planning. The HTA Planner has the responsibility of leading planning and coordinating initiatives and programs related to tourism destination stewardship and regenerative tourism for assigned areas; overseeing the planning and organizing of tourism-related market research; and preparation of current and long-range plans on matters concerning the development of a regenerative tourism model for the State of Hawai'i.

Note 3 HTA Chief Stewardship Officer (redescribed position) - To implement the formation of the Destination Stewardship Branch as approved by the HTA Board of Directors. The HTA chief stewardship officer has the primary responsibility of developing and executing HTA's destination stewardship strategy. They will manage branch and organizational operations and deliver regionally-based destination, product and community development outcomes to support HTA's mission.

Note 4 HTA Public Information Specialist - To implement an increased level of public communication and legislative updates due to the formation of the Destination Stewardship Branch. The HTA public information specialist develops, organizes, directs and coordinates a comprehensive statewide program to inform the public of HTA's plans, activities and accomplishments and other matters related to public relations, and maintains an effective channel of communication with other government, legislative and community agencies; and develops and implements a program of internal information flow to all staff; and performs other duties as required.

Note 4 HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

Note 4 HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

Note 5 HTA Destination Manager (DM) (Destination Stewardship) - To manage the day-to-day operations of the destination stewardship strategy. The DMs will manage branch and organizational operations and deliver regionally-based destination, product, and community development outcomes to support HTA's mission. The five regions will include the counties of Maui, Kauai, Hawaii, Molokai, and Honolulu. HTA is currently contracting four of the five DMs through the HVCB Community Enrichment Program/Destination Management Action Plan (CEP/DMAP) contract. HTA is in the process of hiring the fifth destination manager for Molokai County. HTA is requesting 100% of the DMs' salaries for fiscal year 2025. HTA will end the employment contracts and transition the DMs into their new HTA positions at the start of the fiscal year.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note 1

Prog ID	Org Code	Cost Element	Program Category - Contract Number - Contract Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$
BED113	TO	B	Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	N/A	N/A	N/A	-	850,000
BED113	TO	B	Branding - CON 23003 - USA MMA	A	N/A	N/A	N/A	-	15,204,991
BED113	TO	B	Branding - CON 23004 - Japan MMA	A	N/A	N/A	N/A	-	6,500,000
BED113	TO	B	Branding - New Contract # TBD - Island Chapters	A	N/A	N/A	N/A	-	3,200,000
BED113	TO	B	Branding - New Contract # TBD - Island Support Services	A	N/A	N/A	N/A	-	1,375,000
BED113	TO	B	Branding - CON 21019 - Oceania MMA	A	N/A	N/A	N/A	-	1,290,905
BED113	TO	B	Branding - CON 24004 - Europe MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 23016 - Canada MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 20007 - Korea MMA	A	N/A	N/A	N/A	-	433,640
BED113	TO	B	Branding - New Contract # TBD - Korea MMA	A	N/A	N/A	N/A	-	466,360
BED113	TO	B	Branding - CON 24002 - Tourism Conference	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Communication & Outreach - CON 20010 - Website Support Services	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Communication & Outreach - CON 22001 - HTA Web Support	A	N/A	N/A	N/A	-	25,000
BED113	TO	B	Destination Management - CON 23008 - Support Services for Destination Stewardship	A	N/A	N/A	N/A	-	9,245,852
BED113	TO	B	Destination Management - New Contract # TBD - DMAP Implementation	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Governance - includes board travel expenses, board meeting costs, and financial audit services	A	N/A	N/A	N/A	-	125,000
BED113	TO	B	HCC Marketing - CON 22003 - Global MCI	A	N/A	N/A	N/A	-	5,500,000
BED113	TO	B	Natural Resources - MOA 22012 - Hawaii Green Business Program	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Natural Resources - New Contract # TBD - STAH	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	N/A	N/A	N/A	-	700,000
BED113	TO	B	Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	N/A	N/A	N/A	-	500,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	N/A	N/A	N/A	-	61,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	N/A	N/A	N/A	-	54,000
BED113	TO	B	Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	N/A	N/A	N/A	-	35,000
BED113	TO	B	Planning - New Contract # TBD- Product Development Plan	A	N/A	N/A	N/A	-	350,000
BED113	TO	B	Planning - New Contract TBD - Tourism Strategic Plan Update	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Planning - New Contract TBD - Airline Route Development Program	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Planning - CON 22004 - Festival and Event Valuations	A	N/A	N/A	N/A	-	180,000
BED113	TO	B	Planning - New Contract # TBD - Program Evaluation	A	N/A	N/A	N/A	-	90,000
BED113	TO	B	Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	N/A	N/A	N/A	-	89,000
BED113	TO	B	Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	N/A	N/A	N/A	-	370,000
BED113	TO	B	Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	N/A	N/A	N/A	-	170,000
BED113	TO	B	Sports - New Contract # TBD - PGA	A	N/A	N/A	N/A	-	2,038,850
BED113	TO	B	Sports - New Contract # TBD - LPGA	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Sports - CON 24003 - Big West Conference	A	N/A	N/A	N/A	-	167,000
BED113	TO	B	Travel - Programs	A	N/A	N/A	N/A	-	190,000
BED113	TO	B	Workforce - New Contract # TBD - Workforce Development	A	N/A	N/A	N/A	-	150,000

BED113	TO	B	Other - Opportunity Fund	A	N/A	N/A	N/A	-	10,000,000
BED113	TO	B	Other - FY 2024 Carryover	A	N/A	N/A	N/A	-	2,696,814
Total								-	66,618,412

Note 2

Note 3

Note 1 HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5.

Note 2 The opportunity fund will be utilized in markets with market share impact and retention opportunities. HTA will seek out conditions where these funds will have the greatest return on investment. Per HTA policies and procedures, any expenditure greater than \$250,000 will require Board approval. Setting aside approximately 15% of HTA funds for marketing opportunities and emergencies in the wake of the Maui wildfires will be prudent and serve the best interest of the State.

Note 3 To pay for services rendered at the end of fiscal year 2024.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note

Prog ID	Org Code	Cost Element	Item Description / Position Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$	
BED113	TO	A	HTA Brand Manager	A	00124319	1.00	-	-	75,417.66	
BED113	TO	A	HTA Director of Planning	A	00124312	1.00	-	-	131,865.93	
BED113	TO	A	HTA Account Specialist	A	00124329	1.00	-	-	65,783.79	
BED113	TO	A	HTA Brand Manager	A	00124324	1.00	-	-	76,934.22	
BED113	TO	A	HTA VP of Finance	A	00124313	1.00	-	-	150,835.33	
BED113	TO	A	HTA Procurement Specialist	A	00124328	1.00	-	-	59,046.30	
BED113	TO	A	HTA Brand Manager	A	00124321	1.00	-	-	76,934.22	
BED113	TO	A	HTA Procurement Manager	A	00124326	1.00	-	-	86,195.17	
BED113	TO	A	HTA Public Affairs Officer	A	00124311	1.00	-	-	153,843.58	
BED113	TO	A	HTA Senior Brand Manager	A	00124316	1.00	-	-	117,446.20	
BED113	TO	A	HTA Executive Assistant	A	00124310	1.00	-	-	88,992.10	
BED113	TO	A	HTA Brand Manager	A	00124322	1.00	-	-	76,934.22	
BED113	TO	A	HTA Chief Brand Officer	A	00124308	1.00	-	-	175,821.24	
BED113	TO	A	HTA Senior Brand Manager	A	00124318	1.00	-	-	109,900.70	
BED113	TO	A	HTA Budget & Fiscal Officer	A	00124327	1.00	-	-	107,737.74	
BED113	TO	A	HTA Contracts & Administrative Manager	A	00124325	1.00	-	-	64,640.16	
BED113	TO	A	HTA Administrative Assistant	A	00124314	1.00	-	-	52,209.36	
BED113	TO	A	HTA Chief Administrative Officer	A	00124309	1.00	-	-	172,382.05	
BED113	TO	A	HTA Administrative Assistant	A	00124330	1.00	-	-	62,004.83	
BED113	TO	A	HTA Brand Manager	A	00124320	1.00	-	-	76,934.22	
BED113	TO	A	HTA President and CEO - vacant	A	00124306	1.00	-	-	271,923.75	
BED113	TO	A	HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling	A	00125064	1.00	-	-	66,297.60	
BED113	TO	A	HTA Administrative Assistant (Branding) - vacant and in the process of filling	A	00124315	1.00	-	-	59,046.30	
BED113	TO	A	HTA Planner	A	00124323	1.00	-	-	75,417.66	Note 3
BED113	TO	A	Chief Stewardship Officer	A	00124317	1.00	-	-	175,821.24	Note 3
BED113	TO	A	HTA Contracts Managers - vacant and need to create position	A	TBD	1.00	-	-	41,436.00	Note 2 50% of full-year salary
BED113	TO	A	HTA Compliance Officer - vacant and need to create position	A	TBD	1.00	-	-	62,154.00	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Compliance) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15	Note 2 50% of full-year salary
BED113	TO	A	HTA Public Information Specialist - vacant and need to create position	A	TBD	1.00	-	-	37,500.00	Note 4 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68	Note 4 50% of full-year salary
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68	Note 4 50% of full-year salary
BED113	TO	A	HTA Destination Manager Maui County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED113	TO	A	HTA Destination Manager City & County Honolulu - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5

BED113	TO	A	HTA Destination Manager Kaua'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Hawai'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Molokai - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
Total						38	-	-	3,296,904	

Note HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5. Personnel expenditures for FY 2024 will be approximately \$2,526,480.

Note 2 HTA Contracts Manager (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA contracts manager will be responsible for enforcing policies and procedures that ensures HTA's contracting practices align with the best interest of the State and foster appropriate use of public funds.

Note 2 HTA Compliance Officer (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA compliance officer will be responsible for ensuring that HTA's procurement and contracting policies, procedures, and practices comply with all applicable laws, rules, and regulations, which include but are not limited to Hawaii Revised Statute (HRS), Hawaii Administrative Rules (HAR), and federal funding guidance 2 CFR Part 200.

Note 2 HTA Administrative Assistant (compliance; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the compliance officer to ensure HTA's policies, procedures, and practices comply with all applicable laws, rules, and regulations.

Note 2 HTA Administrative Assistant x2 (accounting; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the accounting department to process accounting documents and ensuring accounting records are complete, accurate, and properly filed.

Note 3 HTA Planner (redescribed position) - To support the Director of Planning. The HTA Planner has the responsibility of leading planning and coordinating initiatives and programs related to tourism destination stewardship and regenerative tourism for assigned areas; overseeing the planning and organizing of tourism-related market research; and preparation of current and long-range plans on matters concerning the development of a regenerative tourism model for the State of Hawai'i.

Note 3 HTA Chief Stewardship Officer (redescribed position) - To implement the formation of the Destination Stewardship Branch as approved by the HTA Board of Directors. The HTA chief stewardship officer has the primary responsibility of developing and executing HTA's destination stewardship strategy. They will manage branch and organizational operations and deliver regionally-based destination, product and community development outcomes to support HTA's mission.

Note 4 HTA Public Information Specialist - To implement an increased level of public communication and legislative updates due to the formation of the Destination Stewardship Branch. The HTA public information specialist develops, organizes, directs and coordinates a comprehensive statewide program to inform the public of HTA's plans, activities and accomplishments and other matters related to public relations, and maintains an effective channel of communication with other government, legislative and community agencies; and develops and implements a program of internal information flow to all staff; and performs other duties as required.

Note 4 HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

Note 4 HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

Note 5 HTA Destination Manager (DM) (Destination Stewardship) - To manage the day-to-day operations of the destination stewardship strategy. The DMs will manage branch and organizational operations and deliver regionally-based destination, product, and community development outcomes to support HTA's mission. The five regions will include the counties of Maui, Kauai, Hawaii, Molokai, and Honolulu. HTA is currently contracting four of the five DMs through the HVCB Community Enrichment Program/Destination Management Action Plan (CEP/DMAP) contract. HTA is in the process of hiring the fifth destination manager for Molokai County. HTA is requesting 100% of the DMs' salaries for fiscal year 2025. HTA will end the employment contracts and transition the DMs into their new HTA positions at the start of the fiscal year.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Department Priority: 1

Program ID/Org. Code: BED113-XC
Program Title: Hawai'i Convention Center

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

- Trade-Off/Transfer (+)___ (-) ___
- Conversion of Unbudgeted Positions
- Fixed Cost/Entitlement _____
- Federal Fund Adjustment _____
- 2023 Wildfires Recovery _____
- Health and Safety, Court Orders,
Consent Decrees, Fed Mandates _____
- Full Year Funding for Eligible Positions
- Second Year Funding X
- Other X

I. TITLE OF REQUEST:

Description of Request:

The 2023 Legislature did not provide HTA with an appropriation ceiling for the Convention Center Enterprise Special Fund (CCESF) for fiscal years 2024 and 2025. As such, we are seeking a \$14,000,000 expenditure ceiling for fiscal year 2025 for the CCESF.

II. OPERATING COST SUMMARY

	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
	FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services	-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01
C. Equipment	-	-	-	-	-	-	-	-	-	-
L. Current Lease Payments	-	-	-	-	-	-	-	-	-	-
M. Motor Vehicles	-	-	-	-	-	-	-	-	-	-
TOTAL REQUEST	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01

By MOF:

A	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01
B										
N										
P										
R										
S										
T										
U										
W										
X										

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

III. OPERATING COST DETAILS

	MOF	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
		FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services (List all positions)											
Subtotal Personal Service Costs		-	-	-	-	-	-	-	-	-	-
By MOF											
A		-	-	-	-	-	-	-	-	-	-
B		-	-	-	-	-	-	-	-	-	-
N		-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses (List by line item)											
Convention Center Operations	B	-	-	-	-	-	5,545,696.00	5,739,795.36	5,940,688.20	6,148,612.28	6,363,813.71
Sales and Marketing	B	-	-	-	-	-	1,272,648.00	1,317,190.68	1,363,292.35	1,411,007.59	1,460,392.85
Repairs and Maintenance	B	-	-	-	-	-	7,181,656.00	7,433,013.96	7,693,169.45	7,962,430.38	8,241,115.44
		-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Subtotal Other Current Expenses				0			14,000,000	14,490,000	14,997,150	15,522,050	16,065,322
By MOF											
A				0			0	0	0	0	0
B				0			14,000,000	14,490,000	14,997,150	15,522,050	16,065,322
N				0			0	0	0	0	0
C. Equipment (List by line item)											
Subtotal Equipment				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
L. Current Lease Payments (Note each lease)											
Subtotal Current Lease Payments				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
M. Motor Vehicles (List Vehicles)											
Subtotal Motor Vehicles				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
TOTAL REQUEST		0.00	0.00	0	0.00	0.00	14,000,000	14,490,000	14,997,150	15,522,050	16,065,322

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

IV. JUSTIFICATION OF REQUEST

The Hawai'i Convention Center is an amazing public asset that will require further investment to revive the HCC into a world-class convention center. Thus far, the legislature has invested \$79M towards the rooftop terrace deck and surrounding areas. Besides the rooftop project, the HCC has a deferred maintenance cost list totaling approximately \$69,000,000. The CCESF has approximately \$34.5M and should increase to \$46.5M by the end of the fiscal year. Increasing the appropriation ceiling from \$11M to \$14M will allow HTA to address the growing list of deferred maintenance projects that have been dismissed due to the lack of an appropriation ceiling. The HCC is both an important economic asset and a public facility for the state. This duality of utility was highlighted during the initial response efforts to the Maui wildfires. The HCC hosted a city-wide event while being prepared to assist and shelter up to 2,000 Maui evacuees. The legislature should prioritize investing in the HCC so that it can continue serving the state.

V. RELATIONSHIP OF THE REQUEST TO STATE PLAN OR FUNCTIONAL PLAN

Refer to the response to IV- Justification above.

VI. INFORMATION SYSTEMS AND TECHNOLOGY

N/A

VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES

None at this time.

VIII. IMPACT ON FACILITY REQUIREMENTS (R&M, CIP)

Refer to the response to IV- Justification above.

IX. EXTERNAL CONFORMANCE REQUIREMENTS

Following HRS 103D and related HAR requirements.

X. REQUIRED LEGISLATION (Please specify appropriate statutes; i.e., HRS)

None at this time.

XI. OTHER COMMENTS

None at this time.

14

**Presentation on the
U.S. Marketing Maui Recovery Plan #2
and the Canada Marketing Maui Recovery Plan**



Staff Report for December HTA Board Meeting Agenda #14:

- HTUSA will provide a brief recap of U.S. Recovery Plan #1 (August – December 2023: \$2.6mil) and will present its work plan for US #2 (January - June 2024: \$2.5mil).
- HTCAN will present its Recovery Plan (January -May 2024: \$900,000).
- Budgets were previously approved by the board. No further action required.