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Hawai'i Tourism Authority Continues Tourism's Reinvestment In Community
More than \$7.5 million to support 163 projects, programs and events statewide

HONOLULU – The Hawai'i Tourism Authority (HTA) is furthering its dedication to the community, announcing five key programs to support natural resources, culture and the community: Kahu 'Āina, Kūkulu Ola, Resort Area Hawaiian Culture Initiative, Signature Events, and Community Enrichment. In 2024, HTA is partnering to provide more than \$7.5 million in total funding to support 163 nonprofit organizations, community groups, practitioners, projects and events throughout the state.

"The community is the foundation of our visitor industry and the fabric of the experiences that mindful travelers want to have when they come to our shores," said Mufi Hannemann, HTA Board Chair. "To continue having a thriving, diversified industry that supports our other sectors we need to ensure that we strengthen what we all know makes Hawai'i special — our people, our living cultures, and the places that we hold dear — as without them there is no future."

"Reinvesting in Hawai'i's people, places and multi-cultural traditions remains central to HTA's regenerative tourism mission," said Daniel Nāho'opi'i, HTA's interim president and CEO. "We look forward to working closely with such a diverse range of qualified organizations and practitioners on each island to deliver these programs to our community and our visitors."

HTA has partnered with Kilohana to administer the following programs and contracts in 2024 as part of its focus on destination stewardship. Criteria included demonstrating how the proposed initiative aligns with the state's Aloha+ Challenge and 'Āina Aloha Economic Futures principles toward a circular economy, which HTA remains committed to advancing.

These programs complement HTA's initiatives to strengthen workforce development in Hawai'i's visitor industry, assist nonprofits and small businesses with capacity-building tools to improve their ability to engage in tourism, and provide technical assistance training.

2024 KAHU 'ĀINA PROGRAM

HTA's Kahu 'Āina (formerly known as Aloha 'Āina) program supports responsible community-based entities with an emphasis on 'āina-kānaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources. Through the Kahu 'Āina program, HTA is reinvesting more than \$1.2 million (\$1,236,000) in the following 25 community groups and projects in 2024.

Project/Program	Organization	Island(s) Served	Award Amount
Statewide/Multiple Islands			
Building Pilina to 'Āina through Mālama Work Days	Project Kanu	Statewide	\$50,000

Forest to Frets: Hands on History Hawaiian Steel Guitar Program	Kealakai Center for Pacific Strings	O'ahu, Kaua'i	\$50,000
Hawai'i Agritourism Holomua Series: A Way Forward	Hawai'i Agritourism Association	Hawai'i Island, Maui	\$50,000
Kupu 'Āina Corps and Nā Manu 'Elele	Kupu	Statewide	\$100,000
Mo'olelo Matters Speaker Series	Aloha Kuamo'o 'Āina	O'ahu, Hawai'i Island	\$50,000
Hawai'i Island			
EA Ecovercity	EA Ecovercity	Hawai'i Island	\$40,000
Huaka'i & Mālama 'Āina with Waikōloa Dry Forest Initiative 2024	Waikōloa Dry Forest Initiative	Hawai'i Island	\$34,000
'Ike Ka'ūloa - Knowing Ka'ū	Infinite Reach 'Apoākea	Hawai'i Island	\$20,000
Ka'e Lehua	Pōhāhā I Ka Lani	Hawai'i Island	\$100,000
Kumu Pa'a i ka 'Āina	The Kohala Center, Inc.	Hawai'i Island	\$40,000
Mālama 'Āina Mai Ka Uka i Ke Kai	Mālā'ai	Hawai'i Island	\$83,000
Nānā 'Āina: Learning To Care For Our Forest Relatives From Our Forest Relatives	The Kohala Center, Inc.	Hawai'i Island	\$50,000
Maui			
Kīpahulu 'Ohana, Inc.	Mālama 'Ōpelu	Maui	\$40,000
The Auwahi Project Community-Based Native Watershed Forest Restoration	Auwahi Forest Restoration Project	Maui	\$50,000
Wailuanui Lo'i Kalo & 'Auwai Restoration	Nā Moku Aupuni o Ko'olau Hui	Maui	\$40,000
Moloka'i			
Moloka'i Land Trust	Moloka'i Land Trust	Moloka'i	\$37,500
O'ahu			
Aloha 'Āina - Ka'ena Point	Young Men's Christian Association of Honolulu	O'ahu	\$60,000
Hui Mālama O Ke Kai Foundation	The Kaiāo Project	O'ahu	\$30,000
Kōkua Learning Farm	Kōkua Hawai'i Foundation	O'ahu	\$30,000
Komo I Ka 'Āina	Kauluakalana	O'ahu	\$52,000

Mālama Pia Valley	Protect & Preserve Hawai'i	O'ahu	\$40,000
Pu'uuhonua 'o Waikāne : Realizing Refuge for Indigenous Identity & 'Āina	Ho'ihō'i Ea	O'ahu	\$50,000
Restoring Ea	Mālama Loko Ea Foundation	O'ahu	\$50,000
Stewardship and Conservation of Hawai'i's Protected Marine Animals	Hawai'i Marine Animal Response	O'ahu	\$30,000
Kaua'i			
Kūpuna Mahi'ai Apprenticeship Project KMAP	Kūmano I Ke Ala O Makaweli	Kaua'i	\$60,000

2024 KŪKULU OLA PROGRAM

HTA's Kūkulu Ola program supports community-based awardees that enhance, strengthen and perpetuate Hawaiian culture through genuine experiences for residents and visitors. Through the Kūkulu Ola program, HTA is reinvesting \$1.25 million in the following 34 nonprofit organizations, events and cultural practitioners in 2024.

Project/Program	Organization	Island(s) Served	Award Amount
Statewide/Multiple Islands			
He Mau Ali'i: Chronicles of Hawai'i's Sovereigns	Historic Waimea Theater and Cultural Arts Center	O'ahu, Kaua'i, Hawai'i Island, Maui	\$10,000
Ho'i Mau I Ka 'Iwikuamo'o - Return to the Source	Kānehūnāmoku Voyaging Academy	O'ahu, Hawai'i Island, Maui, Kaua'i, Moloka'i	\$75,000
Kania Ola: Economic Resilience for Mele Practitioners	Kāhuli Leo Le'a	O'ahu, Kaua'i, Hawai'i Island, Maui	\$50,000
Lohe I Ka Leo (Hear the Voice) Archival Project	Kalihi-Pālama Culture and Arts Society	Statewide	\$40,000
Mana Mele	Mana Maoli	O'ahu, Kaua'i, Hawai'i Island	\$40,000
Nā Kūkulu a ka Moananui a Kanaloa, The Pillars of the Great Ocean of Kanaloa	Lālākea Foundation	O'ahu, Hawai'i Island, Maui, Kaua'i	\$112,300
Wana A'o: Digital Storytelling and Cultural Preservation	Mana Studios	Statewide	\$30,000

Hawai'i Island			
Hōlua Revitalization Program	Pāhoa Lava Zone	Hawai'i Island	\$25,000
Hula Arts at Kīlauea	Volcano Art Center	Hawai'i Island	\$20,000
Ka Lau o Ke Kāhuli	Pōhāhā I Ka Lani	Hawai'i Island	\$25,000
Kaulele - Expanding Reach	Institute for Native Pacific Education and Culture (INPEACE)	Hawai'i Island	\$20,000
Ola Ka 'Ie'ie	Hiki Ola	Hawai'i Island	\$15,000
Wailehua	Edith Kanaka'ole Foundation	Hawai'i Island	\$75,000
Maui			
Hāna Arts	Hāna Arts	Maui	\$30,000
O'ahu			
2024 OHCRA Race Production Program	O'ahu Hawaiian Canoe Racing Association	O'ahu	\$50,000
He'e Nalu: The Art and Legacy of Hawaiian Surfing	Kua'āina Associates, Inc.	O'ahu	\$20,000
Honolulu Theatre for Youth	Ki'i A Loa'a: Reimagining Hawai'i's Monuments	O'ahu	\$30,000
Ho'omau Nā Maka o ka 'Āina	Pu'uhonua Society	O'ahu	\$30,000
I Le'a Ka Hula 2024	Mu'uolaulani	O'ahu	\$40,000
Kama'āina Sundays 2024	The Friends of 'Iolani Palace	O'ahu	\$60,000
Keanahala: A Place for Hala	Pu'uhonua Society	O'ahu	\$30,000
Kīpuka: A Makerspace	Pu'uhonua Society	O'ahu	\$27,000
Kula Kapa O Waimānalo at Sea Life Park	Waimānalo Canoe Club	O'ahu	\$30,000
PA'I Presents: MAMo	PA'I Foundation	O'ahu	\$75,000
Pili Mai 2024	Kauluakalana	O'ahu	\$30,000
The E Mau Ke A'o Program	Wai'anae Economic Development Council	O'ahu	\$20,000
The Maunawila Heiau Cultural & Ecological Preservation and Education Program	Hawai'i Land Trust	O'ahu	\$40,000

Ulu A'e Kaiāulu	Ulu A'e Learning Center	O'ahu	\$15,700
Urban Makahiki	Trust for Public Land	O'ahu	\$30,000
Welo Ka Hae	Kōkua Kalihi Valley Comprehensive Family Services	O'ahu	\$40,000
Kaua'i			
Ka Pae 'Āina O Hawai'i Nei Hawaiian Archipelago Mosaic Program	The Garden Island Arts Council	Kaua'i	\$40,000
Kūkulu Hale Building	Kūmano I Ke Ala	Kaua'i	\$20,000
Nā Mele Ho'okani	Mālie Foundation	Kaua'i	\$25,000
Waipā Cultural Foodways Program	Waipā Foundation	Kaua'i	\$30,000

2024 RESORT AREA HAWAIIAN CULTURE INITIATIVE

HTA's Resort Area Hawaiian Culture Initiative provides support to cultural practitioners and musicians presenting Hawaiian experiences, entertainment and music in resort areas. Through the Resort Area Hawaiian Culture Initiative, HTA is reinvesting \$385,000 in the following four community groups, musicians and practitioners in 2024, with \$335,000 going toward displaced musicians and practitioners who previously worked in resort areas that were impacted by the Maui wildfires and loss of tourism.

Program	Organization	Island(s) Served	Award Amount
Maui			
Maui Ola: Cultural Practitioner Initiative	Kāhuli Leo Le'a	Maui	\$185,000
Mele At The Market	Hāna Arts	Maui	\$50,000
Supporting Local Musicians & Boosting Maui's Economy	Maui Chamber of Commerce	Maui	\$100,000
O'ahu			
Nani Nō O Waikīkī	Hawaiian Music Perpetuation Society	O'ahu	\$50,000

2024 SIGNATURE EVENTS PROGRAM

HTA's Signature Events program supports major festivals and events that attract attendees and participants from outside the state and have extensive opportunities for national and international marketing. They include typically high-profile events that are larger in scale than those in the Community Enrichment program. These events also have a high media value (print, online and broadcast impressions). Through the Signature Events program, HTA is reinvesting \$2.85 million in the following 21 festivals and events happening in Hawai'i in 2024.

Event	Organization	Island(s) Served	Award Amount
Statewide/Multiple Islands			
44th Annual Hawai'i International Film Festival	Hawai'i International Film Festival	O'ahu, Kaua'i, Hawai'i Island, Moloka'i, Maui, Lāna'i	\$50,000
Hawai'i Food & Wine Festival	Hawai'i Ag & Culinary Alliance	O'ahu, Hawai'i Island, Maui	\$190,000
King Kamehameha Celebrations	King Kamehameha Celebration Commission	O'ahu, Kaua'i, Hawai'i Island, Moloka'i, Maui, Lāna'i	\$200,000
Moloka'i 2 O'ahu Paddleboard World Championships	Epic Sports Foundation	O'ahu, Moloka'i	\$50,000
Nā Wāhine O Ke Kai Canoe Race - Celebrating Women's Paddling	O'ahu Hawaiian Canoe Racing Association	O'ahu, Moloka'i	\$100,000
Polynesian Football Hall of Fame Enshrinement Weekend and Polynesian Bowl	Polynesian Football Hall of Fame	O'ahu, Hawai'i Island, Maui	\$155,000
Prince Kūhiō Celebration & Parade	Association of Hawaiian Civic Clubs	O'ahu, Hawai'i Island, Kaua'i, Maui, Moloka'i, Lāna'i	\$40,000
Queen Lili'uokalani Keiki Hula Festival	Kalihi-Pālama Culture and Arts Society	O'ahu, Hawai'i Island, Maui, Kaua'i	\$75,000
Hawai'i Island			
2024 IVF World Sprints Championship	Hawaiian Canoe Racing Association	Hawai'i Island	\$75,000
2024 VinFast IRONMAN World Championship	World Triathlon Corporation	Hawai'i Island	\$300,000

Maui			
Maui Invitational	Kemper Sports Marketing, LLC	Maui	\$230,000
Moloka'i			
Moloka'i Prince Kūhiō 2024	Ho'olehua Homesteaders Association	Moloka'i	\$20,000
O'ahu			
13th Festival of Pacific Arts & Culture	Gravitas Pasifika, LLC	O'ahu	\$500,000
2024 Duke Kahanamoku Ocean Festival	Outrigger Duke Kahanamoku Foundation	O'ahu	\$65,000
41st Annual Pan-Pacific Festival	Pan-Pacific Festival Foundation	O'ahu	\$50,000
47th Annual Prince Lot Hula Festival	Moanalua Gardens Foundation	O'ahu	\$75,000
Aloha Festivals 2024	Aloha Festivals 2024	O'ahu	\$100,000
ESPN Events - Hawai'i Bowl and Diamond Head Classic	ESPN Productions, Inc.	O'ahu	\$175,000
Honolulu Marathon	Honolulu Marathon Association	O'ahu	\$250,000
Moloka'i Hoe Canoe Race - Preserving Hawaiian Culture and Tradition	O'ahu Hawaiian Canoe Racing Association	O'ahu	\$100,000
The Eddie Big Wave Invitational in Memory of Eddie Aikau	Eddie Aikau Foundation, Inc.	O'ahu	\$50,000

2024 COMMUNITY ENRICHMENT PROGRAM

HTA's Community Enrichment program supports unique, authentic and highly valued visitor-related experiences, and represents activities that are developed by the community, for the community, and are things the community is willing to and wants to share with visitors. Through the Community Enrichment program, HTA is reinvesting \$1.84 million in the following 79 community-based events, festivals and experiences in 2024.

Event/Project	Organization	Island(s) Served	Award Amount
Statewide/Multiple Islands			
2024 Maui Music Series	Arts Education for Children Group	Maui, Lāna'i	\$20,000
6th Annual Garden Island Boogie Board Classic & 16th Annual Hubb Keiki Fest	Kaikeha	O'ahu, Kaua'i	\$23,000

Festivals of Aloha	Lōkahi Pacific	Maui, Lānaʻi, Molokaʻi	\$70,000
Hawaiʻi Swim Show 2024	Hawaiʻi Rise Foundation	Oʻahu, Hawaiʻi Island	\$20,000
Molokaʻi Holokai Hoʻolauleʻa	Youth in Motion	Maui, Molokaʻi	\$25,000
Statewide Hawaiian Slack Key Guitar Festivals	Kī Hōʻalu Foundation	Oʻahu, Kauaʻi, Hawaiʻi Island, Maui	\$40,000
Volunteer Month Hawaiʻi 2024	Kanu Hawaiʻi	Oʻahu, Kauaʻi, Hawaiʻi Island, Maui, Molokaʻi, Lānaʻi	\$40,000
Hawaiʻi Island			
2024 Hāmākua Sugar Days Festivals	North Hawaiʻi Heritage Foundation	Hawaiʻi Island	\$5,000
2024 Hawaiian International Billfish Tournament	Hawaiian International Billfish Association	Hawaiʻi Island	\$25,000
3rd Annual Aloha Shirt Festival & Fashion Week Hawaiʻi	Nāʻālehu Theatre	Hawaiʻi Island	\$7,000
3rd Annual King Kamehameha's Awesome Athletes Inclusive Canoe Race	Arc of Hilo	Hawaiʻi Island	\$10,000
53rd Kona Coffee Cultural Festival	Kona Coffee Cultural Festival	Hawaiʻi Island	\$25,000
Cacao Cultivation to Culinary Celebration: The Big Island Chocolate Festival	Big Island Chocolate Festival/Kona Cacao Association	Hawaiʻi Island	\$8,000
Celebration of Life - Lantern Floating Memorial	Hawaiʻi Care Choices	Hawaiʻi Island	\$30,000
EPIC Wāhine	Lydia8	Hawaiʻi Island	\$3,000
Kaʻū Coffee Festival	Kaʻū Coffee Growers Cooperative	Hawaiʻi Island	\$20,000
Merrie Monarch Festival 2024	Merrie Monarch Festival	Hawaiʻi Island	\$90,000
Queen Liliʻuokalani Canoe Race	Queen Liliʻuokalani Canoe Race	Hawaiʻi Island	\$25,000
Street Eats, A Kailua Village Food Truck Festival	Kailua Village Business Improvement District	Hawaiʻi Island	\$50,000
World Bee Day Fair and Educational Events - May 2024	Bird and Bee Hawaiʻi Animal Sanctuary	Hawaiʻi Island	\$8,000

Maui			
2024 Kapalua Wine & Food Festival	Kapalua Wine & Food Festival	Maui	\$60,000
28th Annual East Maui Taro Festival	East Maui Taro Festival	Maui	\$20,000
42nd Annual Maui Classical Music Festival	Maui Classical Music Festival	Maui	\$30,000
8th Annual World Whale Film Festival	Pacific Whale Foundation	Maui	\$25,000
‘Āina Foods Cook-Off	Hawai‘i Farmers Union Foundation	Maui	\$17,875
Annual Maui Marathon and Half Marathon	Valley Isle Road Runners	Maui	\$30,000
"Captivate the Artist in You" Art Workshops 2024	Hui No‘eau	Maui	\$20,000
Celebrating the Visual Arts of Hawai‘i	Hui No‘eau	Maui	\$25,000
Celebration of Arts 2024	Kapalua Maui Charities, Inc.	Maui	\$50,000
Emma Farden Sharpe Hula Festival	Lōkahi Pacific	Maui	\$25,000
Gathering of the Voyagers	Hawaiian Outrigger Canoe Voyaging Society	Maui	\$35,000
Hāna Kū Mele Series	Ala Kukui	Maui	\$15,000
Maui Matsuri Japanese Festival - 22nd Anniversary Events	Japanese Cultural Society of Maui, Inc.	Maui	\$15,000
Maui Pops Orchestra 2024 Concerts	Maui Pops Orchestra, Inc.	Maui	\$17,500
Maui ‘Ukulele Festival 2024	Maui Arts and Cultural Center	Maui	\$15,000
Moku‘ula Experience	Lahaina Restoration Foundation	Maui	\$14,625
Nā Hōkū Hou Award Winners	Maui Arts and Cultural Center	Maui	\$15,000
Prince Kūhiō Maui Ho‘olaule‘a	Lōkahi Pacific	Maui	\$20,000
Wailuku First Friday	Lōkahi Pacific	Maui	\$25,000
O‘ahu			
17th Annual Waimānalo Kanikapila	Nā‘alehu Theatre	O‘ahu	\$14,000
2024 Hawai‘i’s Woodshow, Nā Lā‘au o Hawai‘i	Hawai‘i Forest Institute	O‘ahu	\$5,000
2024 New Year’s ‘Ohana Festival	Japanese Cultural Center of Hawai‘i	O‘ahu	\$10,000

2024 Ride Aloha Festival	Hawai'i Bicycling League	O'ahu	\$20,000
20th Annual Korean Festival	Hawai'i Korean Chamber of Commerce Foundation	O'ahu	\$10,000
28th Honolulu Festival	Honolulu Festival Foundation	O'ahu	\$25,000
42nd Okinawan Festival	Hawai'i United Okinawa Association	O'ahu	\$50,000
48th Annual Honolulu Intertribal Powwow	O'ahu Intertribal Council	O'ahu	\$5,000
74th Narcissus Festival	Chinese Chamber of Commerce of Hawai'i	O'ahu	\$5,000
AccesSurf's Hawai'i Adaptive Surfing Championships	AccesSurf Hawai'i	O'ahu	\$40,000
Cinco De Mayo Celebrating Diversity in Hawai'i	Hispanic Chamber of Commerce Hawai'i	O'ahu	\$10,000
Evo Showcase Hawai'i 2024	RTS	O'ahu	\$50,000
Filipino Fiesta & Flores de Mayo	The Filipino Community Center, Inc.	O'ahu	\$10,000
Hawai'i Book & Music Festival	Hawai'i Book & Music Festival	O'ahu	\$10,000
Hawai'i 'Ukulele Festival	Kala Foundation	O'ahu	\$25,000
Honolulu Pride	Hawai'i LGBT Legacy Foundation	O'ahu	\$10,000
Ho'olaule'a o Waimea	Hi'ipaka, LLC	O'ahu	\$20,000
Kapu'uola Hula Festival	Ulu A'e Learning Center	O'ahu	\$10,000
Keiki in the Kitchen	Hawai'i Ag & Culinary Alliance	O'ahu	\$41,000
Legacy: The Siva Afi	Malu Productions, Inc.	O'ahu	\$10,000
Lei Day Celebration	City & County of Honolulu, Department of Parks and Recreation	O'ahu	\$50,000
Mahina 'Ōlelo Hawai'i	PA'I Foundation	O'ahu	\$30,000
May Day 2024	Kāhuli Leo Le'a	O'ahu	\$25,000
Mō'ili'ili Summer Fest 2024	Mō'ili'ili Festivals	O'ahu	\$15,000
Moonlight Mele 2024	Bishop Museum	O'ahu	\$15,000

Kaua'i			
2024 Kaua'i Mokihana Festival	Mālie Foundation	Kaua'i	\$25,000
2024 Kōloa Plantation Days	Kaua'i Economic Development Board, Inc.	Kaua'i	\$35,000
Downtown Līhu'e 2nd Saturday Night Market	Rice Street Business Association	Kaua'i	\$18,000
Downtown Līhu'e Annual Community Events	Rice Street Business Association	Kaua'i	\$50,000
E Kanikapila Kākou 2024	The Garden Island Arts Council	Kaua'i	\$2,500
Eō e 'Emalani I Alaka'i	Historic Waimea Theater and Cultural Arts Center	Kaua'i	\$7,500
Heiva I Kaua'i 2024	Heiva I Kaua'i 2024	Kaua'i	\$13,000
Kaua'i Chocolate & Coffee Festival	Kala Foundation	Kaua'i	\$30,000
Kaua'i Songwriters Music Festival	Arts Kaua'i	Kaua'i	\$5,000
Kaua'i 'Ukulele Festival	Special Events Hawai'i, Inc	Kaua'i	\$5,000
Old Kapa'a Town 1st Saturday Ho'olaule'a Multi-Cultural Celebration	Kapa'a Business Association	Kaua'i	\$5,000
Soto Zen Bon Festival	Kaua'i Soto Zen Temple	Kaua'i	\$10,000
The 2024 Kaua'i Marathon and Half Marathon	The Kaua'i Marathon	Kaua'i	\$40,000
Waimea Light Parade	Historic Waimea Theater and Cultural Arts Center	Kaua'i	\$10,000
Waimea Town Celebration: Heritage of Aloha	Historic Waimea Theater and Cultural Arts Center	Kaua'i	\$50,000

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

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